

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2021- 2024

Project

On

“Overall operations at Vivo India Ltd.”

**Submitted in the partial fulfillment for the
Requirements of the degree of BBA
DAVV, Indore**

Research Guide

Suyji
06/04/2023

Research Scholar

Vivek Soni

Mansi Varma

Ved Sohane

Suryansh Patidar

Anuj patel

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2021- 2024

Project

On

“Overall operations at Vivo India Ltd.”

Research Scholar

Vivek Soni

Mansi Varma

Ved Sohane

Suryansh Patidar

Anuj patel

Research Guide

Suyji 06/04

Principal



External Examiner

Rsh

Date: *06/04/2023*

Rsh

TABLE OF CONTENTS

Chapter No.	Contents	Page No.
1.	Introduction	1 - 3
2.	Detail Analysis	4 - 6
3.	Vivo Zeiss Partnership	7 - 8
4.	Area Under observation	9 -
5.	Logistics Department	10 - 19
6.	Supply chain of Vivo	20 - 21
7.	SWOT Analysis	22 - 26
8.	Companies Competitors.	27 - 28
9.	Findings	29 - 30
10.	Learnings	31 -
11.	Conclusion	32
12.	Suggestions	33
13.	References	34



CERTIFICATE

This is to certify that the Project Work entitled “**Overall operations at Vivo India Ltd.**” has been accomplished by (Vivek Soni , Mansi Varma, Ved Sohane, Suryansh Patidar, Anuj patel) under my guidance and supervision.

This project is being submitted by us as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date: 06/04/2023

Place: INDORE

Signature: Project Guide



Organization Information & consent for the project work

1. Name of organization and registration : *Vivo India Limited*
2. Type-of (Private/Govt/Semi Govt/ Other) : *Private*
3. Department of the organization where
Supervision will be done : *H.R.*
4. No. of people working in the organization
in different posts. :
5. Expected maximum number of student
which can be trained in the organization : *5*
6. Possibility of getting employment in
organized/unorganized sector after
training in the organization : *Yes*
7. Any other special information : *-*

I agree to provide training to *five* Number of
students of Indore Institute of Management and Research, Indore in
organization/Personal Supervision.

Date


Signature of Head

Format - G4

Feedback Form
To be filled by the trainer/ supervisor

Name of the trainee student : *Vivik, Mansi, Veda, Suryansh, Anuj*
 Name of the college or Institution : *IIMR*
 Class : *1st year*
 Section & Enrollment Number : *BBA FT*

S. No.	Basis of Evaluation	Valuation Grade (A/B/C)#	Remark
1	Student regular attendance	A	Very good
2	knowledge gained by the student theoretical	A	Excellent
3	Skill/ practical knowledge gained by student during the project duration	A	Excellent
4	Student's interest & seriousness in project work	A	Very good
5	Attitude & behavior of student for learning during the project duration	A	Excellent
6	Ability of student to work as a team with collegeous & other members	A	Excellent
7	Overall grade of the student	A	Excellent

Grade A-> excellent, B-> Good, C-> Average

Date:
Place: *Indore*

Signature of the supervisor
Name: *[Signature]*
Seal



JIE LIAN MOBILE INDIA PVT LTD

Date- 27/01/2023

Address no. 131 , C21 B-park Indore

GSTIN: 23AADCJ4197M1Z7

PAN: AADCJ4197M

Email: vcare@vivo.com

Certificate

This is to certify that Vivek Soni, Mansi Varma, Ved Sohane, Suryansh Patidar, Anuj Patel conducted the study on Overall operations at Vivo India Ltd as a scholar at our office from 18th January 2023 to 24th January 2023. During this period we observed them as an obedient, honest and dedicated scholar for putting efforts to complete his Project.

We wish them Good Luck for their future endeavors.

For JIE LIAN MOBILE INDIA PVT LTD


(Authorised Signatory)

**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**



Batch 2021- 2024

Project

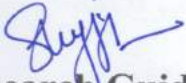
On

“Marketing Strategy of SOMYA VEHICLES”

Submitted in the partial fulfillment for the

Requirements of the degree of BBA

DAVV, Indore


Research Guide
Dr. Shiji Shukla

Research Scholar
Vikas, Aman, Nehal,
Sakshi, Madhav



Indore Institute of Management & Research

Affiliated to - DAVV (Indore) | Approved by - AICTE (New Delhi)

No. _____

Format - G1

To, _____

Date: _____

Indore Institute
of Management &
Research.

