

A PROJECT REPORT ON

“A Study On Marketing Strategies Of Apple iPhone In India”

SUBMITTED TO

St. Mira's College for Girls, Pune

Autonomous (Affiliated to Savitribai Phule Pune University)

UNDER THE GUIDANCE OF

PROF. KAJAL JAISINGHANI

FOR THE PARTICULAR FULFILMENT OF BACHELOR OF
BUSINESS ADMINISTRATION

(T.Y.B.B.A 2021-22) SEMESTER - VI

BY:

NISHTHA SUDHIR PANDYA (Roll No.21917/Seat No.B191054)

Nishtha



SADHU VASWANI MISSION'S

St. Mira's College For Girls, Pune

Autonomous (Affiliated to Savitribai Phule Pune University)

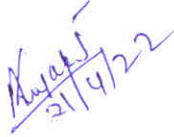
Reaccredited by NAAC- A Grade, cycle 3

[ARTS, COMMERCE, SCIENCE, BSc (Computer Science), BBA,
BBA(CA)]

6, Koregaon Road, Pune-411001. [INDIA]

CERTIFICATE

This is to certify that **Ms. Nishtha Sudhir Pandya** (Roll no: 21917 / Seat no: B191054) has successfully completed in Project titled "*A study on marketing strategy of Apple iPhones in India*" in specialization - Marketing. The same constitutes a part of T.Y.B.B.A curriculum for the academic year 2021-22.


21/4/22

Project Guide
(Internal Examiner-
Kajal Jaisinghani)



Course Coordinator

(Mrs.Rekha Kankariya)


4/10/22
4/10/2022

External Examiner



Student Sign

