

A REPORT ON INSTITUTIONAL TRAINING

AT
F CUBE APPARAELS
Coimbatore-641048

Submitted by
APARNA.A
REG NO : 191CM201

Under the guidance of
MRS.P.SUDHA.,M.COM.,M.Phil.,
Assistant professor



DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
IRE-ACCREDITED BY NAAC WITH "A" GRADE (4th CYCLE)
COLLEGE OF EXCELLENCE (UGC)
COIMBATORE – 641 029, TAMIL NADU, INDIA
2019-2022

F-CUBE APPARELS

36-E, NEW MUNICIPAL COLONY
METTUPALAYAM-641 305

GST : 33AACFF4581D1ZS

Ph:93444 25365

TO WHOM SOEVER IT MAY CONCERN

This is to certify that **Ms. APARNA A (191CM201)** Second Year in B.Com
(Additional) studying in **KONGUNADU ARTS AND SCIENCE COLLEGE** has
undergone for training in our factory for the period from 15.06.2021 to
30.06.2021 and she has successfully finished her training.

For F-Cube Apparels


Manager



A report on case study on

AMAZON

Submitted by

R.PRAMOD

Reg.No:191CM202

Under the guidance of

Mrs.P.SUDHA ,MCOM,MPHIL

Assistant Professor

Submitted in partial fulfilment of the requirement for the award of the degree

Of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]
COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

**A REPORT ON CASE STUDY
OF
DOVE SOAP**

**Submitted by
POOJAA. R.
REG NO. 191CM203**

**Under the guidance of
MRS.P. SUDHA., M.Com.,M.Phil
Assistant Professor**



**DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
IRE-ACCREDITED BY NAAC WITH "A+" GRADE (4th Cycle)
COLLEGE OF EXCELLENCE (UGC)
COIMBATORE - 641 029 TAMILNADU, INDIA
2019 - 2022**

**A REPORT ON THE INSTITUTIONAL TRAINING
AT
SHIVA TEXYARN**

(COIMBATORE)

Submitted by

MIRUDULAVARSHA N

Reg:191CM204

Under the Guidance of

MRS P.SUDHA M.com., M.phil.,

Assistant professor

Submitted to **KONGUNADU ARTS AND SCIENCE COLLEGE(Autonomous)**

Affiliated to the **BHARATHIAR UNIVERSITY,**

Submitted in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE



DEPARTMENT OF COMMERCE (Self Financing)

Kongunadu Arts And Science College (Autonomous)

Re-Accredited by NAAC With "A" Grade 3.64 CGPA Out Of 4th Cycle

College Of Excellence (UCG)

Affiliated to Bharathiar University, Coimbatore

Coimbatore 641 029

(2019-2022)



SHIVA TEXYARN LIMITED

Head Office: 32, East Basheysankar Road, R.E.Puram, Coimbatore - 641 002, Tamil Nadu INDIA
Telephone : 0422 - 2544055 E-mail: shivas@shivatex.co.in
Website : www.shivatex.co.in CIN : L65921TZ1980PLC100945 USTRN : 33AABCA617N120

2nd July 2021

To

The Head of the Department,
Kongunadu Arts and Science College,
Coimbatore - 641 029

Dear Sir,

Sub : Institutional Training for a period of 15 days -
Your institution's B com., Student **Ms.Mirudula Varsha N**

This is to certify that Ms. Mirudula Varsha N your institution's B com., student has undergone her Institutional Training for a period of 15 days from 14th June 2021 to 2nd July 2021 at our organization.

Thanking you

For Shiva Texyarn Ltd

C.Krishnakumar
Chief Financial Officer

A REPORT OF CASE STUDY ON SAMSUNG

Submitted by

SAI ASWIN.S

REG NO: 191CM205

Under the guidance of

MRS.P.SUDHA., M.Com., M.Phil.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE-ACCREDITED BY NAAC WITH "A+" GRADE (4th Cycle)

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2019-2022.

**A REPORT ON THE INSTITUTIONAL TRAINING
AT**

INTELLE POWER SYSTEMS

(COIMBATORE)

Submitted by

HARSHINI.B

Reg:191CM206

Under the Guidance of

MRS P.SUDHA M.com., M.phil.,

Assistant professor

Submitted to **KONGUNADU ARTS AND SCIENCE COLLEGE(Autonomous)**

Affiliated to the **BHARATHIAR UNIVERSITY,**

Submitted in partial fulfillment of the requirements for the award of the degree of
BACHELOR OF COMMERCE



DEPARTMENT OF COMMERCE (Self Financing)

Kongunadu Arts And Science College (Autonomous)

Re-Accredited by NAAC With "A" Grade 3.64 CGPA Out Of 4th Cycle

College Of Excellence (UCG)

Affiliated to Bharathiar University, Coimbatore

Coimbatore 641 029

(2019-2022)



Intelle Power Systems

03/07/2021

To

The Head of the Department,
Kongunadu Arts and Science College,
Coimbatore-641029.

Dear Mam,

SUB: Allowing permission to a Student of **BCOM** to undergo Institutional Training for a period of 15 days from 1/6/2021 to 17/6/2021 –Reg.

REF: Your Institution Letter.

With reference to your letter mentioned above we would like to inform you that, we are here by allowing your Institution's B.COM student **Ms. HARSHINI.B** to undergo their Institutional Training for a period of 1/6/2021 – 17/6/2021 at our organization as requested by you.

Thanking You,

INTELLE POWER SYSTEMS,

Proprietor.

4/2, 1st Street, Dhanapal Layout, Varatharajapuram, Uppilipalayam (P.O), Coimbatore-641 015.
Telefax : 0422-2591160 Mobile : 94426 14001, 94422 14002 E-mail : intelps@rediffmail.com

TIN No. 33311825267

CST No. 293990

dt. 30-06-2008

IAC 0916

11/07/2021 23:58

A CASE STUDY ON MICROMAX MOBILE

Submitted by

R.PASUPATHI

Reg.no:191cm207

Under The Guidance Of

MRS P.SUDHA M.com., M.phil.,

Assistant professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH “A” GRADE 3.64 CGPA OUT OF 4 (3rd cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE -641029,TAMIL NADU,INDIA

2019-2022

A CASE STUDY ON TATA NANO

Submitted by

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiyar University, Coimbatore.

