AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM

Sri Aditya Degree College for Women

BHIMAVARAM



DEPARTMENTS OF BBA PRESENT

BBA Coffee Day 2026

Thursday, 1 October 2026

EVENT REPORT

PARTICPATES | COFFEE SAMPLES | PROCEDURE | INVITATION | CHIEF GUEST

SUBMITTED BY
Departments of BBA

SUBMITTED TO
The Principal

INVITATION

Coffee Fest - Sip & Connect | Sri Aditya Degree College









Each stall required coordination among team members, proper preparation, product presentation, and interaction with customers. The students also had the opportunity to observe customer preferences and understand the importance of quality, pricing, and service. The Coffee Day event created an engaging atmosphere within the college and encouraged students to participate in a collaborative business activity. Overall, the event served as a practical learning platform for BBA students and helped them understand the responsibilities involved in organizing and managing a small business activity.

Learn / Collaborate / Grow

ABOUT THE EVENT

This is to certify that the report entitled **'BBA Coffee Day Event Report'** has been prepared by the students of the Bachelor of Business Administration (BBA) Department of Sri Aditya Degree College, Bhimavaram.

The report presents the planning, organization, execution, marketing activities, customer interaction, and learning outcomes of the Coffee Day event conducted by the BBA students of our college.

This event provided students with an opportunity to gain practical knowledge of business management, entrepreneurship, teamwork, sales, marketing, and financial planning.

This report is submitted as part of the academic learning activities of the BBA programme.



Preparation of coffee at the stall



Adding chocolate syrup to the coffee

INTERNATIONAL Coffee Day

GOOD COFFEE • BETTER TOMORROW

1st OCTOBER

A global celebration of coffee ♡

International Coffee Day



International Coffee Day is celebrated every year on 1st October. It is a special day to celebrate coffee and recognize the hard work of coffee farmers and workers around the world.

Coffee is one of the most popular beverages in the world. People enjoy coffee at home, in offices and in coffee shops. It brings people together and creates opportunities for social interaction.

International Coffee Day also highlights the journey of coffee from farms to our cups. It encourages people to understand the importance of coffee farmers and the coffee industry.

The International Coffee Organization agreed on a common date in 2014, and the first official International Coffee Day was celebrated on 1st October 2015.

From the farms to your cup — a journey of hard work and hope. ♡



INAUGURATION

BBA COFFEE DAY EVENT | SRI ADITYA DEGREE COLLEGE, BHIMAVARAM



Inauguration of the coffee stall



Faculty and students at the event



Coffee service and stall visit



Encouragement for student participation

The Coffee Day event organized by the BBA students of Sri Aditya Degree College, Bhimavaram, was inaugurated in the presence of the college faculty and students. The inauguration marked the beginning of an engaging and practical learning experience for the students. The faculty members visited the coffee stalls, encouraged the participants, and appreciated their efforts. The event featured eight stalls offering different varieties of coffee, creating an opportunity for students to demonstrate teamwork, product presentation, communication, and basic business management skills. The occasion reflected the college's support for experiential learning and student participation.

Cloudy Choco Coffee

Preparation Process

Start



1. Take a mixer jar and add coffee powder, sugar and milk.



2. Add ice cubes to the mixer jar.



3. Add chocolate to the mixer jar.



4. Finally, add chocolate syrup to the mixer jar.



5. Blend all the ingredients in the mixer until smooth and well mixed.



6. Take a glass and add ice cubes to it.



7. Pour the blended mixture into the glass over the ice cubes.



8. Your Cloudy Choco Coffee is ready!

End

Enjoy your drink!

Cafe Mocha International

Preparation Process

Start



1. Take a Clean Glass



2. Add Chocolate Syrup



3. Prepare Coffee + Sugar + Water Mixture



4. Blend the Mixture to Form a Foam (using a hand blender)



5. Add the Coffee Foam Over the Chocolate Syrup



6. Pour Hot Milk Over the Foam



7. Add a Small Decoration/ Topping

8. Cafe Mocha International is Ready to Serve

End



COFFEE SAMPLES








The Coffee Day event was organized by the Bachelor of Business Administration (BBA) students of Sri Aditya Degree College, Bhimavaram. It was an educational and practical activity designed to provide students with an opportunity to understand business operations beyond the classroom. Through planning and managing the coffee stall, students gained hands-on experience in product presentation, customer interaction, teamwork, pricing, and sales management. The event encouraged creativity, communication, and entrepreneurial thinking while helping students connect classroom concepts with real-world business practices.

