

Report of the Activity

Talk on “How to Commercialize”

Date:02/02/2024

Venue: Karnavati University Extension Campus

Time: -10:30 AM to 01:00 PM

Number of Participants: -110

United world School of Business at Karnavati University along with IIC, KIIF and SSIP organized Talk on “How to Commercialize” by Mr. Prince Shah, the visionary founder of BOMAACHI.

He is running a gender-neutral brand which speaks directly to the student community, promoting comfort, authenticity, and self-expression. Mr Shah engaged with the students and shared his personal anecdotes and stories from his journey as an entrepreneur, making the discussion relatable and inspiring for the students.

Then he shared insights into the brand's mission and values, sparking interest and curiosity among the audience. Mr. Shah effectively bridged the gap between theoretical knowledge and practical application, providing the students with a clear and vivid picture of what it takes to commercialize a product successfully.

Mr. Shah's engaging storytelling captivated the audience, highlighting the challenges he encountered along the way and what all obstacles he faced and the strategies he employed to overcome them offered valuable lessons to aspiring entrepreneurs.

Furthermore, Mr. Shah delved into the mission and values of BOMAACHI, sparking interest and curiosity among the audience. He explained how the brand’s focus on gender neutrality and its commitment to authenticity have been pivotal in its success. By aligning the brand’s mission with the values of its target audience, BOMAACHI has carved out a unique niche in the market, setting itself apart from competitors.

Mr. Shah's insights into branding and market positioning were particularly enlightening. He emphasized the importance of understanding one's audience and staying true to the brand's core values. His discussion on the strategies employed to maintain brand integrity while scaling up the business provided practical advice that the students could apply to their entrepreneurial endeavors.

In conclusion, Mr. Prince Shah's talk on "How to Commercialize" was a rich source of inspiration and knowledge.