



ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY

APPROVED BY PHARMACY COUNCIL OF INDIA (PCI) AND AFFILIATED TO GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD

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REPORT ON GUEST/ EXTENSION LECTURE

Title of Guest Lecture: Business/ Market Research

Speaker: Mr. Chirag Chavda, Research Lead, Boston Group, Gurugram, Haryana

Date & Venue: 31st January 2020, Multi-purpose Hall, 2nd Floor

Summary Report:

Mr. Chirag Chavda, a B.Pharm alumni of our college (2nd batch, i.e. 2000-2004 batch) started his professional journey to his current position as Research Lead at BCG group which is a Global management consulting firm.

He delivered an informative lecture on "Business/ Market Research". He discussed on Brand management and various aspects of same sales management as well as role of management consulting group for building strategy for increasing sales of pharmaceutical companies. He elaborated in detail the flow of sales of products by help of management consulting agencies.



Floral welcome given by Dr. Hitesh Dalvadi, Associate Professor



Lecture Proceedings



Lecture Proceedings



Memento presented to Mr. Chirag Chavda by
Dr. Alisha Patel, Associate Professor