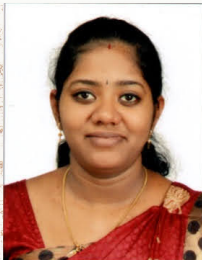




COMMERCIO 2020

FROM THE EDITOR'S DESK



The 'Commercio' has always been a pride of the PG Department of Commerce & 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. The newsletter has always abetted to enlarge knowledge in the field of commerce. Through the newsletter, we were able to explore the unexplored. Effort were made by students to bring out the newsletter despite their hectic online class schedules and amidst the pandemic. It has always been learning simply and interestingly.

Get Entertained by Learning.

Beny Paul E
Chief Editor

EDITORIAL BOARD

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Navyajan T A (Mcom S1)

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Some Interesting Facts

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Ritesh Agarwal, World's
Second Youngest Self-made
Billionaire

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Starbucks

Starbucks doesn't want us to feel lonely while sipping on our cuppa. The roundtables at their outlets have a purpose to fulfill – to make us feel at home even when we are there alone. Since round tables are more welcoming than square edges, people look less alone when they are seated on the former.

SOME INTERESTING FACTS ABOUT BUSINESSES AROUND THE WORLD

Google

It is not common knowledge but Google was originally named BackRub. Larry Page and Sergey Brin renamed their company 'Google' in 1997. Google is actually a play on the word 'googol' – a mathematical term for the number represented by 1 followed by 100 zeros.

Coca-Cola

One of the most valuable brands in the world, Coca-Cola's iconic red-and-white logo is recognised by 94% of the globe's population. But when the brand launched in China there was a lot of research that went into finding the right characters to transliterate the name. Some of the kanji that sounded like the name translated to "female horse fastened with wax" and another meant "bite the wax tadpole". They finally settled on the characters that read ke kou ke le, which means "Delicious Happiness".

Apple

An iPhone user who loves talking to Siri should know that their talks are not private. Everything said to Siri is sent to Apple where it is stored and thoroughly analysed. At least for 2 years. The company ensures that they take customer privacy very seriously and this practice is followed solely to improve their service.

Amazon

All employees at Amazon spend two days every two years working at the company's customer service desk. This includes CEO Jeff Bezos. This practice is religiously followed to help employees understand the customer service process.

Warner Music

For a long time, Warner Music held the copyrights to "Happy Birthday". This meant that the company could collect royalties from anyone who ever sang it. However, a couple of years ago, Warner Music paid \$14 million to settle a 'Happy Birthday' copyright lawsuit and put the song in public domain.

McDonald's

Interestingly, there were nine items on McDonalds' original food menu when the burger joint first opened its store in California in 1940. The menu included pure beef hamburger, tempting cheeseburger, triple thick shakes, golden French fries, root beer, hot coffee, an orange drink, cold milk, and cola.

IDENTIFY THE TAGLINES!!

1. "THE HAPPIEST PLACE ON EARTH."
2. "QUALITY NEVER GOES OUT OF STYLE."
3. "AMERICAN BY BIRTH. REBEL BY CHOICE."
4. "THINK DIFFERENT"
5. "JUST DO IT"
6. "IT'S FINGER LICKIN' GOOD"
7. "BECAUSE YOU'RE WORTH IT"

“

SUCCESS DOESN'T COME FROM WHAT YOU DO OCCASIONALLY. IT COMES FROM WHAT YOU DO CONSISTENTLY.

