



SATISH CHANDRA MEMORIAL SCHOOL

MARKET SURVEY (GROUP ACTIVITY)



GROUP MEMBERS

- PRITI KUNDU 9-G ROLL 20
- SAMRIDDHA BISWAS 9-G ROLL 26

SURVEY 1



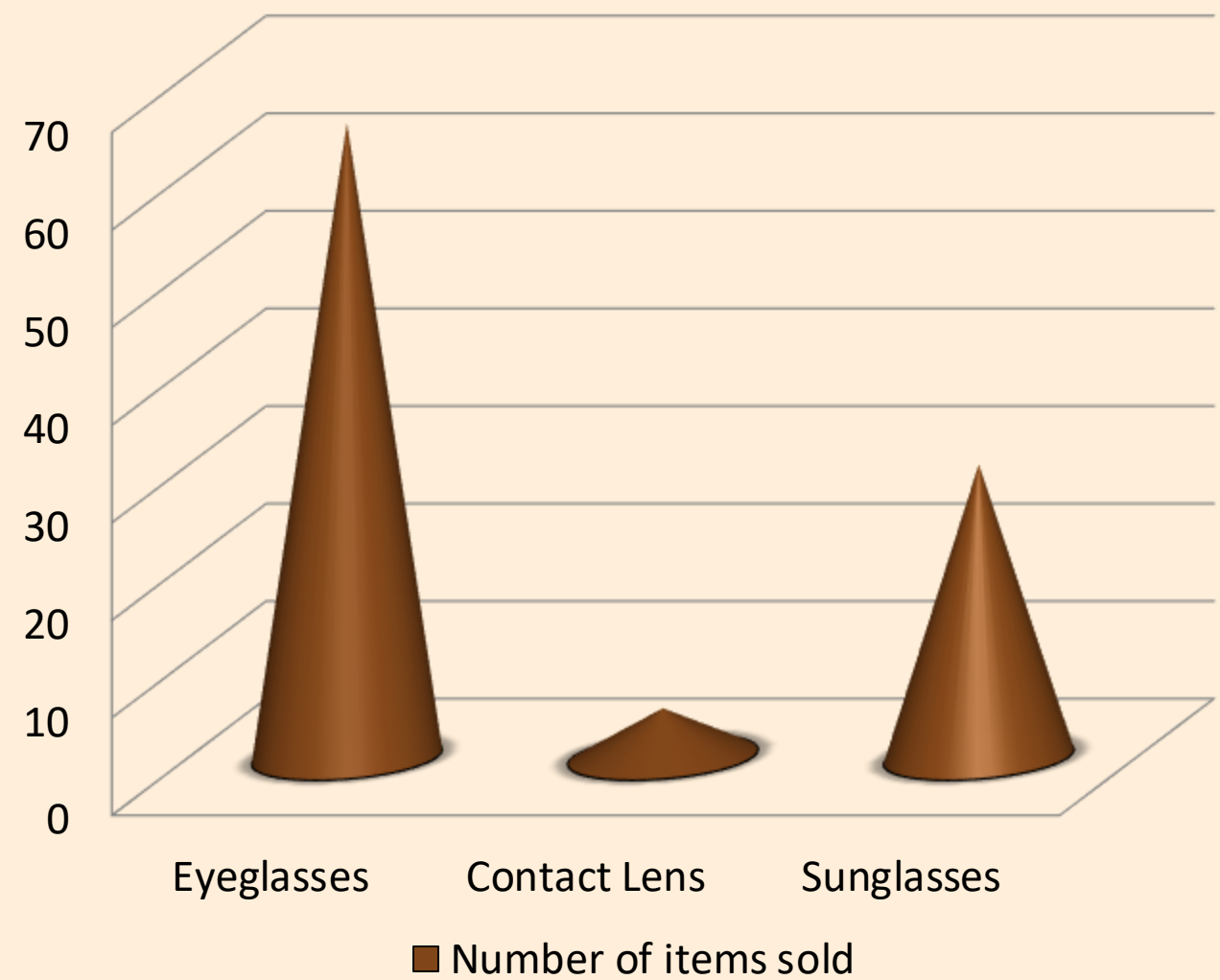
DESTINATION : LENSkart, CHAKDAH

**WE WENT TO
LENSKART, CHAKDAHA,
TO CONDUCT OUR
MARKET SURVEY. IT
WAS REALLY A GREAT
EXPERIENCE TO
INVOLVE OURSELVES IN
SUCH AN INTERESTING
THING.**



