

# **INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**Batch 2023- 20 24**

**Project**

**On**

**Field Project**

**( McDonald's )**

Aastha Mishra, Diya Mundra,  
Khushboo Navlani, Khushi Raikwar

**Research Scholar**

A handwritten signature in blue ink that reads 'Astik Dave'.

**Astik Dave**

**Research Guide**

**Principal**



**External Examiner**

Date:


## CERTIFICATE

This is to certify that the Project Work entitled "Field Project" has been accomplished by (Research scholar) 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:

  
Signature: Project Guide

Place:





**Indore Institute of Management & Research**  
Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

Format - G2

**Organization Information & consent for the project work**

- 1. Name of organization and registration : MC DONALDS
- 2. Type of (Private/Govt/Semi Govt/ Other) : PRIVATE
- 3. Department of the organization where Supervision will be done : \_\_\_\_\_
- 4. No. of people working in the organization in different posts. : \_\_\_\_\_
- 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 Aastha, Diya, Khushboo, Khushi Number of students of Indore Institute of Management and Research, Indore in organization Personal Supervision.

Date

Signature of Head





# INTRODUCTION

## The Indian Fast Food Market

Up to the year 1995 Indian food market was predominantly dominated by the traditional dhabas, potential restaurants in the customer's colony and some restaurants in a five star hotel. Having fast food i.e. burgers, pizzas etc. was considered to be an option for eating out. It was not at all synonymous with the American concept of fast food as a quick takeaway bite or a substitute for lunch.

Apart from fast food being available at the local colony restaurants and at some five star restaurants, Nirula's was the only fast food chain existing in the country with its restaurants expanding with every passing year since its inception. It has been almost 50 years now since its set up and there is hardly any one doesn't know that Nirula's exists. Nirula's was the first one to bring fast food to India in the 50's since then it has evolved into



# CONGLUSTION

McDonald takes the share on this attribute by providing the customer with fast and friendly services. At McDonald you get your order usually within 60-90 sec from the times it is placed, proving the customer fast and friendly services in the philosophy of McDonald. This is the big advantage McDonald having over the other restaurant. The customer satisfaction level is better than other competitors. McDonald is having. If we compare the space management Nirula's having better than McDonald and pizza hut Nirula. The advantages McDonald having over the other restaurant is (i) Ambiance (ii) employ behavior (iii) cleanness.

There is the factor the today customer is looking for. It is give an edge to over MC Donald.

After the detailed finding and analysis of various responses the I would like to put some point.

1. MC Donald should increase the space available inside there fast-food.
2. Mc Donald now introduce the free home delivery like pizza. is providing to three customer.
3. MC Donald should also restructure there menu composition
4. For the personal parties MC Donald should have also introduced some new idea to satisfy the customers.

# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



## WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Aastha, Diya, Khushboo, Khushi

Class: BBA-1 (A)

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
SURVEY ON MCDONALD'S		HISTORY OF MCDONALD'S	Aastha Mishra	<u>Aastha Mishra</u>
		INTRODUCTION RESEARCH SURVEY	Diya Mundra	<u>Diya Mundra</u>
		DATA COLLECTION ANALYSIS OF DATA	Khushboo Naulani	<u>Khushboo Naulani</u>
		MCDONALD'S COMPATERS CONCLUSION	Khushi Raikwar	<u>Khushi Raikwar</u>



## First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area- This field project delves into the innovative marketing strategies employed by McDonald's. Our investigation spans from SWOT analysis & ROI calculation to a comprehensive SWOT analysis aiming to illuminate both the brand's successful - lack of potential areas for improvement. Ultimately we seek to uncover valuable insights for inspiring entrepreneurs to emulate - pitfalls to avoid when adopting new or marketing approaches.

2. Project work Plan- Our project aimed to detect the innovative strategies of McDonald's marketing magic. A visit to their HQ offered insider views, while online research & key employee interviews provided data on unique perspectives. Our four members team ensured a comprehensive understanding, read to guide aspiring entrepreneurs.

3. Division of work among Students- Each member independently researched & wrote their assigned section ensuring comprehensive coverage of the project scope, the remaining task and contributed to the overall project conclusion.

4. Name of the Organization to be visited for Project related work-

The Organisation to be visited for field project is McDonald's

5. Objective and Rationale of the Study-

- a) Understanding innovative marketing strategies behind McDonald's success
- b) Evaluating the cost effectiveness and return on investment.
- c) Identifying potential areas for improvement
- d) Extracting the reasons and insights for new entrepreneurs to apply in their own ventures.



## Second Progress report of Project Work

(Handwritten 500 words)

1. **Workflow of Project work-** The project initial stage involved securing permission from McDonald's headquarters. With their approval we meticulously gathered data, sourcing their official website, LinkedIn, 4 diverse online sources. Following this digital dive, we secured a visit to the headquarters gaining valuable insight through direct interaction with company officials. The final leg involved finalizing printing material & addressing any outstanding tasks, ensuring a polished & comprehensive report.
2. **Details of Data Collected/Field survey-** Identified vulnerabilities in the franchise model, highlighting its lack of franchisee-friendliness. Box discrepancies; ROI analysis exposed unaccounted costs in the franchise model, like Startup & equipment expenses - unbalanced expansion; observed rapid expansion without considering potential consequences.
3. **Literature Review-** Delving into McDonald's marketing strategy, our project analyzes their strategies for success and pitfalls to avoid. We dive deep into ROI, SWOT, and franchisee models, leveraging existing research to empower future entrepreneurs and unlock McDonald's winning formula.
4. Progress report according to the work divided among each student - (To be written by each student)





S-8

**INDORE INSTITUTE OF MANAGEMENT AND  
RESEARCH**



**Batch 2021- 2024**

**Project**

**On**

**“DIGITAL TRANSFORMATION IN RETAIL”**

**Submitted in the partial fulfillment for the  
Requirements of the degree of BBA**

**DAVV, Indore**



*Acate*  
**Research Guide**

**Research Scholar (Name of all Students)**

ANSHITA JAIN  
ANUSHREE RAI  
ANSHPREET KAUR  
ANNU MISHRA  
HARSHI JAIN

**(08) BBA. I Field  
PRO. 2023-24**


## CERTIFICATE

This is to certify that the Project Work entitled “**Digital Transformation in Retail**” has been accomplished by Research scholars 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:

  
Signature: Project Guide

Place:



S. No.	Students Name	Class	Enrollment No.	Signature with date
1.	Anshita Jain	BBA I <sup>st</sup> (A)		
2.	Anushree Rai	BBA I <sup>st</sup> (A)		
3.	Anshpreet kaur	BBA I <sup>st</sup> (A)		
4.	Annu Mishra	BBA I <sup>st</sup> (A)		
5.	Harsh Jain	BBA I <sup>st</sup> (A)		
6.				

Place:

Date:



## TABLE OF CONTENTS

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7.	Digital Transformation	
8.	Customer centric focus	
9.	Digital tools and technologies commonly used in retail	
10.	Case Studies	
11.	Questionnaire Questions based Analysis Report	
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# INTRODUCTION

The 21<sup>st</sup> Century has witnessed a revolution in retail, driven by the meteoric rise of digital technologies. From online shopping giants to personalized mobile experiences, the way consumers shop and interact with brands has undergone a seismic shift.

This report examines the intricate relationship between digital transformation and the retail industry, shedding light on its multifaceted impact and paving the way for future success.

The retail landscape in India stands at the crossroads of an unprecedented transformation, where the traditional contours of brick-and-mortar establishments are being reshaped by the relentless forces of digitization. This metamorphosis, often referred to as digital transformation, is not merely a technological





**Indore Institute of Management & Research**  
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Format - G4

**Feedback Form**

To be filled by the trainer/ supervisor

Name of the trainee student : ..... Harish Jain .....

Name of the college or Institution : ..... Indore Institute of management & research .....

Class : ..... BBA (Plain) .....

Section & Enrollment Number : ..... DX2314662 .....

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

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

Date :

Place :

.....



Signature of the supervisor

Name :

*[Handwritten signature]*  
*[Handwritten name: Dr. Harish Jain]*

Seal



**Indore Institute of Management & Research**  
 Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

Format - G4

### Feedback Form

To be filled by the trainer/ supervisor

Name of the trainee student : Annu Mishra  
 Name of the college or Institution : Indore Institute of Management & Research  
 Class : BBA (Plain) A  
 Section & Enrollment Number : DX2314643

S. No.	Basis of Evaluation	Valuation Grade (A/B/C) #	Remark
1	Student regular attendance	B	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	B	GOOD
5	Attitude & behavior of student for learning during the project duration	B	GOOD
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 :



**K2 Book Mart & Stationery**  
 Arja Samaj Mandir Road, RAU  
 Moh. No. 1559  
 Signature of the supervisor  
 Name :

Seal



**Indore Institute of Management & Research**

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

Format - G2

**Organization Information & consent for the project work**

1. Name of organization and registration : K2 Book stationery
2. Type of (Private/Govt/Semi Govt/ Other) : Private
3. Department of the organization where Supervision will be done : Digital Transformation
4. No. of people working in the organization in different posts. : NW
5. Expected maximum number of student which can be trained in the organization : NW
6. Possibility of getting employment in organized/unorganized sector after training in the organization : NW
7. Any other special information : NW

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



**K2 Book Mart & Stationery**  
Arya Samaj Mandir Road, RAU  
MOSING 91521555  
Signature of Head

Date





**Indore Institute of Management & Research**  
 Affiliated to - BAVV(Indore) & Approved by - AICTE(New Delhi)

Format - G2

**Organization Information & consent for the project work**

1. Name of organization and registration : Digital Retailer Balaji Traders.
2. Type of (Private/Govt/Semi Govt/ Other) : Private
3. Department of the organization where Supervision will be done : Digital Transformation
4. No. of people working in the organization in different posts. : Nil
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 : Nil
7. Any other special information : \_\_\_\_\_

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



Date \_\_\_\_\_

Signature of Head

*श्री बालाजी ट्रेडर्स*



**Indore Institute of Management & Research**

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

Format - G3

No. \_\_\_\_\_

Date : \_\_\_\_\_

To

K2 Book Mart &  
Stationary  
Rau, Indore.

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.

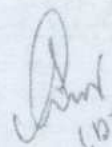
In this regard your supervision is important as our students are interested in pursuing their project work in your esteemed organization. We request your cooperation in providing training/project work to our student and also provide feedback in the enclosed format after the training/project work, with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



  
Prof.(Dr.) Aradhana Chouksey  
Principal  
Seal



**Indore Institute of Management & Research**

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

Format - G1

Date : \_\_\_\_\_

Balaji Sadana -  
Prof, Indore -

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.

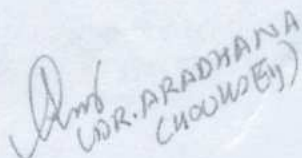
In this regard, your supervision is important as our students interested in pursuing their project work in your esteemed organization. I humbly request you to please provide information regarding your organization/business in the enclosed format.

Thanking you

Enclosed - Format G2

  
Professor in-charge  
Project Work



  
Prof(Dr.) Aradhana Chouksey  
Principal  
Seal



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



BATCH 2023-26

PROJECT ON

## ORGANIZATION STUDY OF LA PINO'Z PIZZA

*Astik*  
RESEARCH GUIDE

Mr ASTIK DAVE



RESEARCH SCHOLAR

ARYAN CHOUKSEY *Aryan*

ARVIND LULANI *Arvind*

HITESH PATIDAR *Hiteshi*

ANSHUL KUSHWAH *Anshul-k.*

PRINCIPAL

EXTERNAL EXAMINER

## CERTIFICATE

This is to certify that the Project Work entitled “**ORGANIZATIONAL STUDY OF LA PINO’Z PIZZA**” has been accomplished by Aryan Chouksey, Hiteshi Patidar, Arvind Iulani, Anshul Kushwah 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:

  
Signature: Project Guide

Place:





**Indore Institute of Management & Research**  
Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

Format - G2

### Organization Information & consent for the project work

1. Name of organization and registration : La Pino's Pizza
2. Type of (Private/Govt/Semi Govt/ Other) : Private
3. Department of the organization where supervision will be done : Marketing management and Principle of management
4. No. of people working in the organization in different posts. : .....
5. Expected maximum number of student which can be trained in the organization : .....
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 Hiteshi, Aryan, Arvind, Anshul Number of students of Indore Institute of Management and Research, Indore in organization/Personal Supervision.



