

Summer Internship Project Report On
“A Study on Market Research and Analysis from Dealer’s
Perspectives”



This Project is submitted for the partial fulfillment of
Master of Business Administration from MAKAUT
University



Dr. B.C ROY ENGINEERING COLLEGE, FACULTY OF
MANAGEMENT STUDIES

Report submitted by:

Name : Shilpa Ghosh

Roll No : 12000922004

Institute : Dr. B.C. Roy Engineering College,

Durgapur Course : MBA (2022-2024)

Project Mentor : Prof. Krishna Roy

Company Name : Berger Paint India Limited

Industry Mentor : Mr. Manoj Kumar Sen



November 16th, 2023

Ms. Shilpa Ghosh,

SUMMER INTERNSHIP COMPLETION CERTIFICATE

On behalf of Berger Paints, we certify that you have undergone a Summer Internship with our Organisation in the Sales & Marketing department at Durgapur under the guidance of Mr. Manoj Kumar Sen from 21ST June 2023 to 21 ST August 2023.

The quality of the report submitted has been found good. Your conduct and discipline during the training was good.

Berger Paints India Limited wishes you a bright future and career.

Yours sincerely,

For BERGER PAINTS INDIA LTD.

(RANJAN BANERJEE)
GROUP HEAD - HR

BERGER PAINTS INDIA LIMITED

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