**WE HAD THE
CONVERSATION WITH ONE
OF THE WORKER OF
LENSKART, BIPUL PAUL . HE
HELPED US TO GET THE
DIFFERENT DATA AND ALL
THE WORKERS OF
LENSKART ASSISTED US.**

DIFFERENT ITEMS SOLD



EYEGLASSES

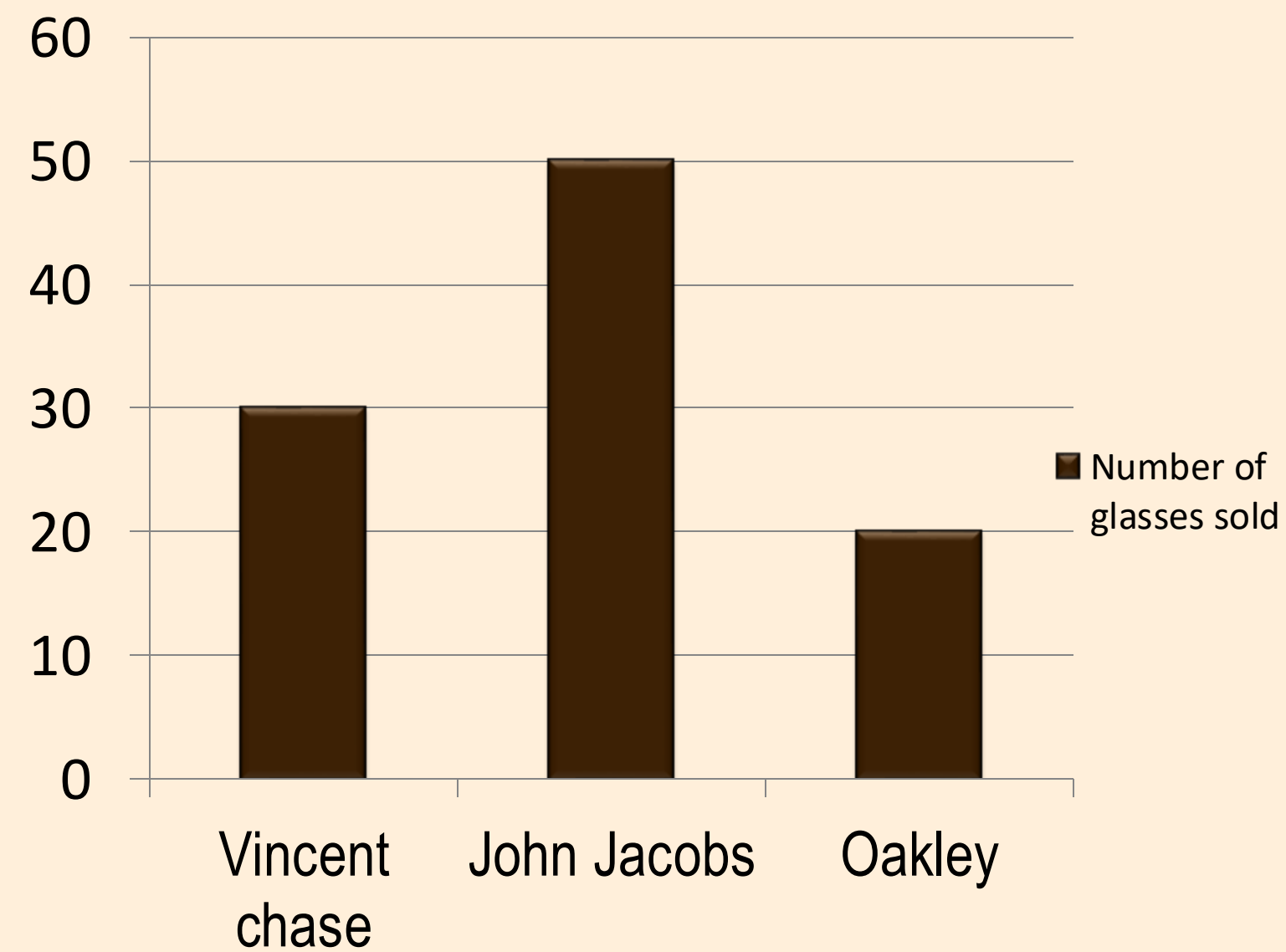


CONTACT LENS

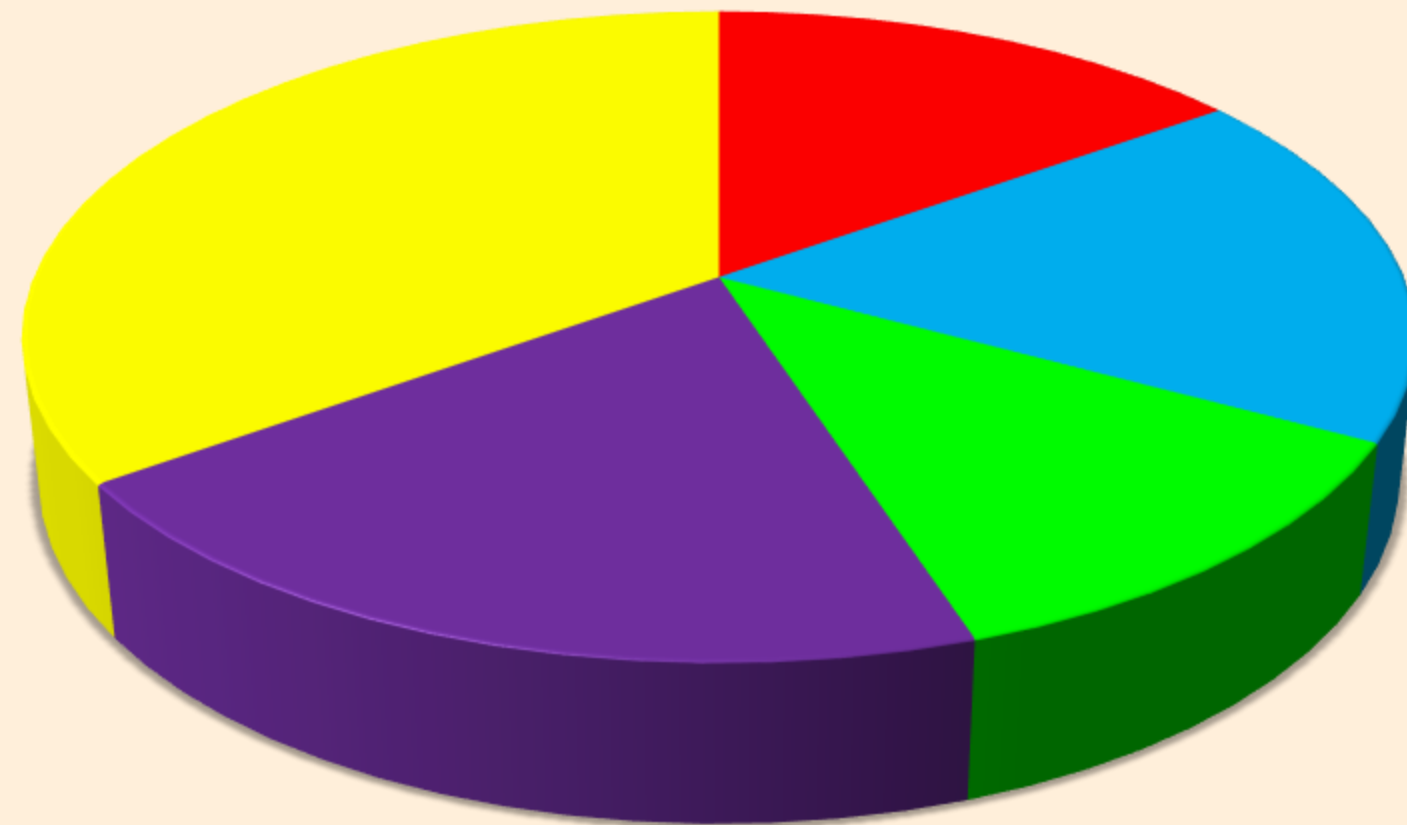


SUNGLASSES

DIFFERENT BRANDS OF EYEGLASSES SOLD



DIFFERENT SHAPES OF EYEGLASSES SOLD

