

Maniben Nanavati Women's College.
Vile Parle(W).
Department of Management Studies



Maniben Nanavati Women's College
Best College Award by S.N.D.T. Women's University
(2018-19)
Department of Management Studies
organizes Webinar on

Strategy and its Importance in Business

Dr. (Mrs.) Rimi Moitra

**Assistant Professor - SVKM's Narsee Monjee
Institute of Management Studies
Specialization: General Management**

Ph. D(Management Studies), M. Phil (Management)

**Date : 5th June 2020
Time : 11.00 a. m.**

For registration click on: <https://forms.gle/MZ1bZeKVmaHPMpzA8>
Zoom ID : 995 9435 1001 Password: 123456

Department of Management Studies (MNWC) organized a webinar on 5th June, 2020 on '**Strategy and its Importance in Business**'. 79 students from BMS attended the Webinar. The speaker of the session was Dr.(Mrs) Rimi Moitra, Assistant Professor in SVKM's Narsee Monjee Institute of Management Studies, (Ph. D in Management Studies, Specialization in General Management)

Ms. Pranaya Revandkar, Coordinator of BMS start the session with the objective of the webinar and Principal Madam, Dr. Rajshree Trivedi welcome the guest Dr. Rimi Miotra and also motivated students to make themselves busy during lockdown by attending various webinars and workshop which will help them for better future.

Dr. Rimi started the session with video sharing with the students where she emphasized on small and big players in the market. Madam talks about the various Strategies to achieve long term goals, Hierarchy of the Strategic Intent i.e. vision mission, goals objectives and plans. Madam also highlighted how the strategy plays a vital role in business to survive and sustain in the market by sharing various live examples of Oyo, Hindustan Unilever, Godrej, Tata, Patanjali etc. Dr. Rimi says that every business organization can go for gap analysis, work on competitive advantage, SWOT Analysis etc.

Dr. Rimi Moitra cleared the student's doubts during question answer session. The session ended with the vote of thanks to guest by Coordinator of BMS Ms. Pranaya Revandkar . Feedback from the students collected via google form and certificate were distributed to all the participants.