



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 – IB [2014-16] Summer Placement Details

Project Title
Managing Warehousing Activities such as Storage of Stock, Packaging and Distribution from there and Inventory Management
Automation of Recruitment Process and Training Employees on Software
Service Parameters a Comparative View of Similar Categories and Changes Required
Study on Sales Promotion and to Educate and Create Awareness of 3M Woodworking Spray Adhesive, Mirror Mount Tape & High Strength Bonding Tape
Analysis and Marketing of Financial Products
Change in Investment Pattern of PFs
Business Development & School of Rhythm Administration
Managing Warehouse for Client Burger King in Coldex Ltd. Company
A Comparative Analysis of Mutual Funds Across Various Asset Classes

1. Design a Program to Create Better Understanding of Company's Culture, Policies and Practices and Increasing Compliance Towards them.
2. Designing Employee Handbook for Employees Posted in Foreign Countries

Benchmarking in Digital Marketing and E-commerce

Employee Engagement (General and Social Media Practices)

Understanding and Researching on Different Asset Classes like Mutual Fund and Portfolio Management Service, Designing and Implementing Customer Acquisition Strategy

Detailed Analysis of Eurobond Issue and it's Comparison with Other Sources of Debt

Study on Sales Promotion and to Educate, Create Awareness of 3m Woodworking Spray Adhesive, Mirror Mount Tape & High Strength Bonding Tape

To Understand the Equity of Tractor Enamel after its Rebranding and Consumer Associations Wrt. Barriers of Acceptance

Wealth Management through Mutual Funds

Create Investment Strategy Plan for the Client

Customer Segment Mapping for South East Asia Region

Viability Analysis of Economy Category Hotels

Simplify Calibration Process

Hamilton USA

Consumer Connect at Dabur

AAA Insurance

Sourcing
Factoring in India: Scope and Challenges Impeding its Growth
Performance Management System
Comparative Analysis of Performance of Two 3pl Providers of India
Credit Rating of Ultratech Cement
International Business (FOREX)
SCM in Bisleri
Talent Acquisition & Employer Branding through Social Media
International Exports and Documentation
Understanding Portfolio Management Services (PMS) & other Financial Instruments offered by the Company & Delivering it to the Clients
Digital Media Marketing in Educational Domain
Organization Development Intern (Job Family)
Mobile App Marketing Automation - Methodology and Practices
Recruitment Process of Life Insurance Companies
Assessing Channel Satisfaction & Management
To Study Sales Promotion, to Educate and to Create Awareness of 3M Woodworking Spray Adhesive, Mirror Mount Tape & High Strength Bonding Tape
Digital Media Marketing in Educational Domain
Market Auditor

Research Report - Logistics Industry
Ezycolour Effectiveness
Corporate and Retail Lead Generation including Product Promotion, Focus SKUs: 20ltr and Urzza
Customer Satisfaction Index
Reconciliation of Stocks
Organizational Development and Talent Management- Promotions/Appraisal, Employee Satisfaction Survey
<ol style="list-style-type: none"> 1. Evaluation of Competing Portfolio Management System Offerings and Launch of ABACUS, A New and Innovative B2C Securities Portfolio Management System from Prism Cybersoft. 2. Process Flow and Analysis of International Asset Management System
eCommerce Business Development Plan - Research and Pre-sales Activities
Role of Content in Digital Marketing
Orientation on Doha Bank
Designing Below the Line Marketing and Sales Promotion Strategies to Boost Sales of “Bisleri Urzza”
Marketing & Eminence - Cyber Risk Practice
Creating a Below the Line Marketing Communication for Pan-India for Urzza
Equicare Helpline
Corporate SCM
Operations at ICD

Market Mapping
Market Mapping
Marine Logistics and Supply Chain Operations
Business Development & School of Rhythm Administration
Revisiting the Inventory Norms Across Distribution Networks in Apollo Tyres
To Identify, Evaluate and Provide Solutions for Bottlenecks in Goodbox App Usage and Devise Strategies for Improving Customer Engagement
<ol style="list-style-type: none"> 1. Management Information System 2. Corporate Communication and Collaboration France work 3. Qualitative Vendor Evaluative - Template
To Study the Passion for Bollywood to Develop an IMC Strategy for their New Launch: Bollywood TV
Organisation Study and Benchmarking of Compensation & Benefit Practices
Analysis and Marketing of Financial Products
Market Analysis of Mineral Water Segment and Developing the Clients for Bisleri 20-liter Project in Vadodara City
Network Expansion and Sustain
Equity Research
Corporate and Retail Lead Generation including Promotion
Comparative study of Beverage Brands across Social Media for Urzza

Real Estate Broking Industry
Development of New Format for Firm LEAP [Learn Everything About Paints]
Sales Automation, Installation and Implementation
<ol style="list-style-type: none"> 1. Technology in Wealth Management 2. Wealth Management Industry Peer Profiling 3. Pune Real Estate Market
Revisiting the Inventory Norms across Distribution Channels in Apollo Tyres
Designing & Implementing Client Acquisition Strategies & Understanding the Various Financial Products Offered by ABMM
Analysis of MIS & Review of Secondary Bonus Schemes
Complykart & Digital Marketing for F&B Department
Understanding the Concept of Wealth Management and Analysing Different Asset Classes for the Purpose of Client Acquisition
Increasing Visibility of Luxottica Products across Counters in Himachal Pradesh
Recruitment Effectiveness
<ol style="list-style-type: none"> 1. Designing Employee Handbooks for Foreign Countries, 2. Design a Program to Create Better Compliance towards Company Culture, Practices and Policies
Market Analysis of Energy Drinks Segment
Warehousing Operations Optimization using Six Sigma Tools such as DMAIC
Understand the Flow of Stitching and Packaging Materials to Identify the Issues and Provide Solutions for the Same

Study Market Structure of Bisleri Mineral Water and its Market Potential in Forthcoming Future

Responsible for Lead and Content Generation.

Understanding and Streamlining Sourcing Planning

Equity Research

To Learn the Purchase Process & Optimize the Same

Corporate and Retail Lead Generation including Product Promotion

Analysis and Marketing of Financial Products

Equity Research

Understanding Portfolio Management Services (PMS) and delivering it to our Clients

360 Degree Marketing for Mumbai

Mobility Solutions in Logistics Industry

ESL NODWIN Cafe League

Online Food Delivery

Create Investment Strategy Plan for the Client

Inventory and Costing Processes

Inventory Optimization for High Rise Buildings

Equisafe and Food Safety Club

Nepal Rastra Bank- KYC Form Rectification

Nepal Rastra Bank- KYC Form Rectification

Banking Operation & Credit Lending Practice

Employee Engagement
Customer Segment Mapping on South East Asian Countries
<ol style="list-style-type: none"> 1. Design An Employer Branding Strategy For Darashaw. 2. Design an Employee Engagement Strategy for Darashaw. 3. Design Training and Development Strategy for Darashaw
Competitor Survey of Services Offered to Retailers. Solution to be provided as to how ITC can increase Local Visibility and Sales of Savlon, Shower to Shower and its other OTC Products with Respect to Chemical/Drug Stores
Cost Optimisation, Supplier Evaluation & Improvement in CRM
eCommerce Business Development Plan - Research and Pre-sales Activities
Analysis of PMS, SIP, Mutual Funds and other Financial Instruments
Understanding Portfolio Management Services (PMS) & other Financial Instruments offered by the Company & Delivering it to the Clients