

**A STUDY ON
PROMOTIONAL STRATEGIES OF MARKETING PRODUCTS**

With Reference to

METRO CASH & CARRY

A internship project report submitted to the department of commerce

In partial fulfilment of the requirement for the award of the degree of

Bachelor of Commerce (General)

PREPARED BY

BHUMIREDDY SIVA MANOHAR REDDY

(202218)

UNDER THE GUIDANCE OF

Sri B. VENKATESWARA RAO M.Com., B.Ed.,

Assistant Professor Department of Commerce



**PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF
ARTS & SCIENCE**

(An Autonomous College in the Jurisdiction of Krishna University)

VIJAYAWADA -520010

2022-2023

P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE
VIJAYAWADA-10



CERTIFICATE

This is to certify that this Project Work Entitled “**PROMOTIONAL STRATEGIES OF MARKETING PRODUCTS**” at **METRO CASH & CARRY** is a bonafide work of **BHUMIREDDY SIVA MANOHAR REDDY** [Roll No:202218] Submitted to the Department of Commerce in Partial Fulfilment of Requirement For the Award of Degree of **BACHELOR OF COMMERCE** by Krishna university.


Sri B.VENKATESWARA RAO

(PROJECT GUIDE)


Sri. K. NARAYANA RAO

(Head of Dept. Commerce)

Head, Dept. of Commerce
P.B. Siddhartha College of
Arts & Science, VIJAYAWADA


Ch. Narayana Rao.

Date: 06-Jan-2022

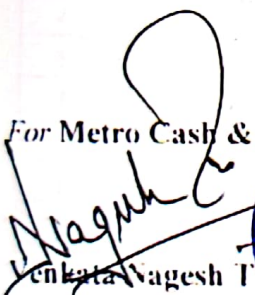
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Bhumireddy Siva Manohar Reddy** has done his internship at **Metro Cash & Carry India Pvt Ltd.** Vijayawada from **01-Oct-2022 to 31-Dec-2022.**

During his internship he has demonstrated his skills with self-motivation to learn new skills. His performance exceeded our expectations and he was able to complete the project on time.

We wish him all the best for his upcoming career.

For Metro Cash & Carry India Private Limited


Venkata Nagesh T

General Manager - Operations*



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