*Sahil*

Signature of Head

Date



**Indore Institute of Management & Research**

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

Format - G3

No. \_\_\_\_\_

Date : \_\_\_\_\_

To,

La Pino's Pizza

Mhow, Indore (M.P.)

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

  
Prof(Dr.) Aradhana Chouksey  
Principal  
Seal





## CERTIFICATE

THIS CERTIFICATE IS PRESENTED TO MR ARYAN CHOUKSEY, MS HITESHI PATIDAR, MR ARVIND LULANI, MR ANSHUL KUSHWAH OF INDORE INSTITUTE OF MANAGEMENT AND RESEARCH

IN RECOGNITION OF THEIR SUCCESSFUL COMPLETION OF THE FIELD PROJECT AT

LA PINO'Z PIZZA PVT.LTD.

WE ARE CONFIDENT THAT THE EXPERIENCE GAINED BY THE PUPILS WILL BE BENEFICIAL TO THEIR FUTURE ACADEMIC AND PROFESSIONAL ENDEAVOURS



SIGNATURE OF HEAD



## Introduction of Project

Welcome to the flavourful world of La Pinoz, where every slice tells a story of passion, quality and innovation. La Pinoz Pizza is not just a Pizza brand; it's a culinary journey that started with a vision to redefine the Pizza experience in India and beyond.

### Mission

Our mission at La Pinoz Pizza is simple: to create memorable dining experiences by serving delicious, high-quality pizzas made with love and attention to detail. We aim to exceed customer expectations while maintaining our satisfaction among pizza lovers worldwide.



## Bibliography

<https://lapinozpizza.in/>

<https://en.m.w.k.ped.n.org>

<https://www.mindtools.com>

NCERT class 12 BST part-1.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



## WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student:

Class:

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
La Pino's Pizza		Introduction	ANSHUL KUSHWAH	
		Objective		
		Methodology		
		of La' Pino's Pizza		
		Analysis	ARYAN CHOUKSEY	
		Department of Study		
		Principle of management	HITESH PATIDAR	
		SWOT Analysis		
	Observation	ARVIND ZOLANI		
	Conclusion			



First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area-

Our project focuses on analyzing and optimizing various aspects of La Pino's Pizza, a popular pizza chain. Through market research, data analysis and strategic planning, we aim to enhance La Pino's Pizza operational efficiency, customer satisfaction. Related area: - In food and beverage industry specifically in fast-food pizza segment.

2. Project work Plan-

Each members independently researched and wrote their individual assigned section. Aryan and Arvind A visit to their Anshu franchise, offered insider views, while online research. Employee interview provided data and information about the project.

3. Division of work among Students-

Everyone individual research and wrote there assigned content, and provided topics. Aryan and Arvind spearheaded the funding tasks and contributed to overall project work. Hiteshi provide the content and data & analysis the data and Anshul contributed to writing part.

4. Name of the Organization to be visited for Project related work-

The organization to be visited for field project is "La Pino's Pizza".

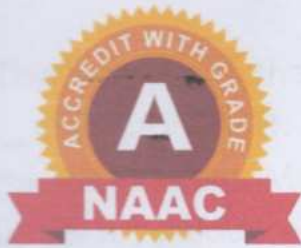
5. Objective and Rationale of the Study-

- a) Understanding the principle of management
- b) Understanding the department of study
- c) Evaluating the cost effectiveness and return on investment

d) Rationale study :- from two sources primary & secondary data for national study. Data collected from the internet, books, internet etc.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



**BATCH 2023-2026**

**Field Project**

**on**

**SHREE INSULATION \_INDIA PVT. LTD.**

**Research Scholar**

Deepal Kothari

HarshitaPatidar

Mayank Mali

Harshal Tiwari

JatinYadav

ChetnaVerma

*Astik*  
**Research Guide**

Mr. Astik Dave



**Principal**

**External Examiner**

# CERTIFICATE

This is to certify that the Field Project entitled “**SHREE INSULATIONS**  
**\_INDIA PVT. LTD.** Has been accomplished by Deepal Kothari,  
HarshitaPatidar, Mayank Mali, Harshal Tiwari, JatinYadav, ChetnaVerma  
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:**

**Signature: Project Guide**

**Place: INDORE**





**Indore Institute of Management & Research**

Affiliated to - DAV's College & approved by - AICTE New Delhi

Format G2

**Organization Information & consent for the project work**

1. Name of organization and registration : Shree Insulation 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. Expected maximum number of student which can be trained in the organization : N/L
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 Harshita, Deepal, Mayank, Harshal, number of students of Indore Institute of Management and Research Indore in Jatin, Chetna organization/Personal Supervision.

Date

Signature





Indore Institute of Management & Research

Format - 01

### Feedback Form

To be filled by the trainer/ supervisor

Name of the trainee student

Harshita Patidar

Name of the college or Institution

Indore Institute of Management & Research

Class

BBA - I<sup>st</sup> 'A'

Section & Enrollment Number

S. No.	Basis of Evaluation	Valuation Grade (A/B/C) #	Remark
1	Student regular attendance	A	EXCELLENT
2	knowledge gained by the student theoretical	A	EXCELLENT
3	Skill practical knowledge gained by student during the project duration	B	GOOD
4	Student's interest & seriousness in project work	B	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	B	GOOD

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

Date :

Place : **INDORE**



Signature

Name

Self





**Indore Institute of Management & Research**  
Affiliated to DAVV Indore, & Approved by AICTE New Delhi

Format - G3

No. \_\_\_\_\_

Date : \_\_\_\_\_

To,

*Shree Insulation  
 Pvt. Ltd.  
 Mahaxani Road , Indore (M.P.)*

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

*[Signature]*  
 (Professor In-charge)  
 Project Work

Prof. Dr. Aradhana Choudhary  
 Principal  
 Seal



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH




Batch 2023- 2024

Project

ON

“D MART”

Research Scholar  
Drashti porwal, hritik Chouhan,  
Mayur patil, Ashish paras

  
Research Guide  
Prof. Astik Dave

Principal  
Prof. Dr. Aradhana chouksey

External Examiner

Date :



# CERTIFICATE

This is to certify that the Project Work entitled "D MART"  
has been accomplished by Drashti porwal, Hritik chouhan,  
Mayur patil, Ashish paras 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:

*Asati*  
Signature:

Place: Indore





### Pithampur, Madhya Pradesh, India

HMXV+2W3, Mhow - Neemuch Rd, Pithampur Industrial Area, Pithampur, Madhya Pradesh

454775, India

Lat 22.59796°

Long 75.694909°

28/02/24 05:32 PM GMT +05:30



GPS Map Camera



Google





## CERTIFICATE OF APPRECIATION

This Certificate Is Presented To Mayur Patil, Drashti Porwal, Hritik Chouhan, Ashish Paras Students Of Indore Institute Of Management And Research In Recognition Of Their Successful Completion Of The Field Project At D Mart.

We Are Confident that The Experience Gained By The Pupils Will Be Beneficial To Their Future Academic And The Professional Endeavours.



Signature Of Head



# Introduction of Project

In the dynamic landscape of retail, DMart emerges as a significant player, reshaping the shopping experience for consumer. The project unfolds as an in-depth exploration into the retail landscape, with a specific lens on the renowned entity, DMart. In navigating the intricacies of this field study, our aim is to dissect DMart's operational dynamic, market strategies, and its impact on the retail sector. By delving into the core of DMart's functioning, we intend to draw insights that not only illuminate the unique attributes of this retail giant but also contribute valuable perspective to the broader discourse on retail management and market dynamics.



# Bibliography

- Avenue Supermarkets Limited (2022). Annual Report 2021.
- Kapoor R & Sharma A (2020) 'Retail Sector in India: Trends, Challenges, and Opportunities', International Journal of Business and Management, (15)6, 143-157.
- Smith, J (2019), "Strategies for Success in the Retail Industry" Harvard Business Review, 89(4), 76-84.
- Retail Industry Analysis 2022.
- Dmart: A case study in Retail Excellence.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



## WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student:

Class:

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Project on "D'Mart"		Introduction of D'Mart	Darshni Postwal	<u>Darshni Postwal</u>
		Literature review		
		Research methodology	Mayur Patil	<u>Mayur Patil</u>
		Data Collection		
		SWOT Analysis	Ashish Paras	<u>Ashish Paras</u>
		challenges during the project	Hritik Chouhan	<u>Hritik Chouhan</u>





First Progress report of Project Work

(Handwritten 500 words)

1. **Introduction of Project Work and related area-** The field project delves into the innovative strategies employed by DMart, a unique grocer in India. An investigation spans from cost analysis & ROI calculations to a company SWOT analysis aiming to illuminate both the brand.
2. **Project work Plan-** Our project aimed to dissect the innovative strategies of DMart's marketing magic. A visit to their Hq offered insider views, while online reach. A key employee interview provided data. A unique preparation - our four members ensured a comprehensive understanding.
3. **Division of work among Students-** Each member independently researched & wrote their assigned sections, ensuring comprehensive coverage of the project contributed to overall project.
4. **Name of the Organization to be visited for Project related work-** The organization to be visited for the field project is DMart Pvt. Limited.
5. **Objective and Rationale of the Study-**
  - (a) Understanding the innovative marketing strategies behind DMart.
  - (b) Evaluating the cost effectiveness and return on investment.
  - (c) Identifying lessons & insights for new entrepreneurs to apply in their own ventures.



## Second Progress report of Project Work

(Handwritten 500 words)

1. **Workflow of Project work-** The project initial stage involved securing permission from Dmart their headquarters with their approval we diverse gathered data sourcing their official website, LinkedIn sourced a unit to the headquarters, gaining valuable insight through direct interaction with company officials. The final leg involve finalizing printing materials & addressing any outstanding tasks.
2. **Details of Data Collected/Field survey-** Identified vulnerabilities in the franchise models, highlighting its lack of franchises - friendliness costs discrepancies: ROI analysis expose unacurated cost in the franchise model like startup & equipment expenses.
3. **Literature Review-** Dmart marketing enigma our project analysis Debunking their strategies for success and pitfalls to avoid we dived deep into ROI SWOT, and franchises models, leverage existing research to empower future entrepreneurs helped in collecting data.
4. **Progress report according to the work divided among each student-(To be written by each student)**

Student I: Yashasvi Raikumar

- i) Collected and analyzed data from the Dmart website & other online sources.
- (ii) Analysed ROI sheet, cafe models identified potential pitfalls to avoid as a new entrepreneur helped in collecting visual data.





**Shree  
Insulations**  
India Pvt. Ltd.

CERTIFICATE

This is to certify that as part of curriculum, Ms. Harshita Patidar, BBA 1<sup>st</sup> year Student of Indore Institute of Management and Research, Indore, visited our factory on 19<sup>th</sup> January 2024 for industry visit.

During his visit we briefed him the functioning of every machinery installed in the plant, products we manufacture and the manufacturing process. We are sure this visit will prove value addition to his future career.

Best of luck.

For Shree Insulations India Pvt Ltd

Place: Pithampur

Date: 24.01.2024

Authorized Signatory



# Introduction.



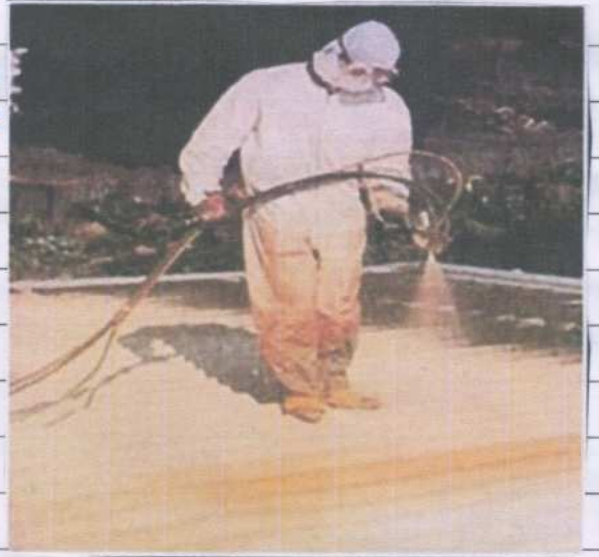
Shree Groups of companies - A one stop solution for Thermal Insulations, takes much pride for being one of the pioneers in the thermal insulation industry.

Shri Anand Kumar Tiwari, the Founder chairman and Managing Director of the group companies, a robust personality with wide vision dreamed to lead and transform the group to a blue chip company. Having started operations in the year 2004 as a thermal insulation turnkey projects contractor, later spread the wings to manufacturing sector.



