



RUKMINI DEVI

Institute of Advanced Studies

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Classroom Lecture

TITLE	Submission of Web Report for Classroom Lecture by Mr. Arjun Thapar for BBA students
Resource Person/ Facolitator	Mr. Arjun Thapar
Date	12/10/2018
Summary	<p>The facilitator explicated the students on the concept of FMCG companies and what challenges are being faced by these companies. Major FMCG companies operating in India are HUL, Patanjali, ITC Limited, Parle Agro, Nestle. The major challenges faced by the FMCG companies are the marketing challenge, efficient management of prices and promotions and generating value for the customer.</p> <p>Multiple challenges are faced by brands in the FMCG industry, including increasing pressure from private/small companies having cheaper operating costs, a growing social concern for environmental responsibility and the constant push to manufacture products quicker and cheaper than before. However, brand managers must stay relevant to consumers and derive new ways to connect with consumers as they move away from traditional sources of media. FMCG companies that stay updated, current and are flexible enough to respond briskly to these challenges continue to exist and survive in the future.</p> <p>The lecture delivered was appreciated by the students and the detailed information shared by the speaker was helpful for students to understand the topic very well. The speaker addressed all the queries of the students and motivated students to never give up in life and continue giving their best.</p>