



**SHREE SANTKRUPA INSTITUTE OF ENGINEERING
& TECHNOLOGY (B. TECH. & POLYTECHNIC)**
Ghogaon, Tal. Karad, Dist. Satara 415 111
Approved by AICTE New Delhi, Govt of Maharashtra, DTE Mumbai,
Affiliated to DBATU Lonere and MSBTE Mumbai.



Organizer- Training and Placement Office



Mrs. Sarika Phatak
Vice President,
Product Operations and Strategy
VELSERA

AN EXPERT TALK ON

**INSIGHTS INTO PRODUCT
MARKETING OF
ENGINEERING PRODUCTS**

6 November 2025 | 3 PM TO 4 PM

Venue: | SSIET - Seminar Hall

Who Can Join:
Final Year B. Tech. Students

MODE :

 **Online : Google Meet**

श्री संतकृपा

PHARMACY, ENGINEERING, SCHOOL, JUNIOR COLLEGE

**PRODUCT INNOVATION
PRODUCT VISION BOARD**

Vision What is your purpose for creating the product? Which positive change should it bring about?			
Target Group Which market or market segment does the product address? Who are the target customers and users?	Needs Which problem does the product solve? What benefit does it provide?	Product What product is it? What makes it stand out? Is it feasible to develop the product?	Business Goals How is the product going to benefit the company? What are the business goals?
Competitors Who are your main competitors? What are their strengths and weaknesses?	Revenue Streams How can you monetise your product and generate revenues?	Cost Factors What are the main cost factors to develop, market, sell, and service the product?	Channels How will you market and sell your product? Do the channels exist today?



People

IN THE MEETING

Contributors 11

- Arti kokane (You)
- Bhagyashri Patil
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3:22 PM | qae-czyt-cm





