

SUMMER INTERNSHIP PROJECT

REPORT ON:

Analyzing the impact of Retailer Collaboration on Outbound Supply Chain Push Selling of Impulse FMCG: A Study of Partnership Dynamics at DS Group, Assam

DS GROUP



Dharampal Satyapal Group

SUBMITTED BY:

Arkajeet Barua

ROLL NUMBER: 12000923010

SUBMITTED TO:

FACULTY OF MANAGEMENT STUDIES



UNDER THE SUPERVISION OF

INTERNAL GUIDE:

Dr. Arunava Mookherjee
Professor (Marketing Management)
Faculty of Mgt. Studies, BCREC

EXTERNAL GUIDE:

Jyotiban Dutta
Sales Officer
Dharampal Satyapal Group

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY

CERTIFICATE FROM THE COMPANY

DS GROUP



Date: 02nd September, 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Arkajeet Barua** has undertaken internship in **Sales Department** of our organization and he has worked on project "**Sales and Distribution in Dharampal Satyapal Foods Limited**".

During his association with **DS Group (DS Foods)** from **01st July'24 - 30th August'24**. He has shown a high degree of sincerity, commitment and hard work. His project performance is good and the report generated is a value addition to the organization.

We wish his good luck for all the future endeavours.

P.S. - The project submitted to the organisation should not be used for publication in Journals, Social Media and Magazines etc. The data should be kept confidential and should be used for academic purposes only.

Dharampal Satyapal Foods Limited


Tilak Raj
General Manager- Human Resources

DHARAMPAL SATYAPAL FOODS LIMITED

DS HEADQUARTERS

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