

**Loyola College (Autonomous), Chennai – 600 034.**  
Department of Business Administration

**Webinar on Brand Building strategies for small businesses and startups:**  
**A Report**

Date: 09/10/2021

Dr. V Arockia Jerold welcomed the gathering, and introduced the speaker, Mr. Chiraag Bhatt and the agenda of the event to the participants. Mr Chiraag completed his MBA program from DG Vaishnav College and has 12+ years of corporate experience in different capacities. He is the CEO of Thinkcomm Marketing and Media Services Pvt. Ltd. and the co-founder of CANIT Solutions.

Mr Chiraag started his discussion with a crucial fact that one should aspire to be a leader and never a boss. He further explained about some critical habits such as having a systematic investment plan, being humble, living a simple life and having good control over anger. He further explained the 5 Ps to focus on for business – Persistence, Principles, Psychology, People and Product. He then touched upon brand building and gave a detailed explanation. The key issues faced by start-ups and small businesses were also discussed. The session ended with a vote of thanks.

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Viewing Chiraag Ashok Bhat...

**CRITICAL FACT**

Be a “LEADER”  
and never a “BOSS”

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**Interesting & Thought Provoking Steps**

Step 1 : Think of challenges faced each day by you. Make the list

Step 2 : Think of challenges faced each day by world around you. Make the list

Step 3 : Off all the list in place from Step 1 and 2, which of the challenge you have solution.

**BINGO** – You have a business model getting ready start the R&D

All Big Business today name it, has started with the above small exercise and converted to multimillion Dollars/Rupees companies today.

**FOCUS ON 5P's**


- P**ersistence
- P**rinciples
- P**sychology
- P**eople
- P**roduct

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Do we have a STORY ???

Do we Sell Product or a Solution ???

Do we know our Target Group ???

Do we know our Competitors ???

Do we know what's different in our Product or Services ???

**Answers for all the above questions is what helps you in defining your brand identity**

**For Example :**  
 We are a strategy and intelligence-driven communication-consulting company based in Chennai providing services in the areas of Advertising , Marketing Communication, Design and Digital solutions. We ideate, design, create and coordinate the activities, and as a consulting company, we monitor the communication to the targeted audience. Our core services involve: **Activation, Branding, Design, Digital Media, IT Solutions**

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### Start up & Small Business – Key Issues

- How to Get Business ???
- How will we ensure to Make Profits ???
- How will we Manage Funds ???
- How to Grow Constantly ???
- How to manage Operating Expenses ???
- How will we manage Self Expenses ???
- How do we listen to Customers ???

**3C's – Collaborate Co-create Conquer**





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