

Talk on FMCG Industry

10th December 2015

Mr. Manoj Jain Marketing Manager of Mangalam Fun Square interacted with the students about the FMCG Industry and Mall trend in the city. He briefed the students about the consumer preferences and FMCG marketing strategy and job potential in Malls.

Mr. Manoj told that consumer preferences of all age groups is changing rapidly and external forces like economy, globalization, competition etc have increased in the demand of new products, this rapid change has increased jobs in all sectors of FMCG industry.