In Partial fulfillment of the requirement for the awards of the degree of

Bachelor of Commerce

Submitted to

PRASANTH.G

(REG.NO: 191CM208)

Under the Guidance of

Mrs. P SUDHA M.Com., MPhil.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[Re-Accredited by NAAC with "A" Grade (4th Cycle)]

College of excellence (UGC)

Coimbatore- 641029, Tamil Nadu, India

July- 2021

A REPORT ON INSTITUTIONAL TRAINING

AT

TESLEAD EQUIPMENTS PVT LTD

Coimbatore-641 050

Submitted by SREE VISHNU, K. B

REG NO: 191CM209

Under the guidance of

MRS.P. SUDHA M.com., M.Phil.,

Assistant Professor



std 1913

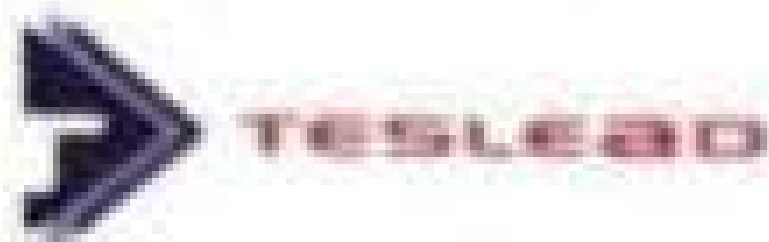
DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE-ACCREDITED BY NAAC WITH "A+" GRADE (4 Cycle))

COLLEGE OF EXCELLENCE (UGC)

COIMBAIORE - 641 029, TAMIL NADU, INDIA 2019-2022



TESLEAD EQUIPMENTS PVT. LTD

ISO 9001 : 2015 TUV CERTIFIED
Automotive with Pneumatics & Hydraulics
CIN : U29269 TZ 1997 PTC 007785

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.SREE VISHNU KB (REG. NO.191CM209).

II year BCOM student of KONGUNADU ARTS AND SCIENCE COLLEGE, COIMBATORE had successfully completed the Institutional Training in our Company for the Period from 14.06.2021 to 28.06.2021.

During the course of training his performance and conduct was good.

For TESLEAD EQUIPMENTS PVT. LTD.


Authorized Signatory,



152, SDOO, Malanurampatty, Coimbatore - 641 050, India

Tel : + 91-422-2655579, 2655764, 2655273

Fax : + 91-422-2655273

E-mail : sales@teslead.com
maral@teslead.com

Website : www.teslead.com

A REPORT ON INSTITUTIONAL TRAINING

AT

COOPERATIVE HANDLOOM SOCIETY

Sirumugai, Mettupalayam-641302

Submitted by

Ranganayaki C

REG NO : 191CM210

Under the guidance of

MRS P SUDHA., M.Com., M.Phil.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE-ACCREDITED BY NAAC WITH "A+" GRADE(4th Cycle))

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE - 641 029, TAMIL NADU, INDIA

2019-2022

Phone : (04254) 252033

GSTIN: 33AAAJC3130E1ZE

**The Sirumugaipudur Devanga Cotton Cum Silk Handloom Weaver's
Co-operative Production & Sales Society Ltd., No.K. 1529**

Producers of 100s Cotton Sarees, Kora Cotton Sarees, Pure Silk Sarees in Fast Colour
SIRUMUGAIPUDUR SIRUMUGAI - 641 302 Coimbatore - Dt.

Ref.....

Date 02/07/2021

P.K.Kathirichetty,

President.

R.Maheswari,

Managing Director.

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms.C.Ranganayaki (191CM210) B.Com, student from Kongunadu Arts and Science College (Autonomous) has undergone his practical training in our concern from the date of 21.06.2021 to 03.07.2021.

During the period of training his performance was good

For The Sirumugaipudur Devanga
Cotton cum Silk Handloom Weavers
Co-op. P&S Society Ltd., No. K.1529


Manager

A REPORT ON INSTITUTIONAL TRAINING

AT

SAROVOR INSULATION PVT LTD

Coimbatore-641 021

Submitted by

D.TAMILARASI

REG.NO:191CM211

Under the guidance of

MRS. P. SUDHA., M.Com., M.Phil.,

Assistant Professor



DEPARTMENT OF COMMERCE

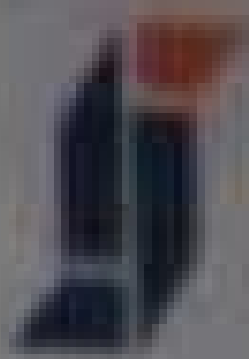
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE-ACCREDITED BY NAAC WITH "A+" GRADE 3.64 CGPA OUT OF 4 (4th Cycle))

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE - 641 029, TAMIL NADU, INDIA

2019-2022



SAROVAR INSULATION (PVT) LTD
EPS PROCESSING DIVISION

S. F. 482/B Pulkoti Main Road,
Makurachoppa P.O.
Coimbatore - 641 050
Phone - 2638144

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mrs. TAMBARASI. D (REG: 191CM211)
2 year BCOM student of KONGUNADU ARTS AND SCIENCE COLLEGE,
COIMBATORE had successfully completed the Institutional Training
in our Company for the period from 22.06.2021 to 07.07.2021

During the course of training her performance and conduct
was good.

For Sarovar Insulation Pvt. Ltd.