- Marie Forleo -

Vaseline

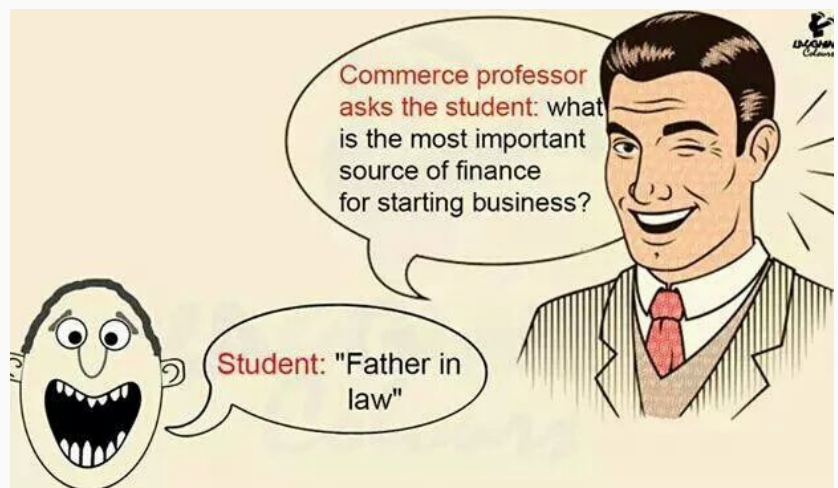
The inventor of Vaseline and the founder of the Chesebrough Manufacturing Company, Robert Augustus Chesebrough, ate a spoonful of the product every day. It was his unfaltering belief in his product that birthed this habit which continued until his death at the age of 96.

Walmart

Every week, without fail, nearly one-third of the US's population visits the Walmart stores. That's about 100 million customers visiting Walmart to satisfy their shopping needs. This store-hopping, in turn, leads to the company making a profit of \$1.8 million every hour!

Volkswagen

Believe it or not, the Volkswagen Group owns some of the world's biggest auto brands. The groups sells passenger cars under these brands namely - Audi, Bentley, Bugatti, Lamborghini, Porsche, SEAT, and Škoda. It also sells motorcycles under the Ducati brand.





One of the topmost hotel brands that are known in India is OYO rooms. The standardized rate is making them go skyrocket with the aspect of the hotel rooms. Their cheapest price and amazing commitment towards work make them the major game changer. In the present time, there are 200 towns that have over 7000 OYO hotels with 70000 rooms. This is all because of only a single man who contributed a lot to the OYO rooms – Ritesh Agarwal. He is the CEO that started his work in Gurgaon with a single hotel.

Ritesh Agarwal as OYO rooms owner

The only question that might come into the mind of thousands of people is how a college dropout is able to make such a huge empire. The OYO rooms story is not about the dream that Ritesh Agarwal had in his life. But it was his desire to complete his vision that provoked him to take a step forward. With one single push, a teenage boy was able to run a successful chain of hotels that have 360 Cr turnover. His picture may make people feel that he is a guy with no special skills or guts to fly high. But he managed to achieve everything against all the odds.

Customer satisfaction is the key to success of OYO rooms

He might look like someone that is just a face in the crowd but he single-handedly makes a unique way to be at the top with his hard work. His motive behind such success was customer satisfaction. He knew that many companies might talk about it but none is working to actually provide that satisfaction. He made this his motto and took one step and then other steps became a cakewalk to him with few obstacles. Out of his 24 hours, 16 hours were invested in his business where he aims for smooth operations. The best thing about Ritesh was that he didn't shrug off his mistakes and learned from them. This makes him give his best to his valued customers.

What is the meaning of OYO?

The OYO rooms history begins with the number of failures that he faced. But he never, for once, tried to quit to begin something new. He was determined with what he wants and hence he started OYO rooms which were the Oravel (one of his earlier work) re-launch in 2013. The main reason behind this change was the meaning of OYO. It stands for 'ON YOUR OWN'. This starts becomes the turning point in his life. From 2013, he has managed to take it to whole new heights. Ritesh Agarwal is an inspiration to Indian people and young entrepreneurs. His story is a true example of unique thinking. OYO rooms is first choice of travelers because they are cheap and easily available for all.

