

St. Mira's College for Girls,  
(Autonomous-Affiliated to Savitribai Phule Pune University)

Class: FYBCOM

Subject: Marketing and Salesmanship

Subject Code: C11505

2019-2020

Semester: I

Unit: 3 & 4

Skill Development: Analytical and Critical Thinking

Made By :-

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**OBJECTIVE OF ASSIGNMENT**

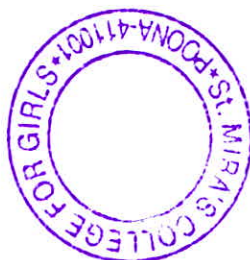
To understand how does a

- company designs the product
- prices the product.
- packs the product
- promote the product
- and with what physical distribution reaches the customer.

Sub Teacher

Jyoti Chintari

Shubhi



  
Principal Incharge  
St. Mira's College for Girls



## ABOUT MAYBELLINE

Maybelline New York is the number one global cosmetics brand and is available in over 129 countries worldwide. Offering more than 200 products, Maybelline New York combines technologically advanced formulas with on-trend expertise to create accessible cosmetics with a cool, urban edge and a specified style. Maybelline New York is the official sponson of New York Mercedes-Benz Fashion Week.

In 1913, young Chicago chemist Thomas Williams had a dilemma. His older sister, Maybel, was in love with someone who was in love with someone else. Maybel Williams did her best with what

Subject Teacher:

Mrs. Jyoti Chintan *Jyoti Chintan*



*Jr*  
Principal Incharge  
St. Mira's College for Girls