Good Coffee • Great Learning • Bright Future

PARTICIPANTS



Buddy's Espresso

- N.Jarusha
- K.Prema
- S.Nagamani
- L.Bhavya sri
- S.Akshitha
- P.Manasa



Lattle lab

- P. Narasimha
- Ch. Sathish
- G. Bose raju
- G.Sai
- K.Sambasiva rao
- A.Nanaji
- S.Vamsi
- P.Venky
- B.Eswar



Creamy&frothy Bru coffee

- R.Kavya
- Ch.kavya
- lasya
- G.Jogi sri
-
- Y.Tejaswi



Dolgona coffee

- Keerthana
- Sai laja
- Suma
- Navya
- Jyothsna
- Jyothi
- Pushpa

PARTICIPANTS



Amigos coffee

- A.Sneha
- L.Hasini
- M.Glory
- B.Tulasi
- G.Meenakshi
- Ch.Kavitha
- R.Sravani



Friendly-Frothy

- G.Ram charan
- B.Kowshik
- P.Rohit
- V.Ganesh
- Ch.Harsha



Sunrise cafe

- Gayathri
- Reshma
- Bady jayasri
- Hema
- Mahima
- Namrutha



Cold coffee

- A.Swarupa
- Vvaishnavi
- K.Prameela
- B.Shanthi
- AJahnavi
- Ch.Sowmya

MALAVIKA HEGDE –
AN INSPIRING WOMAN ENTREPRENEUR



Malavika Hegde is an inspiring Indian businesswoman known for her leadership in Coffee Day Enterprises, the company behind Café Coffee Day.

She became the company's CEO in December 2020. During a difficult period for the business, she worked to improve its financial position and continue its operations.

She focused on reducing expenses, closing unprofitable outlets, improving business operations, and exploring opportunities for growth. These efforts helped the company reduce its debt significantly.

Her journey shows that running a business requires courage, patience, planning, and strong decision-making skills. She faced business challenges with determination and continued working towards the company's improvement.

Malavika Hegde's story teaches us that successful leadership is not only about earning profits. It is also about taking responsibility, managing resources carefully, and making difficult decisions when necessary.

She is an example of a woman who demonstrated determination and business leadership during a challenging time.

LEARNING OUTCOMES FROM THE COFFEE DAY EVENT

The Coffee Day event was a valuable practical learning experience for all of us. Through this event, we learned many business strategies and understood how to manage a small business effectively. We gained practical knowledge of planning, organizing, product pricing, marketing, and financial management.

Interacting directly with customers helped us improve our communication skills, understand customer preferences, and learn the importance of customer satisfaction. We also understood how teamwork, coordination, time management, and proper division of responsibilities contribute to the success of a business. Promoting our products and attracting customers taught us the importance of marketing and sales techniques.

Managing expenses and calculating profits helped us understand the basics of financial planning. This event also improved our confidence, leadership, decision-making, and problem-solving skills. Overall, the Coffee Day event helped us connect our classroom knowledge with real-world business practices and gave us a better understanding of entrepreneurship and business management.

Organized By BBA Department







Not only the earning, its also learning
we the future Entrapreneures

CONCLUSION

1. The Coffee Day event organized by the BBA students of Sri Aditya Degree Degree College, Bhimavaram, provided a valuable opportunity to connect academic knowledge with practical business experience.

2. The participation of eight different coffee stalls created an environment in which students could learn about product presentation, marketing, customer interaction, teamwork, sales, and business operations.

3. The event helped students understand the importance of planning, organizing resources, communicating effectively, and working together towards a common objective. It also demonstrated how financial management and customer satisfaction contribute to business performance.

4. The experience provided a practical understanding of the responsibilities involved in managing a small business activity. It encouraged students to develop confidence, creativity, leadership, and an entrepreneurial mindset.

5. We sincerely thank our college management, Principal Madam, Vice Principal, Head of the Department, faculty members, and all participating students for their support and cooperation.

6. We consider the Coffee Day event a meaningful learning experience that strengthened our understanding of business administration and the practical skills required for our future careers.