# Insight

# zudio *The Fashion Trend*

Zudio, a fashion brand under Tata Trent Ltd., operates in the retail sector, specializing in clothing and fashion accessories. Established in 2016, Zudio targets a youthful demographic, typically aged between 16 and 35, and boasts a network of over 300 stores spread across 42 cities in India. Their marketing strategies are centered around ambitious expansion plans, offering trendy fashion, exclusive brand selections, rapid store openings, and a strong presence across various channels.

*"Aggressively popping all over India, zudio brings to the fore irresistible fashion at unmatched prices. Zudio creates everything in-house and loves cool-spirited people who are trend sussed. Zudio enjoys forming tribes and creating amazing opportunities along the way."*
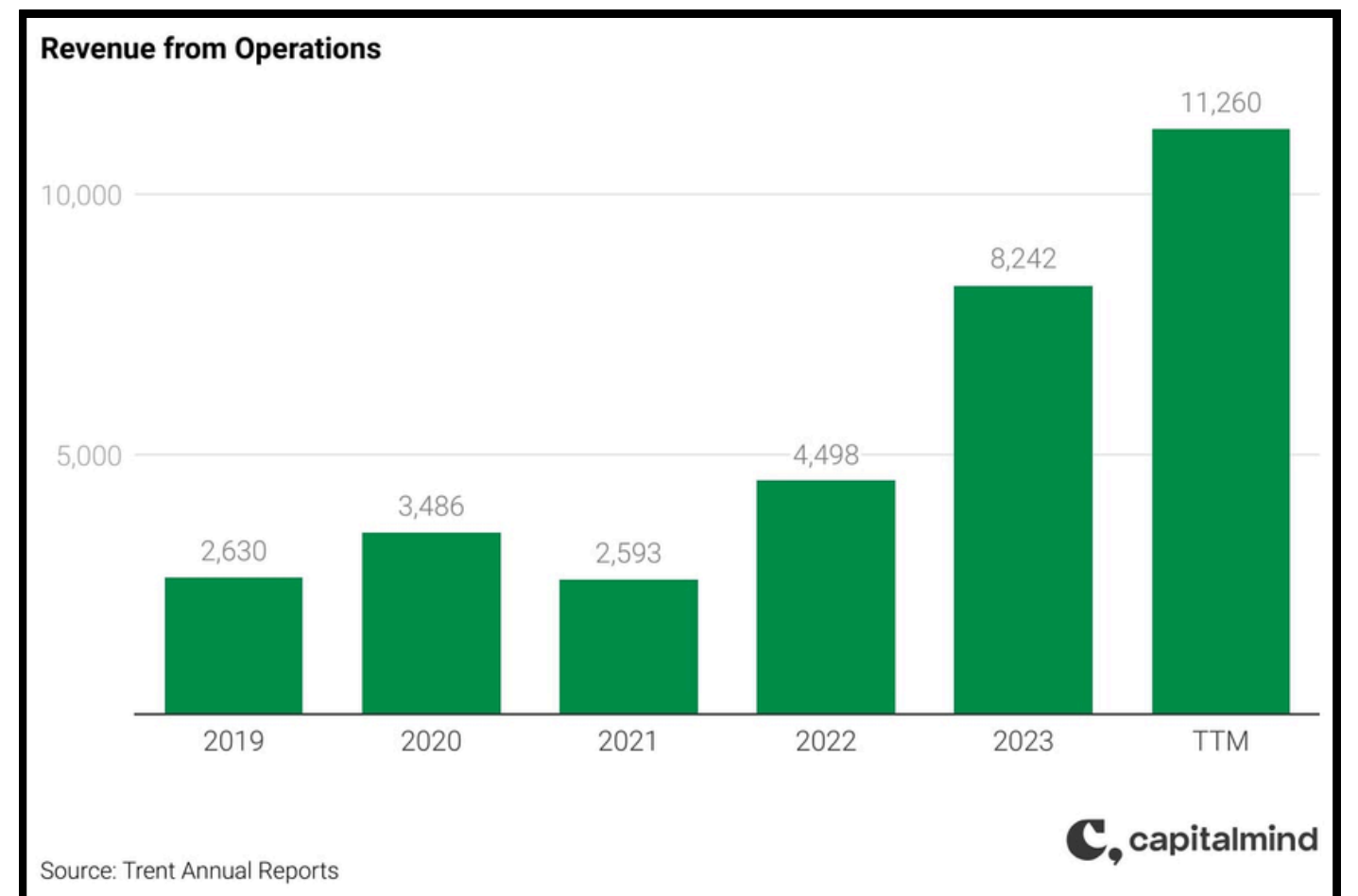
## HOW IS THE MARKET ENVIRONMENT?

**Political**: Prioritizing ethical conduct and safety training.

**Economic**: Demonstrating robust revenue growth and share price performance.

**Social**: Concentrating on in-house designs, quick turnaround times, and online accessibility.

**Technological:** Leveraging digital platforms, witnessing online sales growth, and integrating with Tata Neu app.

**Revenue from Operations**

| | |
|---|---|
| 2019 | 2,630 |
| 2020 | 3,486 |
| 2021 | 2,593 |
| 2022 | 4,498 |
| 2023 | 8,242 |
| TTM | 11,260 |

Source: Trent Annual Reports

**C, capitalmind**

**Environmental:** Emphasizing sustainability, swift fashion delivery, and efficient supply chains.

**Legal**: Maintaining strong internal controls, adhering to regulations, and actively auditing processes.

## IS THE MARKET REALLY COMPETATIVE??

Facing competition from established players like ABFRL, Vishal Retail, and FLF.

Recognizing the potential for new entrants in India's competitive retail landscape.

Supplier power reliant on Zudio's sales volumes.

