

**INDORE INSTITUTE OF MANAGEMENT AND
RESEARCH**



Batch 2024- 2025

Project

On

"KONSTRUCT CONSTRUCTION PVT. LTD

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

DAVV, Indore

Research Guide

Geetanjali
Dr. Geetanjali Bhambhani



Research Scholar

Tiwari
Deepti Tiwari

Bambhani
Kapil Yadav

Rishika
Rishika Gupta

Hiteshi
Hiteshi Tiwari

Mishra
Jeepesh Mishra

(03) BBA II Field

PRO. 2022-25

CERTIFICATE

OF COMPLETION

Ms. Deepti Tiwari Ms. Rishika Gupta Ms. Hiteshi Tiwari Mr. Kapil Yadav

Mr. Deepesh Mishra .

Has Successfully Completed The Department Study On The Startup Survey

Konstruktion Construction Pvt. Ltd From 7Feb - 14Feb 2024

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 .

Mr. Aijaz Khan

Plant Manager

Founder



Organization Information & consent for the project work

1. Name of organization and registration : KONSTRUCT.CONSTRUCTION PVT.LTD
2. Type of (Private/Govt/Semi Govt/ Other) : PRIVATE
3. Department of the organization where Supervision will be done : RAW PITHAMPUR ROAD...
4. No. of people working in the organization in different posts. : 20-25 FACTORY 50-60 SITE
5. Expected maximum number of student which can be trained in the organization : 5-10
6. Possibility of getting employment in organized/unorganized sector after training in the organization : 15-20 Person Both Total
7. Any other special information : They are Making Both Raw Igs well as Construction material

I agree to provide training to Deepati, Deepush, Kapil, Nitishi & Rishika ... Number of students of Indore Institute of Management and Research, Indore in organization/Personal Supervision.



Signature of Head

Date



Feedback Form

To be filled by the trainer/ supervisor

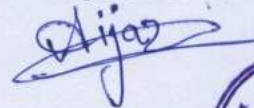
Name of the trainee student : DEEPTI TIWARI.....
 Name of the college or Institution : ITMR.....
 Class : BBA -.....
 Section & Enrollment Number : PLAIN:II YEAR.....

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	A	EXCELLENT
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	GOOD MANAGEMENT
7	Overall grade of the student	A	NICE

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

Date :
supervisorPlace :
Name : ANTAZ KHAN

Signature of the



Seal



INTRODUCTION

Journey of the Project

In the simplest of terms, business management refers to the co-ordination and administration of business activities, tasks and resources available to set objectives.

This often involves supervision and training of staff, overseeing core operations and designing company infrastructure to optimize for future.

FUNCTIONS OF MANAGEMENT

- PLANNING
- ORGANISING
- STAFFING
- DIRECTING
- CONTROLLING



PLANNING :- NOTHING IS POSSIBLE BEFORE PLANNING
Achievement come to those who plans before action
EVERY TIME WHEN WE GET A CHANCE TO MAKE
GROUP WE ARE VERY CONFUSED BECAUSE it is
every difficult to choose from our fellow
one whom to choose and whom to reject

REFERANCE

Sijaz Khan - plant manager

→ Konstruct construction@ gmail.com

→ Instagram account
Konstruct Counstruction

→ CONTACT NO.

9039739119



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2022-25

Field Project

On

RELIANCE RETAIL LIMITED

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

Research Scholar

Arham Ali Rizvi *Arham*
Samriddhi Sahu *Samriddhi*
Yashasvi Jaiswal *Yashasvi*
Jeet Chourasia *Jeet*
Prayag srivastav *Prayag*

Research Guide

Geetanjali
Dr. Geetanjali Bhambani



(02) BBA II Field

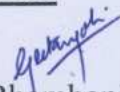
CERTIFICATE

This is to certify that the Project Work entitled “**RELIANCE RETAIL**” has been accomplished by Arham Ali Rizvi, Samriddhi Sahu, Yashasvi Jaiswal, Jeet Chourasia, Prayag Srivastav under my guidance and supervision.

