



**CHRIST**  
(DEEMED TO BE UNIVERSITY)  
BANGALORE · INDIA

Report of Webinar On  
**Business Diagnostics**  
Organised by CHRIST Consulting

**Date:** March 13, 2020

**Venue:** Room 105, Central Block, Main Campus, CHRIST (Deemed to be University)

**Time:** 3PM – 5PM

**Facilitators:** Mr Amit Ray

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## Key Takeaways of the Webinar:

1. Understanding target markets
2. Understanding Line of Business (LoB)
3. Problem detection and diagnosis
4. Writing Business Proposal designing

## Details of Facilitator:

### *Mr Amit Ray*

Founder, Kinark Consulting

Experienced advisor to start-ups and SMEs

With over 20+ years of experience in developing & building businesses across industries in a cross cultural & global environment; Mr Amit Ray also is an able Start-up Advisor with Excubator Consulting, leveraging innovations for large global organisations



## About the Webinar:

Mr Amit Ray hosted a webinar on Business Diagnostics on March 13th, 2020. Christ Consulting organised the event, which took place on the Central Campus. He addressed a wide range of issues in this webinar, and the attendees learned a lot that would help them advance in their careers. He discussed how, in today's competitive world, it's critical to understand target markets, or which specific set of people or sectors a product should be directed at. This will assist business owners make the most money possible since they will know who their target audience is and will not waste resources sending the product to those who will not respond to it.

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The second topic that Mr Amit Ray spoke about was Line of Business and its importance for a business. A product or a group of related items that satisfy a specific client transaction or business need is referred to as a Line of Business (LoB). The main difference between target markets and Line of Business is that Line of Business is more specific and caters to individualistic needs of a customer whereas in a target market all of them are grouped as one unit. Sir discussed the many sorts of Lines of Business and their significance during this webinar. He gave the attendees a thorough understanding of the subject, which will aid in their business expansion.

The entire globe has recently experienced a global epidemic, which has taught us how uncertain everything around us is, and how entrepreneurs must be quick to adapt in order to thrive. This is why the next topic, problem detection and diagnosis, is so vital. During this segment of the webinar, Sir provided attendees with some suggestions and insights on how to identify issue areas in a business and then think on one's feet to come up with creative solutions. Given the current global market scenario and the quick changes that are occurring, this topic was one of the most pertinent.

Sir's final point was on creating and designing business proposals. A business proposal is a written type of offer that can be made by a buyer to a seller, by a company to possible investors, or by lower level management to the top level of an organisation. Sir discussed the format, design, and various types of business proposals, as well as their utility, while speaking about business proposals. He also presented them with sample proposals to help them understand the subject better.

Overall the webinar was a refreshing, highly valuable learning experience.

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Brochure

# BUSINESS DIAGNOSTICS ORIENTATION

CONSULTING  
MASTER  
CLASS 1

## TOPICS COVERED:

- Understanding target markets
- Understanding Line of Business
- Problem detection and diagnosis
- Writing Project Proposals

## FACILITATOR:



### Mr Amit Ray

Founder, Kinark Consulting  
Experienced advisor to  
start-ups and SMEs

**Date:** 13th March 2020, Friday  
**Time:** 03:00 PM - 05:00 PM  
**Venue:** Room no 105, Central Block  
Central Campus

 **ENHANCING  
EXPERTISE**



**Participants List**

**CHRIST CONSULTING, CHRIST (Deemed to be University)**  
**ATTENDANCE SHEET – Business Diagnostics Orientation – 13.03.2020**

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**Photos:**

