



## A PROJECT REPORT ON

### **“A Study on Marketing Strategy of One Plus and Its Influence on Consumers of Pune Region”**

SUBMITTED TO

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

UNDER THE GUIDANCE OF  
PROF. KAJAL JAISINGHANIA

FOR THE PARTIAL FULFILLMENT OF BACHELOR  
OF BUSINESS ADMINISTRATION  
(T.Y.B.B.A 2021-22) SEMESTER - VI

BY:

POOJA ARJUN SHARMA (21950/ B191071)

*Mark*

Course Coordinator



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)]  
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## CERTIFICATE

This is to certify that Ms. Pooja Arjun Sharma (Roll no: 21950 / Seat no: B191071) has successfully completed in Project titled "A Study on Marketing Strategy of One Plus and Its Influence on Consumers of Pune Region" in specialization -Marketing. The same constitutes a part of T.Y.B.B.A curriculum for the academic year 2021-22.

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