Subject : Information of project work under your supervision.

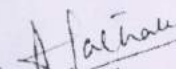
Dear Sir/Madam,

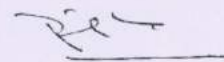
Madhya Pradesh Higher Education Department has issued instructions for subject project work under the supervision of a competent authority.

In this regard, your supervision is important as our students interested in pursuing their project work in your esteemed organization, I humbly request you to please provide information regarding your organization/business in the enclosed format.

Thanking you

Enclosed - Format G2


Professor in-charge
Project Work


(Dr. Rishi Dubey)
Principal



Opp. IIM(Indore), Rau-Pithampur Road, Rau, Indore (MP) - 453331
☎ 0731 - 4010637 | Fax : 0731 - 4010502 | Toll Free - 1800 103 3069

mba@indoreinstitute.com

www.indoreinstitute.com/iimv

Format - G3

Date: _____

No. _____

To,

Indore Institute
of Management
& Research.

Subject: Project work in your supervision

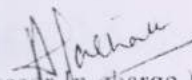
Dear Sir/Madam,

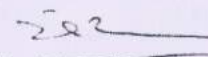
Madhya Pradesh Higher Education Department has issued instructions for subject project work for the college student under the supervision of a competent authority.

In this regard your supervision is important as our students are interested in pursuing their project work in your esteemed organization. We request your cooperation in providing training/project work to our student and also provide feedback in the enclosed format after the training project work with information on the training knowledge and skill so as to provide basis of evaluation of student performance after the training.

Thank you

Enclosed : 1. Feedback form (Format G4)
2. Student list for training


(Professor in-charge)
Project Work


(Dr. Rishi Dubey)
Principal

Somya Vehicles Pvt. Ltd.

Authorised Dealer : MAHINDRA & MAHINDRA LTD. (Sales, Service & Spares)

84428

Mahindra
Rise

web.:mahindra.somyagroup.org

Certificate

To whomsoever it may concern

This is to certify that Group Of Five student **Mahadv, Aman, Vikas, Nehal, Sakshi** conducted the study of **Marketing Strategy** as a scholar at our Franchised Outlet from 10th February 2023 to 24th February 2023. During this period we observed him as an obedient, honest and dedicated scholar for putting efforts to complete his assignment.

We wish him Good Luck for his future endeavours.

For S.R. Tyres



GSTIN - 23AAXCS5773Q1Z6

PAN NO.: AAXCS5773Q

CIN No.: U50100MP2016PTC041462

Service Tax No.: AAXCS5773QSD001

WORKSHOP: Plot No. 66, SK-1 Compound, Near Dhaniya Godown, Dewas Naka, INDORE (M.P.)-452 010 Ph.: 0731-4949493

SHOWROOM: Somya Tiraha 8-13, Babji Nagar Opp. Scheme No. 78, Near Shalimar Township, INDORE (M.P.) - 452 010 Ph.: 0731-4949490-91-92

INDORE INSTITUTE OF MANAGEMENT AND
RESEARCH



Batch 2022- 2023

Project

On

“MARKETING OF HINDUSTAN LIMITED”

Research Scholar

Sumit Aswani
Priyanshu Bharati
Khushi Raguwanshi
Pahal Puranik

Principal

Date: 17/04/2023

Research Guide


Dr. Shiji Shukla


External Examiner



**INDORE INSTITUTE OF MANAGEMENT AND
RESEARCH**



Batch 2022- 2023

Project

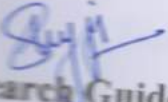
On

“MARKETING OF HINDUSTAN LIMITED”

Submitted in the partial fulfillment for the

Requirements of the degree of BBA

DAVV, Indore


Research Guide
Dr. Shiji Shukla

Research Scholar
Sumit Aswani
Priyanshu Bharati
Khushi Raguwanshi
Pahal Puranik



DECLARATION

I hereby declare that the Project Work entitled "MARKETING OF HINDUSTAN LIMITED", has been carried out by me under the guidance of Dr. Shiji Shukla, at Indore Institute of Management and Research, Indore. The research work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