## PU INSULATION

- \* Sprayed PUF/PIR of density 40-45 Kg/m<sup>3</sup>.
- \* Insitu PU insulation on equipments, tanks & piping.



## Impulse Line INSULATION

- Sprayed PUF/PIR of density 40-45 Kg/m<sup>3</sup>.
- Insitu PU insulation on equipments, tanks & piping.

S.No	Name OF Material	Temperature
1.	Ceramic fiber Rope	upto 700°C

## Noise INSULATION

- 3-4 mm TECSOUND Membrane followed by Mineral wool insulation.

## Conduction Insulation

- 3-4 mm ceramic fiber paper of density 240 Kg/m<sup>3</sup> to prevent



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



## WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Harshita Patidar, Deepal Kothari, Mayank Mali, Jatin Yadav,

Class: BBA - 1<sup>st</sup> 'A'

Harshal Tiwari, Chetna Verma

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Manufacturing of Three Insulations		Production Manufacturing	Harshita	
		• Ceramic fibre	Deepal	
		• Bio Soluble	Mayank	
			Jatin	
		Thermal Insulation	Harshal	
			chetna	



## First Progress report of Project Work

(Handwritten 500 words)

## 1. Introduction of Project Work and related area-

This field project delves into innovative production manufacturing of Shree Insulation, a unique manufacturing unit of ceramic fibres in India. Our investigation is on the ceramic fibre products and Bio soluble products including Thermal insulations.

## 2. Project work Plan-

Our project aimed to innovative strategies of Shree Insulation's manufacturing magic. A visit to their manufacturing plant, offered insider views, while online research & key employees provided data & unique perspectives. Our six members team ensured a comprehensive understanding, used to guide aspiring entrepreneurs.

## 3. Division of work among Students-

Each members independently researched & wrote their assigned sections ensuring comprehensive coverage of project scope, Harshita & deepal. Spreadheaded the printing task & contributed to all over project conclusion tying together our findings, Mayak & Harshal. Specially focused on analyzing collected data, providing valuable insights for conclusion - Chetna & Jatin.

## 4. Name of the Organization to be visited for Project related work-

The organization to be visited for field project is Shree Insulation Pvt. Ltd.



## 5. Objective and Rationale of the Study-

- Understanding the innovative manufacturing strategies behind Shree Insulations.
- Identifying the ceramic fibre products & Bio soluble products uses.
- Extracting lessons & insights for innovative production manufacturing.

**INDORE INSTITUTE OF  
MANAGEMENT AND RESEARCH**



**Batch 2023-2026**

**Project**

**On**

**“DOMINO’S”**

*Acate*  
RESEARCH GUIDE  
DR. ASTIK DAVE



RESEARCH SCHOLAR  
ISHIKA PANCHOLI  
ANUKUL KUMAR  
DHRUV SHARMA  
HIMANSHU CHOURE  
LABDHI KOTHARI  
MAYURI PAWAR

PRINCIPAL  
Dr. ARADHANA CHOUKSEY

EXTERNAL EXAMINER



# CERTIFICATE

This is to certify that the Project Work entitled “DOMINO’S” has been accomplished by Anukul Kumar , Dhurav Sharma, Himanashu Choure, Labdhi Kothari and Mayuri Pawar 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:  
Place: Indore

Signature:

  
Project Guide:  
**DR.ASTIK DAVE**



# INTRODUCTION

Haldiram's and multinational companies like DOMINOS, Pizza hut, etc. The fast food industry is on a high as Indians continue to have a feast. Fuelled by what can be termed as a perfect ingredient for any industry large disposable income the food sector has been witnessing a marked change in consumption patterns, especially in terms of food. An increasing number of international fast food chains rushing to India is because all of them see tremendous potential in for this type of business. The large upwardly mobile population in the urban areas tend to eat out more often on business or for leisure.

The various players operating in India are the well established Indian chains like Nirula's. In addition to these, apparently some of the best known international food chains are looking at India. Among them to are Sbarro, The Burger King, KFC, Dunkin Donuts, Subway, etc. are some of them to name. At all these players are fighting for a small as fast food is really not a big habit of Indians, but they see a big potential.



Title.....

## \* Books referred :-

Kotler P. (2004) 'Marketing management: Analysis, planning, implementation and control' Prentice hall of india, New Delhi.

- (1) Christopher G and Harold W Bukman,  
 (2) Marketing management CB. Gupta.

## \* Articles referred:

Dominoes: "Think global, act global" ---  
 the marketing mix --

## - Websites referred;

- (1) www.wikipedia.com  
 (2) www.dominoes.com  
 (3) www.dominoesindia.com  
 (4) www.emeraldlibrary.com  
 (5) www.google.com.

Websites of different fast food restaurants.





**Indore Institute of Management & Research**

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

Format - G2

**Organization Information & consent for the project work**

1. Name of organization and registration : Dominos
2. Type of (Private/Govt/Semi Govt/ Other) : Private founded in 1960
3. Department of the organization where Supervision will be done : Bhawar Kua (Mechhanic Nagar) Indore
4. No. of people working in the organization in different posts. : Total 26
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 : 3
7. Any other special information : Pizza delivery 30 min.

I agree to provide training to 6 Number of students of Indore Institute of Management and Research, Indore in organization/Personal Supervision.





### Feedback Form

To be filled by the trainer/ supervisor

Name of the trainee student : Anukul Kumar  
 Name of the college or Institution : Indore Institute of Management & Research  
 Class : BBA - I 'A'  
 Section & Enrollment Number : .....

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

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

Date :

Place :

Signature of the supervisor

Name ANKUL KUMAR

Seal



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



We hereby declare that the Project Work entitled "MARKETING STRATEGY OF TRENDS", has been completed under the guidance of Mr. ASTIK DAVE, at Indore Institute of Management and Research, Indore. The research work is original and has been done in accordance with the norms.

We also declare that this Project has not been submitted to any University/Institute for the award of any **Batch 2023-2024**

ENO	STUDENTS NAME	Project COURSE	ENROLLMENT NO	SIGNATURE
	KARTIK MALVIYA	On		Kartik
		<b><u>"MARKETING STRATEGY OF TRENDS"</u></b>		Astik Dave
	<b>RESEARCH SCHOLAR</b>		<b>RESEARCH GUIDE</b>	
	KARTIK MALVIYA		MR.ASTIK DAVE	
	MANAS PATIDAR			
	ADITYA PATIDAR			
	HEMANT DUBEY			



PLACE: INDORE  
**PRINCIPAL**  
DR. ARADHANA CHOUKSEY

**EXTERNAL EXAMINER**

# CERTIFICATE

This is to certify that the Project Work entitled “**MARKETING STRATEGY OF TRENDS**” has been accomplished by Kartik Malviya, Hemant Dube, Manas Patidar and Aditya Patidar under my guidance and supervision.

This project is being submitted by them 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 them anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date: Indore

Signature:

Project Guide: Mr. ASTIK DAVE

Place: Indore

Aditya Patidar

Hemant Dube

Date:

Class: BBA-1st (SEC-A)





## Certificate of Completion

This is to certify that Kartik Malviya, Hemant Dubey, Aaditya Patidar, Manas Patidar from Indore Institute of management and research has successfully completed the field project titled "Marketing Strategy" of Trends under the guidance of Mahim Karankar during the period [18-12-2023] to [19-01-2024].

During the tenure of this project, Kartik Malviya, Hemant Dubey, Aaditya Patidar, Manas Patidar demonstrated commendable dedication, professionalism, and a keep understanding of the subject matter. Their contribution to the project was invaluable, and they exhibited exemplary teamwork, problem-solving skills, and adaptability in various situations.

This certificate is awarded as recognition of their outstanding performance and significant contribution to the project, which reflects positively on both Indore Institute of Management and Research and Trends.



DATE OF ISSUE

20-01-2024

*S. K. Tripathi*  
RELIANCE RETAIL LIMITED

Khairi No. 430/1490/2490/343744-43015,  
Sector No-1, Plot No 8, Fithanpur,  
Madhya Pradesh - 454775

SIGNATURE



# INTRODUCTION

## Reliance Group

The Reliance group, founded by Dhirubhai H. Ambani (1932-2002), is India's largest private sector enterprise with business value in the energy and materials chain. Group's annual revenues are in excess of US \$ 66 billion. The flagship company, Reliance Industries Limited, is a fortune global 500 company and is the largest private sector company in India.

Backward vertical integration has been the cornerstone of the evolution and growth of Reliance. Starting with textiles in the late seventies, Reliance pursued a strategy of backward vertical integration. - In polyester, fibre intermediates, plastic, petrochemicals, petroleum refining and oil and gas exploration and production. - to be fully integrated along the materials and energy value chain.



Topic \_\_\_\_\_

Date: \_\_\_\_\_

P. No: \_\_\_\_\_

## BIBLIOGRAPHY :

- [www.ril.com](http://www.ril.com)
- [www.wikipedia.com](http://www.wikipedia.com)
- <http://www.ibef.org/industry/retail-india.aspx>
- <http://www.facebook.com/RelianceTrends>



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



## WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Kartik Malviya, Aditya Potidare, Manas Patidar, Hement Dubey

Class: BBA 'A' 'I year'

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide



## First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area- In this field project it involves innovative marketing strategy learned by trends. It's also all it calculate & ROI of the brand. This Reliance Trend is owned by a Ambari's group. It is really highly expensive for us. It also requires the Market.

2. Project work Plan- our project aim to the innovative strategies of reliance trend's marketing management. A visit to their Hq office and insiders views mark while online research and key employee interviews provided data and unique perspective. our 4 members insured a comprehensive understanding, lead to guide aspiring entrepreneurs.

3. Division of work among Students-

- Kautilk - Introduction, Industry Profile,
- Hemant Dubey - Company Profile, Literature Review.
- Manas Patidar - Research Methodology.
- Aaditya Patidar - Data Analysis, Visit.

4. Name of the Organization to be visited for Project related work-

Reliance Trends,  
Sector No 1, ward no 8, Pithampur



5. Objective and Rationale of the Study-

- (a) understanding the innovative marketing strategy behind Reliance trend's success.
  - (b) evaluating the cost effectiveness and Return on Investments.
  - (c) identifying potential loopholes or areas of improvement.
- Extracting lessons and in sites for new interpen-

## Second Progress report of Project Work

(Handwritten 500 words)

1. Workflow of Project work- The project initial stage involved securing permission from Reliance Trends' HQ with their approval we meticulously gathered data, scouring their official websites, linked in and diverse online sources, following their digital drive we secured to visit the HQ and gaining valuable insights.
2. Details of Data Collected/Field survey- Identified vulnerabilities in the frenchies model, highly its lack of frenchies - friendly - new cost discrepancies, ROI analysis exposed unaccounted cost in the frenchies model like startup and equipment expenses - unbalanced expansion observed rapid expansion without considering potential consequences.
3. Literature Review- Compare Reliance Trends with other fashion retailers in terms of market share, products offering and brand positioning. Potential challenges and opportunities for Reliance Trends, including market trends, consumer behaviour shifts and technological advancements.
4. Progress report according to the work divided among each student - (To be written by each student)

Assign each student specific tasks based on their skills and interests.

- 1 student could focus on financial trends.
- 2 student could focus on market trends.
- 3 student could go and explore within Reliance
- 1 student go and check regularly and review their projects.



C-16

# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



SESSION: - 2024-25

BBA (PLAIN) FIRST YEAR

FIELD PROJECT

FINANCIAL ANALYSIS OF EICHER MOTORS LTD.

*Ash*

SUBMITTED TO  
DR. ASHA MISHRA MAM  
ASSISTANT PROF.



SUBMITTED BY  
NANDINI PATIDAR *Nandini*  
NEHA SAH *Neha*  
NIDHIKA PATIDAR *Nidhika*  
RIYA SAHU *Riya*

(16) BBA. I Field  
PRO. 2023-24



## CERTIFICATE OF COMPLETION

Ms.Nandini Patidar, Ms. Neha Sah, Ms.Nidhika Patidar, Mr.Riya Sahu

Has successfully completed the department study on the startup survey

Eicher Motors Ltd. From 16 Dec 2023

We found them sincere, hardworking, dedicated and result oriented.

