

MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY  
WARRINGTON



MP BIRLA  
GROUP



## **PROJECT REPORT**

**ON**

## **MARKETING STRATEGY**

**Under the Guidance of**

**Mr. Koushik Choudhury (Sr.GM-SLM)**

**In Partial Fulfilment of The Requirement for The Course**

**MASTERS IN BUSINESS ADMINISTRATION**

**Dr. B. C. ROY ENGINEERING COLLEGE, DURGAPUR**

**SUBMITTED BY**

**NAME: PRANAV RAJ**

**UNIVERSITY ROLL NO: 12000922022**

**SESSION: 2022-2024**



## **Faculty of Management Studies**

### **Dr. B.C. ROY ENGINEERING COLLEGE DURGAPUR**

#### **CERTIFICATE**

This is to certify that the project entitled “**MARKETING STRATEGY** “ is a Bonafede work done by **PRANAV RAJ** , student of faculty of management studies, Dr. B. C. Roy Engineering College, Durgapur (Affiliated to MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, formerly West Bengal University of Technology), and has been carried out under my direct supervision and guidance and that no part of this report has been submitted for the award of my other degree or diploma in any other University or Institute.

Name of Project: **MARKETING STRATEGY**

Name of Student: **PRANAV RAJ**

Roll no / Registration. No: 12000922022/221200710030

Name of the Organization: Dr. B. C. Roy Engineering College, Durgapur

Place: Durgapur



(Signature of Internal Guide)