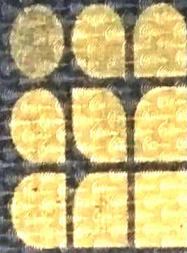


MAULANA ABUL KALAM AZAD
UNIVERSITY OF TECHNOLOGY,
WEST BENGAL



MP BIRLA
GROUP



PROJECT REPORT

ON

Sales and Distribution Strategy

Under the Guidance of

Mr. Koushik Choudhury (Sr.GM-SLM)

In Partial Fulfillment of The Requirement for The Course

MASTERS IN BUSINESS ADMINISTRATION

Dr. B. C. ROY ENGINEERING COLLEGE, DURGAPUR

SUBMITTED BY

NAME: Ramchandra Chowdhury

UNIVERSITY ROLL NO.: 12000922031

SESSION: 2022-2024

Faculty of Management Studies
Dr. B.C. ROY ENGINEERING COLLEGE DURGAPUR
CERTIFICATE

This is to certify that the project entitled "Sales and Distribution" is a Bonafede work done by Ramechandra chowdhury., 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: Sales and distribution

Name of Student: Ramechandra chowdhury.

Roll no /Regi. No: 12000922031

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

Place: Durgapur

 28/11/2023

(Signature of Internal Guide)