



# **PROJECT REPORT**

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

*Master's in Business Administration*

Submitted By

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Reg.No:

**ALBEDO SCHOOL OF BUSINESS  
MANAGEMENT**

**ISO 21001:2018 CERTIFIED INTERNATIONAL  
B-SCHOOL**

2025

# Certificate

This is to certify that **Mr. Ashraf NK** is a Bonafide student of ASBM Business School; Cochin has successfully completed the project work as prescribed in the partial fulfilment of the requirement of **Masters in Business Administration (MBA)** Program for the academic year 2025.

The Project Work titled as "SALES AND DISTRIBUTION MANAGEMENT".

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Dean/Associate Dean

# Declaration

I, the undersigned, hereby declare that the project report entitled, **SALES AND DISTRIBUTION MANAGEMENT** submitted by me to the ASBM Business School in partial fulfilment of the requirement for the award of degree of Masters in Business Administration and is my original work and the conclusions drawn therein are based on the material collected by myself.

The Report submitted is my own work and has not been duplicated from any other source.

I shall be responsible for any unpleasant moment/situation.

Place: MARANCHERY

Date: 14-09-2025

ASHRAF NK

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# **Chapter 1**

## **Introduction**

- i Introduction
- i Scope of the Study
- i Statement of the Problem
- i Objectives of the Study
- i Research Methodology

# **Chapter 2**

## **Profiles**

- i Industry Profile
- i Company Profile

# **Chapter 3**

## **Literature Survey**

- i Conceptual and theoretical review
- i Research Review

# **Chapter 4**

## **Data Analysis and Interpretation**

-¿ Analysis Part 1

-¿ Analysis Part 2



# **Chapter 5**

## **Conclusions**

- i Result and Discussions
- i Directions for future research
- i Limitation
- i Conclusion
- i Suggestion

# **Bibliography**

# Appendix