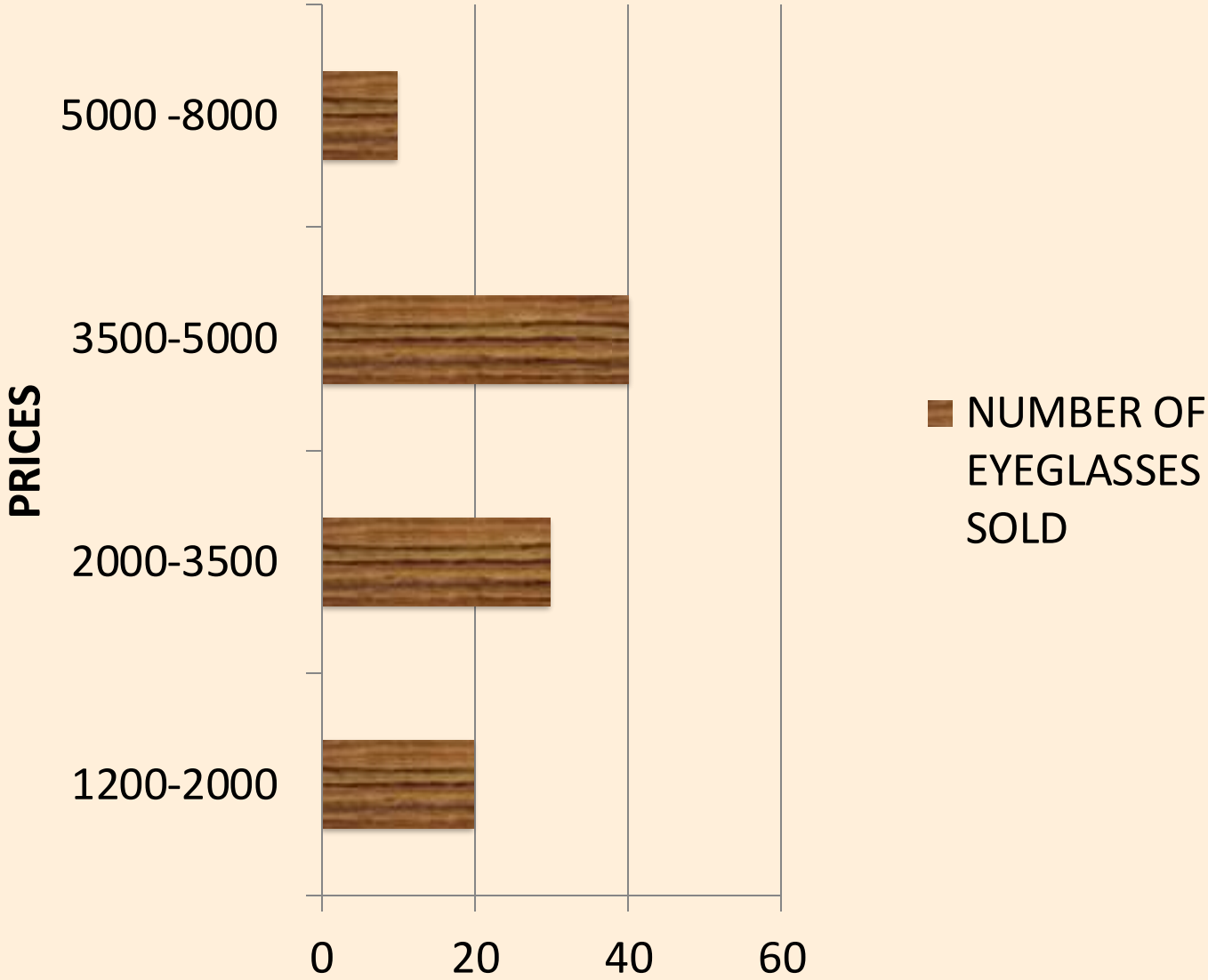


- WAYFERER
- RECTANGULAR
- GEOMETRIC
- CAT EYE
- ROUND

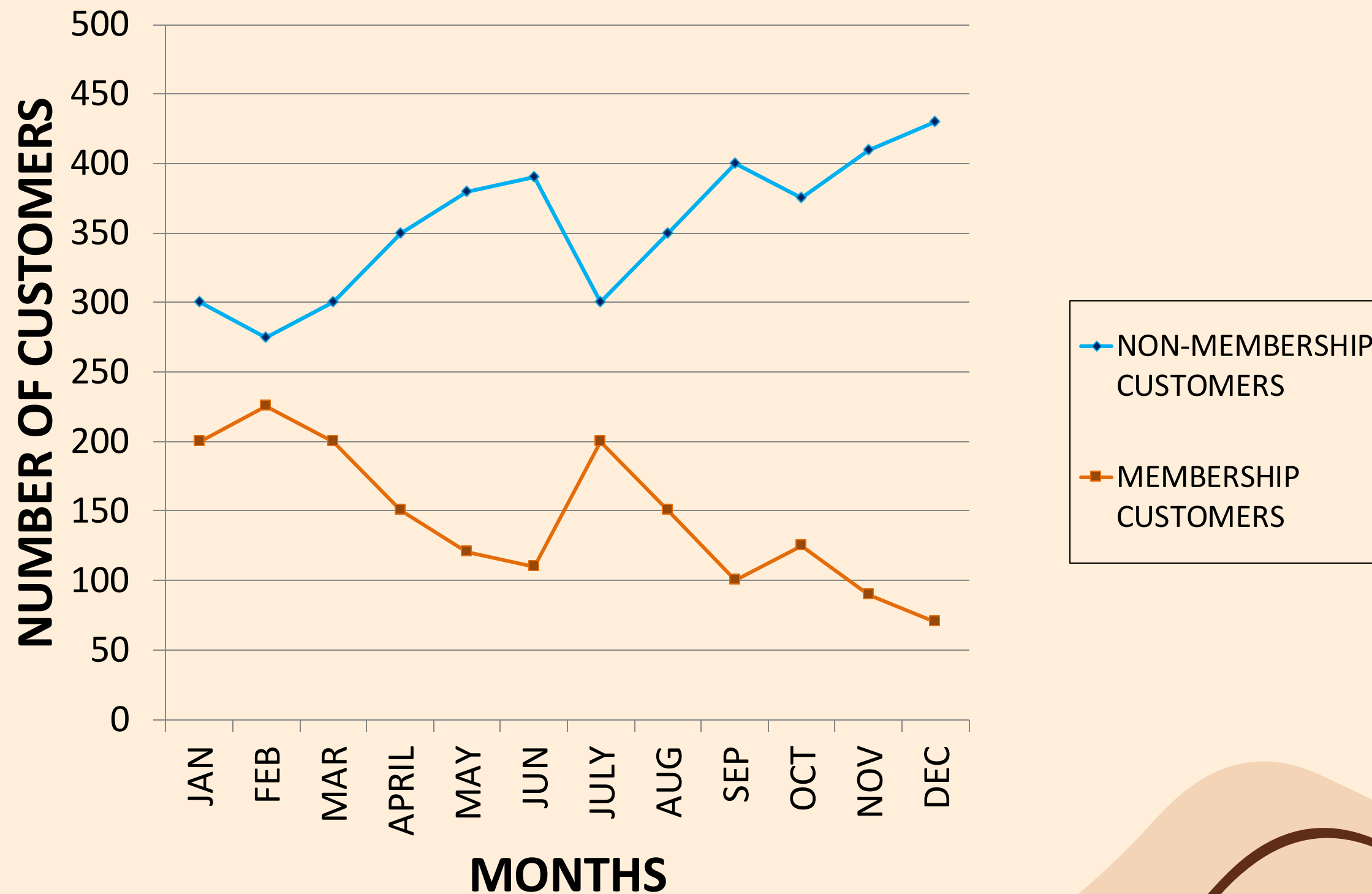


DIFFERENT PRICE RATES AT WHICH GLASSES ARE SOLD

