

VIVEKANAND COLLEGE, KOLHAPUR

Department Of Master of Business Administration

A Report

On

(SAIE FASHION JWELLARY)

Submitted By

Mahima Sarvagode Manorama Powar

Shreyash Potdar

Firadosh Khatik

Submitted To

Mr. V.V.Jadhav

(Affilated to Shivaji University, Kolhapur) 2024-2025

TABLE OF CONTENT

Sr. No	Particular	Page No.
1	Introduction	3
2	Overview Of Presentation	4
3	Total sales revenue	5
4	Year wise sales Revenue	6
5	Month wise sales Revenue	7
6	Product wise sales Revenue	8
7	Key Sales Matrix	9
8	Customer Sagmentation	10
9	Trend Analysis	11
10	Recomandation	12
11	Conclusion	13

Introduction

Saie Fashion Jewellery : -

Saie Fashion Jewellery is a shop located in Kolhapur, Maharashtra, India. It has been operational for two years. The shop is situated on Mahadwar Road and is easily accessible. This shop is a partnership with two partners. They are passionate about jewelry and strive to create a unique collection of ornaments. The shop offers a variety of ornaments, including Kolhapuri saaj and oxide polished ornaments. They often provide special discounts and offers during festivals and seasons. Their collection includes pieces suitable for both men and women. Sai Fashion Jewellery is known for its high-quality ornaments and excellent customer service. They aim to provide their customers with a positive shopping experience. The shop is also active on social media. You can find them on Instagram at @Sai_fashion.

Overview Of Presentation

- Data Collection And Preparation
- Key Sales Metrics
- Customer Segmentation
- Trend Analysis
- Recommendations

Total Sales Revenue For Year 2020 To 2024

Year	2020	2021	2022	2023	2024
Sales in					
(Rs)	₹ 2,19,350	₹ 4,35,200	₹ 8,35,000	₹ 7,20,000	₹ 8,94,320

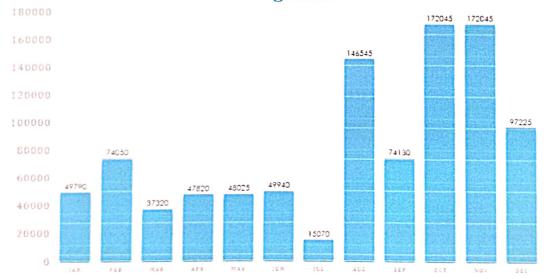
Clustered Column



Month Wise Sales For Year 2024

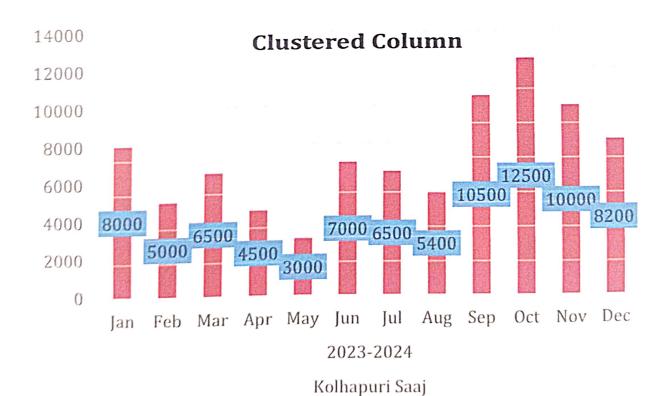
Month	Amount
Jan	49790
Feb	74050
Mar	37320
Apr	47820
May	48025
Jun	49940
Jul	15070
Aug	146545
Sep	74130
Oct	172045
Nov	172045
Dec	97225

Histograme



Product Wise Sales

Product	Year	Months	Sales in (Rs)
Kolhapuri			
Saaj	2023-2024	Jan	8000
		Feb	5000
		Mar	6500
		Apr	4500
		May	3000
		Jun	7000
		Jul	6500
		Aug	5400
		Sep	10500
		Oct	12500
		Nov	10000
		Dec	8200
Total			87100



Product Wise Sales

Product	Year	Months	Sales in (Rs)
A. D. Ornaments	2023-2024	Jan	7000
		Feb	4000
		Mar	5000
		Apr	8000
		May	9000
		Jun	3000
		Jul	7500
		Aug	7200
		Sep	8300
		Oct	7300
		Nov	5400
		Dec	6000
Total			77700



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec 2023-2024

A. D. Ornaments

Key Sales Metrics

- Total Sales Revenue
- Average Transaction Value
- Sales Growth Rate
- Customer Retention Rate

These are crucial performance indicators for a gold shop:

- Total Sales Revenue: The total income generated from gold jewelry sales.
- Average Transaction Value: The average amount a customer spends per purchase.
- Sales Growth Rate: The percentage increase in sales over a specific period.
- Customer Retention Rate: The percentage of returning customers, which is important in the gold business as loyal customers contribute significantly to revenue.