S. No.	Students Name	Class	Enrollment No.	Signature with date
01	Priyanshu Bhatti	BBA-FT I st year	DX 2207480	Priyanshu
02	Sumil aswani	BBA-FT I st year	DX 2207537	S. Aswani
03	Khushi Raghavshi	BBA-FT I st year	DX 2207473	Khushi
04	Pahal Purohit	BBA-FT I st year	DX 2207512	Pahal Purohit

Place: Indore

Date: 17/04/2023



CERTIFICATE

This is to certify that the Project Work entitled "MARKETING OF HINDUSTAN LIMITED" has been accomplished by under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date: 17/04/2023


Dr. Shiji Shukla

Place: Indore

Project Guide





Naresh Hardware
redesignation

Nareshhardware212@gmail.com

nil

66

Experience certificate

This is certify that mr Sumit Aswani, Priyanshu Bharati, miss Kushi Raghuvanshi and pahal puranik was under one day traning of our store and they reasearch on Hindustan limited

During their reasearch they found good and dedicated

Naresh hardware

AS
5/2/25

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2021- 2024

Project

On

“CHAI SUTTA BAR”

Submitted in the partial fulfillment for the
Requirements of the degree of BBA
DAVV, Indore

Research Guide

Dr. Shiji Shukla

Supp 06/04/2022

Research Scholar (Name of all Students)

Yashika Raj, Dev Jagwani, Aditya Sharma,
Eshita Ujjainiya, Khushi Barhaiya

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



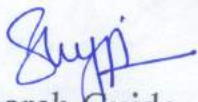
Batch 2021- 2024

Project

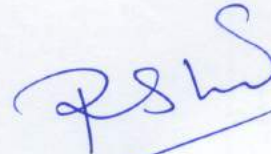
On

“CHAI SUTTA BAR”

Research Scholar
Yashika Raj, Dev Jagwani, Aditya Sharma,
Eshita Ujjainiya, Khushi Barhaiya


Research Guide
Dr. Shiji Shukla

Principal
Examiner


External

Date 06/04/2023





CERTIFICATE

This is to certify that the Project Work entitled "CHAI SUTTA BAR" has been accomplished by Yashika, Dev, Aditya, Eshita, Khushi under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date: 06/04/2023

Place: INDORE


Signature: Project Guide



No. 9165480414

Format - G1

Date: 24/01/2023

To,

Sauvabh Patidar
Chai Sutta Bay
[Medicaps]

Subject : Information of project work under your supervision.

Dear Sir/Madam,

Madhya Pradesh Higher Education Department has issued instructions for subject project work under the supervision of a competent authority.

In this regard, your supervision is important as our students interested in pursuing their project work in your esteemed organization. I humbly request you to please provide information regarding your organization/business in the enclosed format.

Thanking you

Enclosed - Format G2

A. Patil
Professor in-charge
Project Work

Rishi Dubey
(Dr. Rishi Dubey)
Principal

Format - G2

Organization Information & consent for the project work

1. Name of organization and registration : *Chai Sutta Bay [Medicaps]*
2. Type of (Private/Govt/Semi Govt/ Other : *Private*
3. Department of the organization where
Supervision will be done : *Management Head*
4. No. of people working in the organization
in different posts. : *16*
5. Expected maximum number of student
which can be trained in the organization : *10*
6. Possibility of getting employment in
organized/unorganized sector after
training in the organization : *Yes*
7. Any other special information : *-*

I agree to provide training to *J.P.V.E.* Number of
students of Indore Institute of Management and Research, Indore in
organization/Personal Supervision.

Date

For Shree Rantana Corporation.

Santosh Par
Partner
Signature of Head

Format - G2

Organization Information & consent for the project work

1. Name of organization and registration : *Chai Sutta Bay [Medicaps]*
2. Type of (Private/Govt/Semi Govt/ Other : *Private*
3. Department of the organization where
Supervision will be done : *Management Head*
4. No. of people working in the organization
in different posts. : *16*
5. Expected maximum number of student
which can be trained in the organization : *10*
6. Possibility of getting employment in
organized/unorganized sector after
training in the organization : *Yes*
7. Any other special information : *-*

I agree to provide training to *10* Number of
students of Indore Institute of Management and Research, Indore in
organization/Personal Supervision.