They worked well with the team during tenure. We take this opportunity

to wish them all the best for there future endeavor

  
Sheetal Vyas

Plant Manager Founder



S.No.	PARTICULAR	PAGE NO.
1.	INTRODUCTION ABOUT THE COMPANY.	
1.1	Company Overview	
1.2	History	
1.3	Group structure	
1.4	Milestone	
1.5	Company Profile	
1.6	Basic Details of the Company.	
2.	COMMON SIZE STATEMENTS	
2.1	Meaning of Common Size Statements.	
2.2	Common Size Statement of Balance sheet.	
2.3	Common size statement of Profit & loss A/c.	
3.	TREND ANALYSIS	
3.1	Meaning of Trend Analysis.	
3.2	Trend Analysis of Balance sheet.	
3.3	Trend Analysis of Profit & loss A/c	
4.	RATIO ANALYSIS.	
5.	RECOMMENDATION & SUGGESTION.	
6.	CONCLUSION.	
.	BIBLIOGRAPHY.	





The company's engineering component plants - located at Gurgaon, Haryana and Dewas, MP - manufacture gears, gear boxes, and other components. The company is also involved in management consultancy services and customized. It has a joint venture agreement with Volvo AB. The company has a strong network of 142 dealers distributed across India. Eicher Motors is present in over 40 countries across the world. Most of the exports are to south Asia, West Asia, and African countries.

### EICHER MOTORS LIMITED.

EML was incorporated in 1982 and introduced its first product, the Canter, a 6 ton GVW truck manufactured at its state of the art plant at PITAMPUR, INDORE in collaboration with Mitsubishi Motors Corporation, Japan, in 1986.

The maiden offering soon created a strong customer base for itself.

From a single 6 TON GVW truck in 1986, our range today extends 5T to 16T GVW trucks and the skyline and Voila range of Buses.

All the products can be offered in BSII compatible options. We also have arguably the best CNG technology in the world in our CNG Buses.

In India, EICHER MOTORS has consistently performed the industry in terms of growth and currently holds over 30% Market share in the



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH

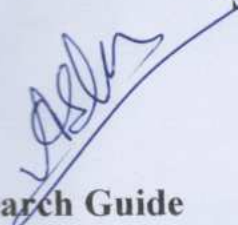


Batch 2023- 2026

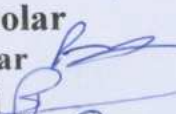
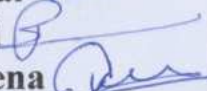


Project

On

“Study on Chai Sutta Bar”

  
Research Guide  
Dr. Asha Mishra



Research Scholar  
Pratham Parihar   
Raghav Joshi   
Vaibhav Saxena   
Satish Borana 

Principal  
Dr. Aradhana Chouksey

External Examiner

Date:

## CERTIFICATE

This is to certify that the Project Work entitled "Chai Sutta Bar" has been accomplished by Pratham Parihar, Raghav Joshi, Vaibhav Saxena, Satish Borana 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:

Signature: Project Guide

Place:



# CHAI SUTTA BAR

JRC3+FFM, MEDI-CAPS UNIVERSITY, AB ROAD,  
RAU, INDORE (M.P.)  
WEBSITE:- [chaisuttabarindia.com](http://chaisuttabarindia.com)  
CONTACT NO.:-62623-00031

## PROJECT CERTIFICATE

This is to certify that Mr. Raghav Joshi, Mr. Pratham Parihar, Mr. Vaibhav Saxena, Mr. Satish Borana students of BBA (Plain), Indore Institute Of Management and Research, Rau has successfully completed their major research project from 10<sup>th</sup> January 2024 to 13<sup>th</sup> January 2024. We wish them every success in their life.

This certificate is issued on request of the student for attaching in their project file.

मेरी देखरेख में विशाल सम्पत्ति कर ली है

  
21/1/24



# INTRODUCTION

Chai Dutta Bar, a beacon of modern cafe culture in India, traces its roots back to the visionary mind of Anubhav Dubey. Established with the mission of creating a distinctive space for tea aficionados, the brand has rapidly become synonymous with a relaxed ambience, diverse tea blends, and a fusion of tradition and contemporary lifestyle.

Anubhav Dubey, the founder of Chai Dutta Bar, embarked on this entrepreneurial journey with a deep appreciation for the cultural significance of chai (tea) and the communal aspect of drinking in a country where tea holds a special place in the hearts of millions. Anubhav sought to redefine the cafe experiences



# LITERATURE REVIEW

In the recent years, there has been a tremendous development in chai industry (Tea Industry). A number of chai start-ups are hitting the grounds because of the vacuum of any sophisticated place to BBC news, India consumes 837000 tonnes of tea per annum. Despite hundreds of elegant coffee places around, desi chai is irreplaceable given that a majority of Indian population is between 18-46 years of age, the rising per capita incomes and the inherent characteristics of these beverages been addictive nature, demand remains inelastic and will increase with a rise in tea and coffee drinkers in the country.



Format: P1

First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area-

In this Project we have mention all the important topic about the Chai Sutta bar. Like:- unique selling strategy

2. Project work Plan-

3. Division of work among Students-

Roghv. Jashi = Introduction, History, Planning, organising, Staffing  
Sabitsh Bariana = Swot analysis,  
Vishvov Saxena = Marketing strategy, USP,  
Prithom Pawhan = Recommendation, conclusion, reference, project  
objective and literature review.

4. Name of the Organization to be visited for Project related work-

Chai Sutta bar, mudi-cops, Indave, Rau

5. Objective and Rationale of the Study-



21-19

**INDORE INSTITUTE OF MANAGEMENT  
AND RESEARCH**



Batch 2023- 2026

Project


On


**“Consumer buying behaviour of D-mart”**

Submitted in the partial fulfillment for the

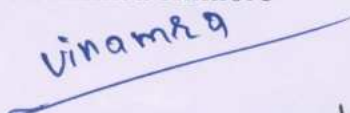
Requirements of the degree of BBA

DAVV, Indore

  
Research Guide  
Dr. Asha Mishra

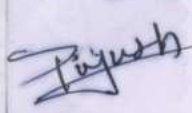
Research Scholar  
1. Rishi Rathore 

2. Vinamra Rathore

  
Vinamra

**(19) BBA. I Field**

**PRO. 2023-24**

  
Vinush Choudhary



## CERTIFICATE

This is to certify that the Project Work entitled “Consumer buying behaviour of D-mart” has been accomplished by **Rishi And Vinamra Rathore** 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:

Signature:  Project Guide

Place: Indore



## TABLE OF CONTENTS

Chapter No.	Contents	Page No.
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2.	Introduction to the industry	7-10
3.	OWNER OF D-mart	11-12
4.	HISTORY of company	13-14
5.	Subsidiaries of the company	15-16
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9.	Finding and observation	40-41
10.	Suggestions	42-45
11.	conclusion	45-46
12.	QUESTIONNAIRE	47-50



## Avenue Supermarts Limited

,Reti Mandi 220square,Parashar Nagar,Rajendra Nagar,Indore Madhya Pradesh (452021) Tel; 022 3340 0500 \* Fax; 022 3340 0500 \* e-mail: info@dnartindia \* website: www.dmartindia.com

We hereby certify that students from Indore Institute Management & Research (IIMR) BBA plain 1year students has been visited to d - Mart on 3/2/2024.

During their visit they explore the information and data We thing they had understand the all about knowledge in d Mart.

Let's hope they will apply this to their studies and in field project wishing them for their future.

Name students -

- 1 . Rishi Rathore
2. Vinamra Rathore

Authorized Signatory



## INTRODUCTION OF THE STUDY

WE have theoretical knowledge from the business school. we also required some practical knowledge even and that is we are going from making a project report in the any company and it is a marketing research report.

All things does so that is must be goal oriented means any work we have doing that have his own objectives are required for the success. so this type the marketing research report have requires his own objectives and that is customers of D.Mart are buying or not.

## OBJECTIVES OF THE STUDY

- To scan the customer buying behaviour.
- To know availability of varieties of product
- To know about affordable price for everyone.
- To know the customer satisfaction level.
- To study of availability of offers and services
- To study of quality of products.
- To determine the current status of D.Mart.
- To find out customers response



- \* it should make different cash counters for different customers. cash counter and debit or credit card payment counter should be placed differently in order to reduce the rush and save the customer's time. This will be a kind of motivator for the customer of D-Mart.
- \* Company must provide schemes and offers on various festivals because here people are attracted much by offers and schemes.
- \* The no. of competitors in the market is more so company should adopt and implement new marketing strategies to face competition.

### 6.2 Conclusion

Every industry initially steps ahead in the corporate world. It always keeps in the mind with amazement motive. The motive of the company is known as "Identified needs and expectations of the customers, as well as provide the appreciable service."

Now a days D-Mart is having a computer mall in the present market. It provides incredible facilities and services to its customers. Here, we have done research project entitled "Consumer buying behaviour."





Date:

Page No. 46

D-mart Every industry initially steps ahead in the corporate world. It always keep in the mind with the amazement motive. The motive of the company is known as Identical needs and expectations of the customer as well as provide the appreciable service.

Now a days D-mart is having a competent mall in the present market. It provides incredible facilities and services to its customers. Here we have done research project entitled with consumers buying behaviour.

D-mart buying behaviour is influenced by various factors, including its focus on providing value for money, a wide range of products, and a no frills shopping experience. Customers are drawn to D-mart for its competitive pricing, quality products, and efficient supply chain. Additionally, the company emphasizes on customer satisfaction and strategic location of stores.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



## WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: *Rishi Rathore, Vinamra Rathore*

Class: *B.BA (plain) 1st (B)*

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
<i>consumer buying behaviour of d-mart</i>				



First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area-

This project is entitled on consumer buying behaviour of d-mart. in Indore

2. Project work Plan-

3. Division of work among Students-

INTRODUCTION - Vinamra Rathore

Analysis - Rishi Rathore

4. Name of the Organization to be visited for Project related work-

Avenue supermarts Limited  
D-mart Indore

5. Objective and Rationale of the Study-





Second Progress report of Project Work

(Handwritten 500 words)

1. Workflow of Project work-

2. Details of Data Collected/Field survey-

The data is collected by all the group members from the field of project

3. Literature Review-

4. Progress report according to the work divided among each student-(To be written by each student)



Third Progress report of Project Work

(Handwritten 500 words)

1. Work completed by each student-(To be written by each student)

INTRODUCTION - Vinamra Rathore

ANALYSIS - Rishi Rathore

2. Collected information (Statistical, if any)-

3. Research Methodology/Tools for Data Analysis-

Analysed by asking people about their opinion. about d-mart.

4. Challenges during Project work-

unable to get proper information but we collected, from different sources.



**INDORE INSTITUTE OF MANAGEMENT  
AND RESEARCH**



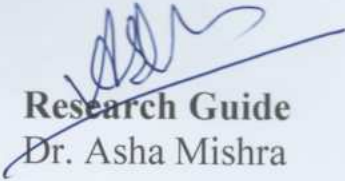
**Batch 2023- 2026**

**Project**

**On**

**“Marketing Strategy of Pizza Hut”**

**Research Scholar**  
Rishita Rathore  
Swarna Gavshinde  
Shraddha Rathore  
Riddhi Jain

  
**Research Guide**  
Dr. Asha Mishra

**Principal**  
Dr. Aradhana Chouksey



**External Examiner**

Date:

## CERTIFICATE

This is to certify that the Project Work entitled "**Marketing Strategy of Pizza Hut**" has been accomplished by **Rishita Rathore, Swarna Gavshinde, Shraddha Rathore and Riddhi Jain** under my guidance and supervision.

This project is being submitted by them 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 them anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date:

Signature:

Place: Indore

Dr. Asha Mishra





**Indore Institute of Management & Research**  
 Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

Format - G2


**Organization Information & consent for the project work**

1. Name of organization and registration : PIZZA HUT. Pvt
2. Type of (Private/Govt/Semi Govt/ Other) : PRIVATE
3. Department of the organization where Supervision will be done : NIL
4. No. of people working in the organization in different posts. : NIL
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 RISHITA/SWARNA/SHRADDHA/RIDDHI . Number of students of Indore Institute of Management and Research, Indore in organization/Personal Supervision.

Date



Signature of 



**Indore Institute of Management & Research**  
 Affiliated to - DAVV(Indore) & Approved by - AICTE(New D.,Im)

Format - G4

### Feedback Form

To be filled by the trainer/ supervisor

Name of the trainee student : RISHITA RATHORE  
 Name of the college or Institution : INDORE INSTITUTE OF MANAGEMENT & RESEARCH  
 Class : BBA - 1st 'B'  
 Section & Enrollment Number : \_\_\_\_\_

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

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

Date :

Place :

.....