Mr. P. S. Srinivas
Managing Director

Regd. Office : S. F. 482/B Pulkoti Main Road, Makurachoppa P.O., Coimbatore - 641 050.
Ph. : 0422 - 2638144, Cell : 9363107609, 9363107500
CIN : U32109TZ1999PTC008729, GSTIN : 33AAECS6684H123

A REPORT OF INSTITUTIONAL TRAINING

ON

RENUKA INDUSTRIES

Submitted by

V.JAYA KRISHNA

REG.NO:191CM212

Under the guidance of

MRS.P.SUDHA.,M.com.,M.Phil.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

RE-ACCREDITED BY NAAC WITH "A+" GRADE (4th CYCLE)

COLLEGE OF EXCELLENCE(UGC)

COIMBATORE-641305,TAMILNADU,INDIA

2019-2022

Renuka Industries

49B, Ambika Layout, New Siddhapudur, Coimbatore-641044.

Email:renukaindust@gmail.com

Date: 06/07/2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.V.JAYAKRISHNA (191CM212),
B.Com Commerce from Kongunadu Arts and Science
College has under gone institutional training for 15 days
(18th June 2021 to 5th July 2021) in our Company and he
was very good and showed interest in learning the
manufacturing and management process.

For Renuka Industries

L. Jayaram

Proprietor



A REPORT ON INSTITUTIONAL TRAINING

AT

SRI AYYAPPA GHEE

Coimbatore-641 048

Submitted by

LEONA P JOHNSON

REG NO: 191CM213

Under the guidance of

MRS.P.SUDHA.,M.Com., M.Phil.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE (4th Cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE - 641 029, TAMIL NADU, INDIA

2019-2022



EN ISO 9001
2015 1311412094
EN ISO 22000
2018 1311412094



FSSAI - 12419077000077

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Leona.P.Johnson (191CM213) doing III B.Com (Additional)Student of KONGUNADU ARTS & SCIENCE COLLEGE Coimbatore.

She has undergone Internship training in our organisation for the period of (15.06.2021-30.06.2021).

During this period we found her sincere attention and her performance was good.

We wish all success in her future endeavors.

K. B. Inala
TIN 351/2002016
SRI AYYAPPA GHEE STORES
K. M. E. Road
Kavundam Palayam
Coimbatore

SRI AYYAPPA GHEE STORES

HD - 153-B, East Perumangudi Road, R.S. Puram,

Coimbatore - 641 002, Tamil Nadu, India

Factory - 48, Madhupalayam Road, Kavundampalayam,

Coimbatore - 641 030 Tamil Nadu, India

Branches:

Poo Market / Saluba Colony / Kavundampalayam / Karamathur

T - 91 - 422 434407 / 2552949 / 4343776

E - sriayyappagheestores@gmail.com

www.ayyappaghee.com



A CASE STUDY ON TOYOTA

THE LEGACY OF TOYOTA MOTORS

Submitted by

LOGESWARI.V.S

REG NO: 191CM214

Under the guidance of

MRS.P.SUDHA., M.Com., M.Phil.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE-ACCREDITED BY NAAC WITH "A+" GRADE (4th Cycle)

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2019-2022.

A CASE STUDY ON NOKIA
THE RISE AND DEMISE OF NOKIA

Submitted by

PAVITHRA N

REG NO: 191CM215

Under the guidance of

MRS.P.SUDHA., M.Com., M.Phil.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE-ACCREDITED BY NAAC WITH "A+" GRADE (4th Cycle)

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2019-2022.

A REPORT OF CASE STUDY

ON

AMAZON

Submitted by

SEDHUMALARAVAN.K.R

Reg no : 191CM216

Under the guidance of

Mrs.P.Sudha ., M.Com., M.Phil

Assistant Professor,

Submitted in partial fulfillment of the requirement for the award of the degree

of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

A REPORT ON INSTITUTIONAL TRAINING/CASE STUDY

At

ROYAL ENFIELD

Coimbatore-641020

Submitted by

Madurai veeran.T

Reg.No:191CM0218

Under the guidance of

Mrs.p.sudha., M.Com., M.Phil

Associate Professor

Submitted in partial fulfillment of the requirement for the award of

the degree of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE -641020, TAMIL NADU, INDIA

2019-2022

A Report on CASE STUDY at

AMUL

Coimbatore-641029

Submitted by

Name: MOULY SRINIVASH.R

Register No:191CM219

Under the guidance of

Mrs.P.SUDHA.,M.COM.,M.PHIL

Assistant professor.

Department of commerce



KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NACC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)] COLLEGE OF EXCELLENCE (UGC) COIMBATORE-
641029, TAMILNADU, INDIA 2019-2022.

A REPORT ON INSTITUTIONAL TRAINING/CASE STUDY

Submitted by

NAVEEN KUMAR. S

REG NO: 191CM220

Under The Guidance Of

MRS P.SUDHA M.com., M.phil.,

Assistant professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH " A+" GRADE (4th cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE -641029, TAMIL NADU, INDIA

2019-2022

A CASE STUDY ON ROLLS ROYACE

Submitted by

G.M.V. Kumaresh

(Reg.no:191cm221)

Under The Guidance Of

MRS P.SUDHA M.com., M.phil.,

Assistant professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH “A” GRADE 3.64 CGPA OUT OF 4 (3rd cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE -641029,TAMIL NADU,INDIA

2019-2022

A REPORT ON INSTITUTIONAL TRAINING

AT

SREE SAKTHI STEELS

Coimbatore-641048

Submitted by

MOKESH.V

REG NO : 191CM222

Under the guidance of

MRS.P.SUDHA.,M.COM.,M.Phil.,Assistant professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)IRE-ACCREDITED BY NAAC WITH
"A" GRADE (4 th CYCLE)

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022



SREE SAKTHI STEELS

SF. No. 317, K. Vadamadurai, NGGO Colony Gate, Mettupalayam Road
COIMBATORE - 641 017. Tel : 91-422-3094343, 3094344

06-07-2021

TO

THE HEAD OF THE DEPARTMENT,

KONGUNADU ARTS AND SCIENCE COLLEGE,

COIMBATORE.