DIFFERENT PRICE RATES AT WHICH
GLASSES ARE SOLD



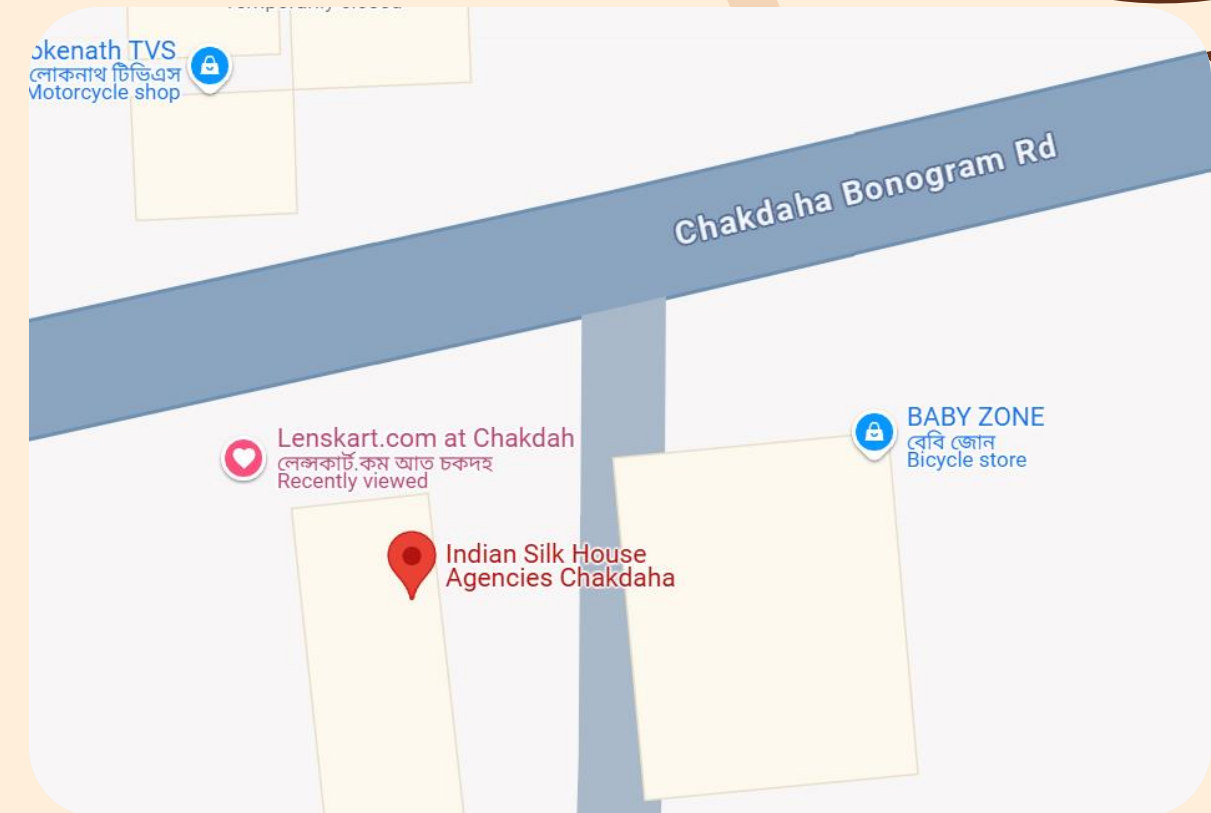
NUMBER OF MEMBERSHIP AND NON-MEMBERSHIP CUSTOMERS



SURVEY 2



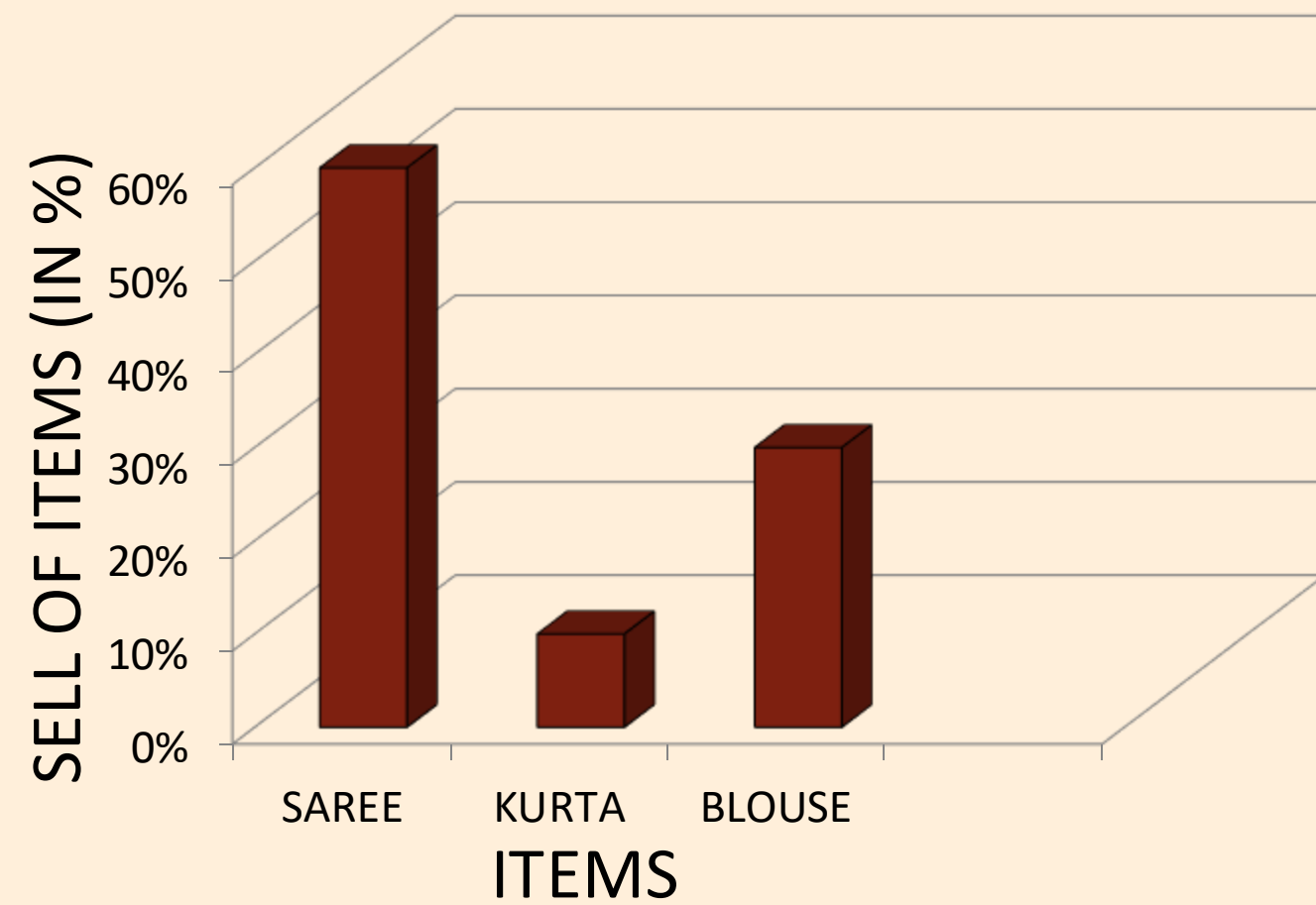
DESTINATION : LENSkart, CHAKDAH



WE HAD THE CONVERSATION WITH ONE OF THE WORKER OF INDIAN SILK HOUSE AGENCIES, MANDIRA KUNDU. SHE HELPED US TO GET THE DIFFERENT DATA AND ALL THE WORKERS ASSISTED US.

WE WENT TO INDIAN SILK HOUSE AGENCIES, CHAKDAHA, TO CONDUCT OUR MARKET SURVEY. IT WAS REALLY A GREAT EXPERIENCE TO INVOLVE OURSELVES IN SUCH AN INTERESTING THING.