Signature of the supervisor

Name: [Signature]

Seal

## First Progress report of Project Work

(Handwritten 500 words)

## 1. Introduction of Project Work and related area-

This field project delves into the innovative marketing strategies employed by pizza hut, a unique chain in India. An investigation spans from SWOT analysis and ROI calculations to a comprehensive SWOT analysis.

## 2. Project work Plan-

The project aims to direct the innovative strategies of pizza hut marketing magic a unit to their HQ. It offers an insider view while online research, a key employee interview provides data a unique perspective.

## 3. Division of work among Students-

all done by Rishita Rathore, and team.

## 4. Name of the Organization to be visited for Project related work-

Pizza hut Bhawankua Indore (M.P.)

## 5. Objective and Rationale of the Study-

- A) Understanding the Innovative Marketing Strategies behind pizza hut success.
- B). evaluating the cost effectiveness and ROI.
- C. Identify potential loopholes or area of improvement.





***Pizza Hut***<sup>TM</sup>

## **CERTIFICATE OF COMPLETION**

This certificate is presented by Rishita Rathore, Swarna Gavshinde, Shraddha Rathore and Riddhi Jain in recognition of successfully completion of the **FIELD PROJECT**. The project Was conducted in **INDORE, MADHYA PRADESH, INDIA**

This students demonstrated about their management skills. Their contribution were instrumental completion of the field project.

This certificate is presented as a token of appreciation for their hard work and dedication.

**DATE : 2024-02-01**







**Pizza Hut™**



# COMPANY PROFILE

Pizza Hut is an American restaurant chain and international franchise which was founded in 1958 in Wichita, Kansas by Dan and Frank Carney. The company is known for its Italian American cuisine menu, including pizza and pasta, as well as dishes and desserts.



- TYPE - wholly owned subsidiary
- INDUSTRY - Restaurants
- FOUNDED - June 15, 1958 ; 61 years ago  
Wichita, Kansas, U.S.
- FOUNDERS - Dan Carney Frank Carney
- (1) HEADQUARTERS - 7100 Corporate Dr., Plano, Texas
- NUMBER OF LOCATION - 18,431 restaurants worldwide (2)
- KEY PEOPLE - Micah Cory (President  
Pizza Hut U.S.) (3).

## CONCLUSION

Pizza hut has many targets which it has to achieve in a given period of time. The time-period is mostly a year. Therefore, in order to fulfill the targets different strategies are adopted by Pizza hut. It can be concluded that these strategies have been successful and there is flexibility in the strategies, as they can be changed with the changes in the market conditions as well as the targets. However, with competition increasing from Pizza hut. Pizza hut uses many promotional strategies. This promotion is also distributed mainly by mail, but also by fliers on college campuses around the country in order to reach the target market.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2023- 2026

Project

On

“Marketing Strategy Of MBA Chai Wala ”

Research Scholar  
Ritik Raghuwanshi  
Sanika Nimje *Sanika*  
Yash Patel *Patel*  
Yashasvi Raikwar *Yashasvi*



*Ash*  
Research Guide

Dr.Asha Mishra

Principal

External Examiner


## CERTIFICATE

This is to certify that the Project Work entitled “**MARKETING STRATEGY OF MBA CHAI WALA**” has been accomplished by Ritik Raghuwanshi, Sanika Nimje, Yash Patel, Yashasvi Raikwar 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:

Signature:  Project Guide

Place:





**Indore Institute of Management & Research**  
Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

Format - G2

### Organization Information & consent for the project work

1. Name of organization and registration : MBA CHAIWALA 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. 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 RITIK, SANIKA, YASH, YASHASWI Number of students of Indore Institute of Management and Research, Indore in organization/Personal Supervision.

Date



Signature Head



**Indore Institute of Management & Research**  
 Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

Format - G3

No. \_\_\_\_\_

Date : \_\_\_\_\_

To,

MBA CHAI WALA  
HEADQUARTERS  
VIJAJ NAGAR , INDORE (MP)

Subject : Project work in your supervision


Dear Sir/Madam,


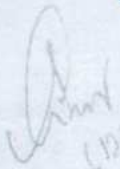
Madhya Pradesh Higher Education Department has issued instructions for subject project work for the college student under the supervision of a competent authority.

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

  
  
 Prof(Dr.) Aradhana Chouksey  
 Principal  
 Seal



# CERTIFICATE

## Of Appreciation

This certificate is presented to

Ms. Sanika Nimje, Ms. Yashasvi Raikwar, Mr. Ritik Raghuwanshi, Mr. Yash Patel; students  
of Indore Institute Of Management And Research,  
in recognition of their successful completion of the field project at  
MBA CHAI WALA PVT. LTD.

We are confident that the experience gained by the pupils will be beneficial to their  
future academic and professional endeavours.



SIGNATURE OF HEAD



# INTRODUCTION

MBA Chainwala is a popular Indian tea cafe chain, known for its unique and flavorful chai. The first MBA Chainwala was opened in Indore, Madhya Pradesh, in 2017, and the chain has since grown to over 100 outlets across India.

The cafe's name is a play on the words "MBA" and "chai wala" which means "tea seller" in Hindi. The name reflects the cafe's mission to provide high-quality chai to everyone, regardless of their background.

MBA Chainwala's menu features a variety of chai options, including masala chai and lemon chai. The cafe also offers other beverages such as coffee,



## CONCLUSION

Based on your analysis The Power of Brand MBA CHAIWALA capitalized on a compelling narrative of perseverance and defying social norms. This resonated with audiences, propelling them to stardom. However, as the story faded and the focus shifted solely on product and expansion, the initial charm waned. This highlights the importance of a sustained brand narrative that evolves alongside the business.

The Perils of Uncontrolled Growth. The rapid expansion of MBA CHAIWALA without a robust operation and quality control framework, led to inconsistencies and decline in customer satisfaction. This emphasizes the need for meticulous planning and infrastructure before scaling up ensuring quality remains paramount. Adaptability in a dynamic market. The initial success of CHAIWALA stemmed from identifying a gap in the market. However, their inability to adapt to changing consumer preferences and the emergence of competitors led to their downfall. This underscores



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



## WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: *Ritik Raghuvanshi, Sanika Nimje, Yash Patel, Yashaswini Raikwar*

Class: *BBA - 1<sup>st</sup> 'B'*

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
MARKETING STRATEGY OF MBA CHAI WALA		HISTORY	RITIK	<i>Ritik</i>
		OF MBA CHAI WALA	RAGHUVANSHI	
		INTRODUCTION		
		RESEACH	SANIKA	<i>Sanika</i>
		CONCLUSION	NIMJE	
		COLLECT DATA		
		IDENTIFY BUSINESS -	YASH PATEL	<i>Yash Patel</i>
		- MODEEL		
		ANALYZED ROI, DATA	YASHASWI RAIKWAR	<i>Yashaswini</i>
		ANALISIS TOPIC, RESEACH		



## First Progress report of Project Work

(Handwritten 500 words)

## 1. Introduction of Project Work and related area-

This field project delves into the innovative marketing strategies employed by MBA Chai Wala, a unique tea stall chain in India. An investigation spins from cost analysis & ROI calculations to a comprehensive SWOT analysis, aiming to illuminate both the brand's successful tactics & potential areas for improvement. Ultimately, we seek to uncover valuable insights for aspiring entrepreneurs to emulate & pitfalls to avoid when crafting their own marketing approaches.

## 2. Project work Plan-

Our project aimed to dissect the innovative strategies of MBA Chai Wala's marketing magic. A visit to their HQ offered insider views, while online research & key employee interviews provided data & unique perspectives. Our four-member team ensured a comprehensive understanding, read to guide aspiring entrepreneurs.

## 3. Division of work among Students-

Each member independently researched & wrote their assigned sections, ensuring comprehensive coverage of the project scope. Danika N. spearheaded reporting tasks & contributed to the overall project conclusion, you report our findings. Yashanti R. specifically focused on analysing the collected data, providing valuable insights for our conclusions. Yash Parthik R. extended valuable assistance with printing tasks, demonstrating teamwork & shared commitment.

## 4. Name of the Organization to be visited for Project related work-

The organization to be visited for field project is MBA Chai Wala Pvt. Ltd.

## 5. Objective and Rationale of the Study-

- Understanding the innovative marketing strategies of MBA Chai Wala's success.
- Evaluating the cost effectiveness and return on investment.
- Identifying potential loopholes or areas for improvement.
- Extracting lessons & insights for new entrepreneurs to apply in their own ventures.

**Rationale:** The rapid success of MBA Chai Wala has sparked curiosity about their innovative marketing strategies. However, limited information exists on the specific tactics & their effectiveness. This project aims to bridge this gap by analysing their marketing strategies, providing valuable insights for



## First Progress report of Project Work

(Handwritten 500 words)

## 1. Introduction of Project Work and related area-

This field project delves into the innovative marketing strategies employed by MBA Chai Wala, a unique tea stall chain in India. Our investigation spans from cost analysis & ROI calculations to a comprehensive SWOT analysis, aiming to illuminate both the brand's successful tactics & potential areas for improvement. Ultimately, we seek to uncover valuable insights for aspiring entrepreneurs to emulate & pitfalls to avoid when crafting their own marketing approaches.

## 2. Project work Plan-

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## 3. Division of work among Students-

Each member independently researched & wrote their assigned sections, ensuring comprehensive coverage of the project scope. Danika N. spearheaded the printing tasks & contributed to the overall project conclusion, tying together our findings. Yashraj R. specifically focused on analysing the collected data, providing valuable insights for our conclusions. Yash P. Ritik R. extended valuable assistance with printing tasks, demonstrating teamwork & shared commitment.

## 4. Name of the Organization to be visited for Project related work-

The organization to be visited for field project is MBA Chai Wala Pvt. Ltd.

## 5. Objective and Rationale of the Study-

- Understanding the innovative marketing strategies of MBA Chai Wala's success.
- Evaluating the cost effectiveness and return on investment.
- Identifying potential loopholes or areas for improvement.
- Extracting lessons & insights for new entrepreneurs to apply in their own ventures.

**Rationale:** The rapid success of MBA Chai Wala has sparked curiosity about their innovative marketing strategies. However, limited information exists on their specific tactics & their effectiveness. This project aims to bridge this gap by analysing their marketing approach, providing valuable insights for aspiring entrepreneurs & contributing to the



**INDORE INSTITUTE OF MANAGEMENT AND  
RESEARCH**



**Batch 2023-2024**

**Project**

**On**

**“Catalyzing Agriculture Growth  
At Shakti Pumps”**



**RESEARCH SCHOLAR**

**TALHA SIDDIQUI**

**PRAVEEN PAWAR**

**PRINCIPAL**

  
**RESEARCH GUIDE**

**DR. ASHA MISHRA**

**EXTERNAL EXAMINER**

# CERTIFICATE

This is to certify that the Project Work entitled “**Catalyzing Agriculture Growth at Shakti Pumps**” has been accomplished by Talha Siddiqui, Praveen Pawar under my guidance and supervision.

This project is being submitted by them 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 them anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

**Date:**

**Signature:**

**Project Guide: Dr. Asha Mishra**

**Place: Indore**





## Certificate of Completion

This is to certify that Talha Siddiqui, Praveen Pawar from Indore Institute of management and research has successfully completed the field project titled "Catalyzing Agriculture Growth" at Shakti Pumps under the guidance of Gautam Patidar during the period [18-12-2023] to [19-01-2024].

During the tenure of this project, Talha Siddiqui, Praveen Pawar demonstrated commendable dedication, professionalism, and a keen understanding of the subject matter. Their contribution to the project was invaluable, and they exhibited exemplary teamwork, problem-solving skills, and adaptability in various situations.

This certificate is awarded as recognition of their outstanding performance and significant contribution to the project, which reflects positively on both Indore Institute of Management and Research and Shakti Pumps.

DATE OF ISSUE  
20-01-2024



AUTHORISED SEAL AND  
SIGNATURE





## Introduction

Shakti Pumps is a leading manufacturer and exporter of water pumps and pumping solution based in India. Established in 1982, the company has grown to become one of the largest and most trusted names in the industry, serving customers both domestically and internationally.

