



**ST FRANCIS DE SALES COLLEGE**

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

**A FRANSALIAN INSTITUTE OF HIGHER LEARNING**

**SFS SCHOOL OF MANAGEMENT**  
**DEPARTMENT OF MANAGEMENT STUDENTS**

IN ASSOCIATION WITH

**IIC AND ASPIRE CELL**

ORGANISES

**SEMINAR ON**

**Achieving Problems Solution Fit and Product Market Fit**

DATE: 27 JANUARY 2023

TIME: 9:00 AM



Speaker – Ms. Manasawitha Mannava  
Assistant Manager  
Wooden Street



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## Report of Product Market Fit

Title	Product Market Fit
Date of Event(s)	27 <sup>th</sup> January 2023
Department / Association	MBA
Venue	4 <sup>th</sup> Floor Conference Hall
Number of Participants	35 – Students of MBA
Target Audience	40
Resource Person(s) with qualification	Ms.Manaswitha Assistant Manager – Wooden Street, Bangalore
Books (if published)	-
Place of visit/ details of Industrial visit place (if applicable):	-



Detailed Report:

The Department of MBA organized a Seminar – “**Product Market Fit**” on 27.01.2023 and had invited Ms.Manaswitha, Assistant Manager of Wooden Street the Speaker of the day. This is a subject in which all were deeply interested because achieving product-market fit is key to a successful business. It means that there’s market demand for what you’re selling, and people are willing to pay for it because it’s better than the alternatives.

Unless you have a product that enough customers will buy for a sustainable profit, your company can't grow. You need to be sure that you have a product-market fit before you move on to strategic plans to grow your business and scale up the production of your product. Benefits of achieving product-market fit include:

1. Growing your company at a fast rate
2. Acquiring consumers at a low cost: Companies with product-market fit receive organic and non-paid growth.
3. Keeping consumers loyal and happy: Retain consumers by knowing who is happy with your product and why. Satisfy your consumers and entice them to buy by determining what product features are most valued.
4. Ability to scale easily when needed: By clearly understanding what you provide to consumers, your company will experience less growing pains and be able to build upon its already well-oiled system.

On behalf of the SFS School of Management, we conveyed our regards to the Speaker of the day Ms.Manaswitha with a Certificate of Appreciation.

The session outcome was an eye opener for students that, Product/market fit is a process that incorporates a business' goals for driving sales with the target audience's engagement and feedback to help the company improve the product. Reaching product/market fit takes a team of dedicated people working together throughout the process.

*Payal*

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<b>Resource Person(s) with qualification</b>	Mr. John Mario Founder & COO – Lorven Earthlinks Pvt.Ltd. Regional Director – Global Garner, Karnataka
<b>Books (if published)</b>	
<b>Place of visit/ details of Industrial visit place (if applicable):</b>	



Detailed Report:

The Department of MBA organized a Seminar – “**Product Market Fit**” on 27.01.2023 and had invited Mr. John Mario, Founder & COO – Lorven Earthlinks Pvt.Ltd Regional Director of Global Garner, Karnataka, the Speaker of the day.

This is a subject in which all were deeply interested because This concept might seem obvious, but it's important to make sure there are enough people who want what your business offers and to define your value proposition accordingly. Product-market fit can matter more to the future of your business than creative ideas, masterful teams, or any other factor, and is critical to take into consideration when you build the product. For any business to survive, there must be people who will buy what it sells.

Product-market fit is the result of a deep understanding of who your customers are and their opinions of your brand and product. To know if you've achieved product-market fit, ask yourself whether you've met these criteria:

1. Is the product creating organic growth?
2. Are people spreading the word about your product on their own?
3. Do people think it is worthwhile to spend money to get your product?

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The session outcome was an eye opener for students that, Product/market fit is a process that incorporates a business' goals for driving sales with the target audience's engagement and feedback to help the company improve the product. Reaching product/market fit takes a team of dedicated people working together throughout the process.

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## ATTENDANCE SHEET

DATE-27/01/2023

EVENT-SEMINAR ON ACHIEVING PROBLEM SOLUTION FIT AND PRODUCT MARKET FIT

SL NO	NAME	ROLL NO	SIGNATURE
1	MONICKA SHALU A	P03MB22M015003	Monicka
2	JAGADESH S	P03MB22M015004	Jagadeesh
3	MEENA.E	P03MB22M015005	Meena
4	M Prashantha	P03MB22M015006	M. Prashantha
5	Balaji N	P03MB22M015007	Balaji
6	Bennyhinn. M	P03MB22M015008	Benny
7	Jagadish S	P03MB22M015009	Jagadish
8	SHANKAR V R	P03MB22M015010	Shankar
9	PAVITHRA L	P03MB22M015011	Pavithra
10	D Surya Babu	P03MB22M015012	D. Surya Babu
11	Pushpa S G	P03MB22M015013	Pushpa
12	SIVA KUMAR S	P03MB22M015014	Sivakumar
13	SURESH S	P03MB22M015015	Suresh
14	Nithin T	P03MB22M015016	Nithin
15	Prajwal P	P03MB22M015017	Prajwal
16	Ajay kumar	P03MB22M015018	Ajay
17	Santhosh Kumar C	P03MB22M015019	Santhosh
18	SANJAYKUMAR S	P03MB22M015020	Sanjay
19	VIKAS Reddy S	P03MB22M015021	Vikas
20	ANJALI SINGH	P03MB22M015022	Anjali
21	Manas C	P03MB22M015023	Manas
22	Karthik S	P03MB22M015024	Karthik
23	JANANI R	P03MB22M015025	Janani
24	Ramya R	P03MB22M015026	Ramya
25	Rakesh P	P03MB22M015027	Rakesh
26	Deepa B	P03MB22M015028	Deepa
27	Santhosh A R	P03MB22M015029	Santhosh



28	Chandrashekar B R	P03MB22M015030	<i>Chandrashekar</i>
29	RAMACHANDRA PAWAR	P03MB22M015031	<i>Ramachandra Pawar</i>
30	Swamy R	P03MB22M015032	<i>Swamy R</i>
31	Lavanya C G	P03MB22M015033	<i>Lavanya C G</i>
32	SAHANA C	P03MB22M015034	<i>Sahana C</i>
33	Srijala V C	P03MB22M015035	<i>Srijala V C</i>
34	Venu.v	P03MB22M015036	<i>Venu.v</i>
35	Srinivas B V	P03MB22M015037	<i>Srinivas B V</i>