Customer Segmentation

- Demographic Segmentation
- Behavioral Segmentation
- Psychographic Segmentation
- Create Customer Profiles

Segmenting customers helps tailor marketing strategies and product offerings:

- Demographic Segmentation: Categorizing customers based on age, income, gender, etc. (e.g., bridal jewelry for young women, investment gold for older buyers).
- Behavioral Segmentation: Understanding buying patterns, such as festive season purchases or investment-driven purchases.
- Psychographic Segmentation: Analyzing customer lifestyles and preferences (e.g., traditional vs. modern jewelry).
- Creating Customer Profiles: Developing detailed profiles to target customers effectively (e.g., high-net-worth individuals for premium gold collections).

Trend Analysis

- Seasional Trends
- Product Trends
- Customer Behaviour Trends

Tracking trends helps the gold shop stay competitive and meet customer demand:

- Seasonal Trends: Identifying peak sales seasons, such as weddings and festivals like Diwali .
- Product Trends: Understanding customer preferences, such as rising demand for lightweight gold jewelry or fusion designs.
- Customer Behavior Trends: Observing buying behavior, such as increased demand for gold coins and bars during economic uncertainty.

Recommendation

- Inventary Management
- Product Assortment
- Pricing Strategy
- Marketing Compaigns
- Customer Loyalty Programs
- Sales Training

This section likely provides strategic advice based on the above analysis, such as:

- Introducing personalized jewelry options.
- Implementing loyalty programs to boost retention.
- Investing in digital marketing to attract younger customers.
- Stocking trending jewelry designs to stay competitive.

Conclusion

The business has experienced consistent growth over the past year. The majority of customers are women, and sales are primarily generated from physical stores, though online sales are also significant. Marketing efforts include a mix of digital (social media) and traditional (newspaper, radio) advertising.





VIVEKANAND COLLEGE, KOLHAPUR

Department Of Master of Business Administration

A Report

On

Business Communication

Submitted By

Manorama Powar Amruta Tipugade

Ujwala Chougule Gandhali Bhandari

Yashavardhan Mane

Submitted To

Mr. Viraj Jadhav sir

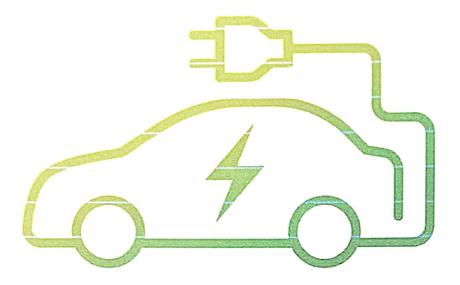
(Affiliated to Shivaji University, Kolhapur)

2024-2025

• TABLE OF CONTENT:-

Particular	Page No.
Introduction	1
Existing Company	2
Types of Electric Car Sector	3-4
Market share	5
Graph & Pie Diagram	5
Challenges	6
Opportunities	7
Conclusion	8
	Introduction Existing Company Types of Electric Car Sector Market share Graph & Pie Diagram Challenges Opportunities

Introduction



Electric Car Sector Segmentation

The electric car sector is mostly known as the electric vehicle (EV) industry. EV market is a rapidly growing market that focuses on designing, manufacturing, and marketing vehicles powered by electricity. This sector is driven by increasing concerns about climate change, air pollution, and energy sustainability. The electric car sector is transforming the automotive industry, driven by technological advancements, environmental concerns, and shifting consumer preferences. As the market continues to evolve, we can expect to see increased adoption, improved infrastructure, and innovative solutions.

Existing Company















4 Types of Electric Car Sector:-

- 1. Hybrid Electric Car (HEC).
- 2. Plug-In Hybrid Car (PHEC)
- 3. Battery Electric (BEC)
- 4. Fuel Cell Electric Car (FCEC)

Battery Electric Car (BECs)

B ELECTRIC CARs are also known as All-Electric Car (AEC). Electric Car using Biotechnology runs entirely on a battery-powered electric drive train. The electricity used to drive the vehicle is stored in a large battery pack which can be charged by plugging into the electricity grid. The charged battery pack then provides power to one or more electric motors to run the electric car.

Hybrid Electric Car (HEC):

HECs are also known as series hybrid or parallel hybrid. HECs have both engine and electric motor. The engine gets energy from fuel, and the motor gets electricity from batteries. The transmission is rotated simultaneously by both engine and electric motor. This then drives the wheels.