Driven by a commitment to innovation, quality and customer satisfaction, Shakti Pumps offers a wide range of product including submersible pumps, and surface pumps, solar pumps and various pumping accessories. These products cater to diverse sectors such as agriculture, irrigation, domestic water supply, industrial application, and wastewater management.

Shakti Pumps success is built on a foundation of cutting-edge technology, state of the art manufacturing facilities and a dedicated team of professionals.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



## WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Talha Siddiqui, Praveen Paur

Class: BBA-1<sup>ST</sup> [Sec-B]

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Catalyzing agricultural growth at Shakti pumps.			Talha Siddiqui Praveen Paur	



Format: P1

First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area-

This project work is entitled on catalyzing agriculture growth at shakti pumps.

2. Project work Plan-

3. Division of work among Students-

Talha Siddiqui - Intro, objective, scope & methodology

Praveen Paur - Resources, evolution criteria, support & guidance

4. Name of the Organization to be visited for Project related work-

Shakti pumps pithampur, Bhar.

5. Objective and Rationale of the Study-



G-

# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2023- 2026

Project

On

“Production survey of Tata Steel”

Research Scholar

Vedansh Rai  
Raghav Maheshwari  
Parv Maheshwari  
Toshi Tiwari

Principal

Research Guide

Dr. Asha Mishra

External Examiner



## CERTIFICATE

This is to certify that the Project Work entitled "Production survey of Tata Steel" has been accomplished by Raghav Maheshwari, Parv Maheshwari, Vedansh Rai, Toshi Tiwari 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: 11/06/2024

Signature: Project Guide

Place: Indore





## CERTIFICATE

We hereby acknowledge that "Mr. Vedansh Rai" student of BBA from Indore Institute Of Management and Research – Madhya Pradesh , has successfully completed his project in our organization , "Tata Steel Limited" Indore. The project entitled as " **production Survey**" has been completed by him under guidance of **Ms .Priyanka Pandey** , Sr.manager-human resource . It has been observed that his project work on 09-02-2024 has been satisfactory.

We wish him all the best in his future endeavors.



Shekhar Jha

Head – HR/IR



TATA STEEL LIMITED

JHJX+M5C, PITHAMPUR INDUSTRIAL AREA, MP, 454775

TEL: 07312538685 , 07312369352

Tata steel, a flagship company of the tata group, stands as a global steel industry leader renowned for its commitment to quality, innovation and sustainable business practices. founded in 1907 by the visionary industrialist Jamssetji tata, the company has grown to become one of the largest and most respected steel manufacturers in the world.

Tata steel's journey began with the establishment of its first steel plant in Jamshedpur, India, marking a pivotal moment in India's industrialization. Over the years, Tata steel has played a crucial role in shaping the nation's economic landscape and has expanded presence internationally.

At the core of Tata steel's philosophy is a dedication to delivering high-quality steel products while prioritizing sustainability, social responsibility, and customer satisfaction. The company's mission revolves around fostering economic prosperity, environment stewardship, and societal well-being.



In conclusion, Tata steel is a globally recognized Company with a rich history and a diverse range of operation. The company's strength lies in its global presence, vertical integration, brand reputation and Commitment to technological innovation. However like any organization, tata steel faces challenges, including the Cyclical nature of the steel industry environment Considerations and economic Uncertain.

Tata steel has strategically positioned itself as a key player in the steel industry emphasizing sustainability innovation and Corporate Social responsibility. The Company has diversified its product portfolio.

Key recommendations for Tata Steel include focus on sustainability technological innovation and diversification of product embracing industry 4.0 exploring high value steel production. and expanding into emerging market can contribute to long-term success.





# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



## WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student:

Class:

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Production Survey of Tata Steel	3/1/24	Introduction	[Signature]	
	3/1/24	Background	[Signature]	
	3/1/24	Methodology	[Signature]	
	3/1/24	Organisational Structure	RD Maheshwari	
	"	HRM	[Signature]	
	"	Finance Department	RD Maheshwari	
	"	Production Department	vedansh	
	"	Marketing and Sales Department	vedansh	
	"	Supply Chain Management	Mohini	
	"	CSR	vedansh	
"	SWOT	vedansh/RD Maheshwari		
"	Recommendations	[Signature]		
"				



Format: P1

First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area-

Tata Steel is a major steel producer & steel product developer of India which is biggest company of India.

2. Project work Plan-

Production department of tata steel is our first choice to study for the following project so we took permission from Mahan which was granted.

3. Division of work among Students-

we made various heads like Introduction, HRM, Production and sales department, SWOT, methodology, Supply Chain management etc.

4. Name of the Organization to be visited for Project related work-

Tata Steel PVT. LTD.

5. Objective and Rationale of the Study-



**INDORE INSTITUTE OF  
MANAGEMENT AND RESEARCH**



**Batch 2023- 2026**

**Project**


**On**

**“Market Potential of Patanjali”**

Research Scholar  
Vaidika Vaishnav  
Rinki Gupta  
Sheetal Mehra  
Rashi Kelotra

Principal



  
Research Guide  
Dr. ASHA MISHRA

External Examiner

## CERTIFICATE

This is to certify that the Project Work entitled "Market Potential of..."  
Patanjali  
has been accomplished by Vaidika Vasthnao, Rashi Kelotra,..... under my  
Rinki Gupta, Sheeta Mehra  
guidance and supervision.

This project is being submitted by them 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 them anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date:

Signature: Project Guide

Place:





PATANJALI

PATANJALI AYURVED

Office Add.- 6<sup>th</sup> floor, Metro Vijay Nagar 601, Part Tower, AB Road, Indore, 452010

Date- 11/12/2023

TO WHOM IT MAY CONCERN

This is to certify that Ms. Rashi Kelotra, Vaidika Vaishnav, Sheetal Mehar, Rinki Gupta a student of Indore Institute of Management and Research, of BBA Plain (BBA 1st Year), Indore, (MP) has successfully completed their Major research project from 8th December 2023 to 11th December 2023 .

During the project they were honest and sincere .

We wish her every success in life.

For, Patanjali Ayurved.

Authorized Signature



Date:

P. No: 7

# INTRODUCTION

## FMCG SECTORS

Fast-moving consumer goods are products that sell quickly at relatively low cost. These goods are also called consumer packaged goods.

FMCG items are those items which have short life expectancy, which are utilized for brief time and are supplanted inside days, week, and month or inside a year. Since FMCG items are supplanted quickly they are having high market demand. They work at a lower edge. A rate worthy bit of month to month spending plan distributed on these items. The business is continually stretching out and growing new items to improve by buyer's involvement. Real players in FMCG enterprise are HUL, ITC, Nestle India, Dabur and P&G. The FMCG fragments are - close home care, sustenance and family care, tobacco and oral



Date:

P. No: 2

# INTRODUCTION

## FMCG SECTORS

Fast-moving consumer goods are products that sell quickly at relatively low cost. These goods are also called consumer packaged goods.

FMCG items are those items which have short life expectancy, which are utilized for brief time and are supplanted inside days, week, and month or inside a year. Since FMCG items are supplanted quickly they are having high market demand. They work at a lower edge. A rate worthy bit of month to month spending plan distributed on these items. The business is continually stretching out and growing new items to improve by buyer's involvement. Real players in FMCG enterprise are HUL, ITC, Nestle India, Dabur and P&G. The FMCG fragments are - close home care, sustenance and family care, tobacco and



## CONCLUSION

Patanjali as a brand has generated quite a ripple in the FMCG sector, right from its very start. Each of their steps has been very cleverly strategized to bring the best to the brand. Every effort made the company in the last decade has brought them only benefits. Even though facing a few obstacles along the way, the company is standing tall as ever, being the fastest growing company in India FMCG sector. Headed by two hermits, with no degrees in business or marketing, Patanjali is expected to go a long way in the future, only if it manages to keep its head above water, as the road ahead will be tougher than before.





**INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**



**WORKING NOTEBOOK**

(P4-To be submitted with Final Report)

Name of Student: Vaidika Vaishnav, Rashmi Kelotra, Rinki Gupta, Sheeta Mehara

Class: BBA Plain (B)

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Marketing Potential of Patanjali		Introduction	Rinki Gupta	Rinki
		foundation of Brand		
		Marketing Mix	Vaidika Vaishnav	Vaidika
		competitor analysis		
		SWOT analysis		
		challenge faced by Patanjali	Sheeta Mehara	Sheeta
		Controversy		
		& ROI, Data analysis	Rashmi Kelotra	Rashmi



## First Progress report of Project Work

(Handwritten 500 words)

## 1. Introduction of Project Work and related area-

this field, project delves into the innovative marketing strategies employed by Patanjali. A unique disposal-ble - natural product which helps to connect us with nature is a brilliant marketing <sup>scope</sup>.

## 2. Project work Plan-

Our project aimed to dissect the innovative strategies of Patanjali marketing. A visit to their office insider view while online research. A key employee interview provided data.

## 3. Division of work among Students-

each member independently researched unto their assigned section ensuring comprehensive coverage of project.

## 4. Name of the Organization to be visited for Project related work-

the organization to be visited for field project in ~~Patanjali~~ Patanjali Ayurveda.

## 5. Objective and Rationale of the Study-

- ① understanding the innovative marketing strategies behind Patanjali's success?
- ② evaluating the cost effectiveness and return on investment.
- ③ Identifying potential loophole all area for improvement.
- ④ Extracting lessons insight for new entrepreneurs to apply in their own ventures.



**INDORE INSTITUTE OF  
MANAGEMENT AND RESEARCH**



**Batch 2023-2024**

**Project**

**On**

**"EICHER"**

**RESEARCH SCHOLAR**

**YASH PATIDAR.**

**VIVEK KUSHWAHA**

Two handwritten signatures in blue ink. The first signature is for Yash Patidar and the second is for Vivek Kushwaha.

**RESEARCH GUIDE**

**DR. ASHA MISHRA**

A handwritten signature in blue ink for Dr. Asha Mishra.

**PRINCIPAL**

**DR. ARADHANA CHOUKSEY**

**EXTERNAL EXAMINER**



# CERTIFICATE

This is to certify that the Project Work entitled “**EICHER** ” has been accomplished by Yash Patidar and Vivek Kushwaha under my guidance and supervision.

This project is being submitted by them 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 them anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date:

Signature:

Project Guide: **Dr. Asha Mishra**

Place: Indore



Eicher Motors  
Pithampur

5/02/2024

Certificate of Visit

This is to certify that: Visitor's – Yash , Vivek has visited Eicher motors on [05/02/2024]. This certificate is issued as a token of acknowledgment and appreciation for their visit.

Authorized Seal

INDORE Commercial Ventures -  
INDORE Commercial Ventures Joint Venture,

Authorised Signatory



## Company Profile

Eicher Motors Limited is an Indian multinational ~~res~~ vehical manufacturing company. The company headquarter is in New delhi. It is the parental company of Royal Enfield. The global leader in middleweight Motor-cycles.

The company manufactures Motorcycles and commercial vehicles. The company operates in India and over 50 ~~am~~ countries around the world with ~~the~~ Modern development facilities in Leicestershire, UK and China. It has joint venture with Sweden's AB Volvo - Volvo Eicher Commercial Vehicles in India and other developing countries. This company is also listed on BSE and NSE and has been part of the NSE's benchmark Nifty 50 Index since 2016.

Points	Information
Company Name	Eicher Motors Limited
Business Name	Goodearth company
founder Name	Vikram Lal
Owner	Siddharth Lal (with 49% of Stake Holder)
Date of establishment	1948



## Recommendation And Suggestion

Growth of the company is very good but we recommend it can still manage its assets and liabilities well so as to take advantage of leverage and more on them keeping idle.

EPS ratio is gradually increase are highly interesting to invest in the company. So, company can easily raise the fund from to market. Interest coverage ratio continuous increase implies that the company has not sound ability to service is interest to the lenders.

### References

Primary & Secondary Data.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



## WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student:

Class:

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Erat Study on Eicher Motors		Introduction	[Signature]	
		Strategic Int Marketing		
		Strategic of the company		
	10/02/2024	Financial		
		company pro	[Signature]	
		Eicher Motors		
		Organization		
		Ration Analysis		
	CSR Initial			
	Conclusion			





**INDORE INSTITUTE OF  
MANAGEMENT AND RESEARCH**



**Batch 2023-2024**

**Project**

**On**

**“Study on VOLVO POWEREICHER  
TRAIN (VEPT)”**

**RESEARCH SCHOLAR**

VANSHIKA AGRAWAL

PRIYANSHI

PALAK YADAV

TANU BISWAS

**RESEARCH GUIDE**

DR. ASHA MISHRA



**PRINCIPAL**

DR. ARADHANA CHOUKSEY

**EXTERNAL EXAMINER**

# CERTIFICATE

This is to certify that the Project Work entitled “**Study on VOLVO EICHER POWERTRAIN (VEPT)**” has been accomplished by Vanshika Agrawal, Priyanshi, Palak Yadav and Tanu Biswas under my guidance and supervision.

