

webinar on Challenges & Opportunities Involved in the Food Segment

24th January 2022 – Mr. Shree Bharambe (Founder CEO @ MAVERIX PLATFORMS) to PTVAIM

Objective: To sensitize audience about the various opportunities & challenges involved in the cloud kitchen business.

Benefit: The participants got a clear idea about the essential building blocks involved in the cloud kitchen business. The participants also got to know the various challenges involved in the cloud kitchen business.

Description: Mr. Shree Bharambe (CEO Maverix Platforms) conducted a webinar addressing the Challenges & Opportunities Involved in the Food Segment.

Report on webinar on Challenges & Opportunities Involved in the Food Segment.

Mr. Shree Bharambe, conducted a webinar on addressing the Challenges & Opportunities Involved in the Food Segment. for PTVAIM students on 24th January, 2022. Students and teachers got understanding of building blocks involved in the cloud kitchen business. The session was aimed at sensitizing students and making them aware of the challenges and opportunities involved in the cloud kitchen business.

At the outset, sir discussed the importance of market research, he highlighted through case studies and examples of various Pivots, how they ably used their failures in order to build a successful business.

He explained about certain points to be kept in mind such as

- How relevant is the product?
- What is the differentiating factor?
- Size of Opportunity
- Brand Building

He also gave an insight that Digital First barriers have low barriers to entry.

The students got a clear route ahead and an understanding of many opportunities and challenges involved in setting up a cloud kitchen business.



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