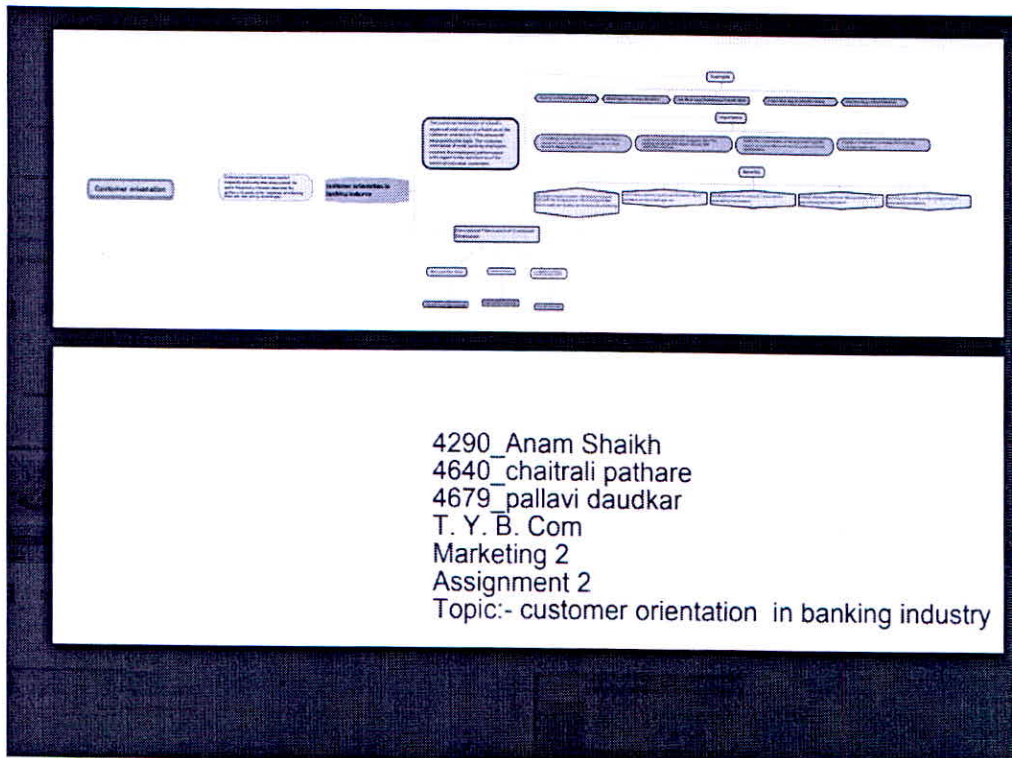
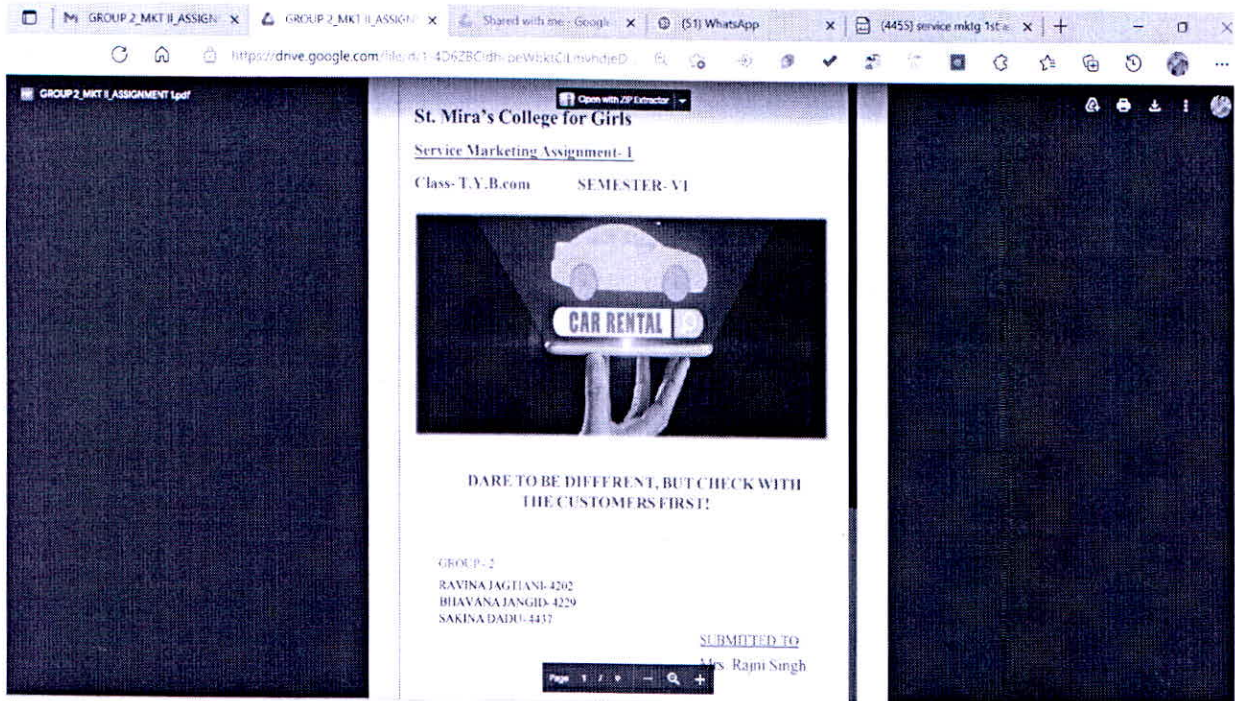


St. Mira's College for Girls, Pune  
 Autonomous (Affiliated to Savitribai Phule Pune University)  
 2020-21  
 SYBCOM Marketing Assignment (C61712)  
 Sem- VI

Assignment 1 Study of latest trends in Services Marketing - to be presented through Mind mapping



*Rajni Singh*  
 Asst. Prof. Rajni Singh



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

## Assignment 2- Preparing a business plan for an imaginary service business firm

4206 & 4242 SERVICE MARKETING ASSIGNMENT

**SERVICE MARKETING ASSIGNMENT**

Name – Vrittika Daswani, 4206  
Name – Sneha Gudipati, 4242  
Class - TY Bcom 'A'  
Semester VI

**BUSINESS PLAN OF EVENT MANAGEMENT COMPANY**  
**The Executive Plan (4206)**

Every good event that grabs your attention and touches you heart is backed by an elaborate process of thinking, planning and conceptualizing things with discreet attention. This applies to all the events whether it is a conference, marketing pitch, a cultural show, fundraising activities or promotional events. The perfect process can turn it into the talk of the town and make headlines of the paper.

We at Dream Creations Co. are counted among the top **event management companies in Pune**, who offer you an exceptional platform to meet your goal.

At **Dream Creations Co.** we hold the expertise of bringing access to our customer complete solution with our event planning skills. Our eye to detail and giving complete importance to every minute aspect makes has earned us a place in the heart of our clients who choose us again and again to organize their event.

Rajni Singh

Asst. Prof. Rajni Singh



JR

Principal Incharge  
St. Mira's College for Girls