RESPECTED SIR,

SUB: INTERNSHIP TRAINING CERTIFICATE

THIS IS TO CERTIFY THAT **V.MOKESH**, STUDYING **B.COM** IN YOUR INSTITUTION HAS UNDERGONE THEIR INSTITUTIONAL TRAINING IN OUR FIRM "**SREE SAKTHI STEELS**" FOR A PERIOD OF 15 DAYS FROM **21-06-2021 TO 06-07-2021**.

THANK YOU.

FOR SREE SAKTHI STEELS,

R.MUTHUSAMY,

MANAGING PARTNER.

SREE SAKTHI STEELS
SF. No. 317, K. Vadamadurai, NGGO Colony Gate,
Mettupalayam Road,
Coimbatore - 641 017.

**A REPORT OF CASE STUDY
ON
BLACKBERRY MOBILE PHONES**

Submitted by

S.ABINAYA

REG.NO:191CM223

Under the guidance of

MRS.P.SUDHA.,M.com.,M.Phil.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

RE-ACCREDITED BY NAAC WITH "A+" GRADE (4th CYCLE)

COLLEGE OF EXCELLENCE(UGC)

COIMBATORE-641305,TAMILNADU,INDIA

2019-2022

DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
IRE – ACCREDITED BY NAAC WITH "A+" GRADE
(4th CYCLE)
COLLEGE OF EXCELLENCE (4th CYCLE)
COIMBATORE – 641029
2019 –2022



A REPORT ON CASE STUDY

Submitted by

Name : SIVAKUMAR V

Register number : 191CM224

Under the guidance of

Mrs P.SUDHA M.com., M.phil.,

Assistant professor

CASE STUDY ON COCA COLA

KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
COIMBATORE – 641029



CASE STUDY ON SUNBRO ENGINEERING PRIVATE LIMITED COMPANY

SUBMITTED

S.SHYAMSUNDHAR REG NO: 191CM225

Under the guidance of

Mrs.P.Sudha M.COM.,M.Phil., Assistant professor

DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) IRE-ACCREDITED

BY NAAC WITH "A" GRADE (4th CYCLE) COLLEGE OF

EXCELLENCE (UGC)

COIMBATORE - 641 029, TAMIL NADU, INDIA 2019-2022

CASE STUDY

On

LAVA MOBILE

Submitted by

P.NAVEEN PRASHATH

Reg 191cm226

Under The Guidance Of

Dr.P.K.LINA MAHESWARY M.COM,MPHIL,MBA,Phd.

Assistant professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE -641029,TAMIL NADU,INDIA

2019-2022

A CASE STUDY REPORT

On

AMAZON'S E-COMMERCE MARKETING STRATEGIES

Submitted by

C. kanchana

Reg.No:191CM227

Under the guidance of

Dr. P. K. Uma Maheswari MCom., MPhil., PGDCA., MBA., PhD.,

Associate Professor

Submitted in partial fulfillment of the requirement for the award of the degree

Of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4(4th CYCLE)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

Case Study Report On

NOKIA'S FAILURE

Submitted by

V. SRIVAISHNAVI

Reg.No:191CM228

Under the guidance of

Dr. P. K. UMA MAHESWARI M. Com.,MPhil.,PGDCA.,MBA., Phd.,

Associate Professor

Submitted in partial fulfilment of the requirement for the award of the degree

Of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

**[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]
COLLEGE OF EXCELLENCE (UGC)**

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

A REPORT ON INSTITUTIONAL TRAINING
At
SRI THIRUMALAI RAJARAJESWARI TEXTILES
Coimbatore-641 009

Submitted by
S GOWSALYA
Reg.No: 191CM229

Under the guidance of
Dr.P.K.UMA MAHESWARI M.Com., MPhil., PGDCA.,MBA.,Phd.,
Associate Professor
Submitted in partial fulfillment of the requirement for the award of the degree
of
Bachelor of Commerce



DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]
COLLEGE OF EXCELLENCE (UGC)
COIMBATORE – 641 029, TAMIL NADU, INDIA
2019-2022

TIN: 33552042509
GST NO: 715510 Dt: 11-4-2005
PAN No: ABCFS8353B



STD : 04254
Office : 272945
272798
Cell : 94430 42348
94430 32348

Sri Thirumalai Raja Rajeswari Textiles,

D.No. 1/191-A, Sirumugai Road, Bellathi,
Karamadai-641 104, Coimbatore Dt. e-mail : eazzybabu@gmail.com

DATE.....

TO WHOM IT MAY CONCERN

This is to certify that

Ms. S.Gowsalya

BACHELOR OF COMMERCE

**Kongunadu Arts and science college ,
Coimbatore - 641 029**

Under went Industrial training in our company between 15-06-2021 and 30-06-2021. During the training period she had exposure to various sections in the accounts department and had firsthand knowledge on it function.

We wish all good luck in her future endeavors

For Sri Thirumalai Rajarajeswari Textile

(R.Murugan)

Manager HR

**A CASE STUDY REPORT
ON
MAGGI**

**Submitted by
M.BHARATHI
Reg.No:191CM230**

**Under the guidance of
Dr.P.K.UMA MAHESWARI M.Com., MPhil., PGDCA., MBA., PhD.,
Associate professor
Submitted in partial fulfilment of the requirement for the award of the degree
of
Bachelor of Commerce**



**DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
[RE-ACCREDITED BY NAAC WITH “A” GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]
COLLEGE OF EXCELLENCE (UGC)
COIMBATORE – 641 029, TAMIL NADU, INDIA
2019-2022**