Date

For Shree Ranint Corporation

Sankar
Partner

Signature of Head

Format – G3

Date: 24/01/2023

No. _____

To,

Saumabh Patidar
Chai Sutta Bar
[Medicaps]

Subject: Project work in your supervision

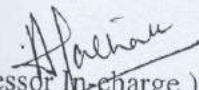
Dear Sir/Madam,

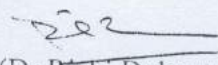
Madhya Pradesh Higher Education Department has issued instructions for subject project work for the college student under the supervision of a competent authority.

In this regard your supervision is important as our students are interested in pursuing their project work in your esteemed organization. We request your cooperation in providing training/project work to our student and also provide feedback in the enclosed format after the training/project work, with information on the training knowledge and skill so as to provide basis of evaluation of student performance after the training.

Thank you

Enclosed : 1. Feedback form (Format G4)
2. Student list for training


(Professor in-charge)
Project Work


(Dr. Rishi Dubey)
Principal

Format - G4

Feedback Form
To be filled by the trainer/ supervisor

Name of the trainee student : Yashika Raj
 Name of the college or Institution : IIMR
 Class : 1st year
 Section & Enrollment Number : PX2207543

S. No.	Basis of Evaluation	Valuation Grade (A/B/C)#	Remark
1	Student regular attendance	A	Punctual & regular
2	knowledge gained by the student theoretical	A	Nice
3	Skill/ practical knowledge gained by student during the project duration	A	Excellent
4	Student's interest & seriousness in project work	A	Definied & disciplined
5	Attitude & behavior of student for learning during the project duration	A	Good & passionate
6	Ability of student to work as a team with collegeous & other members	A	well-managuel
7	Overall grade of the student	A	Excellent fabellous 😊

Grade A-> excellent, B-> Good, C-> Average

Date:

Place:

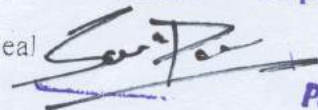
Indore

Signature of the supervisor

Name:

For Shree Rant Corporation

Seal



Partner

Format - G4

Feedback Form
To be filled by the trainer/ supervisor

Name of the trainee student : Aditya Sharma

Name of the college or Institution : IIMR

Class : 1st yr

Section & Enrollment Number : DX 2207466

S. No.	Basis of Evaluation	Valuation Grade (A/B/C)#	Remark
1	Student regular attendance	A	Pinchreal
2	knowledge gained by the student theoretical	A	Great
3	Skill/ practical knowledge gained by student during the project duration	A	Excellent
4	Student's interest & seriousness in project work	A	Defensive
5	Attitude & behavior of student for learning during the project duration	A	good partner
6	Ability of student to work as a team with collegeous & other members	A	well managed.
7	Overall grade of the student	A	Excellent 😊

Grade A-> excellent, B-> Good, C-> Average

Date:

Place:

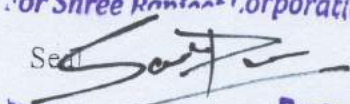
Indore

Signature of the supervisor

Name :

For Shree Rantana Corporation

Secy



Partner

Format - G4

Feedback Form
To be filled by the trainer/ supervisor

Name of the trainee student : Eshita Vijaniga
 Name of the college or Institution : IIMR
 Class : 1st yr
 Section & Enrollment Number : DX2207495

S. No.	Basis of Evaluation	Valuation Grade (A/B/C)#	Remark
1	Student regular attendance	A	Punctual
2	knowledge gained by the student theoretical	A	Great
3	Skill/ practical knowledge gained by student during the project duration	A	Excellent
4	Student's interest & seriousness in project work	A	dedicated
5	Attitude & behavior of student for learning during the project duration	A	good & passionate
6	Ability of student to work as a team with collegeous & other members	A	well managed
7	Overall grade of the student	A	Excellent 😊

Grade A-> excellent, B-> Good, C-> Average

Date:

Place:

Indore

Signature of the supervisor

Name :

For Shree Point Corporation

Seal

[Signature]
Partner

Format - G4

Feedback Form
To be filled by the trainer/ supervisor

Name of the trainee student : Khushi Barhaiya
 Name of the college or Institution : IIMR
 Class : 1st yr
 Section & Enrollment Number : DX2207474

