



**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 [2014-16] Summer Placement Details**

<b>Project Title</b>
To Determine Optimal Specifications for Procuring Pulses by Safal
To Study the Acropolis Plant and its Viability. Sales and Marketing of Cut Potato
Mango Cultivation at Essar's Vadinar farms
Retail & Sales Survey
Strategic Comparative Assessment of Management Practise and Study of Small Ruminants and its Impact on Farmers of Bihar and Odisha
Mapping Agribusiness Investment Opportunities in Madhya Pradesh and Maharashtra
Corporate & Retail Lead Generation including Product Promotion
Market Potential of Frozen Foods in North-East India and Sustainable Strategy
Understand the Brinjal Market of MP and Bihar and Suggest a Business Model to Penetrate and Increase Market Share in both of these States
To Make Bankable Business Plan for Dairy Farming in the Rajasthan Region for 500 Cows
Understanding the Complete Economics of a Commercial Dairy Farm
VAM
Market Dynamics of Hot Pepper in Andhra Pradesh / Telangana
Channelizing the Logistics Operations by Relieving the Bottle Necks in it

Hybrid Chilli Market Surveys & Analysis of Effective Field Promotional Campaigns in A.P & Telangana Markets
Perception Mapping of Parijat Brand Amongst Farmers And Analysis of Farmer Outreach Strategies in Agrochemical Industry in MP
Market Survey on Innovative Seed Quality Enhancement Technology in Indian Seed Industry (Keeping Prime Focus on Priming and Pelleting Techniques)
Analysis of Market Dynamics of Hot Pepper in Madhya Pradesh
Market Potential of A.P, Specs Required to Gain a Strong Market Share
To Strategize Business Model For E-tailing of Agri Input and Explore Potential for Online Procurement of Commodities
1. Future of Food in 2050; 2. Consumer Perception of E-Grocery V/S Brick and Mortar Stores and Understanding How E-Retailers Work and Operate
Crop- Tomato
Perception of Parijat Brand Amongst the all Agrochemical Distributor in MP
Evaluating Market Share of Fast Mix
Corporate and Retail Lead Generation
Analyse the Market Dynamics of Tomato Market in AP TN Karnataka and Telangana
Designing a Blueprint on Value addition for ITC Limited in Green Coffee, Identifying the Alpha Growth Markets in Various Green Coffee Grades for ITC Limited
Participation in Marketing Activities to Evaluate and Strengthen the Brand of Lasso in Punjab
Biomass-an Energy Alternative
Market Potential of 20ltrs Jar and its Sales in Vizag Region
Market Dynamics of Hot Pepper in Maharashtra and Karnataka

Build Capacity to Retail Sales of Pulses Products Through Selective Outlets (B2C Segment) in Mumbai
Increasing the Sales of Bisleri 20 Litre Jar by Interacting with Customers and Organizing Activities
Corporate and Retail Lead Generation Including Product Promotion
Repositioning Urzza
Preparation of Bankable Dairy B-Plan in Maharashtra
Market Intelligence to Derive Robust View Formation on Price Trends in Pulses Value Chain – Covering Procurement, Processing and Distribution B2B/B2C
Onion Value Chain
Identify the Pain Points of Stakeholders in entire Potato Supply Chain and Provide Viable Solutions as a Business Differentiator. To Identify the Pain points of Potato Flaker Users and Build a Roadmap towards Customer Delight
Operations of Shipping and Finished Goods Management
Sales & Marketing, Chilled Cut Potato, Fresh Potato, Fresh Onion
Corporate & Retail Lead Generation
Survey on Seed Coating Polymer's Stakeholders
Preparation of Bankable Dairy B-Plan in UP on 300 Cows and Dealer Development Strategy
Impact Assessment of Crop Demonstrations on the Farmers of Maharashtra
Cheese Market Survey
Role of Media in Farmer Producer Organisation Marketing Strategy
The Study of Rwanda Pesticides Market
Market Research of Cheese in Pune and Advertising Strategies
Cheese Market Survey