A REPORT ON INSTITUTIONAL TRAINING/CASE STUDY

At

RED BULL

Coimbatore-601102

Submitted by

G.K.AKSHAY KUMAR Reg.No:/9/CM23/

Under the guidance of

DR.P.K.UMA MAHESHWARI M.com., Mphil., PGDCA., MBA., PHD

Assistant Professor,

Submitted in partial fulfillment of the requirement for the award of the degree

of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

A REPORT ON INSTITUTIONAL TRAINING

At

L.G. BALAKRISHNAN & BROS LIMITED

COIMBATORE-641029

Submitted by

K. VIVEKA

Reg.No:191CM232

Under the guidance of

Dr. P. K. UMA MAHESWAR M.Com., MPhil., PGDCA., MBA., Ph.D.,

Associate Professor

Submitted in partial fulfillment of the requirement for the award of the degree

Of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

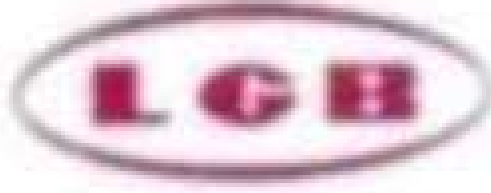
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH “A” GRADE 3.64 CGPA OUT OF 4(3rdCycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022



L.G. BALAKRISHNAN & BROS LIMITED

Ganapathy, Coimbatore - 641 006

Tamiladu, India

Tel : (0422) 2532325

30.06.2021

CERTIFICATE

This is to certify that **Ms. K. VIVEKA** (Roll No. 191CM232) **3rd Year B.Com (M & A)** student of **Kongunadu Arts and Science College, Coimbatore** has undergone Summer Placement Training in our organization from **15.06.2021 to 30.06.2021**.

During this period his conduct and character were found to be good.

For **L.G.BALAKRISHNAN & BROS LIMITED**

C. SARAVANAN

MANAGER - HR & ADMIN

Regd. Office : 6/16/13, Krishnarayapuram Road, Ganapathy, Coimbatore - 641 006, Tamilnadu, India.

CIN : L29191T21956PLC000257, Ph : (0422) 2532325, Fax : (0422) 2532333 E-mail : info@lgb.co.in www.lgb.co.in

A CASE STUDY REPORT

ON

COCA COLA COMPAMY

Submitted by

Name:M.KIRUBA

Reg No : 191CM233

Under the Guidance of

Dr.P.K UMA MAHESWARI.,M.Com.,M.Phil.,PGDCA.,MBA.,Ph.D.,

Associate Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE – ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]

COLLEGE OF ECXCELLENCE (UGC)

COIMBATORE – 641029

2019 - 2022

A CASE STUDY REPORT ON ZOMATO

Submitted by

S.SUGANYA

Reg no:191cm234

Under the guidance of

Dr.P.K.UMA MAHESWARI M.Com., PGDCA., MBA., PhD.,

Associate professor

Departemant of commerce

Kongunadu Arts and science college

Submitted in partial fulfillment of the requirement for the award of the degree

Of

Bachelor of Commerce



DEPARTEMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDIETED BY NAAC WITH “A”GRADE 3.64 CGPA OUT OF
4(3rd cycle)]

Coimbatore-641029

2019-2022

CASE STUDY SUGANTH

CASE STUDY

At

ARUVI CATTLE FEEDS

Submitted by

MALAYALA BHAVANI SUGANTH.G

Reg.No:191CM235

Under the guidance of

DR.P.K.UMA MAHESHWARI M.com., MPhil., PGDCA., MBA., Phd.,

Associate Professor,

Submitted in partial fulfillment of the requirement for the award of the degree

of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

A REPORT ON THE INSTITUTIONAL TRAINING
of

Metro Basket (Niton Estate)

(KOTAGIRI)

Submitted by

ADIL.A

Reg:191CM236

Under the Guidance of

Dr.P.K.UMA MAHESWARI M.com., M.phil.,PGDCA.,MBA.,PHD

Associate professor

Submitted to **KONGUNADU ARTS AND SCIENCE COLLEGE(Autonomous)**

Affiliated to the **BHARATHIAR UNIVERSITY,**

Submitted in partial fulfillment of the requirements for the award of the degree of
BACHELOR OF COMMERCE



DEPARTMENT OF COMMERCE (Self Financing)

Kongunadu Arts And Science College (Autonomous)

Re-Accredited by NAAC With "A" Grade 3.64 CGPA Out Of 4th Cycle

College Of Excellence (UCG)



METRO BASKET
...be indian, buy indian

GSTIN: 33ABNFM8755G1ZU

MetroBasket

Ref:

03/07/2021

To

The head of the Department,
Kongunadu Arts And Science College
Coimbatore

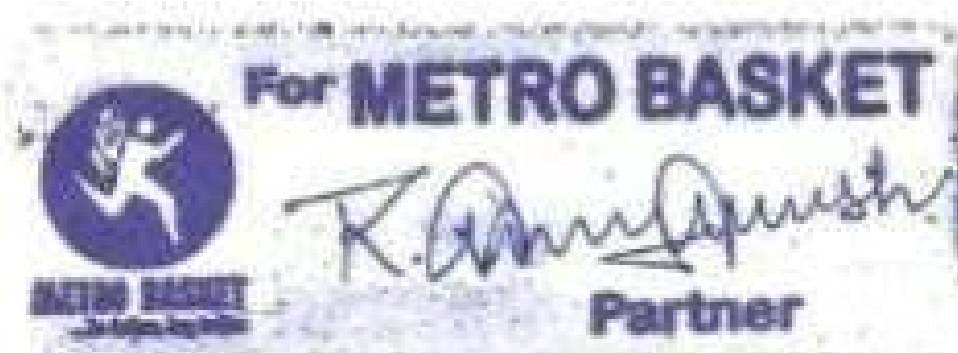
Dear Madam

SUB: Allowing permission to a Student of B.Com to undergo Institutional Training for period of 15 days from 01/06/2021 to 17/06/2021-Reg

REF: Your Institution Letter.

With reference to your letter mentioned above we would like to inform you that ,we here by allowing your institution's B.COM student MR.ADIL.A to undergo his Institutional Training for a period of 01/06/2021 – 17/06/2021 at our organization as requested by you.