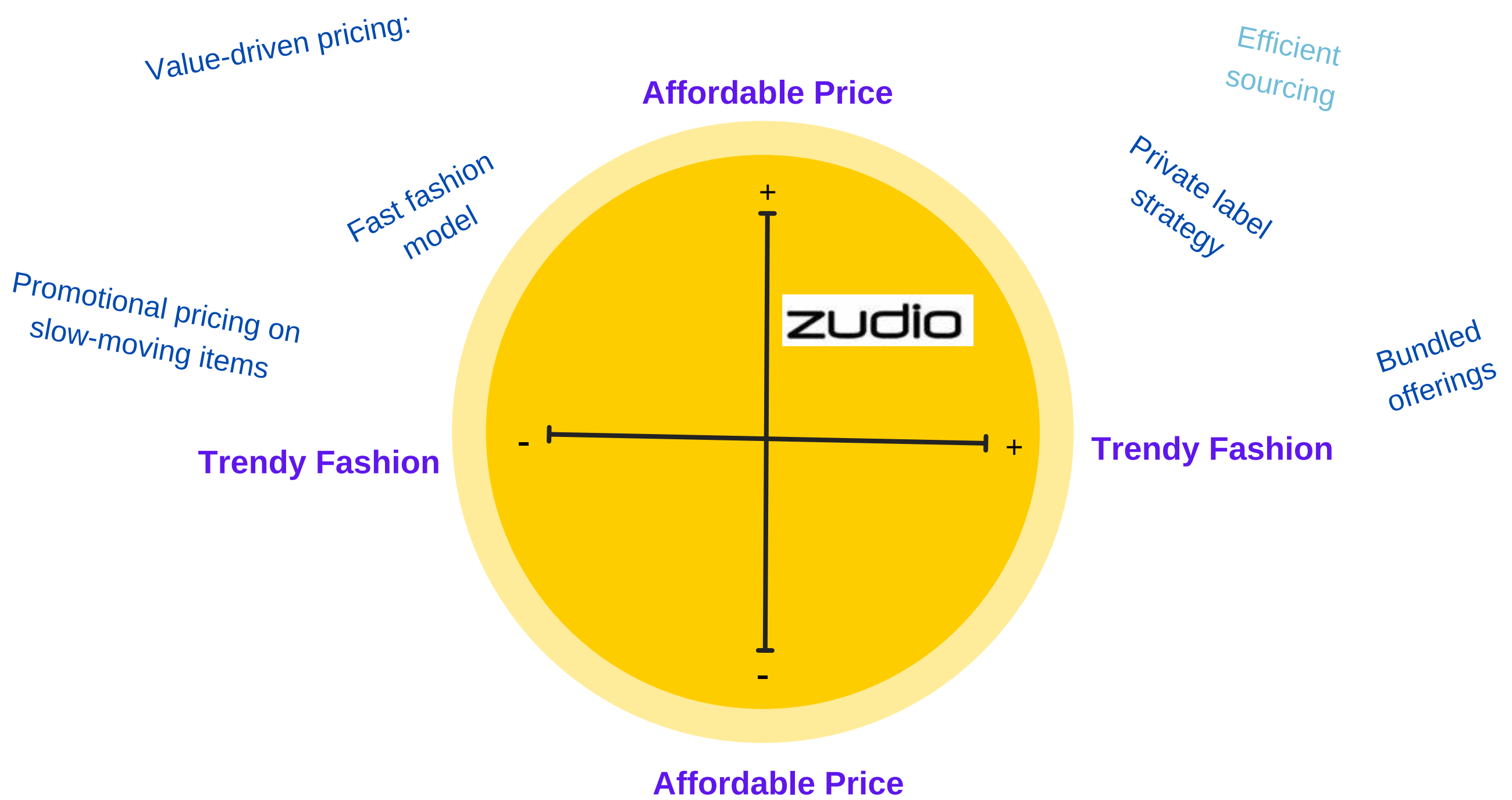Acknowledging significant customer power, stressing competitive pricing and quality.

Addressing threats from substitute products by delivering on promises and maintaining competitive pricing.

## THE STRATEGY IMPLEMENTED:

1. **Low Manufacturing Costs**: By steering clear of high-end designers and opting for bulk production, Zudio minimized manufacturing expenses.

2. **FOCO Model**: Zudio embraced the Franchise Owned Company Operated model, allowing individuals to run outlets while sharing profits with the franchise holder.

3. **Smart Marketing**: Instead of extravagant celebrity endorsements and TV ads, Zudio harnessed the power of small influencers for cost-effective marketing.

Value-driven pricing:

Efficient sourcing

**Affordable Price**

Fast fashion model

Private label strategy

Promotional pricing on slow-moving items

Bundled offerings

**Trendy Fashion** — zudio — **Trendy Fashion**

**Affordable Price**

*Sources:*   *https://premium.capitalmind.in/2024/03/zudio-the-story-behind-trents-meteoric-rise/*
*https://www.zudio.com/*

**Sameera Fatima**

MBA II Semester

# The Looming Shadow of Unemployment: Bridging the Gap in India's Workforce

India's economic story is one of remarkable story of growth and progress. However, this narrative is about the persistent challenge like– unemployment which is a problem since Independence and event today

Despite boasting a young and vibrant workforce, India struggles to generate enough quality jobs to absorb its growing population. This unemployment problem has far-reaching consequences, affecting economic growth, social stability, and individual well-being.

Here, we delve into the complexities of India's unemployment crisis and explore potential solutions for building a more inclusive and prosperous future.

## Understanding Unemployment in India:

*Unemployment refers to the state of individuals actively seeking work but unable to find it. It is measured by the unemployment rate, which is the percentage of the labor force that is unemployed. India faces a unique combination of factors contributing to this issue:*

• **Demographic Dividend or Burden?** India has a young population, often referred to as a "demographic dividend" with the potential to fuel economic growth. However, if sufficient jobs are not created, this advantage can turn into a burden, leading to social unrest and wasted potential.