RITESH AGARWAL, WORLD'S SECOND YOUNGEST SELF-MADE BILLIONAIRE (2020)

The story from Ritesh Agarwal to CEO Ritesh Agarwal

Ritesh was born in Orissa, Bissam Cuttack to a business class family. He completed his school from Rayagada Orissa only from Sacred Heart School. During his school time, he works in an unconventional manner as compared to others. He was always looking out for opportunities that will make him make mistakes and then learn from them. This ignites his love for software and this started the journey of Ritesh Agarwal to CEO Ritesh Agarwal. He started to learn about programming with the books of his elder brother. During this phase, Google became his best friend and he managed to learn a lot of things in the term of programming. When he was only eight years old, he was able to generate code. Till the time he was in 10th standard, he was sure what to do with life. The biggest twist came in his life when he joined Kota in 2009 only to quit when he got to know that there is nothing it can give him. He joined Bansal Tutorials and left coding as the second spare. This gave him time to travel and have a fun teenage year. Later on, he started to work on a book 'Indian Engineering Colleges: A Complete Encyclopedia of Top 100 Engineering Colleges'. This book managed to earn a lot of fame to him on Flipkart. At the age of 16, he was a part of 240 students to participate at Tata Institute of Fundamental Research for the Asian Science Camp. This was the time when he started to venture out to meet entrepreneurs and attend conferences. Later on, he was determined to start something bigger and he returned to Delhi in 2011. He prepares for further studies with SAT which never became a part of his life. This results in spiking his interest in books about business, start-ups, and entrepreneurs.



CRAZY BUSINESS IDEAS THAT MADE MILLIONS AGAINST ALL ODDS

Student's Corner

Congratulations

Blessed ink

One morning a priest named Bernard McCoy found that his printer did not have any ink. So he simply decided to create a solution. He started a business filling empty cartridges with black powder and it became his ink refilling business. With the help of eight fellow monks in the Cisterian Abbey in Monroe, father Bernard grew his business from \$2,000 to \$2.5 million.

Craigslist

Craig Newmark had the idea of an online garage sale where you can get anything that you want. So he built the Craigslist website. It is simple, has very standard font and hasn't changed in years. People criticise it's design but the Craigslist founder maintains it as it always has been and the website is still successful.

Facebook

Many thought that the idea of a virtual yearbook was too crazy and unnecessary but Mark Zuckerberg thought otherwise. He still built it and it ended up becoming Facebook. Today, his social networking site has billions of users and is one of the most powerful companies in the world.

Amazon

Today, everyone and their pet knows about Amazon. The ecommerce company began as an online bookstore. Critics wondered why you should go to the trouble of learning how to use a computer and register to read books when you can simply walk to the library for free? Well, people loved the idea. Soon, everyone was on Amazon reading a book in the comfort of their own homes.

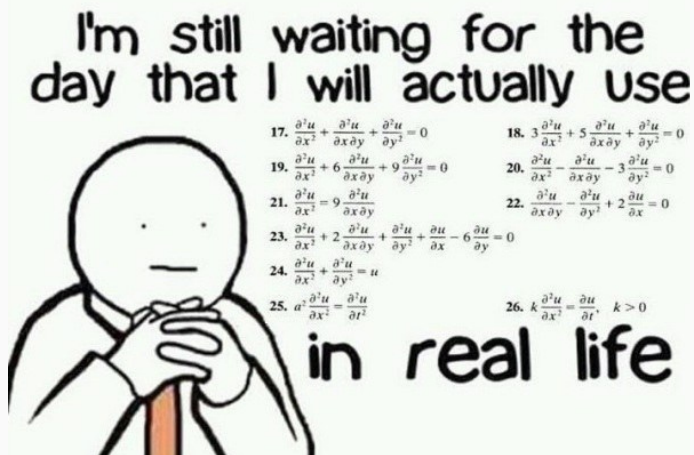
Santa letters

A company called Santamail decided to make Christmas a little more real to children around the world. So they registered a postal code at the North Pole in Alaska. After that, they started to charge parents \$10 per letter to mail letters to children purporting to be Santa Claus. It's a simply crazy idea and many thought it was a waste of time. Well, Santamail got 200,000 parents to send letters to their kids and made millions in revenue.

