

Green Heaven Institute of Management and Research, Nagpur

**Webinar on
Analysing Opportunities Post-COVID-19
22.05.2020**

The COVID-19 crisis has affected societies and economies around the globe and will permanently reshape our world as it continues to unfold. While the fallout from the crisis is both amplifying familiar risks and creating new ones, change at this scale also creates new openings for managing systemic challenges, and ways to build back better tomorrow. Looking at these aspects of the pandemic the Internal Quality Assurance Cell of GHIMR organized a Webinar on “Analysing Opportunities Post COVID-19” on 22nd May 2020. The resource Person, Dr. Ashutosh Paturkar, Professor and Dean Academics, DAIMSR provided an analysis of the present situation and gave the list of the industries most affected by the pandemic.

Referring to Maslow’s Pyramid, Dr. Paturkar put forth that today the challenge is to fulfil safety, social as well as esteem needs of the customers. In today’s crisis period it is important for the industries to understand the attributes which the customers are looking for in a product and then try to develop those in the mind of its people. Citing example of ZOOM App, Sir informed that since most of the people are working from home, it has been able to develop a good business. Hence, it is for industries to understand what the product gives and what people want.

The resource person emphasised the importance of analysing the opportunities and provide the product which gives them value. Giving examples from the restaurant industry, the speaker suggested that the customer tries to purchase a product which provides them benefit at the given cost. Speaking about the industry life cycle, sir suggested that during the introduction/embryonic stage, one should identify a niche and follow the competitor to go further to the growth stage.

Director, Dr. Anil Sharma appreciated the Webinar and advised students to beat this lockdown period by utilising the time for skill up gradation for a better career opportunity in future.

How to analyse the current situation?
Back to basics

Do we still have social needs?

Why we are at home today

1402

1:00 / 15:25

So how to analyse the opportunities?

- Go back to basics.
- What do people buy when they buy a product?
- Core benefit. Analyse the core benefit customer is expecting.
- Do customer buy the best?
- Do they reject the worst?
- So what do they buy?
- A product that gives them value.
- Make value proposition.

1:00 / 15:25

Jai Durga Bahu-Uddeshiya Jankalyan Sanstha's
GREEN HEAVEN INSTITUTE OF MANAGEMENT & RESEARCH
 Approved by AICTE, New Delhi and DTE, Mumbai,
 Affiliated to RTMNU Nagpur University, Nagpur
Internal Quality Assurance Cell
 Invites You To
WEBINAR
 ON
ANALYZING OPPORTUNITIES
POST COVID - 19
 By
DR. ASHUTOSH PATURKAR
PROF. & DEAN ACADEMICS, DAIMSR
ON FRIDAY, 22ND MAY 2020 AT 11:30 AM