

## Guest lecture on Retail Marketing Strategies by Mr.Prashant Malagi



A guest Lecture on Retail Marketing Strategy was organised by the Department of Management studies, SDM College of Engineering and Technology, Dharwad on 11<sup>th</sup> October 2019. The resource person for the event was Mr.Prashant. Malagi, Operations Manager, Decathlon, Hubli. Dr.Prakash H.S, Director-MBA addressed the gathering of students and spoke on the importance of Industry Institute interactions.



Mr.Malagi spoke on how Decathlon adopts various segmentation and targeting strategies to reach out to a large base of customers and competing with existing brands of sports products companies. Mr.Malagi answered various queries from students on store layout according to seasons, pricing and the internship and placement opportunities available to students with Decathlon. The session was coordinated by Dr.Mahesh M.Vanjeri.