Internship Report on

"IMPLEMENTING SALES FUNNEL IN DIRECT MARKETING AT SSG SOFTWARE SYSTEMS PVT LTD, BANGALORE"

Submitted by

VENKATESHA M G

USN: 4LV15MBA37

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal Guide
Dr. Guru Basava Aradhya. S
Associate Professor
AIET, MBA Department
Mijar, Mangalore

External Guide
Mr. S Gupta
Managing Director
SSG Software Systems

MBA DEPARTMENT

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

MIJAR, MOODBIDRI, Mangalore

2015-2017

SSG Software Systems Pvt. Ltd.
"Committed to Improve Your Profits"
SSGINDIA

Ref No-

Date-

Date:07-03-2017

CERTIFICATE

This is to certify that **Mr. Venkatesha M G (USN: 4LV15MBA37)** an MBA (Marketing) student of Alva's, Institute of Engineering and Technology has undergone "Internship" from 06.01.2017 to 07.03.2017 (Sixth January Two Thousand and Seventeen to Seventh March Two Thousand and Seventeen) in our organization under the guidance of Mr. S Gupta (Managing Director) and has completed a project entitled as **"Implementing Sales Funnel in Direct Marketing".**

During the above period, performance and conduct of **Mr. Venkatesha** has been good.

We wish him success in all future endeavors.

SSG SOFTWARE SYSTEMS PVT. LTD.

For SSG Software Systems (P) Ltd

S.Gupta
Managing Director

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Date: 15-May-2017

CERTIFICATE

This is to certify that **Mr. Venkatesha M G** bearing **USN 4LV15MBA37**, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum.

Internship report on **"IMPLEMENTING SALES FUNNEL IN DIRECT MARKETING AT SSG SOFTWARE SYSTEMS PVT LTD, BANGALORE"** is prepared by him under the guidance of **Dr. Guru Basava Aradhya S**, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature Guide 15/5/17
Dr. Guru Basava Aradhya S

Signature of HOD
Prof. P Ramakrishna Chadaga

Signature of Principal
Dr. Peter Fernandez

DECLARATION

I, **Venkatesha.M.G**, hereby declare that the Internship report entitled **"Implementing sales funnel in direct marketing at SSG Software systems Pvt ltd, Bangalore"** prepared by me under the guidance of **Dr. Guru Basava Aradhya. S**, Associate Professor, MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr. S Gupta,** Director, SSG Software systems Pvt ltd Bangalore.

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Venkatesha M.G.

Signature of the student
Venkatesha.M.G
USN-4LV15MBA37

Place: Mijar
Date: 15-May-2017

ACKNOWLEDGEMENT

For to complete this project in efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Firstly I thank god almighty for showering his choicest blessing and keeping me in good health throughout the tenure of the project.

Here by I make a humble effort to place on record, my sense of gratitude and sincerity to all my well-wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my internal guide **Dr. Guru Basava Aradhya. S,** Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions.

I wish to convey my whole hearted gratitude to **Mr. S Gupta (Director) SSG SOFTWARE SYSTEMS Pvt Ltd. Bangalore.** And his staff for granting permission and providing valuable information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Venkatesha.M.G

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Executive summary

SSG Software systems Pvt Ltd is a computer software development company. 20 years old software product company from Bangalore. Provide superior service delivered and quality products. SSG 7 logo software certified product sand area of operation is not limited one particular area. Is services customer all over the world.

The topic of the study is "**Implementing sales Funnel in Direct Marketing**" with special reference to SSG software systems Pvt ltd Bangalore. This topic helps to find and asses the prospect customers and turning then as sales lead. Using sales Funnel, and by identify number of prospects at each stage of the steps: I can expect the number of prospects, convert consumer.

The company's main aim as of now is to become a world class software product company from India.

The analysis of the data led a wide pool of findings about various aspect related to the Implementation of sales funnel in marketing and sales lifecycle towards SSG Company and ACE contact Manager Software based on the findings logical conclusion were framed.