



Sadhu Vaswani Institute
of Management Studies

BELIEVE AND ACHIEVE

SETU THE CONNECT

Dada Says

The biggest room in the world is -- room for improvement.

SVIMS NEWROOM

It is college time again, for the students of MBA 2014-16 batch.

As the third semester begins, our students are brimming with enthusiasm to share the experiences they had in the companies during their internship of two months.

Corporate exposure has reinforced the relevance of classroom learnings to deal with real world problems and enhanced their practical knowledge by giving them opportunity to prepare project report on their findings. They have returned as more mature, confident and professional individuals.

The fact that their juniors will join them by August is another reason for their enthusiasm.

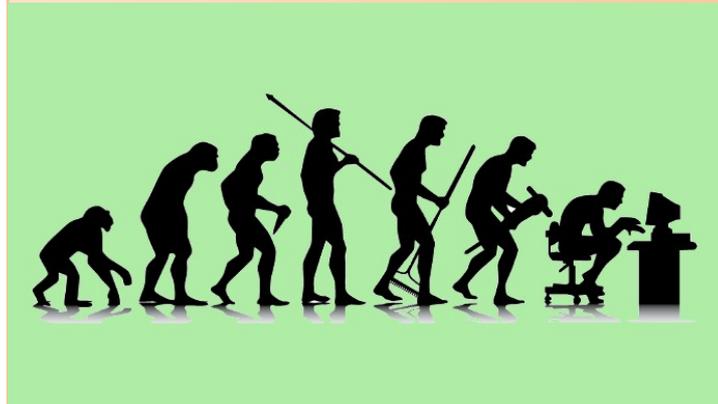


LOL.... Santa went to give interview at Microsoft.
Interviewer- What are the four versions of Java ?

Santa: Mar Java, Mit Java, Lutt Java, Sadke Java

Interviewer: Excellent...ab sidhe Ghar Java

E- Commerce Industry in India



The Indian e-commerce industry has evolved in the last 10 years with innovations that have changed the rules of the game globally.

Today, the Indian market place is flooded with several e-commerce options for shoppers to choose from. Innovative products and services are being offered spoiling customers for choice. In the coming years, e-commerce is expected to contribute close to 8-10% of the total retail segment in India.

Multiple factors are contributing to the e-commerce growth story in India. Young population, growing no. of internet users, Innovative strategies of e-commerce players like Amazon, Flipkart, Snapdeals and Jabong etc. are also leading to expansion of the market for online shopping. Great opportunities entail great challenges. Most of the e-commerce companies are yet to start making money. Most companies are using heavy discounts to entice the customers. This strategy seems to be working to the extent of achieving customer acquisition but is making profits even more elusive. Going forward the industry is likely to innovate India specific strategies as well as witness mergers and acquisitions to attain scale. Prominent foreign e-commerce players along with existing offline Indian retailers are planning to enter the Indian e-commerce space which will further heat up existing competition. The role of the government in clarifying complex and at times ambiguous laws relating to FDI and taxation in this sector will play a decisive role in shaping the future of this sector. Is this business model sustainable

We welcome your feedback, suggestions as well as contributions at svimsconnect@gmail.com