

ST. Mira's college for Girls, PUNE

► Savitribai Phule Pune University

► Year :- 2022 - 2023

Marks Entered

BUSINESS ENTREPRENEURSHIP - I

► SKILL ENHANCEMENT
COURSE (SEC)
assignment

► Submitted to:- Rama
Venkat Ma'am

Handwritten marks and signatures:
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A circle containing "23" and "25".
A circle containing "23".
A signature on the right.



Interview of a New Generation CEO of a family business

Group members:-

Class :- SYBCOM -C
Name:-Mahek Dodeja
Roll No:- 4027

Class:- SYBCOM -C
Name:-Khushi Parwani
Roll No :-4082



- ▶ Class:-SYBCOM-A
- ▶ Name:-Priya Pandey
- ▶ Roll No:- 3635

- ▶ Class:-SYBCOM-C
- ▶ Name:-Prajakta Waghela
- ▶ Roll no:-4089

Interview of a New Generation CEO of a family business

- ▶ Ranka Jewellery
- ▶ 7 generation CEO of Ranka Jewellery Manav Ranka .



Information of Ranka Jewellery

• Ranka Jewellers, a 143 year old establishment, is the unparalleled supremo of the jewellery business spread across 12 stores in Pune & Thane. Built on trust, tradition, and purity, Ranka is known for their innovative and ethnic designs that are always up to date with trends, transparency and quality.

• The Ranka Group has also been pioneers and trend setters for signing Bollywood celebrities as brand ambassadors. Vidya Balan was the first celebrity, followed by Twinkle Khanna and Dimple Kapadia. Today, Ranka Jewellers is one of the largest and most successful brands in the jewellery industry. It is set with values infused by the founders, which forms the backbone of the entire group.

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- The young and dynamic group of directors are the sixth generation steering the Ranka Group. Their clear vision to continue the heritage of making the best quality of precious jewelry, to provide excellent customer care, and to make a difference in society has enabled Ranka to expand its business in all corners of Pune and Pimpri Chinchwad.



All members of Ranka Jewellery



Dr. Ramesh Ranka



Anil Ranka



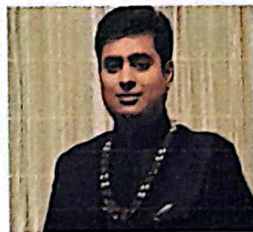
Tejpal Ranka



Vastupal Ranka



Shailesh Ranka



Shreyas Ranka



Shlok Ranka



CA Manav Ranka





Interview Questions:-

1:- sir, could you please introduce yourself?

[-] **Manav Ranka**

2:- Name , Designation,role in the family business?

[-] **Owner**

3:- when & how was Ranka Jewellers set up ? Where & by whom?

[-] **In 1869,By Nagrogi Walchand Ranka , Raviwar Peth Pune station**



Q4. What is the different between the business then & what is now?

The growth of story plan.

[-] Ranka Jewellery Started with 10 by 10 floor the where go down ground floor the where you entered the first pillar see that was our original shop. Where use to sit on the business in 1986 come into the business and now moving family members involved. We learnt understood how to do business from there we are now more one praficent retail space like now across 12 showrooms take all we are more than 10 square feet .we reach to more than 1 lakh square feet and this grown only .we are family like we are not like other jewellers who have taken lot a huge difference sources to grow .we are just doing internal growth so it is a very proud thing for us.

Q5:- What & How is your plan about expansion of your business beyond pune?

[-] So we are currently in than/ store as well as 11 store in Pune. we are almost covered store in Pune .we are coming with other stores in Pune in next 2 months .so I think Pune market is now reached this capacity we would like to see in new market of opening with in own and showrooms our space brighter higher customer .we don't want to move beyond Pune. we want to be in Pune market.



► Q6 .Is your jewellery manufactured by your personalized gold Smith or do we buy it?

☐ So majority of jewelleries be give a design by goldsmith he makes it for us which is exclusively for Us .we use give it to the old Smith he makes for us which exclusively for us.

Q7. What is your business model?

☐ Our business store we have a jewellery Mall it means under 4 roof .we can get something for a cheaper than 200 something are expensive like 50 lakhs .so that we are specialised our customer is important you want silver earrings you will get something for 150 rupees or 200 .If you want a diamond necklace there is a 50 lakh Rs necklace also in our jewellery Mall.

► Q8. How many family members are involved in business ?From which generation?

► ☐ Manav Ranka is 7th Generation business owner.

Q9.How is your succession plan discussed?

☐ All generation children's came to business Ranka.



- Q10. What quality do you look for in the perfect piece of jewellery?

Creativity & innovation.

☐ The most important aspect jewellery its purity creativity and invasion from time to time and change person to person and generation to generation there for the main based of which rank build trust with his customer it's purity.

- Q11. How would you deal with your customer?

☐ Politely and respectfully manner.

- Q12. What's the hardest part of walking in a jewellery business?

☐ The product in itself is valuable so the security of the product is the must important even if it is and smaller piece of jewellery is valuable & important in jewellery business.

- Q13. What is the bit of advice you gave to a customer about a jewellery?

☐ Customers should not look for a design that is Trending today instead looking for something they can be used to three years after as well.



► Q14. How is the younger generation actively involved?

☐ Younger generation is actually involved in daily functioning.



Thank you