• **Skill Mismatch:** The education system might not be equipping graduates with the skills employers are actively looking for. This mismatch between skills demanded and skills possessed leaves many graduates unemployable despite holding degrees.

• **Informal Sector Dominance:** A larger portion of India's workforce is employed in the informal sector, characterized by low wages, limited job security, and a lack of social safety nets. This sector offers limited opportunities for upward mobility and career progression.

• **Automation Threat:** Technological advancements are automating tasks, displacing workers in certain sectors. While automation can improve efficiency, it can also lead to job losses if workers are not equipped to adapt to modern technologies.

• **Urbanization and Job Concentration:** Rapid urbanization has drawn millions to cities in search of opportunities. However, the job creation rate might not be keeping pace with this influx, leading to higher unemployment rates in urban areas.

## The Devastating Impact of Unemployment:

High unemployment in India has a cascading effect across various aspects of society:

• **Economic Stagnation:** Unutilized potential of a large workforce hinders economic growth and innovation.

• **Increased Poverty:** Unemployment leads to a decline in income and purchasing power, pushing more people into poverty.

• **Social Unrest and Crime**: Frustration and lack of opportunities can lead to social unrest and an increase in crime rates.

• **Mental Health Issues:** The stress and anxiety associated with unemployment can have a detrimental impact on mental well-being.

*Unemployment stays a significant hurdle on India's path to becoming a truly inclusive and prosperous nation. By focusing on education reform, skilling the workforce, supporting entrepreneurship, and creating a business-friendly environment, India can tackle this challenge effectively. This needs not only government initiatives but also active collaboration with the private sector and educational institutions. By bridging the gap between job seekers and job opportunities, India can unleash the full potential of its young workforce and propel itself towards a brighter economic future.*



Unemployment Rate in India
Percentage Increased to 7.80 in 2023
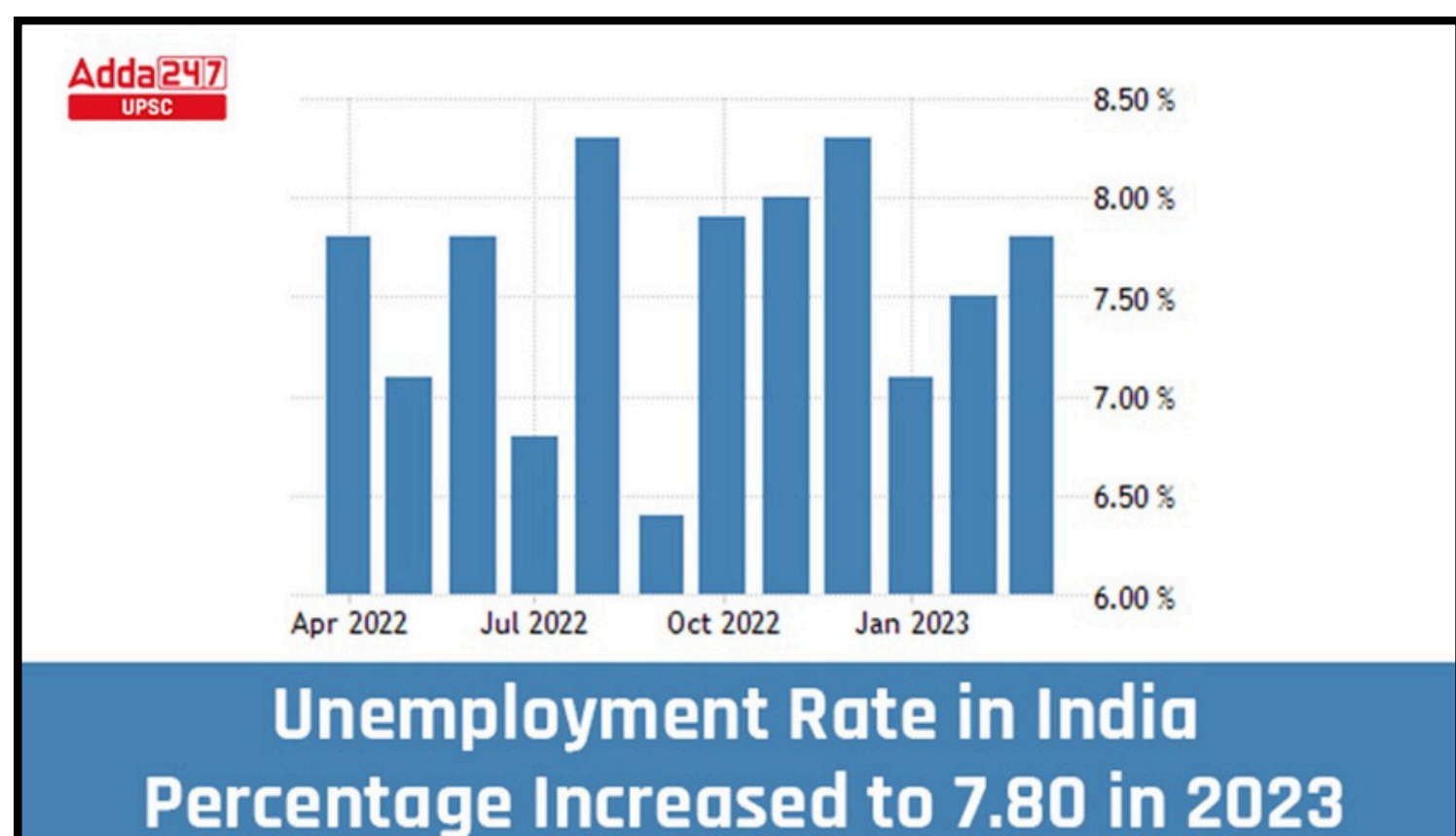
## The Role of Government and Private Sector can be:

• The government can play a crucial role by investing in education and skill development programs, creating a conducive environment for businesses to flourish, and promoting entrepreneurship.

