

A SUMMER INTERNSHIP PROJECT REPORT ON
DYNAMIC MARKET CHANGE AND TREND ANALYSIS WITH
MARKETING EVALUATION FOR LADIES WESTERN IN
PANTALOONS DURGAPUR



SUBMITTED BY:

SHAONI GHOSH

UNIVERSITY ROLL NO-12000921035

SUBMITTED TO:

FACULTY OF MANAGEMENT STUDIES



UNDER THE SUPERVISION OF

INTERNAL GUIDE:

Dr. Arunava Mookherjee
Professor (Marketing Management)
Faculty of Mgt. Studies, BCREC

EXTERNAL GUIDE:

Mr. Prithu Debnath
Department Manager (Men's Casual
Wear)
Pantaloons, Junction Mall, Durgapur

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY

CERTIFICATE FROM THE ORGANIZATION



Date: 6th November'2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Shaoni Ghosh pursuing MBA from Dr. B C Roy Engineering College, Durgapur 2021-2023 batch, has successfully completed a Project based internship with us from 4th July 2022 to 4th September' 2022.

Project Title: "Dynamic Market Change and Trend Analysis with Marketing Evaluation for Womens Western Wear at Pantaloons Durgapur, Junction Mall".

During her internship she has demonstrated her skills with a self-motivation to learn new skills. Her performance exceeded our expectations and she was able to complete the project successfully on time.

We wish her all the best in all her future endeavors.

For Aditya Birla Fashion & Retail Ltd

Authorized Signatory



pantaloons

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