

EXECUTIVE SUMMARY: (One page only)

This should include Introduction & objectives of the project, reasons for selection of company, selection of project, and research design of the project (i.e. procedure you have used to carry out the project). Also you have to mention brief conclusions of the project. (One paragraph on each chapter)

OBJECTIVES & SCOPE OF THE PROJECT:

1. **Objectives of the project**
2. **Scope:** in terms of practical implication of the project. (Not only in terms geographical scope.)

COMPANY PROFILE: This should include

1. Complete name & Address of the company
2. Mission statement, vision, slogan, logo if any.
3. Historical developments of the company
4. Achievements and financial result of the company if any.
5. Organizational chart
6. List of competitors
7. Branches & offices
8. Building photographs (if any).

PRODUCT PROFILE: this should include

Details of the products with different ranges of the products & photographs of the products (if any)

THEREOTICAL BACKGROUND: It should include

Application of different relative concepts of the concern subjects topic & their correlation with respect to your project like:

For Marketing:

Market segmentation, Target Marketing, PLC, New product development, marketing planning, classification of markets, market competition, promotional mix, Distribution channels, services marketing, sales promotion schemes, supply chain management, customer relationship management, Business ethics, consumer behaviour, law of demand & supply, AIDA model etc.