• The private sector can contribute by aligning training programs with their skill needs, actively investing in skill development initiatives, and creating opportunities for internships and apprenticeships

**Tharun S**

BBA II Semester
Sec A

# "Optimization of opportunity – A cost benefit and trade- off in Consumer Decision."

In this world where marketing is all around and Opportunity cost is the ideal way to look into each step and each opportunity encountering our way – simplified meaning is to acquire something we have to give or part way with something. In consumer behavior opportunity cost is considered while making the optimum choice among the countless options available considering the resources, usages, long term plans and the associated risk etc. We at times are not able to realize the associated cost since we are valuing only from the monetary aspects however if we consider the non-monetary cost and the other related hidden cost then the decision taken might be justifiable to the opportunity forgone. Behavior and choice are entangled with benefit, cost analysis and trade-offs with extensive benefit's analysis rather cost. Since tradeoffs are often a serious affair due to pressure, disagreement, and contradiction (Bray et al. 2011) So as a consumer it becomes difficult to make an optimum decision.

**Dr. INDU SHARMA**

ASSISTANT PROFESSOR
MARKETING

In this world where marketing is all around and Opportunity cost is the ideal way to look in to each step and each opportunity encountering our way – simplified meaning is to acquire something we have to give or part way with something.In consumer behavior opportunity cost is considered while making the optimum choice among the countless options available considering the resources, usages, long term plans and the associated risk etc. We at times are not able to realize the associated cost since we are valuing only from the monetary aspects however if we consider the non monetary cost and the other related hidden cost then the decision taken might be justifiable to the opportunity forgone.

Consumer psychology when it deals with uncovering the consumer behviour then the opportunity cost analysis might value the perceived attachment and the options evaluation and the choices available and the discomfort of not been able to avail the available choices and as a human we want to have all which leads to choice discomfort and the level of satisfaction reduces (Carmon et al.,2003).

The choices we made and value driven in the future due course is the depth and understanding of our decision making capability at a given point of time. All our business decision are based on the framework of opportunity cost unconsciously at micro level since its effecting only the micro level result however when the periphery and the dimensions increases the impact from micro level becomes macro and the impact is large and difficult to control. Here we are also applying the trade off principle where it is also considering the optimization and the feasibility of the next best alternative. While doing the same we are considering the trade – off with available options. And this concept gives us the concept called opportunity cost due to the limitation of resources and the usage and value consideration.

In psychology when we are using descriptive approach on cognition, emotion and process of marking decision we may consider (Shiv and Fedorikhin 1999) for understanding the utility and the alternative evaluation. In consumer behaviour in consumer behavior the difference between the consideration of opportunity cost and the alternative forgone (Weiss &Kivetz, 2019). While all these analysis happens after the decision making and mainly the final decision making and the management science of making bester alternative decision shouldn't be made after the decision is made rather it has to be evaluated before making the decision to drive the desired satisfaction and cost incurred . Regret theory classifies other alternatives and decision making stages to avoid the possible regret and degree of satisfaction level of the optimum decision choice. Based on regret theory, we clarified the distinction.

Gottfried von Haberler, 1900-1995

**Austrian-American economist**

Haberler's Major works  - **Theory of International Trade (**1936) and **Prosperity and Depression** (1937).

While working on " theory of comparative advantage in international law opportunity cost theory was propounded in using the **opportunity cost theory** during 1936.

# A Comprehensive Analysis of Business Problem - Inadequate Market Reach and Visibility

*This research paper discusses the crucial business issue of "Inadequate Market Reach and Visibility," highlighting the vital part these elements play in a company's success. This paper examines the importance of market reach, pinpoints cause of inadequate visibility, and presents creative remedies by utilizing artificial intelligence. The paper offers ideas, assesses pertinent case studies, and offers practical insights to help organizations increase their market presence through the integration of AI technologies. In order to address this complex challenge, particular emphasis is paid to the convergence of technology, digital marketing, and strategic alliances.*

In today's corporate world, market reach and exposure are critical for creating a competitive edge, brand recognition, and customer awareness. Gaining traction opens up new markets and consumer bases, which increases growth prospects. On the other hand, poor visibility has serious negative effects that raise the possibility of irrelevance, restrict growth potential, and lower revenue. Companies with low visibility may find it difficult to draw in top personnel and to establish strategic alliances. Maintaining a significant market presence is essential for flexibility and responsiveness to market developments in a fast-paced and competitive environment. All things considered, a strong market presence is essential to long-term corporate success since it guarantees a company's relevance, revenue growth, and tactical placement in the marketplace.

## Factors Contributing to Inadequate Visibility

A business's ability to succeed is hampered by a number of variables when it comes to poor market awareness. Using antiquated marketing techniques makes it difficult for a business to change with the rapidly evolving digital environment. Artificial Intelligence (AI) is a valuable tool for assessing the effectiveness of campaigns, spotting patterns, and suggesting creative ways to improve online presence.An additional important aspect is a lack of comprehension of the target audiences. Large-scale datasets are processed by AI analytics to identify consumer preferences, habits, and demographics. Businesses can more successfully personalize their marketing campaigns with this data-driven strategy, increasing visibility among the target demographic.Challenges posed by competition exacerbate visibility problems. Artificial intelligence (AI) systems evaluate rivals' tactics and market positioning, offering useful information to help companies stand out and become more visible.AI has a broad role in data analysis, encompassing consumer feedback, website analytics, and social media. Businesses can obtain insights that help them develop more sophisticated visibility strategies by seeing trends and connections. Artificial intelligence (AI)-powered predictive analytics projects industry trends and assists companies in proactively modifying their tactics to conform to changing customer demands.AI-powered personalized marketing makes sure that communications are customized for each unique customer, boosting exposure and interaction rates. AI-powered automation simplifies marketing procedures while preserving a steady and noticeable market presence.