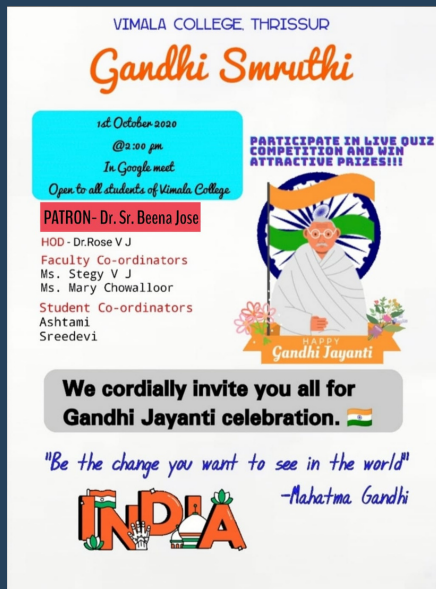
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- **Anju Paulson** (1st year B.com regular) secured first position, **AnnMariya Joy** (1st year B.com regular) secured second position and **Ashtami Harinarayanan** (1st year B.com self) secured third position for the event “KOLLUMUTTAYI” 2020 held by Envogreen NSS club of Vimala College.
- **Afra N A** (B.com self) secured third position in online quiz competition on international child day conducted by Department of Psychology of Vimala College.
- **Ananya K Ravi** (1st year B.com self) secured first position in “Meraki 2020” competition of the event “EKATA 2020” conducted by PG Department of Commerce of Vimala College.
- **Marieath Kibithiya** (1st year B.com regular) secured first position and **Anju Paulson** (1st year B.com regular) secured second position in Keralapiravi poster making competition.
- **Ritsy Wilson** (1st year B.com regular) secured second position in the event Gandhi Jayanthi quiz competition.
- **Aiswarya R** (3rd year B.com regular) secured first position in Ad_selfie, intercollegiate competition conducted by Computer science Department of Vimala College.

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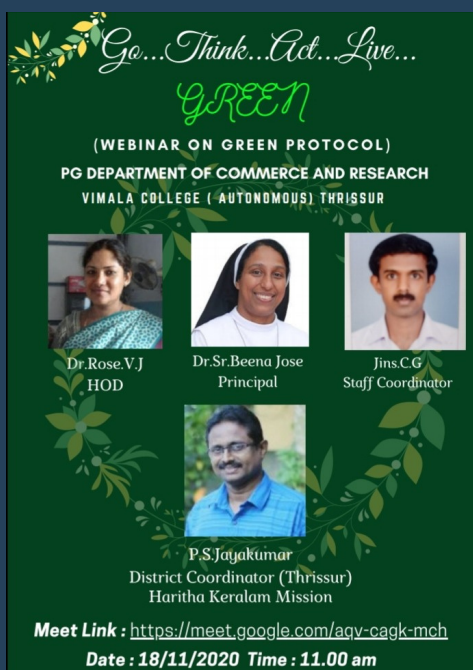
- Answers for "Identify the Tagline",
(Page 03):
1. Disneyland
2. Levi's
3. Harley Davidson
4. Apple
5. Nike
6. KFC
7. L'Oreal



· October 1st: In connection with **Gandhi Jayanthi**, First year B.com self finance students conducted the event “Gandhi Smrithi”.



· Oct 30th-Nov 5th: In connection with **Rashtriya Ekta Diwas**, PG Department of Commerce and Research conducted the event “EKATA 2020”, Intra Collegiate Online Competitions.



· November 18th: A webinar on **Green Protocol** titled “Go green, Think green, Act green, Live green” was conducted by PG Department of Commerce and Research and was lead by P.S. Jayakumar, District Coordinator (Thrissur), Haritha Keralam Mission.

“You can't just open a website and expect people to flood in. If you really want to succeed you have to create traffic.”
- Joel Anderson, WALMART CEO



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