

A
Project Report
ON
"A study on
Marketing Strategy of Oneplus & its Effects On Consumer
At Omkar Mobile & Cake Shop Ghodegaon "

Submitted to



Mula Education Society's
Arts Commerce and Science College, Sonai
of
Savitribai Phule University, Pune

For the Awarded of the Degree of

Bachelor of Business Administration

Under the Faculty of Commerce and Management

Submitted by

Mr .Raje Shantanu Dhananjay

Under Guidance of


Mr. prof. Yogesh Tambe


Academic Year 2023-24



This is certified that Mr./Ms. Shantanu Dhananjay Rajee the student of Third Year Bachelor of Business Administration (T.Y.B.B.A.) of Academic Year 2023-2024 (Sem.-VI) Roll No./Seat No. 4209 has been successfully completed their internship program in the Organization/ Firm Omkar Mobile & Cake Shop from 15-02-2024 to 5-03-2024 in the subject Marketing Management / Financial Management as laid down by SPPU, Pune for the academic Year 2023-24.

He/ She displayed high level of inter personal skill during the Internship.


Project Guide


Internal Examiner


External Examiner


Principal
Mula Education Society's
Arts, Commerce & Science College
Sonai, Tal. Newasa, Dist. Ahmednagar (MH), Pin-414105

DECLARATION

I hereby declare that this project entitled . “A study on Marketing Strategy of Oneplus & its Effects On Consumer At Omkar Mobile & Cake Shop ”

. is written by me and my submitted to SAVITRIBAI PHULE PUNE UNIVERCITY, PUNE” for the award of the Bachelor of Business Administration in the faculty of commerce. I further declare that, this has not been submitted full or part in any other university for any degree or whatsoever.



Mr-Raje Shantanu Dhananjay

Date: / /2024

Place: Sonai

ADM - R-30

Ref. Acsc/ /2023-24

Date :- / /2024

To,

The Manager (HR),

Omkar Mobile & cake shop.

Vinay Bedmutha.

Subject: -Request for inclusion of students of our college for Internship Programme...

Madam/ Sir,

Savitribai Phule Pune University has introduced 'Internship Programme' for Third Year B.B.A. Students in its revised syllabus.

The purpose of the internship programme is to provide hands-on training and experience to the students about various aspects of business and commercial activities. The internship will also enhance employability of students.

In view of this, I request you to provide following students of our college (Listen closed) with an opportunity for internship in your esteemed organisation.

We would appreciate if you could provide exposure of the following business activities to these students:-

1. Financial Management
2. Supply Chain Management
3. Accounting Procedure
4. Recruitment Process
5. Any other information related to Business Activities.

We look forward to a mutually rewarding academic association with your organisation.

Thank you.

Sincerely,

Coordinator,

Internship Programme

Omkar Mobile & Cake Shop
A/p. Ghodegaon, Tal. Newasa
Dist. Ahmednagar-9561158157


Principal

Mula Education Society's
Arts, Commerce & Science College
Sonai, Tal. Newasa, Dist. A. Nagar

INTERNSHIP COMPLETION CERTIFICATE

To,
The Principal,
Art commerce science
College, Sonal

Subject: Internship Completion Certificate.....

Dear Madam/Sir,

I am happy to inform you that following student of your college have successfully Completed the 'Sixty Hours Internship Programme' in this organisation.

Sr.No.	Name of the student	Roll No.	AadharNo.	SpecialSubject
1.	Raje Shantanu Dhananjay	4209	273070717345	Any Other Information Related To Business Activities.

These students have been provided with adequate exposure and necessary hands-on training pertaining to their special subject.

I am confident that these student will perform effectively in similar type of organisations.

I wish them every success in future endavors.

Thankyou.


Omkar Mobile & Cake Shop
A/p. Ghodegaon, Tal. Newasa
Dist. Ahmednagar-9561158157
Prop. Vicky Chordiya

Sincerely,

Name & Signature

(Authorised Signatory)



OMKAR MOBILE & CAKE SHOP

Address-Opposite the onion
market .
Ghodegaon Tal-Newasa
Dist-Ahilyanagar Pin-414607

Contact details-
9561158157
7276737153

Instagram-@omkar_mobile_shop_007

- 1.NameoftheStudent : Raje Shantanu Dhananjay
- 2.NameoftheCollege : T.Y.BBA
- 3.Divisionand RollNumber : 4209
- 4.Address : At Post: Ghodegaon Tal: Newasa Dist Ahilyanagar
- 5.ContactNumber : 7387164310
- 6.EmailID : shantanuraje519@gmail.com
- 7.Special Subject : Any Other Information Related To Business Activities.
- 8.Internship start date : 15 Feb 2024
- 9.Internshipend date : 05 March 2024

Omkar Mobile & Cake Shop
p. Ghodegaon, Tal. Newasa
Dist. Ahmednagar-9561158157
Prop. Vicky Chordiya

LOGSHEET OF WORK PERFORMED DURING INTERNSHIP

Date	Time		Total Hours	Detailsof workdone	Signature ofofficer	Signatureof student
	From	To				
15/02/2024	12.00pm	03.00pm	03	Analysis of Oneplus	<i>[Signature]</i>	<i>[Signature]</i>
16/02/2024	12.00pm	03.00pm	03	Quality comparison	<i>[Signature]</i>	<i>[Signature]</i>
17/02/2024	12.00pm	03.00pm	03	Marketing Strategy	<i>[Signature]</i>	<i>[Signature]</i>
19/02/2024	12.00pm	04.00pm	04	Pricing Analysis	<i>[Signature]</i>	<i>[Signature]</i>
20/02/2024	12.00pm	04.00pm	04	Learn about software	<i>[Signature]</i>	<i>[Signature]</i>
21/02/2024	12.00pm	03.00pm	03	Customer Analysis	<i>[Signature]</i>	<i>[Signature]</i>
22/02/2024	12.00pm	03.00pm	03	Details about design	<i>[Signature]</i>	<i>[Signature]</i>
23/02/2024	12.00pm	03.00pm	03	Learn about battery	<i>[Signature]</i>	<i>[Signature]</i>

24/02/2024	12.00pm	04.00pm	04		18/2	Shantanu
26/02/2024	12.00pm	03.00pm	03	Details about features	18/2	Shantanu
27/02/2024	12.00pm	03.00pm	03	learn about all models	18/2	Shantanu
28/02/2024	12.00pm	03.00pm	03	learn about selling	18/2	Shantanu
29/02/2024	12.00pm	04.00pm	04	learn about adapters	18/2	Shantanu
30/02/2024	12.00pm	03.00pm	03	learn about accessories	18/2	Shantanu
01/03/2024	12.00pm	03.00pm	03	learn about display	18/2	Shantanu
02/03/2024	12.00pm	04.00pm	04	learn about camera	18/2	Shantanu
04/03/2024	12.00pm	04.00pm	04	learn about green line issue	18/2	Shantanu
05/03/2024	12.00pm	03.00pm	03	learn about custom core.	18/2	Shantanu
TotalHours			60	learn about offers.	18/2	Shantanu
				learn about oneplus core.	18/2	Shantanu

certified that Mr Raje Shantanu Dhananjay has satisfactorily completed the internship programme assigned to him.

18/2
Omkar Mobile & Cake Shop
 A/p. Ghodegaon, Tal. Newasa
 Dist. Ahmednagar-9561158157
 Prop. Vicky Chordiya

Name & Signature
 Of supervisor

Name & signature
 Of manager

Name & signature of section
 incharge

Date -