Thanking You,



14/145, Niton Estate, Club Road, Kotagiri. The Nilgiris. Tamilnadu. India

+91 88381 00080 ,+91 93601 01871 , +91 98659 99210

**A CASE STUDY REPORT
ON
MEDIMIX**

**Submitted by
C.RISHIKA
Reg.No:191CM237**

**Under the guidance of
Dr.P.K.UMA MAHESWARI M.Com., MPhil., PGDCA., MBA., PhD.,**

Associate professor

**Submitted in partial fulfillment of the requirement for the award of the degree
of
Bachelor of Commerce**



**DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]
COLLEGE OF EXCELLENCE (UGC)
COIMBATORE – 641 029, TAMIL NADU, INDIA
2019-2022**

A REPORT ON INSTITUTIONAL TRAINING

ON

KAMALAM INDUSTRIES

Coimbatore-641012

Submitted by

KAVIYA SRIE.R

REG NO : 191CM238

Under the guidance of

**Dr.P.K.UMA MAHESWARI M.Com., MPhil.,PGDCA.,MBA.,Phd.,
Associate professor**



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE-ACCREDITED BY NAAC WITH "A" GRADE (4 th CYCLE)

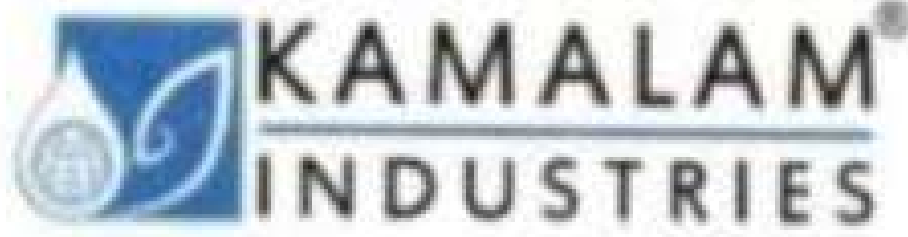
COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

GSTIN : 33AAUFG9872C1ZV

Phone : +91 422 2524774
Mobile : +91 94431 49467
Mobile : +91 98422 49477



Manufacturers of "SRI USHA" Submersible Pumps & Motors



TO WHOM SO EVER IT MAY CONCERN

This is to certify that **KAVIYA SRIE (191CM238)** doing **III B.Com (Additional)** Student of **KONGUNADU ARTS & SCIENCE COLLEGE** Coimbatore.

She has undergone internship training in our organisation for the period of (15.06.2021 - 30.06.2021).

During this period we found her sincere attention and her performance was good.

We wish all success in her future endeavors.

For Kamalam Industries

B. Jayanth
Partner

KAMALAM INDUSTRIES
No 12, Dr. Radhakrishna Road,
Gandhipuram,
Coimbatore - 641 012

#12, Dr. Radhakrishna Road, Gandhipuram, Coimbatore, TamilNadu, India - 641 012,
e-mail : kamalamindustries@gmail.com
www.kamalam.co.in | info@kamalam.co.in

**CASE STUDY ON
STAYFREE COMPANY**

**SUBMITTED
EZHIMATHI.K
REG NO : 191CM239**

Under the guidance of

Dr.P.K.UMA MAHESWARI.,M.COM.,M.Phil.,

PGDCA.,MBA.,Phd.,

Assistant professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE-ACCREDITED BY NAAC WITH "A" GRADE (4 th CYCLE)

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019 – 2022

A REPORT ON CASE STUDY
At
DATA ANALYSIS OF SHARE PRICES

Coimbatore-641029

Submitted by
T.UMAMAHESWARI.
Reg.No:191CM240

Under the guidance of
Dr.P.K.UMA MAHESWARI.,M.Com., MPhil.,PGDCA.,MBA.,PhD.,
Associate professor

Submitted in partial fulfillment of the requirement for the award of the degree
of
Bachelor of Commerce



DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]
COLLEGE OF EXCELLENCE (UGC)
COIMBATORE – 641029, TAMIL NADU, INDIA

2019-2022

CASE STUDY

On

BLACKBERRY LIMITED

Submitted by

U.S.KABINESH

Reg 191em241

Under The Guidance Of

Dr.P.K.UMA MAHESWARI M.com.,MPhil.,PGDCA.,MBA.,Phd

Assistant professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE -641029,TAMIL NADU,INDIA

2019-2022

A REPORT ON INSTITUTIONAL TRAINING

At

Deccan pumps private limited

Coimbatore-641 006

Submitted by

N.SNEKA

Reg.No: 191CM242

Under the guidance of

Dr.P.K.UMA MAHESWARI M.Com., MPhil., PGDCA.,MBA.,Phd

Associate Professor

Submitted in partial fulfillment of the requirement for the award of the degree

of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

DATE: 30.06.2021

TO WHOM IT MAY CONCERN

This is to certify that

Ms.N.SNEKA

III year B.Com (M&A)

student of

**Kongunadu Arts and Science College,
Coimbatore - 641029**

under went industrial training in our company between 15.06.2021 and 30.06.2021. During the training period she had exposure to various sections in the accounts department and had firsthand knowledge on it functions.

We wish all good luck in her future endeavors

For Deccan Pumps Private Limited

R. Vivekanandhan

(R. Vivekanandhan)
Manager HR



AN ISO - 9001 CERTIFIED ORGANISATION

DECCAN PUMPS PRIVATE LIMITED

43, E3-E6, Bharathi Nagar, Sathy Road,
Ganapathy, Coimbatore - 641 006.

Phone : 0422 - 2533534, 2532930 | Fax : 0422 - 2530153.