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## The Role of Artificial Intelligence:

AI provides a range of options to expand market exposure and reach. AI examines client data for customized campaigns through personalized marketing, boosting relevance and engagement. Data analysis tools help shape plans for increased awareness by offering insights into campaign efficacy and market trends. Because predictive analytics foresees changes in customer behaviour, marketing strategies may be pro-actively adjusted. Artificial intelligence (AI)-driven chatbots and virtual assistants offer individualized, real-time interactions that boost consumer engagement. Social media monitoring tools help organizations participate in real time and boost brand visibility by analysing sentiments and trends. A consistent presence across channels is ensured by automated content generation. AI-powered dynamic price optimization increases competitiveness and draws customers. In conclusion, AI helps companies manage the ever-changing business environment by maximizing marketing tactics and promoting more visibility and market penetration.

## CASE Study: Domino's

**Challenge:** *Domino's faced a challenge with market reach and customer perception. Their pizza quality was criticized, impacting overall brand image and market share.*
**Strategy:** *Domino's implemented a bold marketing strategy by acknowledging their shortcomings. They revamped their pizza recipe and launched a marketing campaign, "Pizza Turnaround," addressing customer feedback and showcasing the improved product.*
**Outcome:***The transparency and commitment to improvement resonated with customers. The campaign led to increased market reach, improved brand perception, and a substantial boost in sales.*
**Key Learning:** *Transparency Builds Trust: Acknowledging weaknesses and showcasing a commitment to improvement builds trust with customers. Adaptability is Crucial: Responding to customer feedback and adapting to market demands is essential for sustained success. Effective Communication Matters: Clear and impactful communication of changes can positively influence brand perception.*

## Technology Integration:

Advanced technologies including artificial intelligence (AI), data analytics, and augmented reality (AR) play a crucial role in increasing market visibility. Predictive analytics foresees future patterns, whereas AI-driven data analytics offers useful insights for improving strategy. Through customized content, personalization algorithms increase engagement, while chatbots provide in-the-moment conversations. Immersive experiences are produced by AR and VR, while transparency is guaranteed by blockchain. By encouraging data-driven decision-making, customer-centric methods, agility, and increased customer interaction, these technologies have an impact on corporate strategies. Businesses that use developing technologies to their advantage set themselves apart from the competition by being innovative and forward-thinking. To summarize, the incorporation of state-of-the-art technologies enables enterprises to adjust, create, and improve their market presence within a constantly changing business environment.

## Key Findings and Insights

1. Artificial Intelligence's Critical Role: AI is becoming a vital tool for companies trying to overcome insufficient market reach. Improved visibility is largely attributed to the facilitation of data analysis, predictive analytics, tailored marketing, and customer engagement.

2. Customer-focused strategies: Enhancing market reach requires a critical understanding of client needs and meeting them through AI-driven customisation and dynamic strategies. To remain relevant and competitive, businesses need to give priority to customer-centric initiatives.

3. Cooperation for Growth: Establishing alliances is essential to reaching a wider audience. Engaging in partnerships with organizations from various sectors or industries creates opportunities to reach new markets, pool resources, and develop creative solutions.

4. Technological Integration: Keeping ahead of the curve requires integrating cutting-edge technology like blockchain, augmented reality, and artificial intelligence. These technologies provide creative ways to interact with customers, and immersive experiences that contribute to increased market visibility.

5. Agility and Adaptability: Due to the changing nature of the corporate environment, agility and adaptability are essential. Artificial Intelligence (AI) facilitates real-time strategy optimization, forecasting, and response to market movements by enterprises, hence maintaining visibility and relevance.

6. Data-Driven Decision-Making: Organizations need to start making decisions based on data. AIdriven insights offer useful data that may be used to improve overall market visibility, uncover opportunities, and refine tactics.

7. Innovation as a Differentiator: Innovation is a crucial differentiator in marketing tactics as well as in product/service offerings. Businesses may innovate in consumer interactions, content development, and overall brand experiences thanks to artificial intelligence (AI), which promotes more visibility.

**Ashwin Kaur**

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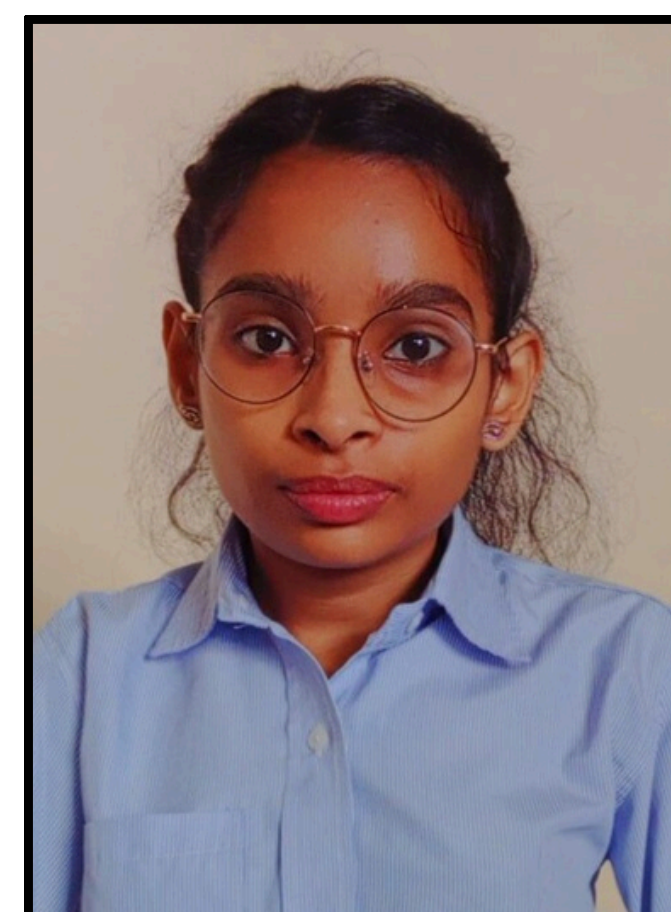
# Gamification in Real Life Product Developement In India: With Special Reference to Superset Application.