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

Research Guide


Dr Geetanjali Bhamhani



RELIANCE RETAIL LIMITED

43, NEAR SHALIMAR TOWN SHIP. INDORE (M.P)



CERTIFICATE

OF COMPLETION

THIS IS TO CERTIFY THAT SAMRIDDHI SAHU. ARHAM ALI RIZVI, PRAYAG SHRIVASTAV, YASHASVI JAISWAL, AND JEET CHOURASIA .STUDENT OF BBA PLAIN 2ND YEAR. SESSION 2023-2024 HAS COMPLETED THAIR RESEARCH AT **RELIANCE RETAIL LIMITED.** ON MARCH 12/24.

(SALES MANAGER)

PRIYANK THAKUR

Handwritten signature of Priyank Thakur in black ink, written over a dashed horizontal line.

(DATE)

12/3/24



EXECUTIVE SUMMARY

Retailing is the interface between the producer and the individual consumer buying for personal consumption. This excludes direct interface between their manufacturer and institutional buyers such as the government and other bulk customer. A retailer is one who stocks the producer's goods and its involved in the act of selling it to the individual consumer at a margin of profit. As such, retailing is the last link that connects the individual consumer with the manufacturing and distribution chain. The retail industry in India is often being hailed as one of the sunrise sector in the economy. At Kearney, the well-known international management consultancy recently ranked India as the first most attractive retail destination globally.



BIBLIOGRAPHY

Arunod, Marketing Management
Central Co-operative Stores
Ltd, Revised edition 2006.

Retailing Management : TEXT &
CASES

Swapna Pradhan

WEBSITES

- www.scribd.com
- www.Relfance.Retailstore.com
- www.Google.com
- www.scribd.com



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Arham Ali Rizvi, Samruddhi Sahu, Yashasvi Jaiswal, Teet Chauhan, Prayag Srivastav.

Class: BBA (2nd year)

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Study of the Sales Department of Reliance Retail Limited.		Introduction		} <u>Prayag</u>
		Retailing		
		company profile	<u>Arham</u>	
		Promotioning	<u>Arham</u>	
		Rational of the study	<u>Arham</u>	
		Objective of study	<u>Samruddhi</u>	
		Research methodology	<u>Prayag</u>	
		SWOT analysis		
		findings & suggestions	<u>Teet</u>	
		conclusion	<u>Teet</u>	
	Bibliography			



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2022- 2025

Project

On

“Human Resources Department Of Balaji”

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



Research Guide

Dr. Geetanjali Bhambhani

Research Scholar

Nitesh Mishra
Tanish gehlod
Shweta Chauhan
Ashwin sisodiya
Kushal sohagpure

(04) BBA II Field
PRO. 2022-25

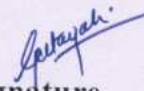
CERTIFICATE

This is to certify that the Project Work entitled "**Human Resources Department Of Balaji**" has been accomplished by **Nitesh Mishra, Kushal Sohagpure, Shweta Chauhan, Tanisha Gehlod, Ashwin sisodiya** 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

Place: Indore



No. _____

Format – G1

Date : _____

To,

Balaji wafers Pvt.ltd Plot No 2 to 5
Sonway Bhesly Industrial Area,
Rau - Pithampur link Road, Tel. Rau Dist.
Indore 453556

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



Principal
Seal

Organization Information & consent for the project work

1. Name of organization and registration : Balaji wafers Pvt. Ltd.
2. Type of (Private/Govt/Semi Govt/ Other : Private
3. Department of the organization where Supervision will be done : HR
4. No. of people working in the organization in different posts. : 05
5. Expected maximum number of student which can be trained in the organization : 10
6. Possibility of getting employment in organized/unorganized sector after training in the organization : Yes
7. Any other special information : -

I agree to provide training to 5 Number of students of Indore Institute of Management and Research, Indore in organization/Personal Supervision.

Date



Signature of Head



Balaji Wafers Private Limited

Plot No. 2 to 5, Sonway Bhenslay Industrial Area, Rau Pithampur Link Road, Tehsil Mhow,
District. - Indore - 453 332 Madhya Pradesh. (INDIA).
CIN No. : U15400GJ1995PTC027555

VISITOR CERTIFICATE

This is to certify that. Shweta Chauhan, Ashwin Sisodiya, Kushal Sohagpura, Tanisha Gehlod, Nitesh Mishra from college Indore Institute of Management and Research, successfully completed their visit of 5 days with us.

Visit on Subject: - **HR Function and HR Policy**

During his visit, we found him active and competent in executing all assigned.

