

**Venue:** The Fern, Vadodara; **Date:** 27.06.2019; **Time:** 8:00 PM

GJEPC ROS organized a seminar on Retail Sales and International Trade at Vadodara on Thursday 27th June, 2019.

The main objective of Seminar to provide guidance and information to members on changing consumer demand, socio-economic situations, art of selling, how to retain consumers, how to enter into international market basic knowledge of IEC and export cycle etc.



Regional Chairman, Shri Dinesh Navadiya provided information on GJEPC, its major activities & initiatives. He emphasized members to broaden the vision and explore the world market without limiting themselves to local retail market.

Smt. Jilpa Sheth, Regional Director, Gujarat apprised members on various initiatives of GJEPC at Gujarat level and at Pan India.

She shared few facts and figures showcasing the performance of G&J industry in international market, local market and at electronic and virtual market. She explained the basic need to become exportable and tried to make audience aware of their potential as well the potential of the market at national and international level.



Smt. Hetal Vakil Valia, Marketing Consultant and Trainer, Mumbai provided details on Retail Sales and provided guidance on how to understand the requirement of consumer. She explained the detailed role of Sales Person, she emphasized on calling sales man as Luxury Sales Associates instead of sales-man or sales-woman. It boosts their self confidence and brings the better attitude towards their work. She also explained on various types of training needed to empower the sales force so that they can easily handle the questions coming from the client which is well aware of product and has done research before coming to purchase. This type of product knowledge helps build trust and confidence in consumer. She further gave details on the knowledge they should possess while dealing with different age group of customers. She gave few tips for selling like launching individual story telling products, providing customization to the clients, do better visual merchandising to provide a life time experience to the client walking in to the store and apprised on how to address the changing requirement & taste of consumers at local and world level.



Shri Suvidh Shah, Jt. DGFT, Surat provided guidance to the members on how to enter in to International Market, he apprised members on the complete lifecycle of the export. He explained the importance and process to obtain various types of registrations like IEC, one-time KYC at port etc. He further explained the documentations required in export and showed the simple ways to tackle the challenges related to documentations. He explained that once the documentation is done the important part is logistics and we have to choose the logistical partner very strategically. He emphasized and guided on how to search data available on net, he introduced few authentic websites where an aspiring exporter can search for potential market, product and buyers etc. He also gave instruction to be careful while doing business with new international buyer and take precautionary steps to avoid unnecessary risk.

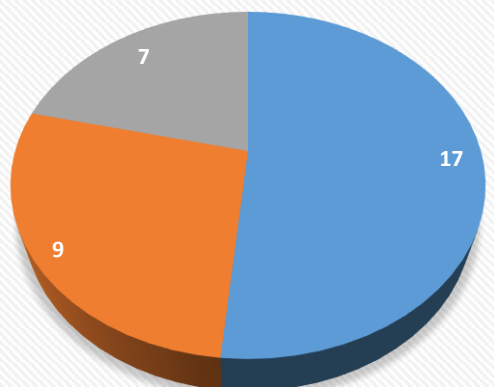


The session was very interactive and many questions were asked by the audience at Q&A Session.

Shri Atul Shah, President, Vadodara Jewellers Association concluded the seminar and thanked GJEPC and all the stake holders for their efforts and making the seminar possible.

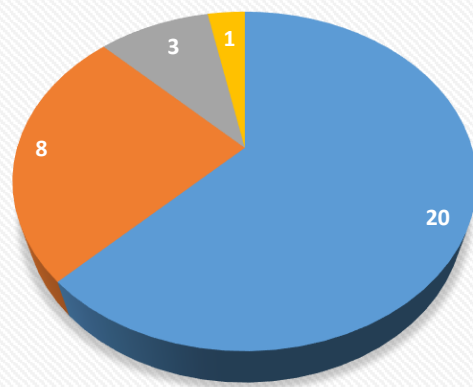
# Feedback Analysis

## Information Covered



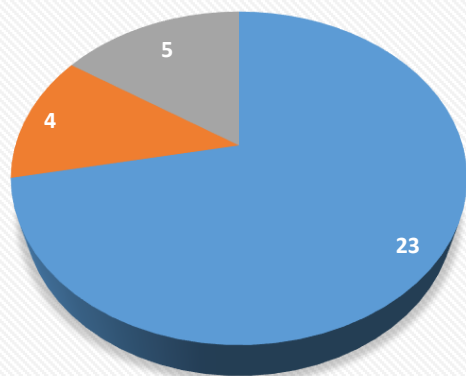
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## Speakers



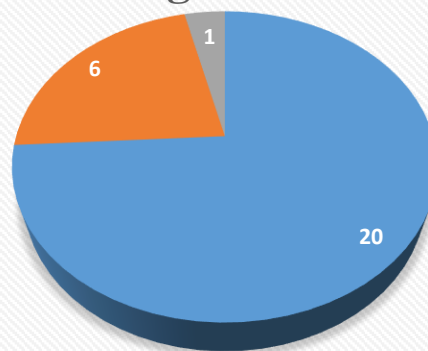
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## Lanugauge Used



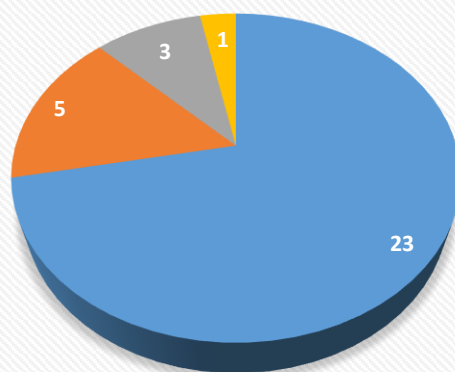
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## Arrangement and Logistics



■ Excellent ■ Very Good ■ Good ■ Average

## GJEPC Staff's Support



■ Excellent ■ Very Good ■ Good ■ Average



## Benefits of the Seminar:

