



MANAGEMENT
INTERACTION CELL
— SSCBS —

LIVE PROJECTS

Management Interaction Cell, SSCBS

Selected industry projects across consumer research, growth strategy, digital marketing and go-to-market planning.

About the Live Projects

The Management Interaction Cell (MIC) is the official corporate and management society of Shaheed Sukhdev College of Business Studies (SSCBS). MIC fosters industry-student interaction through speaker sessions, live projects and corporate collaborations, with capabilities across finance, marketing, consulting and design.

Projects featured in this report

Company	Project	Key focus
Pee Safe	Consumer Insights & Growth Strategy	Adoption, loyalty & retention
4700BC	Consumer & Digital Marketing Research	Consumer research & campaign strategy
EazyDiner	Market Research & Growth Strategy	Student adoption & partnerships
StayVista	Go-to-Market Strategy & Market Research	Expansion & client acquisition

Across these engagements, MIC teams worked on consumer research, market sizing, competitive benchmarking, growth strategy, digital marketing and go-to-market recommendations.

PEE SAFE

Consumer Insights & Growth Strategy Project

What MIC did

- Worked on consumer research for FURR Personal Care and Feminine Hygiene segments to improve adoption, loyalty and retention.
- Conducted 500+ surveys, 4 focus group discussions and 30+ one-on-one interviews to generate actionable consumer insights.
- Analysed consumer behaviour, purchase drivers, trust factors and communication gaps.
- Recommended retention and engagement strategies.

KEY OUTCOME

Actionable consumer insights for improving adoption, loyalty and retention.



4700BC

Consumer & Digital Marketing Research Project

What MIC did

- Audited Instagram presence and benchmarked the brand against 5+ competitors.
- Designed and conducted a 200-400 respondent survey with 25+ qualitative interviews.
- Recommended strategic improvements for the 4700BC x Netflix campaign using global benchmarks.
- Delivered a 30+ page research report, executive presentation and strategic recommendations.

KEY OUTCOME

A structured research study combining consumer insights, competitive benchmarking and campaign recommendations.



EAZYDINER

Market Research & Growth Strategy Project

What MIC did

- Executed a market research project to drive student adoption across Delhi University.
- Researched 80+ colleges and 400+ restaurants to identify dining trends and partnership opportunities.
- Developed a growth roadmap targeting 300K+ students and 1000+ restaurants through scalable marketing initiatives.
- Designed 6+ on-ground activations, digital campaigns, ROI models and strategy decks benchmarked against Zomato and Swiggy.

KEY OUTCOME

A student-focused growth roadmap combining market research, partnerships, activations, digital campaigns and ROI-led strategy.



STAYVISTA

Go-to-Market Strategy & Market Research Project

What MIC did

- Conducted market research on India's ₹47,000 Cr facility management industry and benchmarked 10+ competitors to identify expansion opportunities.
- Developed a Go-to-Market strategy with customer personas, pricing models, digital marketing, influencer collaborations and B2B partnerships.
- Designed an asset expansion roadmap and growth strategy.
- Prepared leadership-ready recommendations to drive client acquisition and market expansion.

KEY OUTCOME

A leadership-ready GTM and expansion framework covering customer segments, pricing, digital acquisition, partnerships and asset expansion.

