

**A STUDY
ON
“SALE STRATEGY ”
With reference to
GOLD MEDAL ELECTRICALS PVT.LTD,**

*A project report submitted to the
Department of Commerce*
P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE
In partial fulfilment of the requirement for the award of the degree of
BACHELOR OF COMMERCE

Submitted by:
ISHIKA JAIN
202633

Under the Guidance of
Dr B. Sankarbabu
M.Com., M.Phil., LLB, PhD
Asst. Professor
Department of Commerce



P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE
An Autonomous College Accredited To “A+” By NAAC
(Affiliated To KRISHNA UNIVERSITY, Machilipatnam)

VIJAYAWADA

2020 - 2023

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



CERTIFICATE

This is to certify that this project work titled "**A STUDY ON SALE STRATEGY WITH REFERENCE TO GOLD MEDAL ELECTRICALS PVT. Ltd.**," is a bonafide work done by **ISHIKA JAIN (202633)** under my guidance and supervision in partial fulfilment of the requirement for the award of the Degree of Bachelor of Commerce in **P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE**, Vijayawada, Affiliated to **Krishna University**, Machilipatnam, during the academic year 2020 - 2023.


Dr. B. SANKARBABU
Asst. Prof & Project Guide


Kona Narayana Rao
Head of the Department


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

Internship certificate

This is to certify that Ms ISHIKA JAIN (Reg No202633) Student of B.Com Business process management from P.B. Siddhartha College of Arts & Science, Vijayawada has successfully completed her project work on "SALES STRATEGY" with reference to Goldmedal Electricals Private Limited in our organization from 01-02-2023 to 06-05-2023.

During this period we found her hard working and sincere.


M.S. Reddy
Best Regards

Goldmedal Electricals Private Limited