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ULAB Business Club holds webinar

Staff Correspondent | Published at 01:02am on May 11, 2021

The Business Club of the University of Liberal Arts Bangladesh hosted a webinar on 'Entrepreneurial decision making mind-map' on Saturday.

Kiva Han Gruppo founder Samit Bin Salam, also managing director at SAS Ventures, was guest of honour at the programme.

ULAB Business Club advisor assistant professor Niaz Morshed Patwary moderated the webinar. The webinar was held to provide a deeper understanding of the entrepreneurial mind set of the students.

A graduate of Bath University and Imperial College, Salam spoke about trying different options before deciding on the food and beverage industry. He spoke about how to identify an industry, do a competitive analysis to understand the market, methods of segmentation, and how to select a target market.

The seminar which had about 100 participants was quite interactive.



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