

# **St. Theresa's Centre for Entrepreneurship Innovation and Start-ups STCEIS**

## **A Report of the Activities of the STCEIS**

1. Business start-ups by Management Studies Department online marketing - handmade Jewellery and Accessories

**Name of the student entrepreneur -**

- M. Stella (Final MBA)
- A.Kusalama(Final MBA)
- P. Dharani (Final MBA)

**Platform** – Facebook, Instagram

**Specialities** - Handmade jewellery products were advertised online and orders were undertaken. Finished products were then delivered to said customers via post. payment was accepted on PayPal, Google pay, Rupay.

Products-accessories made with thread, Zari beads and stone.

**Success story** – Business conducted so far, the team has had around 350 followers and sales have been made for nearly Rs.7000.

**Description** – The three students invested an initial supported by the management studies department and the college to buy necessary material for crafting and designing jewellery with popular and modern designs. They were self-taught and mentored by the department members. They attempted to sell their products online.

**Training**– Training for preparation of handmade customized jewellery and accessories has been provided through programs organized by the management studies department under the auspices of the St. Theresa's centre for enter entrepreneurship innovation and start-ups STCEIS directions of how to market products have been given to the students through conduct of awareness programs on marketing strategies.

**InnovativeIdeas**– workshops on generation of innovative designing have helped students to come out with trendy designs and eye-catching jewellery.

2. **Name of Business** - Delicious handmade cakes and confectionery

**Name of the student** - Divya Sree Reddy

**Mode of Marketing** - Offline, Home delivery

**Date of launching business**- November 2020

**Description** - Orders are accepted from clients through word of mouth and via pamphlets distributed in the neighborhood of Eluru City.

**Specialties**- Preparation of a variety of cakes on order and delivered to customers, customized to suit occasions like birthdays and celebrations.

**Types**- Mango Rousse cake, Dark chocolate, chocolate truffle, pinata cake, ice cream cake, and homemade chocolates. Facility of home delivery of cakes is available.

**Success story**- so far the student has been able to deliver around 10-15 cakes in a year and each cake has got her the profit margin of rs.300/- each. Homemade chocolates with specially made gift wrapping have also seen a wide clientele in and around Eluru town. the student plans to expand her business by including one more partner to cope with the work load. Collaborations with local bakeries - Sweet magic, Athidi hotel, also on the cards in the year 2021-2022.

**Mode of preparation**- So far the student has taken the support of the department of management studies and college to fund her project and also the help of student teams to market her product. Most of the products are made by herself with support from her family and friends.