We wish him great success in all of his future endeavors.

Balaji Wafers Pvt Ltd



INTRODUCTION

"BALAJI WAFERS"

The names itself gives an idea about what is it actually. Then to a small introduction on the Balaji wafers. It is a medium scale company producing wafers and namkins.

This company operates its activities only in India mainly in state like Gujarat, Maharashtra and Rajasthan. We get a valuable opportunity to go a visit of its plant where it is situated that is "BALAJI WAFERS PVT. LTD COMPANY" located at sonway Bheslay Industrial Area, Dis. Indore.

The Present Chairman - "Bhikhubhai Vixani" & his family started this business at home itself with initial investment of Rs. 50,000 firstly, they were producing only potato wafers. But in present era, there are 12 products of them such as Masala wafers, Sodi Bhajiya.



BIBLIOGRAPHY

Websites -

WWW. balajiwafers .com

WWW. wikipedia .com

WWW. bxanyova .com

WWW. zoominfo .com

WWW. linkdin .com

WWW. thehindubusinessline .com



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Nitesh Mishra, Shweta Chauhan, Tanisha Gehlot
Ashwin Sisodiya, Kushal Sahagpure.

Class: B.B.A II ND (Plain)

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Project on HR Department of Balaji Wafers Pvt. Ltd.		1. Introduction		
		2. Rationale of the study.	<u>Nitesh</u>	
		3. Research methodology	<u>Ashwin</u>	
		4. finding and analysis	<u>Shweta</u>	
		5. Observation		
		6. Conclusion	<u>Tanisha</u>	
		7. Limitation		
		8. Bibliography.	<u>Kushal</u>	



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2022-25

Field Project

On

Harsh Hyundai

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

Research Scholar

Saijal Patidar

Rounak Singh

Yogesh Sen

Prakhar Sharma

Shivansh Patel

Research Guide

Dr. Geetanjali Bhambani



(09) BBA II Field

CERTIFICATE

This is to certify that the Project Work entitled “**Harsh Hyundai**” has been accomplished by Saijal Patidar, Rounak Singh, Yogesh Sen , Prakhar Sharma, Shivansh Patel under my guidance and supervision.

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

Research Guide

Geetanjali
Dr Geetanjali Bhambani





HYUNDAI

INDEX

S.NO

CONTENT

PAGE

Certificate

To whomsoever it may concern

This is to certify that **Shivansh Patel, Yogesh Sen, Rounak Singh, Prakhar Sharma and Saijel Patidar** students of Indore Institute of Management and Research has completely done research in our showroom.

During this period they were primarily involved in the field of research. They actively assisted with research work handled by us.



INTRODUCTION

"HARSH HYUNDAI"

Harsh Automobile is the Hyundai Motor India Limited authorised dealer for Hyundai car in Indore having its spacious showroom at Palasia Circle AB Road. It has been architecturally built laid down an superior architectural design and workshop at Piplia Pala and Ring Road.

Harsh Hyundai is appropriately placed itself to serve to Hyundai customer convenience and comfort. Harsh Automobile has been successfully serving the Hyundai customer since October 1998 and led the Hyundai customer to become the largest selling car in its segment in Indore.

Hyundai Motor India Limited is wholly owned subsidiary of Hyundai Motor Company South Korea and is the largest passenger car exporter and the second largest car manufacturer in India.



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Saijal, Yogesh, Rounak, Shivansh, Prakhaz

Class:

Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Departmental study on Harsh Hyundai	03/03/2024	Introduction	Saijal	Saijal
	03/03/2024	Organizational Str	Yogesh	
	07/03/2024	Future Growth	Saijal	
	04/03/2024	Product	Prakhaz	
	04/03/2024	Literature Review	Saijal	
	04/03/2024	Objectives	Saijal	
	05/03/2024	Research Methodology	Prakhaz	
	05/03/2024	Dealer Intro	Saijal	
	06/03/2024	SWOT Analysis	Prakhaz	
	06/03/2024	Detailed Analysis	Saijal	
	07/03/2024	Area Under obs	Prakhaz	
	07/03/2024	Learning	Saijal	
	08/03/2024	Finding	Prakhaz	
08/03/2024	Suggestion	Saijal		



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2022-25

Field Project

Arun's icecream franchise

Analysis

Submitted in the partial fulfilment for the

Requirements of the degree of BBA

DAVV, Indore

Research scholar

Preeti Patidar *Preeti*

Prakshi sunaria *Prakshi*

Sanjana Singhal *Sanjana*

Yamini Patidar *Yamini*

Research Guide

Geetanjali
Dr. Geetanjali Bhambani



(05) BBA II Field

DDO 2022-25

CERTIFICATE

This is to certify that the Project Work entitled “**Arun’s ice cream franchise analysis**” has been accomplished by Preeti Patidar, Sanjana Singhal, Prakshi Sunaria and Yamini Patidar under my guidance and supervision.

