

A Project Report

ON

**“A STUDY ON THE IMPORTANCE OF BRANDING AND PACKAGING ON
THE PRODUCTIVITY OF SUPREME PAINT AT KARAN TRADING
COMPANY, SONAI”**

Submitted to



Art's Commerce and Science College, Sonai

of

SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE

For the Awarded of the Degree of

Bachelor of Business Administration

Under the Faculty of Commerce and Management

Submitted by

Mr. Kurhat Nilesh Adinath

Under Guidance

of

Mrs. Priti Wadagle

Academic Year 2022-23



To,
The Principal,
ARTS COMMERCE & SCIENCE COLLEGE,
Sonai

Date- 04/04/2023

Subject: "A STUDY ON THE IMPORTANCE OF BRANDING AND PACKAGING ON THE PRODUCTIVITY OF SUPREME PAINT AT KARAN TRADING COMPANY, SONAI"

Dear Student,

I am happy to inform you that following students of your college have successfully completed the no. of Hours - 48 Internship Programme' in this shop.

Sr.No.	Name of student	Roll.No.	Adhar No.	Special Subject
1	Kurhat Nilesh Adinath	4227	262819173547	Marketing Management

This student has been provided with adequate exposure and necessary hands- on training pertaining to them special subject. I am confident that this student will perform effectively in similar type of shops.

I wish him every success in future endeavors.

Thank you.

Sincerely,

Name & Signature (Authorized Signatory)


~~M.A. Karan Trading Company~~

Proprietor

Mula Education Society's
Arts, Commerce and Science College, Sonai

Tal. Newasa, Dist. Ahmednagar, 414105

Email ID: sonaicollege@yahoo.co.in

Phone: (02427) 231384

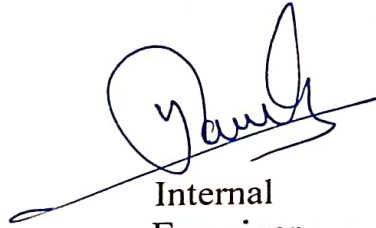
CERTIFICATE

This is certified that Mr/Ms Krushat Nilesh the student of Third Year

Bachelor of Business Administration (T.Y.B.B.A.) of Academic Year 2022-2023 (SEM-VI) has
been successfully completed His project.



Project
Guide



Internal
Examiner




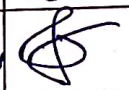

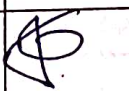
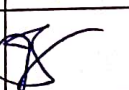
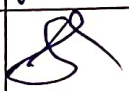

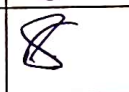
External
Examiner



1. Name of the Student : Kurhat Nilesh Adinath
2. Name of the College : T.Y.BBA/ST/100
3. Division and Roll Number : 4227
4. Address : Shanishingapur, Tal-
Newasa, Dist- A. nagar
5. Contact Number : 77967 20296
6. Email ID : nileshkurhat153@gmail.co
m
7. Special Subject : Marketing Management
8. Internship start date : 8 April 2023
9. Internship end date : 18 April 2023

SHEET OF WORK PERFORMED DURING INTERNSHIP

Date	Time		Total Hours	Details of work done	Signature of officer	Signature of student
	From	To				
8 April	12 Am	4 pm	4 ^{Hrs} 4pm	Packaging Analysis		
9 April	12 Am	4 pm	4 ^{Hrs}	Introduction to paints product		
10 April	12 Am	4 pm	4 ^{Hrs}	Analysis of products		
11 April	12 Am	4 pm	4 ^{Hrs}	Product life cycle.		

11 April	12 Am	4 pm	4Hrs	Distribution cycle		<u>N. Kurhat</u>
12 April	12 Am	4 pm	4Hrs	Manufacturing details		<u>N. Kurhat</u>
13 April	12 Am	4 pm	4Hrs	Price Analysis		<u>N. Kurhat</u>
14 April	12 Am	4 pm	4Hrs	Quality Comparison		<u>N. Kurhat</u>
15 April	12 Am	4 pm	4Hrs	Customer Analysis		<u>N. Kurhat</u>
16 April	12 Am	4 pm	4Hrs	Marketing strategy		<u>N. Kurhat</u>
17 April	12 Am	4 pm	4Hrs	Customer Buying behaviour		<u>N. Kurhat</u>
18 April	12 Am	4 pm	4Hrs	Promotion Activity.		<u>N. Kurhat</u>
Total Hours			48			

and that Kurhat Nilesh Adinath has satisfactorily completed the
 the programme assigned to him.

Signature of _____ Name & signature _____ Name & signature of _____
 Director of proprietor section in charge


 Nilesh Adinath
 Proprietor