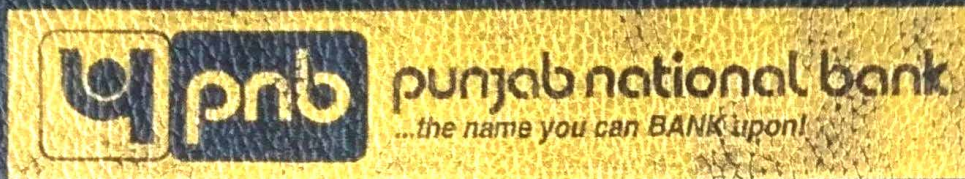


Summer Internship Project Report

On

**"A COMPARATIVE STUDY OF PNB'S RETAIL PRODUCTS VIS-A-VIS
THEIR COMPETITORS AND STRATEGIES TO CREATE A
COMPARATIVE ADVANTAGE FOR PNB"**



by

DEBSHILPI GUHA

12000922030

Submitted For

**Partial Completion of the requirements for the degree of
MASTER OF BUSINESS ADMINISTRATION
UNDER
THE FACULTY OF MANAGEMENT STUDIES**



Dr. B.C. Roy Engineering College, Durgapur

Under the Guidance of

External Guide

**Abhinav Verma
Senior Manager Marketing
Customer Acquisition Centre
Punjab National Bank
Circle Office, Purba Bardhaman**

Internal Guide

**Prof. Partha Chattapadhyay
Assistant Professor
Dr. B. C. Roy Engineering College
Durgapur**

CERTIFICATE

This is to certify that Debshilpi Guha student of the Master of Business Administration (MBA) of Dr. B.C.ROY ENGINEERING COLLEGE, DURGAPUR, MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (WB) has worked under my supervision and guidance for the summer internship project and prepared a report on the topic "A COMPARATIVE STUDY OF PNB'S RETAIL PRODUCTS VIS-A-VIS THEIR COMPETITORS AND STRATEGIES TO CREATE A COMPARATIVE ADVANTAGE FOR PNB" during the month of July- September 2023.

Signature of the Supervisor (External Guide):

Place:

Date: