

# Leadership Talk held at SDMIMD

**1** SPI Global CEO Sid Mookerjee spoke to students, advising them to hold customer satisfaction at the forefront

**Chamundi Hills Road:** Motivating business management students to become entrepreneurs, Global CEO of technology provider for retail sectors SPI Company Sid Mookerji said that there are plenty of opportunities waiting in service sectors including retail and health-care service, and those interested need to value customer satisfaction before starting a business venture.

He was speaking in Annual Leadership Talk 2015, organised by Sri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) at college auditorium here on Thursday.

The programme aims to create managerial skills among youths promoting upon entrepreneurship by utilising new technology for sustainable development.

“The ultimate objective of retail sector is customer satisfaction, ensuring good service in a competitive price. However, in the initial stages the consumers may ignore the service, assuming that cheapest service might be of poor quality,



SPI Global CEO Sid Mookerjee (right) and SDMIMD Director Dr N R Parasuraman at Annual Leadership Talk held on Thursday.

but the entrepreneur has to attract customers by providing good service with high quality. The success of every company measured on how it ensures customer satisfaction,” he said.

While Sid Mookerjee interacted with students about their objectives, a man expressed their entrepreneurs. H

ties decreased by about 50%. The study showed that 72% of mobile phone sales were made through online booking and services. He noted that the consumer behaviour changed compared to earlier years as new generation was examining the quality of the product online before purchasing it, which is boosting online marketing. The study revealed that the significance of location of production and sales is decreasing due to the impact of online marketing.

“The consumer satisfaction focused on dashing delivery system with competitive price. The new entrepreneurs who intend to start a retail service venture would succeed if they ensure great service with their own logistics,” he suggested. However, a clearly defined and easily articulated strategy leads to the success of a company, he added. SDMIMD Director Dr N R Parasuraman

understand the consumer behaviour before planning to invest in any sector. He said that it was important to know what the consumer really needs, as the market trends keep changing day by day.

Quoting a study report conducted in US during the period