This project is being submitted by them 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 them anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date:

Signature:

Project Guide: **Dr. Asha Mishra**

Place: Indore



## Certificate

This is to certify that **Vanshika Agrawal, Priyanshi, Palak Yadav & Tanu Biswas** students of **Indore Institute of Management and Research** has completely done project research on **Volvo Eicher Powertrain** during 20 December 2023 to 20 January 2024 under the guidance of Mr. Yash Pandey During this period they were primarily involved in the field of research. They were actively assisted with research work relating to litigation matters handled by me.

They worked sincerely on assignment and performance. We wish them all the success for their future endeavours.



## TABLE OF CONTENTS

Chapter No.	Contents	Page No.
1.	INTRODUCTION TO VEPT	1-4
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5.	HOW DOES VOLVO POWERTRAIN WORKS ?	14-17
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9.	DESCRIPTION OF VEPT PITHAMPUR (DHAR).	27-29
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# Introduction to VE Powertrain

VE Powertrain (VEPT) is technologically the most advanced engine manufacturing plant in India where commercial production started in July 2013.

The plant was setup by VE commercial vehicle (VECV) at Pitampur, Madhya Pradesh, India with an initial capacity of 25,000 units per annum in phase 1 at an investment of ₹ 375 crore. The current capacity stands at 75,000 units which is scalable to 1,00,000 with additional investment.

VEPT is a global hub for meeting the medium-duty automotive engine requirements of Volvo Group globally for five and eight-litre engines. The base engines for Euro VI requirements of Volvo group are being supplied to their plant in Veaux-sous-lez, France.



Volvo eicher power train is a joint venture between volvo group and eicher motors. They specialize in designing and manufacturing engines, transmissions and axles for commercial vehicles. They offers a powertrain solutions that are known for their reliability, performance and fuel efficiency. VEPT focus on delivering innovative and sustainable solutions for the transportation industry.

Volvo eicher powertrain was established in the year 2008.



②-10  
Format: P3

Third Progress report of Project Work

(Handwritten 500 words)

1. Work completed by each student-(To be written by each student)

INTRODUCTION — NARSHIKA AGRAWAL .

FUNCTIONS AND IMPORTANCE — PRIYANSHU .

INFORMATION VEPT DHAR — PALAK YADAV .

INDIAN AUTOMOBILE INDUSTRY — TANU BISWAS .

2. Collected information (Statistical, if any)-

3. Research Methodology/Tools for Data Analysis-

4. Challenges during Project work-



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2023- 2026


Project

On

**“BLACKROCK”**

**“A Global Terrorist Network Company”**

Research Scholar

  
Research Guide

Principal



External Examiner

Date: \_\_\_\_\_



# BlackRock.

## Certificate of Completion

This certificate is presented to **Rahul Jain** in recognition of successful completion of the **Field Project** (virtually) . The project was conducted in **Indore, Madhya Pradesh, India** from **1<sup>st</sup> Feb to 5<sup>th</sup> Feb**.

Rahul Jain demonstrated about his future view of about how the global market is heading towards. Their contributions were instrumental in the successful completion of the field project.

This certificate is presented as a token of appreciation for Rahul Jain's hard work and dedication.

Date: 2024-02-05



Mark S. McCombe  
Chairman of  
Asia-Pacific



# INTRODUCTION

## Background of Blackrock -:

### Formation and early history:

- Blackrock, Inc. was founded in 1988 in New York City.
- Founded by Larry Fink, Robert S. Kapito, and Susan Wagner.
- Originally a fixed-income asset manager, the company expanded its services over the years.

### 2) Evolution and Growth

- Rapid expansion through merger and acquisitions.
- Blackrock merged with Blackstone Financial Management Group in 1992.
- Acquisition of State Street Research & Management in 2004, management (AUM) and market presence.

### 3) Financial crisis and opportunities.

- Blackrock played a crucial role during the 2008 Financial crisis.
- The crisis reinforced Blackrock's reputation as a reliable and resilient financial institution.

### 4) Shift to ETF and Aladdin Platform:

- Blackrock strategically positioned in the growing exchange-traded fund (ETF) market.
- Continued to expand its ETFs, becoming a major player in the ETF



# CONCLUSION

Hence by now as we know that blackrock control half the assest in the world. Assest are the centre of economy that the country depends. Thus we can say that blackrock can interrupt any country economy by just a mere click. That why it is called as the world largest hedge fund or the deep pocket like ocean company in the world. Thus it can be called as "A Global Terrorist Network Company".



**INDORE INSTITUTE OF  
MANAGEMENT AND RESEARCH**



Batch 2023- 2026

Project

On

**“About Products And Machines of  
Ashish Iron And Industries”**

Research Scholar

Priyanshi Parihar, Sandhya Panchal

**Dr. Aradhna**

Virendra Parihar, Nilesh suner

Principal

Dr. Aradhna Chouksey



Research Guide

DR. Asha Mishra

External Examiner

# CERTIFICATE

This is to certify that the Project Work entitled "About Products And Machines of Ashish Iron and Industries " has been accomplished by Priyanshi Parihar, Sandhya Panchal Virendra Parihar ,Nilesh suner 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) Plain 1st year 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:

Signature: Project Guide

Place: Indore



# ASHISH IRON INDUSTRIES

PLOT NO 748, SEC. NO 3 PITHAMPUR DHAR (MP)

Tel- 0731-4208630, Mob. : 9977305630, 9826586076

E-Mail: [ashishironindustry@gmail.com](mailto:ashishironindustry@gmail.com)

---

## PROJECT CERTIFICATE

This is to certify that Ms. Sandhya panchal, Ms. Priyanshi parihar, Mr. virendra Parihar, Mr. Nilesh Suner a student of BBA (plain), indore Institute of management and research has successfully completed their major research project from 8<sup>th</sup> December 2023 to 11<sup>th</sup> December 2023. During the project they were honest and sincere. We wish them every success in their life.

Thanking you



ASHISH IRON INDUSTRIES  
PROPRIETOR

For Ashish iron Industries

# INTRODUCTION

## About Ashish Iron Industries

Registered in 2011, India Ashish Iron Industries has gained immense expertise in supplying & trading of construction equipments like hydraulic mobile cranes, loaders etc. The supplier company is located in Pithampur, Madhya Pradesh and is one of the leading sellers of listed products. By constructions equipments like hydraulic mobile cranes, loaders in bulk from us you the best quality product & services.

Ashish Iron Industries in Pithampur, Dhar is known to satisfactorily cater to the demand of its customers base. The business came into existence in 2007 and has, since then, been a known name in its field. It stands located at Plot No. 478 A, Sector 3, Akun Industrial Area, Pithampur - 454775



# Conclusion

After analysis the whole project we can conclude that as the aspiration statement of Ashish iron as a company has improved its condition within a very short time. It was done because of the right and proper marketing policy of the company. The Marketing plan of the company has proven right for the organization because it's spreading its business gradually.

As a result the Business development and Customer retention policies implementation Consumer's behaviour towards Ashish iron Company is very positive and their satisfaction is good.





5-17

# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2022- 2023

**Project**

On

**Marketing Stratagey Of Soch  
Apparels Pvt Ltd.**

Submitted in the partial fulfillment for the

**Requirements of the degree of BBA DAVV, Indore**



*Ash*  
Research Guide

Dr. Asha Mishra

Research Scholar (Name of the Student)

Nandini Tiwari ntiwari

Simarjeet Singh Simarjeet

shilpa Singh

Ragini Gupta

Gurudatta Simarjeet

Swaps

Ragini

**(17) BBA. I Field**

# DECLARATION

I hereby declare that the project work entitled the  
of Soch Apparels Pvt Ltd has been completed under the  
guidance of Dr. Asha Mishra, Project Guide, Indore Institute of  
Research and Management, Indore.  
any other institution.

## CERTIFICATE

This is to certify that the project work entitled Marketing Strategy of Soch Apparels Pvt Ltd has been accomplished by Dr. Asha Mishra 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 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:

  
Signature Project Guide

Place:





**SOCH APPARELS  
PVT. LTD**

# CERTIFICATE

## OF COMPLETION

This is to certify that Simarjeet singh gurdatta, Nandini Tiwari, Ragini Gupta, Shilpa singh From College Indore Institute Of Management And Research

Successfully completed their Visit.

Visit on subject -Marketing strategies of SOCH  
During his Visit, We found him active and competent inexecuting all assigned tasks.

We wish him great success in all of his future endeavours

**SOCH APPARELS PVT. LTD**



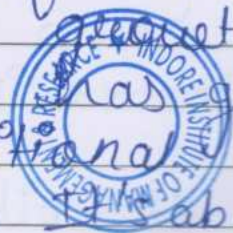
*Shilpa Singh*  
**General Manager**  
SOCH APPARELS PVT. LTD.

# A Study on Marketing Strategies of Soch Apparels, Ballari

## Introduction

Indian women's wear market has grown rapidly in recent years as women's clothing has become increasingly accepted due to increased disposable income & increased employment of women. India's religious & cultural diversity, where various opportunities are celebrated is one of the major drivers of the women's wear market in this country.

Every woman prefers to look beautiful without losing the essence of her unique charm. Prices are not a big issue for women these days especially for the working class. Most of them are financially independent and expect clothes that enhance their self-esteem. These factors are driving the growth of the market. The industry is rapidly transforming traditional clothing into modern designs, about blending ethnic and western clothing to connect with young people. Factors such as economic growth, ease of payment



# CONCLUSIONS

The purpose of the study was to examine the different marketing strategies and communication tools used by Soch apparels Pvt. Ltd.

Soch as a brand is proven to be scalable as it carries over 1000 different styles across its product categories and it disrupts the seasonal fashion convention. It also adds new inventory every fortnight. Soch provides their customers with the feeling of exclusivity and makes them feel fashionable yet comfortable in their products.

Soch as a brand has effective marketing strategies, it is making the right use of the market trend by being active on the internet system.



The study also signifies that the products offered by Soch are of good quality and also fashionable making it a successful brand which is sustaining in the market. Soch as a brand is also very strong competitor to its fellow brands by providing best of the products.

According to the study the brand is successful in promoting its products and the target audience is likely generating the revenue.

Lastly, I would like to conclude that according to the primary, secondary data, advertising, sales promotion and interacting through social media and website have the greatest impact on the target group. Moreover, the result shows that social media has played a vital role in creating the brand image.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2023- 2026

Project

On

**“RESEARCH PROJECT RELIANCE TRENDS”**

Research Scholar  
KRISHNA CHOUHAN  
ASHWIN CHOUDHARY  
DIYA PATIDAR  
ARPIT A PATIDAR  
ISHIKA SINGH  
ADITYA ROY

  
Research Guide  
AASTIK DAVE



Principal  
ARADHANA CHOUKSEY

External Examiner

Date:

## CERTIFICATE

This is to certify that the Project Work entitled "RESEARCH PROJECT RELIANCE TRENDS" has been accomplished by (KRISHNA CHOUHAN ,ASHWIN CHOUDHARY,DIYA PATIDAR, ARPITA PATIDAR ISHIKA SINGH, ADITYA ROY ) 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:

Place:

RELIANCE RETAIL LIMITED  
Khasra No. 490/1490/2490/3490/4 & 490/5,  
Sector No. 1, Ward No. 8, Pithampur,  
Madhya Pradesh - 454 775

Signature: Project Guide





FORM NO. G2 AND G4

AND

CERTIFICATE BY COMPANY (ON THEIR  
LETTER HEAD)



*[Signature]*  
06.03.2024  
RELIANCE RETAIL LIMITED  
Khasra No. 490/1490/2490/3490/4 & 490/5,  
Sector No. 1, Ward No. 8, Pithampur,  
Madhya Pradesh - 454 775

# RELIANCE GROUP

The Reliance Group, founded by Shreebhai H. Ambani (1932-2002), is India's largest private sector Enterprise with business in the Energy and materials value chain. Group's annual revenues are in excess of US\$ 66 billion. The flagship company, Reliance Industries Limited, is a future global SW company and is the largest private sector company in India.