In the ever-evolving landscape of user experience design and gamification, understanding what motivates human behaviour lies at the heart of creating compelling and engaging experiences. The Octalysis framework, crafted by Yu-Kai Chou, offers a comprehensive roadmap for dissecting these motivations, unveiling the intricate interplay of eight core drives that propel individuals to action.

Gamification is a design methodology that incorporates elements of games into real-world applications with a focus on human motivation. Octalysis optimizes human motivation and engagement inside a system by emphasizing "Human-Focused Design" as opposed to merely utility.

## How does gamification affect on how people behave?

All games are meant to do is make the player feel good. Sure, games frequently have "objectives" like killing dragons, saving princesses, or occasionally even saving dragons, but those are just ways to keep the player blissfully engaged.

We are now learning from games because they have spent decades, if not centuries, depending on how you define a game, perfecting motivation and engagement. This is known as gamification.

## Eight Core Drives

**Epic Meaning & Calling:** *Motivating people by coordinating their actions with a larger goal or objective.*

**Development and Achievement:** *Increasing participation via advancement, skill improvement, and goal attainment.*

**Feedback & Creativity Empowerment:** *Promoting interaction by letting users express themselves creatively and offering comments.*

**Possession & Ownership:** *Providing users with a feeling of possession and control over virtual goods or accomplishments might inspire them.*

**Social Influence & Relatedness**: *Increasing participation via rivalry, teamwork, and social contact.*

**Scarcity and Impatience:** *Using time limits or limited availability to create urgency and incentive.*

**Unpredictability and curiosity:** *Adding aspects of surprise, wonder, and discovery helps to maintain audience interest.*

**Loss & Avoidance:** *Creating a fear of losing prizes, status, or advancement in order to spur people to action.*
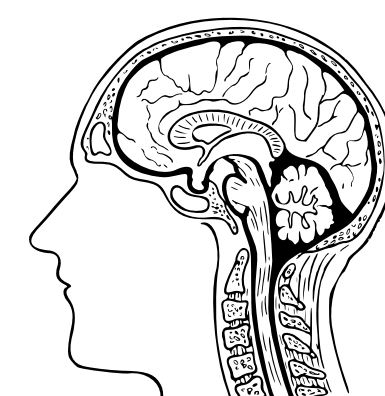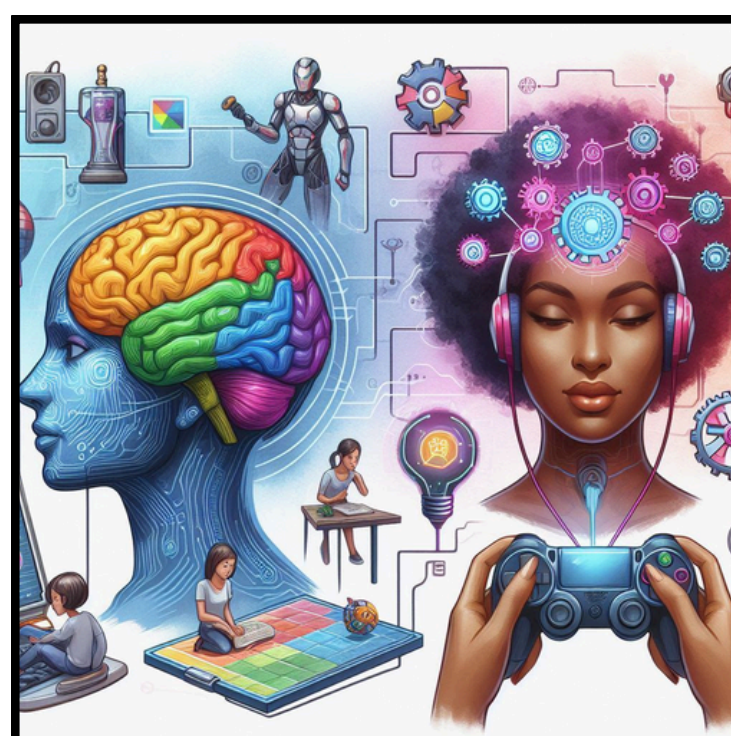
# MOTIVATIONS & CORE DRIVERS BEHIND SUPERSET APP

Superset helps the undergraduate or post graduate students to **get their job** from campus. **Superset brings placement, sells, recruiters and students under one platform** by allowing **students to create profiles and automatically generate resumes based on those profile details**. Placement cell managers can view all that data at once, while being able to zero in on individual student data like academic details, job applications and the **stage of recruitment** they are in with a similar option for company HR contacts. They can view deals, maintain **a log of all their emails, calls and notes,** and send invitations. With pre-loaded **templates, placement managers can create a job profile** for students to apply to, complete with all the requirements and eligibility criteria. Students can then apply to the job profile through their phone or PC with **notifications alerting them if they're eligible, what is the application criteria and what is the package.** Placement managers can download student resumes along with their applicant data in custom Excel templates. **Meanwhile, recruiters can create job profiles on their own - they can view applicant resumes, even publish short lists** and **rate students. Colleges can see recruiter feedback, view student performance reports and now better train their students with dashboards that give the consolidated 360-degree view** for each stakeholder involved. It's a feature rich platform that spares no detail, all the while streamlining B and a process and bringing more employers to your campus. Students gets notifications related to **their progress with a progress bar** towards the placement procedures. The **notifications give the reminder to the students for attending specific tasks or to apply for new companies so that they don't miss the procedur**e. Once the student gets the placement from a company, they get blocked by the app which gives **a limited attempts to students**. Different levels of recruitment procedures are displayed over the app, **which can be attempted by the students after certain period of time** with the consent of recruiters. Once they execute one task or apply to one company, they get **further notifications from the next task or from other company** offers. Students from campus who are not using the app, or performing the task, **may miss the opportunity for their future from campus**.