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

Research Guide

Geetanjali
Dr. Geetanjali Bhambani



No. _____

Format - G1
Date : 15/03/24

To,

Arun's icecream franchise
Mr. Mukesh Agardwal
(owner)

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



Principal
Seal

SHREE BALAJI SALES
1-Shri Krishna Nagar
Opp. BSF, Airport Road
Indore, M-9826150260



CERTIFICATE

O F C O M P L E T I O N

This certifies that Miss Sanjana Singhal, Miss Preeti Patidar, Miss Yamini Patidar, and Miss Prakshi Sunaria Students of Indore Institute of Management and Research, Indore, Have successfully completed the field project report on **Arun's Ice cream franchise** analysis from February 25, 2024 to March 10, 2024.

They worked well with the team during their tenure. We wish them all the best for their future endeavors.

Mr. Mukesh Agrawal
(Owner)



For SHREE BALAJI SALES

Mukesh Agrawal
PROPRIETOR

Arun's Ice Cream franchise



Limitations

- ★ Ice Cream should have a profit margin of between 30% and 40%, but this depends on your market as well.
- ★ Factors such as marketing strategies, availability of icecream and local preferences can also influence sales.
- ★ Business include the seasonal nature of the business, the need for frequent equipment maintenance and replacement and the high costs of raw material.



Webliography

Wikipedia

LinkedIn

<https://arunicecreams.in>

<https://www.tradeindia.com>

<https://www.thehindubusinessline.com>



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Yamini Patidar, Prakshi Sunaria, Sanjana Singhal, Preeti Patidar

Class: BBA (Plain) 2nd year

Enrollment No.: DX2207541, DX2207515, DX2207528, DX2207519

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Departmental Study on Asun's Ice Cream franchise	3/03/2024	Introduction	Preeti	
	5/03/2024	Company overview	Preeti	
	8/03/2024	Literature review	Sanjana	
	8/03/2024	Research methodology	Prakshi	
	10/03/2024	SWOT	Prakshi	
	12/03/2024	Findings	Prakshi	
	15/03/2024	Conclusion	Preeti	
	17/03/2024	Limitation	Sanjana	
	17/03/2024	Appendices	Prakshi	



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2022- 2025

Project

On

“Human Resources Department Of force motor”

Submitted in the partial fulfillment for the

Requirements of the degree of BBA

DAVV, Indore

Research Guide


Dr. Gitanjali Bhambhani



Research Scholar

Bhavya Bhatt ,
Saily Holkar



**(06) BBA II Field
PRO. 2022-25**

CERTIFICATE

This is to certify that the project work entitled "Human Resources Department of force motor" has been accomplished by Bhavya Bhatt and Saily Holkar under my guidance and Supervision

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

Research Guide
Geetanjali Bhamphami





FORCE MOTORS LIMITED

JP92+R5F, Pithampur Industrial Area Sector 1,
Pithampur, Madhya Pradesh
454775

Visitor certificate

This is to certify that **Bhavya bahtt, Saily holkar** from Indore institute of management and research, successfully completed their visit with us.

Visit on Subject: **HR Function and HR Policy**

During thier visit, we found them active and competent in executing all assigned tasks.

we wish them great successs in all their future endeavours

Force Motors Ltd

Chetan dashara
HRD Manager



INTRODUCTION

Force Motors, formerly Bajaj Tempo, is an Indian Indian manufacturer of three-wheelers, multi-utility and cross country vehicles, light commercial vehicles, Tractors, buses and heavy commercial vehicles. It was originally name Fikodia Tempo Ltd. and later partial acquisition by Bajaj Auto as Bajaj Tempo Ltd.