DIFFERENT ITEMS SOLD



WEEKEND'S AND WEEKDAY'S SELL



■ WEEKDAYS' SELL
■ WEEKENDS' SELL



PERCENTAGE SOLD



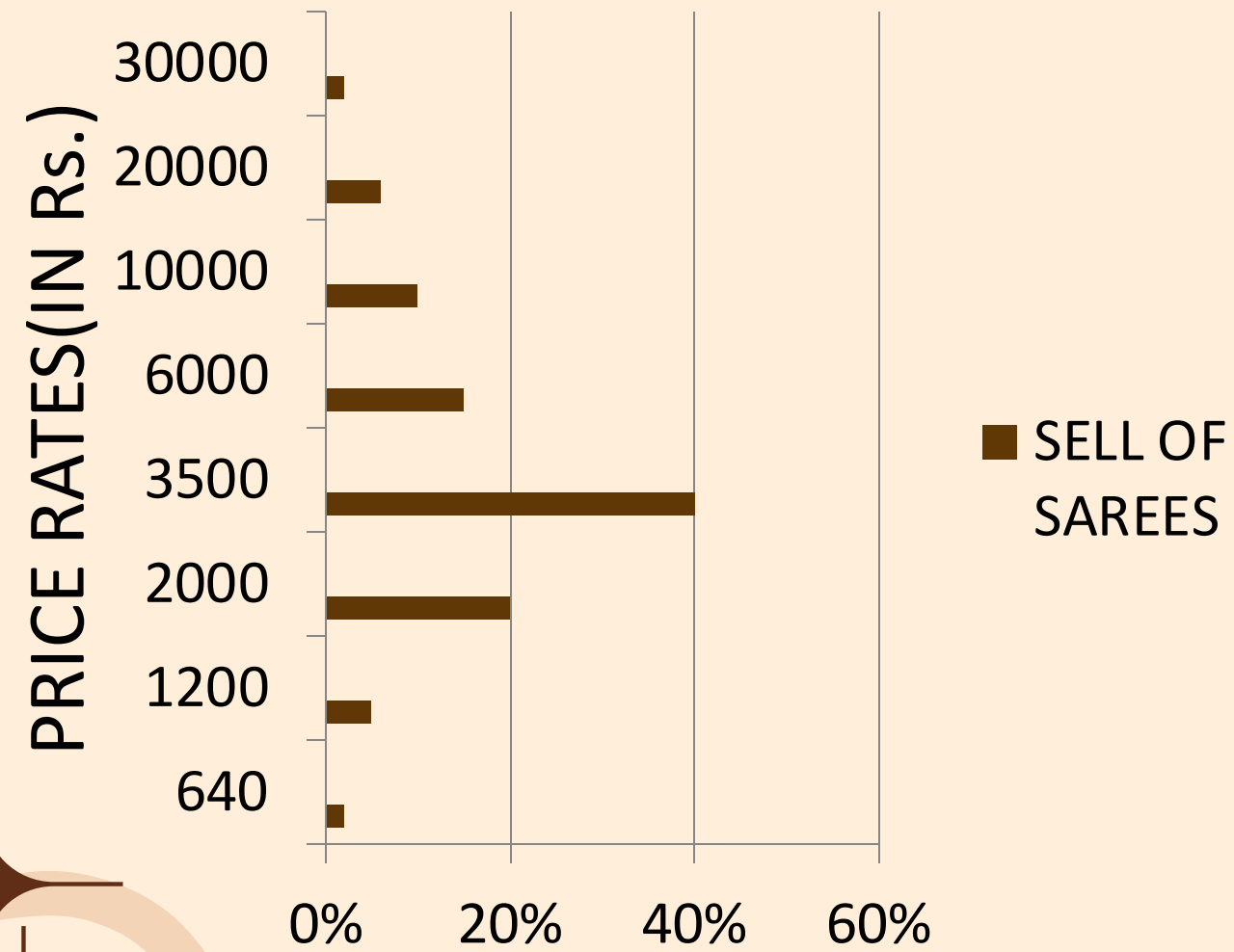
JAMDANI

SILK

ORGANZA

COTTON

SAREE OF DIFFERENT PRICE RATES SOLD



LEARNING OUTCOME

- **SKILL DEVELOPMENT-** Skills Development refers to the process of acquiring, improving, and enhancing a wide range of skills and competencies. It involves the deliberate and continuous effort to build knowledge, expertise, and capabilities in specific areas to meet the demands of one's work or to pursue personal and professional growth.
- **COLLABARATIVE LEARNING-** A collaborative (or cooperative) learning approach involves pupils working together on activities or learning tasks in a group small enough to ensure that everyone participates. Pupils in the group may work on separate tasks contributing to a common overall outcome, or work together on a shared task.
- **ENTREPRENEURSHIP DEVELOPMENT-** Entrepreneurship development is the means of enhancing the knowledge and skill of. entrepreneurs through several classroom coaching and programs, and training. The main point. of the development process is to strengthen and increase the number of entrepreneurs.

ACKNOWLEDGEMENT

A SPECIAL THANKS FROM OUR SIDE TO THE WORKERS OF LENSART AND MAINLY TO BIPUL PAUL FOR COOPERATING WITH US AND SPENDING THEIR VALUABLE TIME ON US. SIMILARLY A SPECIAL THANKS TO THE WORKERS OF INDIAN SILK HOUSE AGENCIES AND TO MANDIRA KUNDU FOR DOING THE SAME.

FROM OUR SIDE A SPECIAL THANKS TO OURS PARENTS FOR HELPING US, GUIDING US AND TO LET US PERFORM THE ACTIVITY.

LAST BUT NOT THE LEAST , WE ARE THANKFUL TO OUR CLASS TEACHER ASIM SIR(MATHS TEACHER) FOR PROVIDING US WITH SUCH AN INTERESTING ACTIVITY WHICH BROADENED OUR VIEWS AS WELL AS OUR KNOWLEDGE ABOUT MARKETING SKILL.SO, THIS PROJECT IMPROVED OUR COMMUNICATION SKILL AS WELL AS OUR INTERACTIVE SKILL AND MARKETING SKILL.

THANK
YOU

