

MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

MANAGEMENT DEVELOPMENT PROGRAMME

PLANNING AND FORECASTING SALES FOR NEW PRODUCTS IN THE INDIAN CONTEXT

 **16-18 MARCH, 2026 (MON-WED)**



Introduction

Planning and predicting sales for new products in the Indian market is hard because there isn't much previous sales data to work with. This requires a complex combination of qualitative and quantitative methods that depend significantly on smart market research and expert judgement. The first step is to thoroughly research the target group. This means doing thorough market research to find out what customers want, how they buy things, and what demands they might not even know they have. India is very diverse, therefore it's important to break down the market into smaller groups based on things like income levels, lifestyle choices, and cultural differences in different parts of the country. At the same time, a thorough examination of competitors is necessary to find gaps in the market, understand what is already available, and improve pricing tactics. This basic research is very important for making a strong case for the new product's value and setting realistic launch goals and key performance indicators (KPIs) that can be measured.

Program Objectives

- To utilise qualitative and quantitative methodologies proficiently for accurate sales forecasting.
- To design a flexible and responsive sales plan for fluctuating market conditions.

- To generate robust market anticipation and proactively manage customer expectations.

Learning Outcomes

Participants will be able to understand suitable tools of planning and forecasting sales for new products and nurture some basic acumen of marketing analytics.

Venue & Duration

The programme is scheduled during **16th to 18th March 2026**, (Mon-Wed) on a residential basis at MDIM Campus, Kulori, P.O.-Uttar Ramna, P.S.– Raghunathganj, Dist.-Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at MDIM Campus from the noon of **15th March 2026** to the forenoon of **19th March 2026**.

Mode of Delivery

Offline



Contents

- Comprehensive Target Audience Analysis.
- Designing Market Segmentation.
- Competitor Analysis.
- Qualitative and quantitative sales and demand forecasting Methods.
- Market Analysis.
- Comparable Product/Category Analysis.
- Strategic Marketing and Buzz Creation
- Ongoing Sales Performance Evaluation and Adjustment.



Pedagogy/ Methodology

The Pedagogy includes live case discussions, role plays, audio visual aids, experiential workshop, diagnostics, presentations and open discussions.



Who Should Attend

Executives and working professionals from marketing and allied functions of small, medium and large businesses.



Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 10,000/ day / participant+ GST** which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

The program fees can be paid through bank transfer as per the bank details given below:

Account Name: **Management Development Institute Society**

Bank Name: **ICICI Bank**

Account Number: **201505024814**

IFSC Code : **ICIC0002015**

Branch Name: **Jangipur**

(Please share the transaction details for verification purposes after making payment)



Enquiry

For any Additional information/enquiry, please write to:
Department of Continuing Education
Management Development Institute Murshidabad
 Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj
 Dist. Murshidabad, West Bengal, PIN-742235
 Contact Details: +91 9674727164/ +91 9674757164
 (Extn: 127/183)

Shri. Jogen Sharma

Mobile: 9143057233

Email: jogen@mdim.ac.in

Shri. Joydeep Mukherjee

Mobile: 8670794025

Email: joydeep.m@mdim.ac.in

Dr. Biranchi Narayan Swar

Mobile: 8277357445

Email: drbnswar@mdim.ac.in.

Dr. Vineet Gupta

Mobile: 8810462098

Email: vineet.gupta@mdim.ac.in

Dr. Abhijit Pandit

Mobile: 93310 34904

Email: abhijit.pandit@mdim.ac.in

Website: <https://www.mdim.ac.in>

Email: ce@mdim.ac.in



Programme Director(s)



Dr. Biranchi Narayan Swar

Professor-Marketing

Dr. Biranchi Narayan Swar is M.A. (Economics), MBA (Marketing) and Ph.D (Marketing of Services). He was ranked 3rd in order of merit in B.A (Economics) and M.A. (Economics) in the University Examination. Dr. Swar has been awarded

the National Scholarship from Ministry of HRD, Government of India. He is an alumnus of IIM, Indore and has more than 21 years of rich teaching, research and industry experience in reputed organizations. His areas of expertise in teaching are Marketing of Services, Sales and Distribution Management, Customer Relationship Management, Product and Brand Management, and Marketing Analytics and Intelligence etc.

His research interests include shoppers' buying behaviour, online retailing, service quality and branding. He has published more than 30 research papers in various Scopus and ABDC listed Journals. He has guided Ph.D Scholars and presented research papers in more than 60 scholarly and professional conferences organized within (Only in IIMs or at par) and outside India. He has got the best paper awards for his contribution to the research in various conferences. He is the reviewer and in the editorial board of the various peer reviewed Journals.

Dr. Swar conducted various MDP/EDPs in the area of marketing like (Managing service-oriented organization, Advanced data analysis for effective marketing decisions, Managing products and brand building strategies for Organizational Growth and Sales and Distribution Management etc.) for the corporates like IOCL, HUL, Sony, Voltas, Bosch, Birla Tyres, Union Bank of India, Emami Papers Ltd, John Distilleries and many more. Has undertaken various Consultancy and Project works of reputed Companies as well.



Dr. Vineet Gupta

Assistant Professor- Marketing

Dr. Vineet Gupta has 10+ years of experience as a researcher, practitioner, and academician. He is associated with the international business domain. His research works are related to contemporary consumer behaviour and the modern

business and marketing environment. He has been a full-time faculty member at NMIMS, Bengaluru, and a research fellow at IIFT Delhi. Dr. Vineet has published papers in indexed International and National Journals of repute. His study refers to research works at International Conferences and Colloquiums. Before joining academia, he was in managerial positions with a Multinational Bank and Financial intermediaries. His primary educational credentials include an MBA, Ph.D., and UGC NET.



Dr. Abhijit Pandit

Assistant Professor- Marketing

Dr. Abhijit Pandit had been awarded M.Sc., M.B.A. (Marketing), Ph.D. (Marketing), MIMA, IIMCW. He has more than 20 years of full-time teaching experience along with 13 years of post-PhD experience. He takes keen interest in philanthropic activities.

He has actively participated in more than 15 workshops/ faculty development programs. He regularly presents research papers in international and national conferences of repute. In six such conferences and webinars he was invited to deliver keynote lectures. He has won best paper awards in 6 such conferences. He is an active life-time member of various professional organizations. He has published several research papers in reputed journals consisting of 9 SCOPUS, 13 ABDC-B and 18 ABDC-C Publications along with 14 Books,

16 Book Chapters and 7 Patents. He has thorough knowledge of computational techniques necessary for advanced research. He has been teaching various subjects in PhD, Post-Graduation as well as Graduation Levels at ICFAI University, Tripura, Amity University, Kolkata, MAKAUT (formerly West Bengal University of Technology), West Bengal Health University. As a Corporate Trainer for ANANDADHARA (West Bengal State Rural Livelihood Mission/WBSRLM) program, he has imparted training to Self Help Group (SHG) members in various districts of West Bengal. He has guided PhD Scholars. One PhD scholar has submitted PhD Thesis and awaiting to be awarded with PhD in Business Management.

About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31st of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All-India Council for Technical Education (AICTE), New Delhi, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The

campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. This year MDI Murshidabad has secured the **prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General** and has also secured the **prestigious position of Zone Rank 3 for the overall category.**

Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand, Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

Certificate of Participation shall be provided after the completion of the Course.



CAMPUS DETAILS



Campus Address:

Management Development Institute Murshidabad

Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj

Dist. Murshidabad, West Bengal, PIN-742235

Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)

Visit: www.mdim.ac.in, e-mail: ce@mdim.ac.in