Force Motors is a fully, vertically integrated automobile company, with expertise in design, development & manufacture of the full spectrum of automobile components, aggregates & vehicles. Force Motors provide appropriate solutions for transport - both goods as well as passengers - rugged, reliable and efficient transport solutions for every need - Rural or Urban, long distance or local and over good roads or bad tracks.

Its range include small commercial vehicles, Multi utility vehicles (MUV), light commercial vehicles (LCV) & sports utility vehicles (SUV) so no matter what the need be, Force has a solution to offer.



Second Progress report of Project Work

(Handwritten 500 words)

1. Workflow of Project work ^① Introduction → Research method → Finding analysis → HR activities → conclusion → employees detail Bibliography.

2. Details of Data Collected/Field survey- we collect the data from research method Primary and Secondary, we use question aires method for Primary method and vist the company and observation and for Secondary use company website, the internet web-site.

3. Literature Review-

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

Saily Holkar - Introduction, History, HR activities, training
 Bhavya Bhatt - ~~Int.~~ Rm, ^{recruitment} findings, selection, Man Power planning
 Stress management, SWOT, Observation/Limitation, employee detail
 Conclusion, Bibliography
 Saily Holkar - Induction, Performance APPRAISAL, Performance transfer.



Third Progress report of Project Work

(Handwritten 500 words)

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

Saily Holker - Introduction, History, Training, Performance Appraisal, Performance transfer, induction

Bhanya Bhatt - Rm, Manpower Planning, selection selection, SWOT, stress management employee detail conclusion, Bibliography.

2. Collected information (Statistical, if any)-

3. Research Methodology/Tools for Data Analysis-

We use Primary and secondary method for research
we in Primary method use Questionnaire and visit the Company and observation and for secondary method we use Company website internet website.

4. Challenges during Project work-

- ① Difficulty in getting Permission
- ② few information was given by HR manger.



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Saily Holkar, Bhavya Bhatt

Class: BBA II Year

Enrollment No.: DX2207525, DX2207490

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Project ON HR Department of Force Moter Ltd	1/3/2024	Introduction	<u>Saily</u>	} <u>Geetanjali</u>
	1/2/2024	History	<u>Saily</u>	
	3/3/2024	RM	<u>Saily</u>	
	5/3/2024	Finding analysis	<u>Saily</u>	
	6/3/2024	HR activities	<u>Saily</u>	
	8/3/2024	SWOT	<u>Saily</u>	
	8/3/2024	Observation	<u>Saily</u>	
	8/3/2024	Limitation	<u>Saily</u>	
	6/3/2024	employee details	<u>Saily</u>	
	8/3/2024	Conclusion	<u>Saily</u>	
	10/3/2024	Bibliography	<u>Saily</u>	





INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



BATCH 2022 - 2025



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

INSTITUTE OF MANAGEMENT

PROJECT ON

“MARKETING OF HINDUSTAN LIMITED”

Submitted in the partial fulfillment for the requirements
of the Degree of BBA
DAVV, Indore

RESEARCH GUIDE

DR. Geetanjali Bhambani

PRINCIPAL

Dr Aradhana Chouksey

RESEARCH SCHOLAR

Swaraj Choudhary
Himanshu Badnaware
Rishika Patidar
Nancy Soni
Pranay Singh Chohan



(08) BBA II Field

CERTIFICATE

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

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

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

DATE -

PROJECT GUIDE

PLACE - INDORE

Geetanjali
DR. Geetanjali Bhambani



SEAL & SIGNATURE

INTRODUCTION

Hindustan Unilever Limited (HUL) is India's largest fast moving consumer company, launching the lives of low cost of these Indians with over 20 distinct categories in Home and personal care products and foods and Beverages. The company's Turnover is Rs 20,234 crores (for the 15 month period January 1, 2008 March 31, 2009)

Hindustan Unilever Limited is a subsidiary of Unilever, one of the world's leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across globe with annual sales of €40.5 Billion in 2008. Unilever has about 52% shareholding in HUL. Hindustan Unilever was recently rated among the four top companies globally in the list of "Global Top consumer goods for leaders" by a study sponsored by Howell Associates, in partnership with Fortune magazines and ABL group. The company was ranked number 1 in the Asia-Pacific region in India.



Bibliography.

