

A STUDY ON
MARKETING STRATEGIES OF VOLKSWAGEN,
VISAKHAPATNAM

A PROJECT REPORT SUBMITTED TO



GAUHATI UNIVERSITY

Guwahati -14

In partial fulfillment of requirement for the award of bachelor degree in Commerce

SUBMITTED BY:-
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DECLARATION

I hereby declare that the project work entitled " MARKETING STRATEGIES OF VOLKSWAGEN , VISAKHAPATNAM " Submitted to Gauhati University in partial fulfillment of B.Com 6th Semester. It is a record of project work carried out by me under the guidance of DR. Rimakhi Borah ma'am of Nalbari Commerce College.

I further declare that the work report in this project has not been Submitted and will not be submitted either in part or full the award of any other degree diploma in this institute or any other University.

Date: 30/05/24

Place: Nalbari

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ACKNOWLEDGEMENT

At the very beginning , I must express my deepest sence of gratefulness to my guide Dr. Rimakhi Borah ma,am Assistant Professor Department of Accountancy in our college for his support, guidance, co-operation and excellent advice to me in fulfillment this work.

I am also thankful to the respondent who has spend valuable time from their busy schedule in filing my questioners and help me completing this project.

Date: 30/05/2024

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CERTIFICATE

This is the certify that MRIDUL SARANIA of B Com 6th Semester 2024 Nalbari Commerce College under Roll:UC-211-200-0089 and GU Registration No-21025620 years 2021-22 was working under my Supervision and guidance for his work for thre course bachelor of commerce under Gauhati University . His project work entitled "MARKETING STRATAGIEES OF VOLKSWAGEN,VISAKHAPATNAM" Which he is submitting in his genuine or original work.

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CHAPTER - I

INTRODUCTION

1.1 INTRODUCTION:

The project title 'marketing strategies' serve as the fundamental under-
- pine of marketing plans designed to fill market needs and reach marketing objects.

The industrial training makes the management students under go practically which they know theoretically MBA students can imagine the problem with the theoretical knowledge he has, but he can only solve it when he