

Marketing strategies (plan) and recruitment, selection and training/development of CCURE IT pvt. Ltd.



MBA FINAL YEAR PROJECT BY

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ABSTRACT

In this project, we have tried to develop a marketing plan and strategies for the existing business in new market place. On initially basis we visited organization CCURE IT Pvt Ltd. located in Islamabad for the approval of our project. After then they assigned us a project to make a marketing plan and its strategies for their new branch in Rawalpindi. After all we started our project and getting started visited in the location near by Rawalpindi. We did different survey and gathered different data and information regarding to our project. This project provides the idea of opening existing business in new market place with marketing tools and strategies. We tried to fulfill all the aspects of this project regarding marketing and human resource portion. The uniqueness of this project is that we did all the effort of our self and tried to produce purely our own work.

ACKNOWLEDGEMENT

Praises to the Almighty **ALLAH** and our gratitude and humble thanks giving to our parents and our supervisor **Sir Aqeel Israr** and all teachers specially **Sir Kashir Asghar (Research Cell Coordinator)** who himself has proven a parent in a moral fiber to our group and guided us right through the beginning till the completion.

We are really very thankful to **Mr. Imran Khan** (CEO of CCURE IT Pvt Ltd) very special personality to all of us during the course of this project; he has just provided us with a commendable support and brilliant suggestions and thoughts. His efficient and effective presence had always yielded an extravagant output.

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DEDICATION

This project is dedicated to our loving parents and teachers. They are the people who have always been guiding light and shining icons to us all. And moreover without the moral, financial and above all the compassionate support of whom, this project would not have been in a form as it is in today.

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