

# COMMERCIO

To new beginnings.  
Vol.3 Issue 7



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## FROM THE EDITOR'S DESK

The 'Commercio' has always been a pride of the PG Department of Commerce and Research, where the acumen of our students has been exposed. The entire credit goes to the students whose day-night effort has made the newsletter a reality.

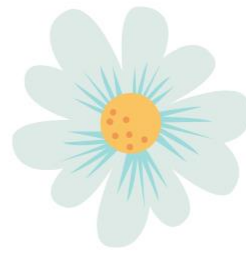
Newsletter has always abetted to enlarge knowledge in the field of commerce.Through the newsletter, we were able to explore the unexplored. Efforts were made by students to bring out the newsletter despite their hectic online class schedule and amidst the pandemic. It has always been learning simply and interestingly.

Get Entertained by Learning.



**BENY PAUL E**  
**CHIEF EDITOR**

# Editorial Board



Smrithy sivathasan



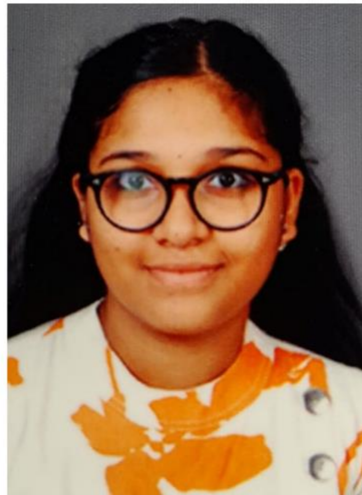
Sredha Gokul



Arya Shree Raghunathan



Ashtami Harinarayanan



A Sandhra



P S Varsha



# COVID-19

## Implication for businesses

The COVID-19 outbreak is a sharp reminder that pandemics, like other rarely occurring catastrophes, have happened in the past and will continue to happen in the future. The current outbreak has had severe economic consequences across the globe, and it does not look like any country will be unaffected. The 2020 stock market crash, also referred to as the Coronavirus Crash, was a major and sudden global stock market crash that began on 20 February 2020 and ended on 7 April. The COVID-19 pandemic is unleashing a new era of change for businesses as well. Companies have seen the effects of high-consequence, low-likelihood risks firsthand. Global economic shutdowns occurred due to the pandemic, panic buying and supply disruptions exacerbated the market, and mass hysteria ensued.



Falguni Nayar is the founder of Nykaa, India's beauty product retailer. After serving 20 years as a venture investor and merchant with Kotak Mahindra, she suddenly announced her departure to pursue her dream. Nykaa has over 850 brands along with robust content through videos, blogs, and dynamic social media engagement. Running an online business successfully, Nykaa has also introduced 35 physical stores.

Nykaa has also been a front runner in bringing international luxury brands to India, giving Indian customers all-encompassing products and services to choose from.

## UNLOCKING THE POTENTIAL OF WOMEN AT WORK

**SUPRIYA PAUL (INDIA)**

**DIRECTOR AND CO-FOUNDER, JOSH TALKS**

Supriya, along with Shobhit Banga, founded Josh Talks in 2015. Today, it is the fastest growing social tech start-up in India that is reaching 45+ million every month.

Accredited to the success of her organization, Supriya was listed in the Forbes magazine 'Asia under 30' in 2018 and received the SheThePeople Digital Women Award'17 for Best Content Creation.

On 25th January 2019, Supriya accepted the National Media Award awarded to Josh Talks by the Honorable President of India, Shri Ram Nath Kovind.

Over the span of 5 years, Supriya has spoken in the Women Economic Forum Conference 2019, Singapore, FICCI Ladies Organization (FLO), G.A.M.E Annual Convening 2019, Reputation Today, TedX, amongst others. She also serves as a mentor to various upcoming entrepreneurs and public speakers.





# GLOBAL E-COMMERCE REPORTS

## MYNTRA ONBOARDS 2.5 LAKH NEW CUSTOMERS ON DAY 1 OF FLAGSHIP SALE



THE COVID-19 PANDEMIC APPEARS NOT TO HAVE DAMPENED THE SPIRIT OF INDIAN SHOPPERS MUCH AS FASHION AND LIFESTYLE RETAILER MYNTRA ON SATURDAY SAID IT ACQUIRED A RECORD HIGH OF 2.5 LAKH NEW CUSTOMERS ON THE FIRST DAY OF ITS FLAGSHIP END OF REASON SALE .



## FLIPKART ONBOARDS 35% MORE SELLERS IN AMID E- COMMERCE SURGE

FLIPKART SAID IT SAW CLOSE TO A 35 PER CENT INCREASE IN SELLERS ONBOARDED IN 2020, IN COMPARISON TO THE SAME PERIOD LAST YEAR. DURING THE LOCKDOWN, FOOD AND NUTRITION, HOUSEHOLD, TOYS AND AUDIO PRODUCTS WITNESSED THE HIGHEST DEMAND, FLIPKART SAID.

## AMAZON ONCE AGAIN RANKS AS THE NO. 1 US ECOMMERCE RETAILER



WE FORECAST THAT AMAZON'S 2020 US RETAIL ECOMMERCE SALES WILL RISE 17.2% TO \$260.86 BILLION—4 PERCENTAGE POINTS HIGHER THAN THE EXPECTED OVERALL GROWTH RATE FOR US RETAIL ECOMMERCE SALES.THE ECOMMERCE GIANT MANAGES TO CONTINUALLY OUTPACE THE MARKET BY A WIDE MARGIN BECAUSE IT STAYS SEVERAL STEPS AHEAD BY INVESTING IN THE FUTURE.