S. No.	Basis of Evaluation	Valuation Grade (A/B/C)#	Remark
1	Student regular attendance	A	Present
2	knowledge gained by the student theoretical	A	Good
3	Skill/ practical knowledge gained by student during the project duration	A	Excellent
4	Student's interest & seriousness in project work	A	potential
5	Attitude & behavior of student for learning during the project duration	A	Good pass ref
6	Ability of student to work as a team with collegeous & other members	A	well managed
7	Overall grade of the student	A	Excellent 😊

Grade A-> excellent, B-> Good, C-> Average

Date:

Place:

Indore

Signature of the supervisor

Name :

For Shree Ramkrishna Corporation

Sea

[Signature]
Partner

TABLE OF CONTENTS

Chapter No.	Contents	Page No.
1	Introduction	1-2
2	Area under observation & products	3
3	Objectives of project	4
4	Literature Review.	5-6
5	Research Methodology	7
6	Rationale of the Study	8
7	Detail Analysis	9
8	Findings	10
9	SWOT Analysis	11-16
10	Learning during project	17
11	Conclusion	18
12	Limitations of Project	19
13	References	20



CERTIFICATE OF COMPLETION

This is to certify that Dev Jagwani, Yashika Raj, Aditya Sharma, Khushi Barahiya, Eshita Ujaniya conducted the study on Overall operations at Chai sutta bar as a scholar at our outlet from 18th January 2023 to 24th January 2023. During this period we observed them as an obedient, honest and dedicated scholar for putting efforts to complete his Project. We wish them Good Luck for their future endeavors.

MR. ANAND

Co - Founder



MR. ANUBHAV DUBEY

Founder

**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**



Session: - 2021- 2024

Project

On

“Marketing Management in Mahalakshmi Infra Pvt Ltd.”

Submitted in the partial fulfillment for the

Requirements of the degree of BBA

DAVV, Indore

Shiji
Research Guide
Dr. Shiji Shukla

Research Scholars
Abhinav Malviya, Kabir Soni
Kajal Meena, Neetu Kushwah
Deepanshu Patidar

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Session 2021- 2024

Project

On

“Marketing Management in Mahalakshmi Infra Pvt Ltd.”

Research Scholars

Abhinav Malviya, Kabir Soni
Kajal Meena, Neetu Kushwah,
Deepanshu Patidar

Research Guide
Dr. Shiji Shukla

Principal

Dr. Rishi Dubey

Date: 18/04/23



External Examiner

DECLARATION

I hereby declare that the Project Work entitled "MARKETING MANAGEMENT IN MAHALAKSHMI INFRA PVT. LTD.", has been carried out by me under the guidance of Dr. Shiji Shukla, at Indore Institute of Management and Research, Indore. The research work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

S. No.	Students Name	Class	Enrollment No.	Signature with date
1	Abhinav Malviya	BBA- FT	DX2207465	 18/04/23
2	Kabir Soni	BBA- FT	DX2207471	 18/04/23
3	Kajal Meena	BBA-FT	DX2207472	 18/04/23
4	Neetu Kushwah	BBA-FT	DX2207510	 18/04/23
5	Deepanshu Patidar	BBA- FT	DX2207468	 18/04/23

Place: Indore

Date: 18/04/23



DECLARATION

I hereby declare that the Project Work entitled "MARKETING MANAGEMENT IN MAHALAKSHMI INFRA PVT. LTD.", has been carried out by me under the guidance of Dr. Shiji Shukla, at Indore Institute of Management and Research, Indore. The research work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

S. No.	Students Name	Class	Enrollment No.	Signature with date
1	Abhinav Malviya	BBA- FT	DX2207465	 18/04/23
2	Kabir Soni	BBA- FT	DX2207471	 18/04/23
3	Kajal Meena	BBA-FT	DX2207472	 18/04/23
4	Neetu Kushwah	BBA-FT	DX2207510	 18/04/23
5	Deepanshu Patidar	BBA- FT	DX2207468	 18/04/23

Place: Indore

Date: 18/04/23



CERTIFICATE

This is to certify that the Project Work entitled “**MARKETING MANAGEMENT IN MAHALAKSHMI INFRA PVT. LTD.**” has been accomplished by **ABHINAV, KABIR, KAJAL, NEETU, and DEEPANSHU** under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date: 18/04/23

Place: Indore



A handwritten signature in blue ink, appearing to read "Shiji".

