

Summer internship project Report
On
“Future strategies for strengthening DAH distribution & identifying Growth opportunity area” of Beiersdorf India (Hansaplast Division) in Kolkata Region



This project is submitted for the partial fulfilment of Masters of Business Administration from MAKAUT University



**DR. B. C. ROY ENGINEERING COLLEGE FACULTY OF
MANAGEMENT STUDIES**

Report submitted by:

Name: Samata Daripa

Roll No: 12000921046

Institute: Dr B. C. Roy Engineering College, Durgapur

Course – MBA (2021-2023)

Project mentor: Prof. Subhasis Dutta and Dr Kamalika Tiwari

Company name: Beiersdorf India Pvt. Limited (Hansaplast)

Industry Mentor: Mr. Sadhan Patra

BDF ●●●●

Beiersdorf India Pvt. Ltd.

36A, Padda Pukur Road,
Kolkata - 700 020.

Date: 24th Nov '22

To Whom It May Concern

This is to certify that Ms. Samata Daripa, a student of MBA (Major in Marketing – Summer Intern) at F.M.S, DR. B.C. Roy Engineering College, Durgapur, WB has successfully completed 2 months (7th July '22- 10th Sep '22) internship programme at Beiersdorf India Pvt Ltd., Kolkata Branch.

In this short time Samata worked on various markets. She developed competitive analysis for Beiersdorf DAH Products.

It was a pleasure working with Samata this summer.

We wish her every success in life.

Best Regards,



Sadhan Patra
(Regional Sales Manager-East)

