

SUMMER INTENSHP 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

The Project is submitted for the partial fulfillment of
Master of Business Administration
from **MAKAUT**



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

Report Submitted by :

Name : Supriyo Paul
Roll No. : 12000923056
Institute : Dr B.C Roy Engineering College
Course : Master of Business Administration
Project Mentor : Prof. Dr. Arunava Mookherjee
Company name : Dharampal Satyapal Group
Industry Mentor : Mr. Sanjib Sheel

CERTIFICATE FROM COMPANY



Date: 02nd September, 2024

TO WHOMSOEVER IT MAY CONCERN

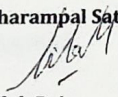
This is to certify that **Mr. Supriyo Paul** has undertaken internship in **Sales Department** of our organization and he has worked on project "**Sales and Distribution in Dharampal Satyapal Foods Limited**".

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

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