**#CD2:** *(Progress Bar-#4)- It gives an extra push to finish desired action & to achieve a state of completeness.*

**#CD3:** *(Booster-#31) - Players obtains something to help them, to achieve a win stage.*

*(Milestone unlock-#19) – It opens an exciting possibility which was not there before the milestone was achieved.*

**#CD4:** *(Collection set-#16)- People try to finish a theme, collecting all its parts which are needed.*

*(Monitor Attachment-#42) – It allows people to develop more ownership, such that they constantly, monitor or pays attention.*

*(Alfred Effect-#83)- When user feels that a product or service is so personalized that they can't thing something else to use.*

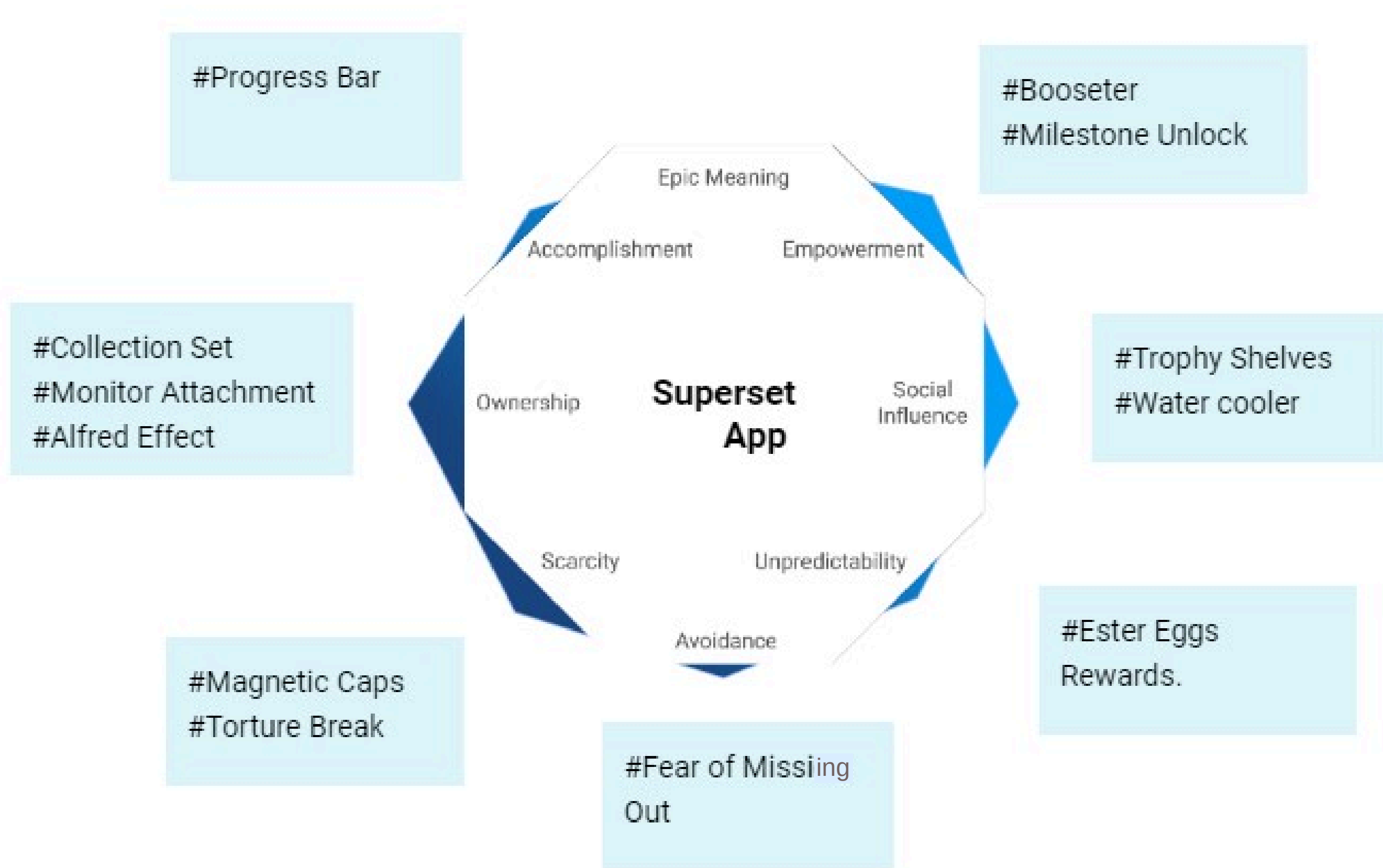**#CD5:** *(Watercooler-#55)- It brings the community of same interest at one place.*

*(Trophy shelves-#64)- An obvious display, that exhibits achievements.*

**#CD6:** *(Magnetic Caps-#68)- It's the limitation that how many times a player can attempt an activity.*

*(Torture Break-#66)- The impatience which does not allow people to perform the task immediately.*

**#CD7:** *(Ester eggs reward-#30)- The fixed rewards based on sudden triggers.*

**#CD8:** *(FOMO-#84)- The fear of losing something prompt the behavioural inertia to act soon.*

#Progress Bar

#Booseter
#Milestone Unlock

#Collection Set
#Monitor Attachment
#Alfred Effect

#Trophy Shelves
#Water cooler

#Magnetic Caps
#Torture Break

#Ester Eggs
Rewards.

#Fear of Missing
Out

Epic Meaning

Accomplishment

Empowerment

Ownership

Superset
App

Social
Influence

Scarcity

Unpredictability

Avoidance

*Sources:*

*https://yukaichou.com/octalysis-tool/*

*https://yukaichou.com/gamification-examples/octalysis-complete-gamification-framework/*

*https://youtu.be/yOtEszrfF8Q?si=kr38GwaNqbfUluzM*

**Somnath Mandal**

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# The StratEdge

# Business Highlights of April 2024

**01**

## Tata developing High-Tech machines to manufacture iPhone casing

Tata Electronics has joined hands with companies in Pune and Bengaluru to internally build high-end precision machines used in producing iPhone casings. As per ET's report, these "sophisticated" machines are integral to producing the casings for iPhones — a venture that marks a notable transition from reliance on imports to self-reliance.