Dr. Shiji Shukla



**Indore Institute of
Management & Research**

Affiliate to - DAVV (Indore) | Approved by - AICTE (New Delhi)

No. _____

Format - G1

Date: 18/09/23

To,

Mahalaxmi Infs Pvt. Ltd
Indore (M.P.)

Subject : Information of project work under your supervision.

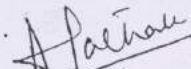
Dear Sir/Madam,

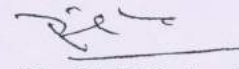
Madhya Pradesh Higher Education Department has issued instructions for subject project work under the supervision of a competent authority.

In this regard, your supervision is important as our students interested in pursuing their project work in your esteemed organization. Humbly request you to please provide information regarding your organization/business in the enclosed format.

Thanking you

Enclosed - Format G2


Professor in-charge
Project Work


(Dr. Rishi Dubey)
Principal

Format - G2

Organization Information & consent for the project work

1. Name of organization and registration : Mahalaxmi Infra Pvt Ltd.
2. Type of (Private/Govt/Semi Govt/ Other) : Private
3. Department of the organization where supervision will be done : Marketing Management
4. No. of people working in the organization in different posts. : 5 People
5. Expected maximum number of student which can be trained in the organization : Nil
6. Possibility of getting employment in organized/unorganized sector after training in the organization : N/A
7. Any other special information : N/A

I agree to provide training to Abhimay, Kojal, Kabir, Neel, ^{Doopashy} Number of students of Indore Institute of Management and Research, Indore in organization/Personal Supervision.

Date 25/02/23

maresh
Signature of Head

5102/23

Form - 01

Feedback Form
To be filled by the trainer/ supervisor

Name of the trainee student: Abhinav, Kajal, Kabir, Neetu, Deepanshi
 Name of the college or Institution: Indore Institute of Management & Research
 Class: B.B.A. (F.T.)
 Section & Enrollment Number: DX 2207465, DX 2207472, DX 2207472
DX 2207510, DX 2207467

S. No.	Basis of Evaluation	Valuation Grade (A/B/C)#	Remark
1	Student regular attendance	A	Punctual & Regular
2	knowledge gained by the student theoretical	A	Nice
3	Skill/ practical knowledge gained by student during the project duration	A	Excellent
4	Student's interest & seriousness in project work	A	Determined & discipline
5	Attitude & behavior of student for learning during the project duration	A	Good Pressure
6	Ability of student to work as a team with colleageous & other members	A	well-organized
7	Overall grade of the student	A	Great job



Grade A-> excellent, B-> Good, C-> Average

Date: 18/04/23

Place: Indore

Signature of the supervisor

Name

फार महालक्ष्मी इंस्टीट्यूट ऑफ मॅनेज्मेंट & रिसर्च
 89, मिर्जा नगर, इन्दौर

Naresh

मोहन



MAHALAXMI CONSTRUCTION

89, Mishra Nagar, Annapurna Road, INDORE • 9

Ph. : (0731) 788696 • Mob. : 98260-83502

Proprietor : Mahesh Sahu

Ref.

Date 25/02/23

Certificate

To whomsoever it may concern

This is to certify that the group of students Abhinav Malviya, Kajal Meena, Kabir Soni, Neetu Kushwah, Deepanshu Patidar conducted the study of Marketing Management as scholars at our Head Office, Indore from 06 February 2023 to 25th February 2023. During this period we observed them as an obedient, honest and dedicated scholar for putting efforts to complete their assignment.

We wish him Good Luck for his future endeavours.

For
फार महालक्ष्मी कंस्ट्रक्शन्
89, मिश्रा नगर, इन्दौर

Mahesh

सोनी

Mahalaxmi Construction

TABLE OF CONTENTS

Chapter No.	Contents	Page No.
1.	Introduction	1-3
2.	About Company	4-5
3.	Objective of the Project	6
4.	Area Under observation	7
5.	SWOT Analysis	8-9
6.	Learnings of the Project	10
7.	Research Methodology	11
8.	Detailed Analysis	12-13
9.	Findings	14-15
10.	Literature Reviews	16-17
11.	Limitation of the Project	18
12.	Conclusion	19
13.	Rationale of the Study	20-21
14.	References	22
15.	Questionnaire	23
16.	Suggestion	24