# Did you know?

## BUSINESS FACTS

Seventy percent of small businesses are owned and operated by a single person.

1

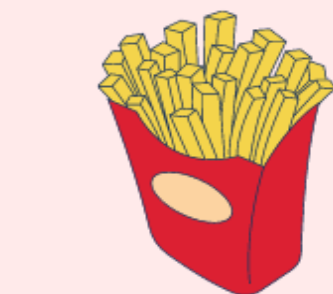
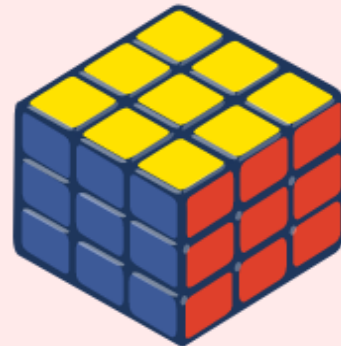


Facebook is primarily blue because Mark Zuckerberg suffers from red-green color blindness.

2

Sixty-four percent of consumers have made a purchase decision based on social media content.

3



It takes the average McDonald's employee 7 months to earn what a CEO makes in an hour.

4

The best selling product of all time is the Rubik's Cube beating the iPhone into second place.

5



# Walt Disney

An inspirational short story



Imagine the world without Walt Disney. A world where his beloved characters and songs never shaped your dreams, where magic and visual storytelling never sparked your imagination. Walt Disney and his works are nothing less than legendary. Walt Disney's life story shows no traces of dumb luck or free passes.

When he returned from serving as a Red Cross volunteer in World War I, he'd had enough time to think about his future. He wanted to make cartoon motion pictures. So in 1920 he started his own company at the age of 19, drawing cartoons of the creatures from his childhood. At the same time he had so little money to pay the rent, being forced to live with friends and often going without food. He failed to sell a single cartoon.

At the age of 22, he went bankrupt after the brutal failure of a cartoon series in Kansas City. He went bankrupt several times. He was once fired by a newspaper editor who accused him to be lazy and lacking imagination and creative ideas.

Three years later he left Kansas City for Hollywood to pursue his childhood dream. He set up a studio in a converted garage and, after five years – a long time when he is without an income, he struck little success with a short animation of 'Alice in Cartoonland' and 'Oswald the Rabbit'.

But again in 1928 some of his cartoonists left taking Oswald with them. Disney was shattered. His success was short lived and he returned to having nowhere to live and little money for food.

But his secret of success was within him. Out of the disaster he created his first Mickey Mouse character and, suddenly, he was on the road to real success. Rest is the history...!!!



# A YEAR TO FORGET 2020

## THE DEAR DEPARTED



A pregnant elephant died after a local allegedly fed her a pineapple stuffed with crackers, in Malappuram. The incident took place on May 27 while the elephant was standing in water and forest officials said that it died standing in river Velliyaar after it suffered an injury in its lower jaw.



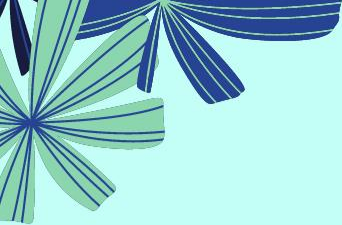
Diego Armando Maradona, a deity of the global game, passed away, taking with him the childhood memories of generations and a quintessential part of the beautiful game he shaped.



On August 7 2020, the ill-fated Air India Express flight IX-1344 veered off the runway while attempting to land at the Karipur International Airport in Kerala's Kozhikode, which resulted in the aircraft being shattered into pieces and the deaths of 18 people and several who sustained massive injuries. Among those killed were the two pilots of the flight.







# IDENTIFY THE LOGO!

1.



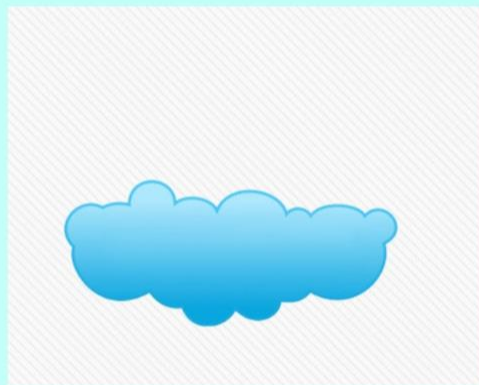
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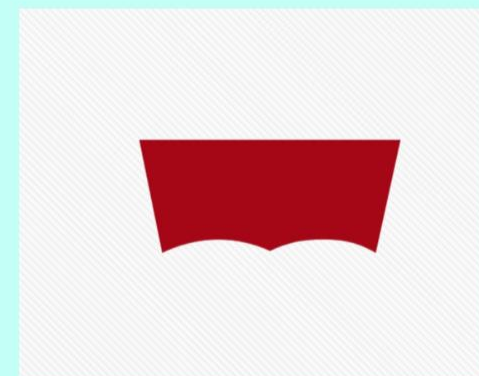
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5.



6.



# INSPIRING BUSINESS QUOTES



“Play by the rules, but be ferocious.”

– Phil Knight

“If you can dream it, you can do it.”

– Walt Disney



“I feel that luck is preparation meeting opportunity.”

– Oprah Winfrey

“I never dreamed about success. I worked for it.”

– Estée Lauder