

PG DEPARTMENT OF COMMERCE AND RESEARCH  
VIMALA COLLEGE (AUTONOMOUS), THRISSUR

# COMMERCIO

Learn something new.  
Vol. 4 Issue 5

## From the editor's desk

Dear Readers,

Welcome to the new edition of Commercio, a Newsletter issued by the PG Department of Commerce and Research. This newsletter itself is an institution that prepares its contributors to engage in whatever is going on around them, which affects their lives. It provides an opportunity for students to learn how to express themselves with confidence as their expression has given rightful exposure. To a certain extent, this newsletter helps us, the teachers, to discharge the responsibility to propel our students into the realm of imagination. While reading the newsletter, we expect that the spark inside you will burn which would result in refining the prospects of future.

I hope that you, the readers, enjoy reading it as much as we enjoyed working on it.



Dr. Preema Rose Nichlavose

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# Editorial Board



GAYATHRI S NAIR



SREDHA GOKUL



JENNIFER JOBY



ASHTAMI  
HARINARAYANAN

# PRIVATISING AIR



Air India will head back to the Tata Group after decades flying as the national carrier, Department of Investment and Public Asset Management (DIPAM), Secretary, Tuhin

Kanta Pandey announced today. Tata Sons will pay Rs 18,000 crore for the Maharaja, outbidding a consortium led by SpiceJet's Ajay Singh who had bid Rs 15,100 crore.

The transaction is expected to be close by end of December this year. The central government had started evaluating the bids for the debt-laden national carrier earlier last week. Reports suggest the Tata Group is the front-runner to win the Maharaja, while SpiceJet's Ajay Singh is the other bidder competing for the airline. The evaluation of bids was done against an undisclosed reserve price.

The governments, over the years, have tried selling the money guzzling airline but to no avail. The debt-laden carrier has 127 aircraft, controlling 50.64% of the International market share when clubbed with AIXL, among Indian carriers. Air India currently serves 42 international destinations. The government is selling its entire stake in Air India. Tata Group already owns about 84% stake in AirAsia India and 51% in Vistara.



# CONSUMER TRENDS

Keep up with today's consumers by exploring what different audiences are searching for and engaging with

## NOW AT HOME, PEOPLE BRING THEIR OFFLINE PASSIONS ONLINE WITH YOUTUBE

For many months, we've been exploring how people around the world look to online video to adjust to life during a pandemic. And now, with the world a few more months into the COVID-19 crisis, we continue to see new at-home behaviours emerge that go beyond simply addressing daily essentials. With more than 65% of viewers saying that YouTube content feels like real life,<sup>1</sup> it makes sense that people are using the platform to access and explore the things they're passionate about while they're at home.

## HOW CONSUMERS MAKE PURCHASING DECISIONS DURING COVID-19

COVID-19 has caused established habits and routines to break, and in their place new consumer behaviours have sprung up. The onslaught of new information causes mental strain and means we have less bandwidth to spare. The spaces, places, and interactions that were the backbone of daily life have also radically changed. More people are spending more time online and adoption of digital solutions has accelerated, from video conferencing to the surge in online shopping and digital payments



## TOURISM IS TAKING OFF. HERE'S WHAT TRAVEL MARKETERS CAN DO NOW

The travel industry has been hit especially hard by the pandemic. It was first into the crisis — and will likely be among the last out of it. Even now, as restrictions loosen, worldwide tourism spending isn't expected to fully recover until 2023. Global searches for "where to travel" and "can I travel" are near all-time highs, while searches for "PCR for travel" have grown by over 2,908% across the UAE, Saudi Arabia, and Egypt. But as customer needs, priorities, and expectations continue to shift, only 9% of travel marketers believe their business is completely prepared for what the next phase of travel will bring.



# Coke loss

**Cristiano Ronaldo knocks off \$4 billion from Coca-Cola's value.**



Footballer Cristiano Ronaldo inflicted a \$4 billion loss on soft drink major Coca-Cola with his gesture of putting aside two bottles of carbonated drinks and picking water instead during a press conference ahead of Portugal's match against Hungary. The Portuguese star footballer who plays for Juventus in Serie A and is acknowledged as one of the two best footballers of current era alongside Argentina Lionel Messi sat down for the interaction with a teammate and moved the Coke bottles aside before picking a water bottle. Coke was a sponsor of the Euro 2020 in which the former Real Madrid star is leading Portugal.