- www.hhl.com
- www.fmcg.com
- www.economicstimes.com



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Swarnaj Choudhary, Himanshu Badnawar, Rishika Patidar, Nancy Soni, Pranay Singh Chohan.

Class: BBA II Yr.

Enrollment No.: DX2207538, DX2207498, DX2207521, DX2207508, DX2207516

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Departmental Study on Hindustan unilever Ltd.		Introduction	Swarnaj	Pranay Singh
		Data Collection		
		Products		
		Marketing Strategies		
		SWOT Analysis	Rishika	
		Network	Himanshu	
		Business Mission		
		Distribution channel	Nancy	
		Infrastructure		
		Suggestions	Pranay	



First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area-

India's Largest Fast Moving Consumer Goods (FMCG) Company with a 90-year heritage in the country. We have studied it from Princess Business Skypark, 571 Block Gndora (M.P)

2. Project work Plan-

Before going to Company visit we all of us decide about what information we need from them. Then we decide to make a list of questions to be ask from them and we get all required answers from them.

3. Division of work among Students-

Swaraj Choodhary - Introduction, Mission, Objective of study
Rishika Patidar - Marketing strategy, SWOT analysis
Nancy Soni - Pest analysis, Diversification of Hindustan Ltd.
Pranay Singh Chohan - Suggestions and Recommendation.
Himanshu Badnawre - Limitation of study and Conclusion

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

Hindustan Unilever Ltd (HUL)
Location :- Princess Business skypark, 571 Block Gndora (M.P)

5. Objective and Rationale of the Study-

- To understand about Largest FMCG chain
- To study of Marketing department of HUL.
- To understand the Marketing Mix.



Format: P2

Second Progress report of Project Work

(Handwritten 500 words)

1. Workflow of Project work-

We Research about their company on google after that we requested them to allow us to visit their company. Then we ask some information from employees and owner of the company and we get some information from internet and their own website.

2. Details of Data Collected/Field survey-

Through data collection we get information of their Marketing strategies and Network Competitors about variety of products.

3. Literature Review-

Newspaper,



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

Swaraj - Introduction, Mission, objective of study.

Rishika - Marketing Strategy, SWOT analysis.

Nancy Soni - Pest analysis, Diversification of Hindustan Ltd.

Pranay Singh - Suggestions and Recommendation.

Himanshu Badnawre - Limitation of study and conclusion.

Third Progress report of Project Work

(Handwritten 500 words)

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

Swaraj - Introduction, Mission, objective of study.

Rishika - Marketing Strategy, SWOT analysis

Nancy - Pest analysis, Diversification of Hindustan Ltd.

Manay - Suggestions and Recommendation

Himanshu - Limitation of study and Conclusion

2. Collected information (Statistical, if any)-

We have done Research on Company by observation to work in company and get information from employees and aware of company.

Information we get - about marketing strategies, competitors, network and its policies

3. Research Methodology/Tools for Data Analysis-

Data Collection - Primary Data - 1] observation 2] Direct Communication

Secondary Data - 1] Social Media

2] own website

3] Various critical Pamphlets.

4. Challenges during Project work-

1] They rejected our request to visit their company.

2] We did not get information easily and they are not ready to give complete information.



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2022-25

Field Project

On

Kimirica Hunters

Submitted in the partial fulfilment for the

Requirements of the degree of BBA

DAVV, Indore

Research Scholar

Soham Joshi *Sjoshi*

Shani Shrivastav *Shani*

Manish Panchal *Manish*

Harshit Kushwah *Harshit Kushwah*

Research Guide

Dr. Geetanjali Bhambani *Geetanjali*



(01) BBA II Field

CERTIFICATE

This is to certify that the Project Work entitled "**Kimirica Hunters**" has been accomplished by Soham Joshi, Shani Shrivastav, Manish Panchal, Harshit Kushwah, Under my guidance and supervision.

