

Preface

As a part of my BBA curriculum and in order to gain knowledge in the practical field of the management, I have made a report on “ **A study on the Sales Promotion at Ford Motors Pvt. Ltd., Bharalumukh and measures to improve the same**”. The basic objective of doing this project is to get knowledge in the tools of different sales promotion activities of TI Ford Motors Pvt. Ltd.

For preparing the project report, I have visited the TI Ford Motors Showroom during the suggested period of 2 months, i.e., 60 days, to avail the necessary information. The knowledge acquired and blend of learning during the time period spend at the showroom is presented in this project.

The project contains seven chapters, the first chapter is an introduction of the project, the second chapter contains information about the organisation, the third chapter contains the methodology of the research, the fourth chapter consists of data analysis, the fifth chapter consist the findings of the project, the sixth chapter includes suggestions and recommendations and the last chapter is the conclusion of the project.

I have tried my best to give the proper and true data about the sales promotion activities used by the organisation. The information presented in this project is also being obtained from other sources like organisation website, other websites, company reports, books and other literature.

Date:

Place: Guwahati

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