**02**

## 5 reasons why you shouldn't use public Wifi on your phone

Considering the risks associated with free Wi-Fi, it's essential to understand why it's not worth the gamble. While the convenience may be tempting, public Wi-Fi exposes users to various security threats. From man-in-the-middle attacks to session hijacking and packet sniffing, hackers can exploit vulnerabilities to steal sensitive information.

**03**

## Google, Samsung Team Up for AI-Powered Innovations

Google and Samsung are deepening their collaboration on AI for Android and Galaxy smartphones. The partnership, highlighted by features like Circle to Search, aims to enhance user experiences. Rick Osterloh of Google and TM Roh of Samsung expressed excitement about the joint efforts, hinting at upcoming AI features. Expect more announcements at Google I/O in May.

**04**

## Hackers attacked Indian firms on avg 2,444 times a week in last 6 months: Report

A report by Check Point Software found hackers attacked Indian organisations on average 2,444 times per week in the last six months. It further noted that the majority of the attacks on companies currently originate from malicious emails. In the last 30 days, 62% of malicious files were distributed via email, the report said.

**05**

## Mutual Funds up Paytm stakes, FII holding declines

Amid the ongoing regulatory turmoil at Paytm, Indian mutual funds increased their shareholding in the Vijay Shekhar Sharma-led company during the March quarter of the financial year 2023-24. As per the shareholding data available with the BSE, domestic mutual funds increased their stake in Paytm to 6.15% at the end of March quarter (Q4) from 4.99%.

**06**

## OYO, Kasauli hotel asked to pay ₹45,500 to man for denying check-in

A consumer disputes redressal commission has directed OYO and a hotel in Kasauli to pay ₹45,500 to Panchkula resident Kanishak Singhal after he was denied check-in despite confirmation in 2019. Singhal, his wife, eight-month-old child and senior citizen mother were manhandled by hotel staff and hotel's owner, he alleged. OYO said its role was limited to booking through its platform.

**07**

## Gmail app will get this powerful AI feature to boost productivity

Google is introducing a new feature called 'Summarize this email' in Gmail, aiming to streamline communication for users. This toggle button will help users summarize lengthy emails, initially available for Workspace users on the web version. Additionally, a new toggle button for "Gemini" will be introduced in the Google app for Android, integrating AI capabilities for content generation.

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*Sources: Inshorts*

# The StratEdge

## TO OUR READERS ...

In the ever-evolving landscape of marketing, staying informed and adapting to the latest trends and insights is paramount. We understand the value of your time and appreciate your choice to stay updated with our newsletter, trusting us to provide you with relevant and valuable information.

In the world of marketing, we face unprecedented challenges, opportunities, and transformations. As Alliance University students, we aspire to become future leaders in this field, and your readership will inspire us to strive for excellence. Your feedback, suggestions, and support will enrich our learning experience, pushing us to explore new horizons in marketing.

It is our mission to create content that resonates with your interests and helps you navigate the complex and dynamic world of marketing.

We are excited to continue this journey with you, sharing the latest marketing trends, case studies, insights, and strategies that will empower you to succeed in your marketing endeavors. Your engagement and involvement are pivotal in shaping the future direction of our newsletter.

In closing, we want to express our gratitude on behalf of the entire MARKETRIX student team. Thank you for allowing us to be part of your journey in marketing. We look forward to your continued support and interaction, and we eagerly await your feedback and suggestions to make this newsletter an even more invaluable resource for you.

Wishing you success and prosperity in your marketing pursuits.

Regards
Team Marketrix.

# ACKNOWLDGEMENT

At Marketrix Club we are delighted to bring this edition of our club newsletter and take a moment to extend our sincere gratitude to Alliance University.

*We pay our heartful gratitude to the Leadership team of Alliance University: Prof. Premanand Shetty, Chancellor; Mr. Abhay G. Chebbi, Pro-Chancellor; Dr. B Priestly Shan, Pro Vice-Chancellor (Academic Affairs); Dr. Ray Titus, Pro Vice-Chancellor (Incubation and Innovation ) & Dean, Alliance School of Business, for providing us with this opportunity, encouragement and motivation.*

Our marketing newsletter would not be what it is today without our faculty and fellow students' tireless efforts, expertise, and dedication. Your unwavering support and active involvement have been the cornerstone of our achievement, and we are profoundly thankful for your content contributions.

We would also like to thank our Area Chair of Marketing, Dr. Mrinmoy Bhattacharjee, for guiding and giving us valuable feedback and insights.

This newsletter represents the spirit of collaboration and learning that thrives within our academic community. All this would not have been possible without the support and guidance of Dr. Indu Sharma, Assistant Professor and faculty coordinator of Marketrix Club. Her contribution to idea generation, conceptualizing, and continuous guidance to bring the newsletter to its final shape since its launch till date.

Our fellow students' enthusiasm, creativity, and fresh perspectives have breathed life into our newsletter. Their articles, research, and collaborative efforts have made our publication dynamic and engaging. It's their diversity of thought and shared passion for marketing that made our newsletter a true reflection of the Marketrix student community.

We want to acknowledge the long hours, brainstorming sessions, and dedication that went into every article, design, and section. The commitment to the success of our newsletter is truly commendable by the editing and designing team.

In conclusion, we want to express our heartfelt gratitude to all the faculty and students who have contributed their content for the newsletter. Together, we have created a valuable resource for the entire academic community, and we look forward to the continued growth and excellence of our institution as one.

Thanking Dean's Office School of Business and Department of Students Support Services for communication and other related activities.

Thank you all team members for your commitment, dedication, and support. We couldn't have done it without you.

**MARKETRIX CLUB**

The StratEdge

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OUR NEXT  EDITION AT-

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