



**B.V. Patel Institute of Business Management, Computer & Information  
Technology, Uka Tarsadia University**

**Date: 5<sup>th</sup> October, 2017**

**Experts talk on ‘The Fortune at the Bottom of the Pyramid’**

The expert talk on “The Fortune at the Bottom of the Pyramid”, by Dr. Pratik Patel, Assistant professor, BRCM, Surat was organized for final year students of BBA.

Dr. Pratik Patel commenced his talk with the small advertisement. He emphasized on bottom of the pyramid consumer, bottom of the pyramid entrepreneur, development of aid agency and price sensitive by giving real life example of TATA nano. This entire topic covered from Fortune at the Bottom of the Pyramid book written by Dr. C.K. Prahalad.

He Continue with various strategy adopt by various company in order to get success with help of examples. Students were very happy to get a chance to interact with Dr. Pratik Patel followed by a doubt clearing session. This Expert talk will help to students in their future professional life and bring a positive change in their thinking and professional behavior.

