



RESEARCH PROJECT REPORT ON
“FENESTA UPVC WINDOWS”
“MARKET DEMAND FOR SYSTEM ALUMINIUM IN BENGALURU”

SUBMITTED BY
MAYUR MUNNOLIMATH

(4AL17MBA16)

Submitted to



**VISHWESHWVARAYYA TECHNOLOGICAL UNIVERSITY,
BELAGAVI**

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

DR. NAGENDRA
DEPARTMENT OF MBA
A.I.E.T MIJAR MOODBIDRI

EXTERNAL GUIDE

MR. SOURADEEP
SR. SALES OFFICER
FENESTA UPVC WINDOWS

DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2018-2019



Training Certificate

This is to confirm that Mr. Mayur R Munnolimath, a student of Alva's Institute of Engineering and Technology, Mijar, Moodabidri has taken a six week research internship project at Bengaluru office of Fenesta Building Systems.

He has been assigned a project titled "Market demand for System Aluminium in Bengaluru" from 3rd Jan, 2019 to 28th Feb, 2019 .During his internship we found his performance up to the mark.

Abhishek Baderia – HR Head

Authorized signatory



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L74899DL1989PLC034923 • (Formerly DCM Shriram Consolidated Limited)



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

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Date: 11th April 2019

Certificate

This is to certify that **Mr. MAYUR R MUNNOLIMATH** bearing **USN 4AL17MBA16** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report entitled "**A STUDY ON ESTIMATION OF MARKET DEMAND FOR SYSYTEM ALUMINIUM, BANGALORE**" is prepared by him under the guidance of **Dr. Nagendra S**, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Dr. Nagendra S
Internal Guide


Dr. R. Wranton Perez
HOD, MBA


Dr. Peter Fernandes
Principal

PRINCIPAL
Alva's Institute of Engg. & Technology
Mijar, MOODSIDRI - 574 225, D.K.

EXECUTIVE SUMMARY

The summer project title “Estimation of Market demand for System Aluminium in Bengaluru region” was conducted at the branch of Fenesta UPVC Windows, Bengaluru. Fenesta UPVC Windows is a unit of DCM Shriram and it was incorporated in 2004. It is headquartered in Grugaoan. The company helped me to understand the basic concepts of Market demand of System Aluminium with the help of major players in Bengaluru.

By conducting this study, I can get a practical knowledge about the market demand and also can create awareness in the minds of the general public about the benefits of System Aluminium. The result of the present study enables to know about market demand and product awareness of the company. Hence, they are into India’s No. 1 UPVC windows and doors manufacturing company, the study helps to understand the demand for System Aluminium in Bengaluru region.