Backward vertical integration has been the cornerstone of the evolution and growth of Reliance. Starting with textile in the late seventies, Reliance pursued a strategy of backward vertical integration in polyester, fibre intermediates, plastics, petrochemicals, petroleum refining and oil and gas exploration and production - to be fully integrated along the materials and energy value chain.

The group's activities span exploration and production of oil and gas, petroleum refining and marketing, petrochemicals (polyester, fibre intermediates, plastics and chemicals), textiles, retail, infotel and special economic zones.





AB ROAD, RAU, INDORE (M.P.)  
WEBSITE:- reliancetrends.com  
CONTACT NO.: -62623-00031

---

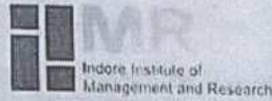
## PROJECT CERTIFICATE

This is to certify that KRISHAN CHOUHAN, ASHWIN CHOUDHARY, DIYA PATIDAR, ARPITA PATIDAR, ISHKIA SINGH, ADITYA ROY students of BBA (Plain), Indore Institute Of Management and Research, Rau has successfully completed their major research project from 25<sup>th</sup> february 2024 to 29<sup>th</sup> february 2024. We wish them every success in their life.

This certificate is issued on request of the student for attaching in their project file.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



## WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: *Diya Patidar, Ashwin Choudhary, Krishna Chauhan, Apita Patidar, Ishika Singh, Aditya Roy*

Class: *BBA 1<sup>st</sup> 'A'*

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
<i>Reliance Trends</i>	<i>02/02/24</i>	<i>Data collection</i>	<i>Diya</i>	
	<i>04/02/24</i>	<i>Data Analysis</i>	<i>Patidar</i>	
	<i>08/02/24</i>	<i>Info. collection</i>	<i>Ashwin</i>	
	<i>08/02/24</i>	<i>finding &amp; recommend.</i>	<i>Bishno</i>	
	<i>31/01/24</i>	<i>Research on Industry profile</i>	<i>Ishika</i>	
	<i>25/02/24</i>	<i>Visited to Industry</i>	<i>Aditya</i>	



(Handwritten 500 words)

1. Introduction of Project Work and related area- In this field project, it involves innovative marketing strategy trained by trends, Its also till it calculate & ROI of the Brands. This Reliance Trend is owned by Ambari's group. It is really highly expensive for us. It also acquire the market.
2. Project work Plan- our project aim to the innovative strategies of reliance trends marketing management. A visit to their HP offer ed insiders views while online research and key employe interviews provided data and unique perspective. our 6 members team insured a comprehensive understanding, read to guide aspiring entrepreneurs.
3. Division of work among Students-
  - Ishika Singh - Introduction, Industry Profile
  - Diya Patidar - Company Profile, Literature Review
  - Aapita Patidar - Consumer Satisfaction, Promotional activities
  - Ashwin Choudhary - Research methodology
  - Krishna Chouhan - Data Analysis
  - Aditya Roy - Visit
4. Name of the Organization to be visited for Project related work-

Reliance Trends  
Sector No 1, Wared no. 8, Pithampur
5. Objective and Rationale of the Study-
  - (a) understanding the innovative marketing strategy behind Reliance trends success.
  - (b) Evaluating the cost effectiveness and Return on investment.
  - (c) Identifying potential loopholes or areas for improvement.
  - (d) Extracting lessons and in sites for new entrepreneurs to apply in their own ventures



(Handwritten 500 words)

1. Workflow of Project work- The project initial stage involved securing permission from reliance trends H.Q. with their approval we meticulously gathered data, scouring their official website, linked in and diverse online sources, following their digital drive, we secured to visit the H.Q. and gaining valuable insites.
2. Details of Data Collected/Field survey- Identified vulneralution in the frenchies model, highlighting its lack of frenchies-friendly cost discrepancies, ROI analysis exposed unaccounted cost in the frenchies model. like startup and equipment expenses - unbalanced expansion observed rapid expansion without considering potential consequences.
3. Literature Review- Debunking Reliance trends marketing enigma, our project analyze their strategies for success for and pitfall to avoid. We dive deep into ROI, SWOT and franchise model, layeraging existing research to empower future entrepreneur and overlook Reliance trends winning formula.
4. Progress report according to the work divided among each student-(To be written by each student),

Student I - Siya Patidar

- collected the information

student II - Aspita Patidar

- analysed the Data.

Student III - Ashwin Choudhary

- collected the information

student IV - Krishna Chouhan

- finding & recommendation.

student V - Ishika Singh

- research on industry profile

student VI - Aditya Roy

- visited the Industry.



## Third Progress report of Project Work

(Handwritten 500 words)

## 1. Work completed by each student-(To be written by each student)

Siya Patidar - company Profile, literature Review.

Arpita Patidar - consumer satisfaction, Promotional activities

Ashwin Choudhary - Research methodology

Ishika Singh - Introduction, Industry Profile

Krishna Chohan - Data Analysis

Aditya Roy - visited Industry.

## 2. Collected information (Statistical, if any)-

unveiling the '5 golden strategies' of reliance trends, our research dug deeper. Their diversified menu paved success, but franchise models raised questions due to limited transper- any hidden startup cost and limited adaptability emerged from ROI.

## 3. Research Methodology/Tools for Data Analysis-

Our research involve the triangulation approach of ~~consent~~ combinations of different visits to Reliance trends & approach their stall & customers for the information. This really had multi-process strategy & insure a rich experience.

## 4. Challenges during Project work-

Coordination and time management was the one most important concern about for all the team members and the link and contact to reliance trends was also the major challenge. We had faced despite of all these we really had fun learning during the work & it was great learning & working experience for all of us.



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2023-2024

Project

On

“ASN AGRI GENETICS PVT.LTD.”

RESEARCH SCHOLAR

KARAN DHAKAD

JAYDEEP PATIDAR

PRINCIPAL

DR. ARADHANA CHOUKSEY



RESEARCH GUIDE

MR. ASTIK DAVE

EXTERNAL EXAMINER



# CERTIFICATE

This is to certify that the Project Work entitled "ASN AGRI GENETIC PVT.LTD. " has been accomplished by Karan Dhakad, Jaydeep Patidar under my guidance and supervision.

This project is being submitted by them 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 them anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date:

Signature:

Project Guide: MR. ASTIK DAVE

Place: Indore



Date:

P No: |

# INTRODUCTION

- ASIAN SEEDS PRIVATE LTD.

Asian seeds private limited is a non-govt company, incorporated on 09 July, 2007. It's a private unlisted company and is classified as company limited by shares.

Asian seeds private limited is majorly in Agriculture and Allied Activities business from last 17 years and currently, company operation are active. Current board member & director are Mr. Radhe Shyam Patidar and Sanket Patidar, Abhas Patidar.

The company offer high quality seeds for farmers of Soyabean, wheat and etc.



# ASN AGRI GENETIC PVT.LTD.

Address:- Sanket Warehouse, Pithampur Road, Near IIST College, Village  
- Dehari, Rangwasa (Rao) Dist Indore M.P. - 453331

Website - [www.asianseeds.org](http://www.asianseeds.org)

Email: [asianseedsLtd@gmail.com](mailto:asianseedsLtd@gmail.com)

We hereby certify that students from Indore Institute Management & Research (IIMR) BBA plain 1year students has been visited to ASN Agri Genetic Pvt.Ltd. on 20/2/2024.

During their visit they explore the information and data We thing they had understand the all about knowledge in ASN Agri Genetic Pvt.Ltd.

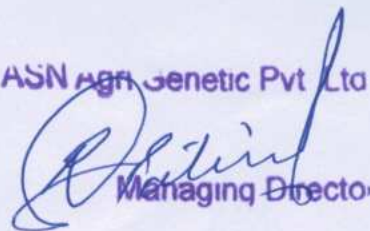
Let's hope they will apply this to their studies and in field project wishing them for their future.

Name students -

1 . Karan Dhakad

2. Jaydeep Patidar

for ASN Agri Genetic Pvt Ltd



Managing Director

Authorized Signatory



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



## WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student:

Class:

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
ASN Agri Genetic is a seed research company and study that emphasizes many different type aspects of seeds, including their genetics, production, conservation and use in agriculture	04/3/2024	Research written		
	04/3/2024	Research		



# INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2023-2026  
Project On  
“Aadhar Agmark Masale”

Research Scholar

**Khushi Tanwar**  
**Dhruv Pawar**

Principal

**Dr. Aradhana Chouksey**

*Aastik*  
Research Guide

**Prof. Aastik Sir**

External Examiner



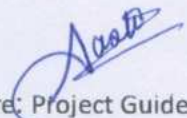
# CERTIFICATE

This is to certify that the Project Work entitled "Aadhar Agmark Masale" has been accomplished by Khushi Tanwar, Dhruv Pawar 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: .

Signature:  Project Guide

Place:





**Indore Institute of Management & Research**  
 Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

Format - G2

**Organization Information & consent for the project work**

1. Name of organization and registration : Patidar Industries
2. Type of (Private/Govt/Semi Govt/ Other) : Private
3. Department of the organization where Supervision will be done : Marketing unit
4. No. of people working in the organization in different posts. : 10
5. Expected maximum number of student which can be trained in the organization : 8
6. Possibility of getting employment in organized/unorganized sector after training in the organization : .....
7. Any other special information : .....

I agree to provide training to 3 Number of students of Indore Institute of Management and Research, Indore in organization/Personal Supervision.

Date



For PATIDAR INDUSTRIES  
*Patidar*  
 PROPRIETOR

Signature of Head



**Indore Institute of Management & Research**  
 Affiliated to - DAVV (Indore) & Approved by - AICTE (New Delhi)

Format - G4

### Feedback Form

To be filled by the trainer/ supervisor

Name of the trainee student : Khushi Tanwar, Shruv Pawar  
 Name of the college or Institution : Indore Institute of Management & Research  
 Class : BBA (Plain)  
 Section & Enrollment Number : \_\_\_\_\_

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

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

Date :

Place : Indore



Signature of the supervisor

Name : Vishwas Patidar  
 For PATIDAR INDUSTRIES

Seal

Vpatid  
 PROPRIETOR





एगमार्क मसाले  
हर स्वादिष्ट व्यंजन का आधार

# PATIDAR INDUSTRIES

“AADHAR AGMARK MASALE”

Main Road Gawali Palasiya (Mhow)

Website: [www.aadharspices.business.site](http://www.aadharspices.business.site)

Mo.No.: 9993368980, 9713196898

## PROJECT CERTIFICATE

This is to Certify that Ms. Khushi Tanwar, Mr Dhruv Pawar a student of BBA (Plain), Indore Institute of Management and Research has successfully completed their Major research project from 15<sup>th</sup> December 2023 to 1<sup>st</sup> March 2024. During the Project they were honest and sincere.

We wish them every success in their life.



For PATIDAR INDUSTRIES

*Wpatid*  
PROPRIETOR

PATIDAR INDUSTRIES

AADHAR AGMARK  
MASALE



Main Road, Gwalior Palasia, Mhow,  
Madhya Pradesh India

WWW.aadharspicesbusiness.site

आधार  
एगमार्क मसाले

हव खादिष्ट व्यंजन का "आधार"  
मसालो की सम्पूर्ण श्रृंखला

The image shows a stylized logo for 'Aadhar Agmark Masale'. It features a red background with a black diamond shape containing the word 'आधार' in yellow. Below this, the words 'एगमार्क मसाले' are written in white. At the bottom, a white banner contains the tagline in Hindi: 'हव खादिष्ट व्यंजन का "आधार" मसालो की सम्पूर्ण श्रृंखला'. The banner is flanked by three horizontal lines on each side.

# Conclusion

After analysis the whole project we can conclude that as the aspiration statement Aadhar spices as a company has improved its condition within a very short time. It was done because of the right and proper marketing policy of the company. The marketing Man of the company has proved right for the organizations because it's spreading its business gradually.

But still it's not a biggest spices company in the country so the market leaders must be very careful in the field of marketing plan and the success of the company is a matter of subject that how they are implementing the plan.

As a presented the business development & customer retention policies implementation consumer behaviour towards aadhar spices is very positive and their satisfaction is good.



# BIBLIOGRAPHY

## 1. Website

WWW. aadhar spices. business. site. in  
WWW. aadhar foods. com

## 2. Search engine

WWW. Google. com

## 3. Books

• Marketing Management - Indian edition

• Human Resource and Personal Management.