A CASE STUDY REPORT

On

TROPICANA

Submitted by

S.ARUNKUMAR

Reg no : 191CM243

Under the guidance of

Dr. P. K. Umamaheswari MCom., MPhil., PGDCA., MBA., PhD.,

Associate Professor

Submitted in partial fulfillment of the requirement for the award of the degree

Of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4(4th CYCLE)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

INSTITUTIONAL TRAINING REPORT ON TEXMO INDUSTRIES

Submitted to

Kongunadu Arts and Science College

Affiliated to Bharathiar University, Coimbatore

In Partial Fulfilment of the requirements for the award of the Degree of

BACHELOR OF COMMERCE

Submitted By

DANIEL D JAIRAJ

(191CM244)

Under the Guidance of

Dr. P. k. Uma Maheswari M.com, M.Phil., PGDCA., MBA., Ph.D.,

Associate Professor



Estd 1973

DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE

[Re-Accredited by NAAC with "A" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

-----2021



TEXMO

Borewell Submersibles
Single Phase Domestic Pumps
Single Phase Jet Pumps

AQUA GROUP

AQUASUB ENGINEERING



AQUATEX
Agricultural Monoblocs
Open-well Submersibles
Pressure Boosting Systems

CERTIFICATE

This is to certify that Mr. Daniel D. Jairaj Department of Bachelor of Commerce , Kongunadu arts and science college – Coimbatore has undergone In- plant training From 14.06.2021 to 26.06.2021 , in all the departments at our Factory.

During this period his conduct and character were found GOOD

Coimbatore

28.06.2021

For AQUASUB ENGINEERING

Mr. T. Narendran

Vice president -Finance & Admin

A CASE STUDY REPORT

On

TELECOM SECTOR (NOKIA)

Submitted by

P.ABISHEK

Reg no : 191CM245

Under the guidance of

Dr. P. K. Umamaheswari MCom., MPhil., PGDCA., MBA., PhD.,

Associate Professor

Submitted in partial fulfillment of the requirement for the award of the degree

Of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4(4th CYCLE)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

**A REPORT ON CASE STUDY ON
FAILURE OF PEPSI COMPANY**

SUBMITTED

N. SEKAR

REG NO : 191CM246

Under the guidance of

Dr. P.K. UMA MAHESWARY M.COM.,M.Phil.,Ph.D.

Assistant professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE-ACCREDITED BY NAAC WITH "A" GRADE (4th CYCLE)

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

A CASE STUDY REPORT ON JHONSON&JHONSON POWDER

Submitted by

R.SARANYA

Reg no:191cm247

Under the guidance of

Dr.P.K.UMA MAHESWARI M.Com., PGDCA., MBA., PhD.,

Associate professor

Departemant of commerce

Kongunadu Arts and science college

Submitted in partial fulfillment of the requirement for the award of the degree

Of

Bachelor of Commerce



DEPARTEMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDIETED BY NAAC WITH "A"GRADE 3.64 CGPA OUT OF
4(3rd cycle)]

Coimbatore-641029

2019-2022

A REPORT ON CASE STUDY
(FAILURE OF TATA NANO)

Submitted by

B. PAVITHRA

Reg.No:191CM248

Under the guidance of

DR. P.K. UMA MAHESWARI M.COM., MPhil., PGDCA., MBA., Phd.,

Associate Professor and Head

Submitted in partial fulfilment of the requirement for the award of the degree

Of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd

CYCLE)] COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

**Case study on
Cadbury crisis management**

Submitted by

R. yazhini

(Reg no : 191cm249)

Under the guidenced of

M S. M. Dharani Priya ., M.com., M.phil.,

Assistant professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE- ACCREDITED BY NAAC WITH “A” GRADE (4TH CYCLE)

COLLEGE OF EXCELLANCE (UGC)

COIMBATORE -641029, TAMIL NADU, INDIA

2019-2022

A REPORT ON CASE STUDY ON

REDMI MOBILES

SUBMITTED

J.RUTHAN

REG NO : 191CM250

Under the guidance of

MS.MDHARANI PRIYA,M.COM,M.Phil.,

Assistant professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE-ACCREDITED BY NAAC WITH "A" GRADE (4th CYCLE)

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

A REPORT ON INSTITUTIONAL TRAINING

At

Mavukarai n Estates Tea Factory Industry

Submitted by

M. ABINA

Reg.No:191CM251

Under the guidance of

Ms. M. Dharani Priya M.Com., M.Phil.

Assistant Professor

Submitted in partial fulfilment of the requirement for the award of the degree

of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH “A” GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

Mavukarai (N) Estates Tea Factory

QUALITY NILGIRI TEA MANUFACTURES

Aravenu (Po.) - 643 201, The Nilgiris, Tamilnadu.

E-mail : mntytea@gmail.com

16.06.2021

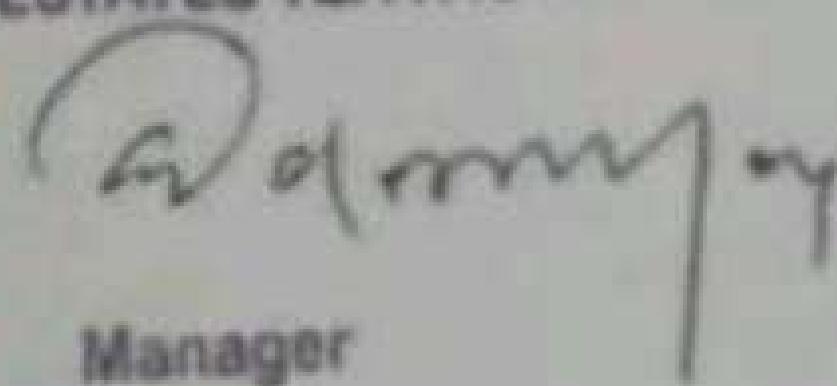
Internship Completion Certificate

This is to certify that Miss ABINA M., II ND B.COM., ADDITIONAL Reg No.191CM251 Of Kongunadu Arts and Science College, Coimbatore has successfully completed Her Internship training in our Industry for 15 days from 01.06.2021 to 15.06.2021.

During the training period we found that she is sincere and hardworking.

We wish her all the best for her future endeavors.