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



Research Guide

Geetanjali
Dr Geetanjali Bhambani

KIMIRICA HUNTER INTERNATIONAL LLP

ADDRESS:-AIRPORT ROAD .NEAR (SIRPUR VILLAGE).(M.P)

KIMIRICA[®]
HUNTER INTERNATIONAL

CERTIFICATE

OF COMPLETION

THIS IS TO CERTIFY THAT SHANI SHRIVASTAV,SOHAM JOSHI,
MANISH PANCHAL,HARSHIT KUSHWAH.STUDENT OF BBA
PLAIN 2ND YEAR .SESSION 2023-2024 HAS COMPLETED THAIR
RESEARCH AT **KIMIRICA.HUNTER INTERNATIONAL**
LLP. ON MARCH 15/24



(SALES MANAGER)

SAMRIDHI SOLANKI

(DATE)

15/3/24

Samridhi Solanki
Samridhi

What is Kimiruca

Kimiruca Hunter International is India's & Manufacturer of luxury hotel toiletries and Guest Room Amenities serving to largest number of International Hotel chain in the region. our product create the most pleasant relaxing experience for your guest with a perfect blend of luxury and serenity unwrapping a distinctive hospitality experience every time.

Kimiruca hunter offers India's widest portfolio of International Amenity Brand and source to majority of International chain like (Marriott and Starwood), (Hilton), (Jumirah), (Hyatt hotel), (Sofitel), (Pullman) and an array of independent luxury hotels, our finest quality Guest Toiletries are developed with Natural Formulation using Natural Herbs, Pure Essential Oils exquisite Natural Fragrances & 100% parabens - Free preservatives



BIBLIOGRAPHY

⇒ WEBSITES.

1. → WWW. Scribd. Com

2. → WWW. Relevance Relcustore. Com

3. → WWW. Kimmureca huntery. Com

4. → Chat. GPT

5. → WWW. Google. Com

⇒ STORE VISIT

1. → Regal Square Store visit.

2. → Kalptara Square Store visit.

⇒ COMPANY VISIT

1. Airport Road Company visit.



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

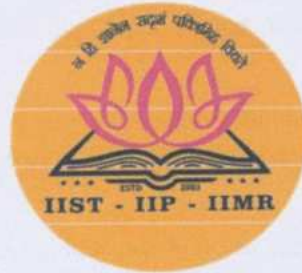
(P4-To be submitted with Final Report)

Name of Student: *Shami Shrivastava, Soham Joshi, Mamesh Panchal, Harshit Keshwari*
 Class: *2nd Year BBA(P)*
 Enrollment No.:

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Departmental Study on Kinnara Hunter enter - National LP company		Introduction	<i>Shami</i>	} <i>Project Guide</i>
		Products	<i>Mamesh</i>	
		Research Methodology	<i>Harshit</i>	
		SWOT Analysis	<i>Soham</i>	
		Recommendation		
		Suggestion		
		Scope of objective		
	Conclusion			
		Recommendation		



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2022-25

Project work

On

“Velnik Pvt Ltd”

Submitted in the partial fulfilment for the

Requirement of the degree of BBA

DAVV, Indore

Research guide

Dr Geetanjali Bhambhani

Research scholar

Janhavi Rohit

Purnima Patil

Chhavi Saraswat

Sarthak Maheshwari

Sulakshya Gupta



(07) BBA II Field

PRO 2022-25

CERTIFICATE

This is to certify that the Project Work entitled "Velvik Pvt Ltd" has been accomplished by Janhavi Rohit, Purnima Patil, Sulakshya Gupta, Sarthak Maheshwari, Chhavi Saraswat under my guidance and supervision.

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

Research Guide

Dr. Geetanjali Bhambhani



VELNIK PVT LTD COMPANY

Address: 516-517, Mundi RD, near Dutt Cold Storage,
Shiv City Silver, Bijalpur, Indore, Madhya Pradesh
Ph.No.- 07509282828

CERTIFICATE

OF COMPLETION

This is to certify that Purnima Patil, Janhavi Rohit, Sulakshya Gupta, Sarthak Maheshwari, Chhavi Saraswat students of BBA plain 2nd year session 2023-24 has completed their short internship at Velnik Pvt Ltd from Mar 01'24 to Mar 10'24 with full dedication.



PRIYANSHU MISHRA
SALES MANAGER



Format – G1

Date : 10/03/24

No. _____

To,

Veltek Pvt Ltd
Priyanshu Mishra
(Sales Manager)

Subject : Information of project work under your supervision.

