

SUMMER INTERNSHIP PROJECT

ON

**“An Approach to Understand Sports Product Market Potential
Strategy in Eastern India”**



**Submitted for the partially fulfillment of
Master of Business Administration**

Submitted By

Name: Sraboni Singha

University Roll No.-1200921055

Paper: MB303-Internship Project and Viva Voce

Session: 2021-2023



Dr.B.C ROY ENGINEERING COLLEGE, DURGAPUR

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Date: 24th Nov '22

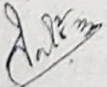
To Whom It May Concern

This is to certify that Ms. Sraboni Singha, a student of MBA (Major in Marketing – Summer Intern), 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.

During the period of her internship programme with us she was found punctual, hardworking, and inquisitive.

We wish her every success in life.

Best Regards,



Sadhan Patra
(Regional Sales Manager-East)