For MAVUKARAI (N) ESTATES TEA FACTORY


Manager

Case study on
Telecom sector (Nokia)
Submitted by
S.kuppuraj

(Reg no: 191cm252)

Under the guidedenced of
MS. M. Dharani Priya., M.com., M.phil.,

Assistant professor



DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
IRE- ACCREDITED BY NAAC WITH "A" GRADE (47th CYCLE)
COLLEGE OF EXCELLANCE (UGC)
COIMBATORE -641029, TAMIL NADU, INDIA

2019-2022

A REPORT ON INSTITUTIONAL TRAINING

At

F TECH MACHINES

Coimbatore-641 101

Submitted by

R. SATHYA

Reg.No:191CM253

Under the guidance of

Ms. M. Dharani Priya M.Com., M.Phil.

Assistant Professor and Head

Submitted in partial fulfillment of the requirement for the award of the degree

of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH “A” GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022



F TECH MACHINES

No. 89-D, Vijaya Nagar, Amman Kovil Thottam,
Nallampalayam, Ganapathy Post,
Coimbatore - 641 006. Tamil Nadu, India. State Code 33

Phone. : 88833 55122
88833 55133

Ref. :

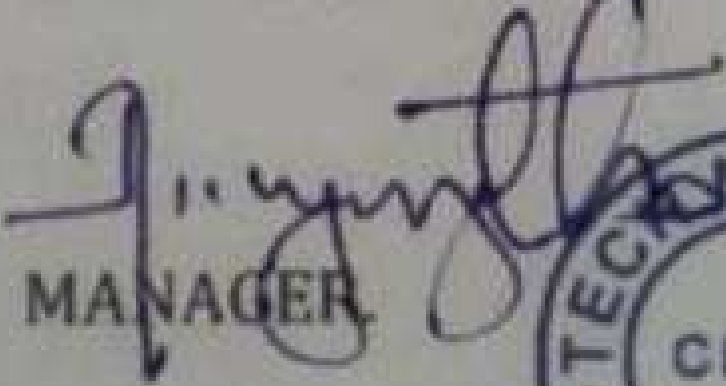
Date 24-06-2021

TO WHOM IT MAY CONCERN

This is certificate that **MS.R. SATHYA** (ROLL NO.191CM253) 3rd year B.Com main & additional student of Kongunadu Arts and Sciences College, Coimbatore has undergone summer placement training in our organisation from 15-06-2021 to 24-06-2021.

During this period has conduct and character were found to be good.

FOR F TECH MACHINES,


MANAGER



GSTIN. : 33AQYPV0585F1Z8

**CASE STUDY ON
FAILURE OF PEPSICO COMPANY**

**SUBMITTED
J.B.NANDITA
REG NO : 191CM254**

Under the guidance of
MS.M.DHARANI PRIYA.,M.COM.,M.Phil.,
Assistant professor



**DEPARTMENT OF COMMERCE
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
IRE-ACCREDITED BY NAAC WITH “A” GRADE (4th CYCLE)
COLLEGE OF EXCELLENCE (UGC)
COIMBATORE – 641 029, TAMIL NADU, INDIA
2019-2022**

A REPORT ON INSTITUTIONAL TRAINING

At

Sri Gayathri Engineering

Submitted by

M. SARANYA

Reg.No:191CM255

Under the guidance of

Ms. M. Dharani Priya M.Com., M.Phil.

Assistant Professor and Head

Submitted in partial fulfillment of the requirement for the award of the degree

Of

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

SRI GAYATHRI ENGINEERING

Mfrs. of all kinds of Taskwood, Metallic Patterns & Job work

Nathagoundanpudur, Alandurai, Coimbatore - 641101.

PH: 0422 - 2650165, 2650166

Email : srigayathriengineering@gmail.com

Web : www.srigayathriengineering.com

CST No : 727927

TIN No : 33091922562



TO WHOM IT MAY CONCERN

This is to certify that Saranya, M student of B.Com of KONGUNADU ARTS AND SCIENCE College have completed the Industrial Training under mentorship of my firm dated from 01.07.2021 to 15.07.2021 during the academic year 2020-2021. During the period of his Industrial training with us she was found Punctual, Hardworking and Inquisitive.

We wish her every success in life.

For SRI GAYATHRI ENGINEERING

(GAYATHRI ENGINEERING)

A handwritten signature in blue ink, appearing to read 'A. Subramanian', is written over a horizontal line.

Authorized Signature

A REPORT ON CASE STUDY

At

THREE STRIPES COMPANY

Coimbatore-641029

Submitted by

S.SADHANA SHREE .

Reg.No:191CM 256

Under the guidance of

M.s.M.DHARANI PRIYA., M.COM.,M.Phil.,

Assistant professor

**Submitted in partial fulfillment of the requirement for the award of the degree
of**

Bachelor of Commerce



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[RE-ACCREDITED BY NAAC WITH "A" GRADE 3.64 CGPA OUT OF 4 (3rd Cycle)]

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641029, TAMIL NADU, INDIA

2019-2022

A REPORT ON CASE STUDY OF KINGFISHER AIRLINES

Submitted by

VARSHA.S

REG NO:191CM257

Under the guidance of

Ms. M. DHARANI PRIYA M.COM., M.Phil.,

Assistant Professor



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE-ACCREDITED BY NAAC WITH “A+” GRADE (4TH CYCLE)

COLLEGE OF EXCELLENCE(UGC)

COIMBATORE-641 029, TAMIL NADU, INDIA

2019-2022

A REPORT ON CASE STUDY

FAILURE OF Suzuki Kizashi

Submitted by :

JAI RAJ SINGH (191CM258)

Under the guidance of

Ms. M.DHARANI PRIYA., M.Com., M.Phil.,

Assistant Professor,



DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

IRE-ACCREDITED BY NAAC WITH "A" GRADE (4 th CYCLE)

COLLEGE OF EXCELLENCE (UGC)

COIMBATORE – 641 029, TAMIL NADU, INDIA

2019-2022

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**Case study on
Samsung**

Submitted by
K.M.R.SHRIRAM

UNDER THE GUIDENCE OF

**Dr.P.K.UMA MAHESWARI.,M.COM.,M.PHIL.,
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