Spanish newspaper Marca has reported that Coca-Cola's shares took a dive and left the company with billions of dollars in losses. "Coca-Cola shares dropped from \$56.10 to \$55.22 almost immediately after Ronaldo's gesture, meaning the company's value fell from \$242 billion to \$238 billion" said a report in the Marca. The dip in value happened within half an hour. Ronaldo has been quite vocal in his support for healthy diet and is known to admonish his son when he finds him eating food referred to as junk.

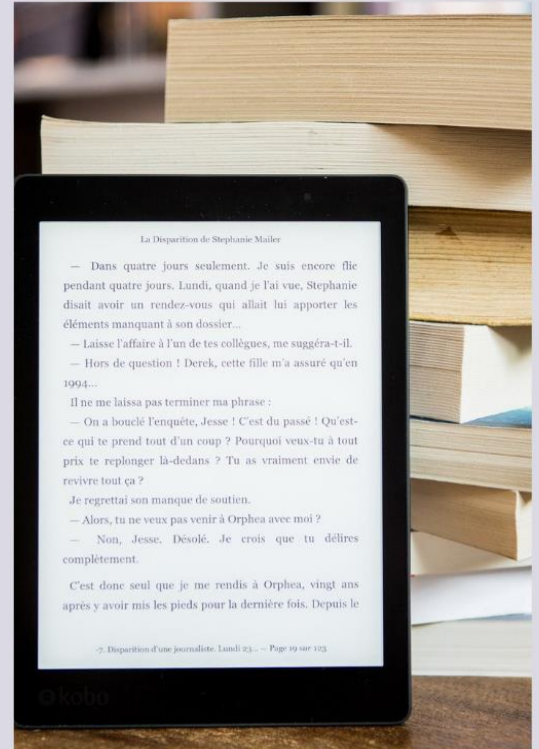


# E-book marketing

## THE NEW ERA OF LIBRARIES

*The global e-book market was valued at USD 18.13 billion in 2020, and it is expected to reach USD 23.12 billion by 2026.*

*Technical development and sophistication of reading devices that provide a similar experience to that of reading an actual book is the key factor driving the global e-book market. The rising adoption of smartphones and multilingual features of E-books is an advantage which is expected to drive the global demand for e-books.*



*The easy access for a wide range of e-book libraries through application or online services are being consumed over the internet, thus emerging as low-cost alternatives to the traditional method of delivery. Besides, libraries and publishers are also increasingly receiving responses for e-books.*

*Libraries across the country have closed most of their services to mitigate the spread of COVID-19. But many are still offering electronic reading materials. Moreover due to decreasing cost of the e-books, librarians are now able to buy more copies of the e-books, which is aiding in the market growth.*



# IDENTIFY THE PERSONALITIES

The chief operating officer of Facebook and the founder of LeanIn.Org. The first woman to serve on Facebook's board of directors.



An Irish businessman who became chairman of an Indian business conglomerate on 28 December 2012

Founder of an online restaurant discovery guide providing information on home delivery, dine-out, cafes and nightlife in cities of 11 countries.





# A SUCCESS STORY

J. k Rowling



## FAILURE, REJECTION, SUCCESS

### THE J. K ROWLING STORY

It's said that real success comes after a string of failures. That's exactly what happened with Rowling. Her personal life was in upheaval making every day troublesome for her.

Since she was a child, she wanted to be a writer. Her inborn talent was obvious to everyone around her. But despite that, she struggled a lot in life.

At one point in time, as a single mother who depended on government welfare benefits, she struggled for survival. Yet, she overcame all those years of hardships and became the highest-paid British writer. Her Harry Potter books sold more than 500 million copies worldwide and became the best-selling book series of all time. Her books have been translated into 80 different languages.

Read the story of the woman who helped millions of people forget their sorrows by boarding the Hogwarts express and traveling into the magical world.



# FUN FACTS

## Nutella

One jar of Nutella is sold every 2.5 seconds on average.



## McDonald's

McDonald's originally sold hotdogs, not burgers.



## KFC

KFC's original fried chicken was originally made in a pressure cooker.



## Starbucks

Starbucks round table was specifically created so that their customers would feel less alone.



## Pepsi

Pepsi took inspiration for its name from the digestive enzyme pepsin.



## Ben and Jerry's

Ben and Jerry's was originally going to be a bagel company.

## Carlsberg

Carlsberg's logo used to be a swastika symbol which was later removed for having a resemblance with the Nazi insignia.



## QUOTE OF THE DAY

"Opportunities don't  
happen. You create them."  
- Chris Grosser

