



SASMIRA'S BUSINESS SCHOOL

Sasmira Marg, Worli, Mumbai – 400 030

Report on Industrial Visit

Title/ Theme of Event: Industrial Visit to Palladium Mall

Duration & Date: 2.5 hours & 27/02/2020

Time: 02.00 p.m. to 04.30p.m

Venue: Lower Parel, Mumbai,

Introduction:

Industrial visits offer a great source to gain practical knowledge. Students can observe and learn as to how theoretical concepts are put to into action, thereby aiding their practical learning. However, with the growing organised retail in the country, it has become critical for mall developers to manage their shopping centres more effectively in order to emerge as a winner in the fierce competition. Thus to enlighten the students and to give them a deep insight into the relevance of retail management, a visit for arrange for the PGDM marketing students on 27th February, 2020.

Objectives:

- To provide an exposure to students about practical working environment
- To get an understanding about different retail formats and layouts

Programme Schedule:

Programme schedule for industrial visit to Palladium Mall

Venue: Palladium Mall, Lower Parel, Mumbai- 400013

Day: Thursday **Date:** 27th February, 2020 **Time:** 02:00pm to 04:30pm

Time	Details of the Programme
02:00pm	Reach the venue and gather at the entrance
02:00pm to 04:30pm	Visit various sections of the mall

Brief Programme Details:

The gap between theoretical learning and practical exposure is actually bridged by industrial visits. With this view in mind, PGDM marketing students were accompanied by Dr. Niyat Shetty to Palladium mall. Palladium mall is an integrated mixed-use mall incorporating Shopping, Dining, Movies, Entertainment and much more that delivers a holistic lifestyle and

leisure experience. The students observed the various kinds of stores in a mall, and they learned about the different forms of layout and the types of retail businesses that can be carried on in a mall.

The industrial visit was tremendous learning experience for the students. The students experienced how systematically the organisation works toward to make the Palladium Mall the most convenient and indulgent shopping experience to the customers. This visit also made the students aware that the retail management can be wonderful career option for them.

Conclusion:

It gave an understanding to the students that retail management is essential and also that it is imperative that it is handled, secured and managed by the right people and in the right manner. The students unanimously agreed that it was a fun learning experience for them.

Quote:

“Education is not the learning of many factsbut the training of the mind to think.”

- Albert Einstein

Photographs