INDORE INSTITUTE OF MANAGEMENT AND
RESEARCH



Batch 2021- 2024

Project

On


“HARSH HYUNDAI”

Research Scholar

1. RITESH YADAV
2. SWARNIM DUBEY
3. PRATYUSH KHANTWAL
4. HAIDER ALI BOHRA
5. DHIRAJ KHANDEWAL

Research Guide

Dr. SHIJI SHUKLA


Principal
Examiner

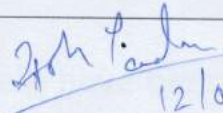

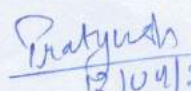
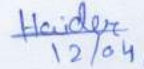
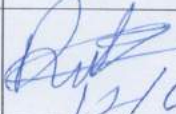


External

DECLARATION

I hereby declare that the Project Work entitled "HARSH HYUNDAI ", has been carried out by me under the guidance of Dr. Shiji Shukla, at Indore Institute of Management and Research, Indore. The research work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

S. No.	Students Name	Class	Enrollment No.	Signature With Date
1.	Rptesh Yadav	BBA F9	DX2207481	 12/04/23
2.	Swarnim Dubey	BBA F9	DX2207483	 12/04/23
3.	Pratyush Khantwal	BBA F9	DX2207479	 12/04/23
4.	Haider Ali Bohra	BBA F9	DX2207470	 12/04/23
5.	Dhruv Khandewal	BBA F9	DX2207494	 12/04/23

Place: Indore

Date: 12/04/23



CERTIFICATE

This is to certify that the Project Work entitled "HARSH HYUNDAI" has been accomplished by Ritesh Yadav, Swarnim Dubey, Pratyush Khantwal, Haider Ali Bohra, Dhiraj Khandewal under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore. This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date: 12/04/23

Place: Indore .



Signature: Project Guide



Format - G2

Organization Information & consent for the project work

1. Name of organization and registration : Harsh Hyundai
2. Type of (Private/Govt/Semi Govt/ Other) : Priv. Ltd.
3. Department of the organization where
Supervision will be done : Head Department
4. No. of people working in the organization
in different posts. : General Manager, Sales Manager,
Team head, Co-writers
5. Expected maximum number of student
which can be trained in the organization : Five
6. Possibility of getting employment in
organized/unorganized sector after
training in the organization : Yes, depend on requirement
7. Any other special information : No

I agree to provide training to Number of
students of Indore Institute of Management and Research, Indore in
organization/Personal Supervision.

Date 04/04/2023

HARSH HYUNDAI
14 BUKMANI PLAZA
INDORE M.P.
Signature of Head —

Format - G4

Feedback Form

To be filled by the trainer/ supervisor

Name of the trainee student : Ritesh, Swarnam, Pratyush, Haider, Dhiraj
 Name of the college or Institution : Indore Institute of Management & Research
 Class : BBA (FP) 1st year
 Section & Enrollment Number : DX2207481, DX2207483, DX2207479
 DX2207470, DX2207494

S. No.	Basis of Evaluation	Valuation Grade (A/B/C)#	Remark
1	Student regular attendance	A	Regular
2	knowledge gained by the student theoretical	A	Good
3	Skill/ practical knowledge gained by student during the project duration	A	Good
4	Student's interest & seriousness in project work	A	Sincere
5	Attitude & behavior of student for learning during the project duration	B	Nice
6	Ability of student to work as a team with collegeous & other members	A	Great coordination
7	Overall grade of the student	A	Great

Grade A-> excellent, B-> Good, C-> Average

Date: 04/04/2023

Place: Rau, Indore

Signature of the supervisor

NARSH - HYUNDAI
14 RUKMANI PLAZA
INDORE M.P.



DATE: 04/04/2023

HYUNDAI

CERTIFICATE

This is to certify that below mentioned names have conducted the study of Operation Management as a scholar at our dealership from 13th to 26th March 2023. During this period we observed them as an obedient, honest and dedicated scholar for putting efforts to complete their assignment.

Ritesh Yadav

Haider Ali Bohra

Pratyush Khantwal

Swarnim Dubey

Dhiraj Khandelwal

We wish them Good Luck for their future endeavors.



Authorised Signature

Harsh Automobiles Pvt. Ltd.

Rukmani Plaza, 14, Old Palasia, A.B. Road, Indore - 452001 (M.P.)