

St. Mira's College for Girls, Pune  
(Autonomous-Affiliated to Savitribai Phule Pune University)

B.Com.

Subject: BUSINESS ENTREPRENEURSHIP - I

(C 32109)

Semester: III

Year: 2021-22

BE I Sem III Skill Development IBM Course

- Entrepreneurial Skills

COURSE NAME

REPORT TITLE

PROVIDING VALUE TO CUSTOMERS

NAME - GREESHMA SHAH

CLASS-SYBCOM-C

ROLL NO. 4031

ASSIGNMENT-2

*Providing value to customers -*

It is not enough just to produce a perfect product and set a reasonable price for it. Customers have lots and lots of great options and that's why they look for some additional value when making their choice. They want to feel appreciated while communicating with a brand, they seek valuable experience, and want to rely on true experts, those who understand and listen to them. Providing value for customers requires attention to small details in addition to having a killer product.

*THINGS I HAVE LEARNT FROM THIS COURSE-*

To gain the trust and love of your customers, you should create strong ties between your brand and your target audience. It may be possible if the former not only provides quality services and functional goods but something more: ethics, the feeling of confidence and reliability, and of course, positive emotions that make communication with your brand enjoyable and worthwhile.

Bringing value to customers strategy

1. Make motivational programs

*Rama Venkatachalam*

Dr. Rama Venkatachalam

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