• Plug-in Hybrid Electric Car (PHEC):

The PHECs are also known as series hybrids. They have both engine and a motor. You can choose among the fuels, conventional fuel (such as

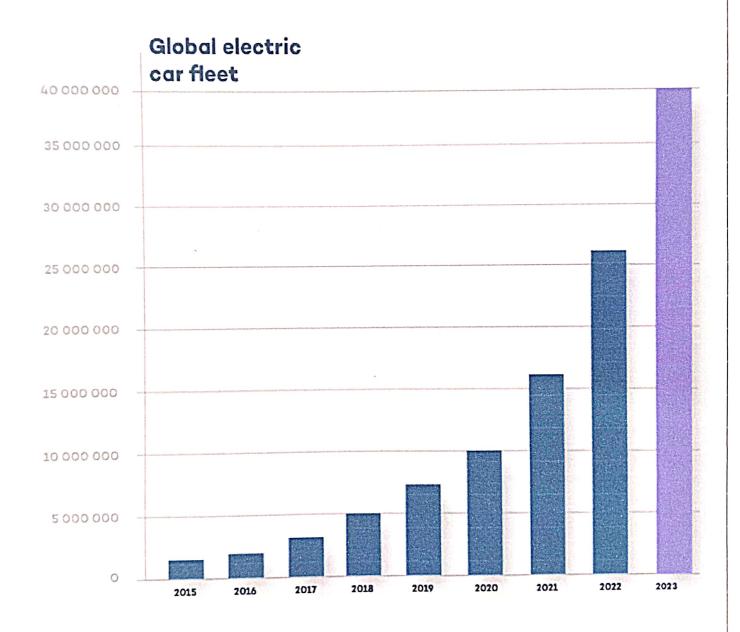
petrol) or alternative fuel (such as bio-diesel). It can also be powered by a rechargeable battery pack. The battery can be charged externally.

• Fuel Cell Electric Car (FCEC):

FCECs are also known as Zero-Emission Car. They employ 'fuel cell technology' to generate the electricity required to run the vehicle. The chemical energy of the fuel is converted directly into electric energy.

Global electric car market share

Global electric car sales reached almost 14 million, which represented a 35% increase from 2022. This growth meant that the global electric fleet rose to 40 million in 2023 And the trend seems to stay positive in 2024. Only in the first quarter of the year, sales grew by 25% compared to the same period in 2023. We're predicted to see 17 million in sales by the end of 2024. Electric cars could account for 20% of total car sales by then.



Challenges

Purchase Cost

The EV industry's biggest challenge is vehicle purchase cost. Electric vehicles are more expensive to build than gasoline-powered ones, primarily because of battery technology. EV batteries must hold a massive charge to provide the minimum range for most owners, requiring expensive raw materials to manufacture.

Charging Infrastructure

The scarcity of charging stations in many areas of the country is increasing the incidence of range anxiety. The federal government is working to help improve the situation through the passage of the Infrastructure Investment and Jobs Act in 2021, which provides \$7.5 billion in new funding for EV charging stations and related infrastructure.

Charger Compatibility

Level 2 chargers are mostly coordinated; with all automakers except Tesla using the same type of charging port (Tesla drivers need an adapter). However, there are three different types of DC fast chargers:

- SAE Combined Charging System (CCS): used by most manufacturers
- CHAdeMO: used by Nissan and Mitsubishi
- Tesla Supercharger: used solely by Tesla vehicles

If only because it is different than the universal access to fuel stations enjoyed by gasoline-powered vehicles, these compatibility differences can be an obstacle to widespread EV adoption.

Opportunities

Reducing Air Pollution

Within India alone, vehicular traffic contributes to 27% of total air pollution and claims 1.2 million deaths annually. EV adoption in India will therefore significantly reduce the negative global environmental impacts originating from Internal Combustion Engine (ICE) vehicles.

Reducing Noise Pollution

Noise pollution is also a major challenge in India due to the rapid urbanization increasing the need for vehicles. According to the 2022 UNEP report, five Indian cities feature in the world's noisiest cities. Though vehicles are not the only source mentioned in the report, EVs are likely to bring down the noise levels because they don't have the mechanical valves, gears, or fans common to ICE vehicles.

Electric Vehicles are easy to drive and quiet

Electric vehicles don't have gears and are very convenient to drive. There are no complicated controls, just accelerate, brake, and steer. When you want to charge your vehicle, just plug it in to a home or public charger. Electric vehicles are also quiet, so they reduce noise pollution

Low maintenance cost

Electric vehicles have very low maintenance costs because they don't have as many moving parts as an internal combustion vehicle. The servicing requirements for electric vehicles are lesser than the conventional petrol or diesel vehicles. Therefore, the yearly cost of running an electric vehicle is significantly low.