



**SYMBIOSIS INSTITUTE OF INTERNATIONAL BUSINESS (SIIB)**

constituent of **SYMBIOSIS INTERNATIONAL UNIVERSITY (SIU)**

(Estd. Under section 3 of the UGC act 1956, notification no. F-9-12/2001(A)-U-3 of the Govt. of India)

**Accredited by NAAC with 'A' Grade**

**MBA – AB [2013-15] Summer Placement Details**

<b>Project Title</b>
Sugar Consumers & Need for Hedging
Mapping Agribusiness investment Opportunities in Maharashtra/Karnataka or Andhra Pradesh/Tamil Nadu.
Branding of Mahindra Saboro
New Product Development
Training Programme on Dairy Entrepreneurship
Analysis of Plant Growth Regulators (PGRs) Market in Maharashtra
Analyzing and Comparing the Practices being followed by other Companies and Recommend Changes to be Adopted for Better Inventory Control / Supply Chain Management.
Market Intelligence Data- Category-Wise 1st of Input Manufacturers in India and Other South-Asian and South-East Asian Countries
Training Programme on Dairy Entrepreneurship
Procurement of Pulses through farm gate and APMC
Elements of Food Security and Public Distribution System in Maharashtra
Sales and New Market Development
Ranking of Parijat with other major competitors in Haryana
Evaluating the total Market Size of EW and the Fast Mix Share in that EW Segment
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Go to Market Strategy in Andhra Pradesh
A Study of Practices and Peculiarities; Challenges and Opportunities in the Value Chain of Coffee Growing Regions of India
Evaluating the total Market Size of EW and the Fast Mix Share in that EW Segment
Profiling and Readiness Matrix of SFACs FPOs for Agri Commodities.
Market Research and Developing Sales Strategies in Gujarat

Sales and Promotion Channels
Feasibility Study to find out Viable Unbank Locations for AIB-Branch nearby Three Districts of Western Maharashtra Namely Kolhapur, Sangli, Satara.
Business Process Review and Optimization
Country wide case studies on Branchless Banking and Marketing Collaterals for Banking DFS domain
Evaluating the total Market Size of EW and the Fast Mix Share in that EW Segment
Training Programme on Dairy Entrepreneurship
Business Process Review and Optimization
Country Wide Case Studies on Branchless Banking and Marketing Collaterals for Banking DFS Domain
To Measure The Brand Health Of Maktheshim Agan (Parent Brand Only) Across The Country Through Perceptual Mapping.
To Generate Optimum Primary Transport Solution (For Banana) for Matching Ripening Capacity in Delhi
Market Segmentation and Marketing Strategies
Streamlining Employee Satisfaction Dynamics by analyzing Competitor Strategies and Benchmarking them with Current Strategies in TATA Rallis India Ltd.