

Regional College of Management, Bangalore

(Approved by AICTE, and Affiliated to Bangalore North University)

3.2.1 STARTUP AND INCUBATION INITIATIVES IN RCMB

The NoteNook - The Stationery Shop

1. Introduction

“The NoteNook is a dedicated stationary shop located within the premises of the Regional College Of Management, Bangalore. Established in April 2023, the shop aims to cater the diverse stationery need of the college’s students, faculties and staffs. Additionally, we provide snacks items as per the demand of the students.

2. Back Story Of Establishment

The concept of “The Notenook” was born out of a need for accessible and affordable stationary and snacks items within the campus in 2023. Recognising the potential benefits, college granted a loan amount for establishment of the shop. Since then we have returned a significant proportion of the loan amount from the profit earned and still working to return the whole amount.

3. Operations

The NoteNook operates from Monday to Friday between 9.30am to 5.00pm .

Timing: Morning - 9.30am to 10.00am

Afternoon - 1.00pm to 2.00pm

Evening - 4.00pm to 5.00pm

The shop offers a wide range of stationary items like pencil, pens, notebooks, markers, etc. as well as snacks items like biscuits, cakes, chips etc.

4. Resources

The shop has 3 suppliers as of now: 1) Dmart

2) DB Stationaries (Hunasamaranahalli, Bangalore)

3) Pradeep Traders(Hunasamaranahalli, Bangalore)

5. Student Involvement

The NoteNook is run and managed by college students itself. The students involved are Vikash Kumar Mandal, Pallabi Roy, Pallavi , Meenakshy M R.



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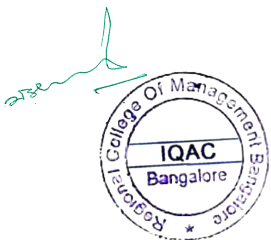
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6. FootFalls

The NoteNook experiences varying footfalls throughout the academic year. On average the shop sees 25 visitors per day. Special events such as new product launches and discount sales also attract higher footfalls demonstrating shop's importance and popularity within the college community.

7. Future Objectives

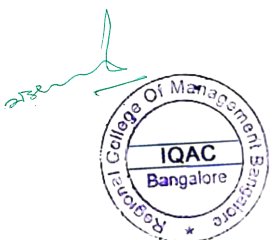
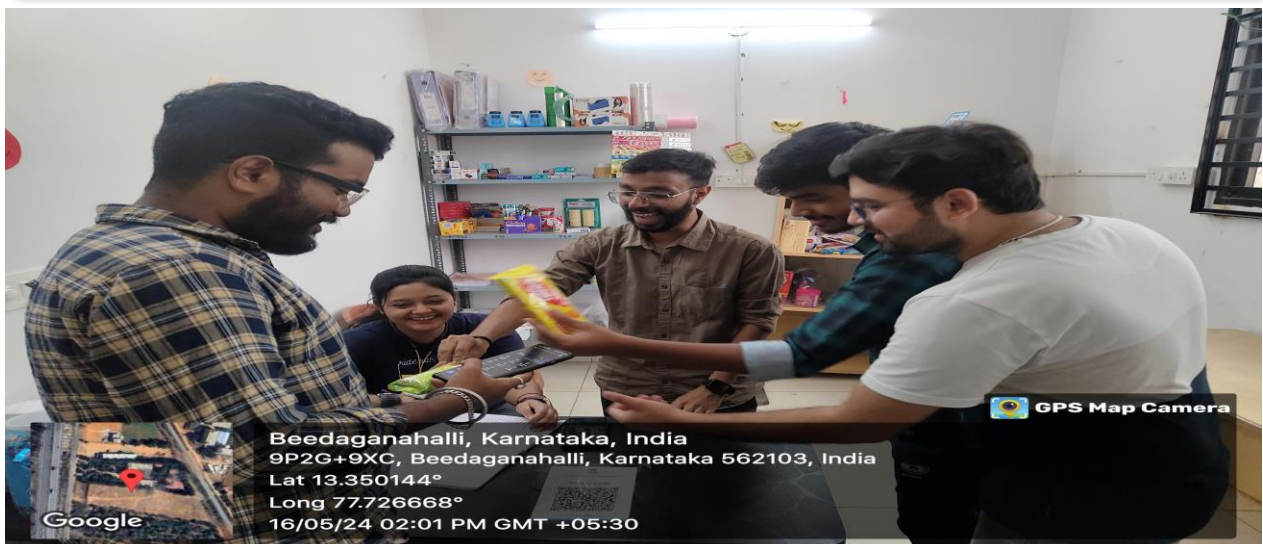
Looking ahead, The NoteNook has outlined several objectives to further enhance its role within the college like expansion of the product range, online presence, Feedback system.




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