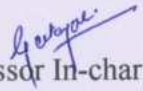
Dear Sir/Madam,

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



Principal
Seal

Velnik India Limited is India's most reputable, technologically advanced & infrastructural strong manufacturer and supplier. The company had started from scratch & ground level, but it was loaded with outstanding experiences and ambitions. Right from the beginning, the company has aimed at creating benchmark in the FMCG (non-food) industry. The company was followed by a small team with few employees, but now we have more than 2000+ employees. Although, the company has rapidly increased the rate of growth & transformations. Now, Velnik has come up as one of the leading manufacturing company in India and is continuously striving towards establishing its footprints in different countries as well.

Moreover, company believes a perfect hair day, healthy skin, and a comfortable lifestyle can boost the consumer's confidence & can take any woman's poise to its zenith. Owing to this understanding, the manufacture and market haircare, skincare, and personal care products for enriching lives. Today, Velnik India operates with dominance in the market with its key consumer products offered



First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area-

Velvik India is one of the leading company in India engaged in manufacturing & marketing of hair care & personal care products. They are a professionally managed company, with well-equipped manufacturing, R&D and Marketing Infrastructure.

2. Project work Plan-

- Deciding the company
- Then date & time
- gone for internship of 10 days
- Coordinated till the end date of the project submission.

3. Division of work among Students-

Janhavi - Introduction, Literature Review, Research Methodology, visit
 Purnima - Company overview, Rationale of the study, visit
 Chhavi - History, Products, Vision & Mission, visit
 Saarthak - SWOT Analysis, Limitations, visit
 Sulakshya - Conclusion, Recommendation, Findings, Bibliography, visit

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

Velvik Pvt Ltd
 Bopalpur, Indore

5. Objective and Rationale of the Study-

Objectives :- To understand the marketing & sales of the company which deals in FMCG sector.

Rationale of the study :- This is a major project in which we have to do a field work to learn the working nature of the company.



Second Progress report of Project Work

(Handwritten 500 words)

1. Workflow of Project work-

Introduction ↓
 Company Overview ↓
 Literature Review ↓
 Research Methodology ↓
 SWOT Analysis ↓
 Findings → Recommendations → Conclusion → Appendix

2. Details of Data Collected/Field survey-

The data is collected through personal interview in which we had a set of certain questions.

3. Literature Review-

Today, fast moving consumer goods have become an integral part of human life. This (FMCG) sector is recession proof & created huge employment opportunity in India, hence becoming the one of the key pillar of the Indian economy.

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

Janhavi - Introduction, Literature Review, R.M.,

Purnima - Company Overview, Rationale of the study

Chhavi - History, Vision & Mission, Products

Sarthak - SWOT Analysis, Limitations

Lulakshya - Conclusion, Recommendation, Findings, Bibliography



Third Progress report of Project Work

(Handwritten 500 words)

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

Jankavi - Introduction, LR, RM.

Purnima - Company Overview, Rationale of the study.

Chavi - History, Vision & Mission, Products

Sulakhya - Conclusion, Findings, Recommendation, webliography

Saathak - SWOT Analysis, Limitation.

2. Collected information (Statistical, if any)-

We have taken information about company's innovative brands & products, their strengths & weaknesses, R & D department etc.

3. Research Methodology/Tools for Data Analysis-

- Through questionnaire and personal interview
- Through observation.

4. Challenges during Project work-

- We can't be able to decide the company.
- Difficulty in locating the company.
- we didn't get information at very first time.
- limited content about the company.
- Difficulty in getting certificate.



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Jankavi Rohit, Purnima Patil, Chhavi Saraswat, Sulakshya Gupta
Sarthak Maheshwari

Class: 2nd Year BBA

Enrollment No.: DX2207500, DX2207520, DX2207491, DX2207536
DX2207529

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
VELNIK PVT LTD.	02/03/24	Introduction	Jankavi	
	02/03/24	Company Overview	Purnima	
	02/03/24	History	P	
	02/03/24	Vision & Mission	P	
	03/03/24	Products	P	
	02/03/24	Literature Review	Jankavi	
	02/03/24	Rationale of study	Purnima	
	02/3/24	Research methodology	Jankavi	
	04/3/24	SWOT Analysis	P	
	06/3/24	Findings	Sulakshya Gupta	
	06/3/24	Recommendations	Sulakshya Gupta	
	06/3/24	Conclusion & limitat.	Sulakshya Gupta	
	08/3/24	Appendices -	Jankavi	
	08/3/24	Weblio & Questi.	Jankavi	

