

Development of Social media and Corporate sales strategy for Aura Grande

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**DEVELOPMENT OF SOCIAL MEDIA AND
CORPORATE SALES STRATEGY OF AURA GRANDE
EVENT COMPLEX**



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DEPARTMENT: MANAGEMENT SCIENCES.

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February 08, 2017

Dr. M. Ali Saeed
Head of Department
Management Sciences
Bahria University
Islamabad Campus

Subject: Letter of acceptance for Project/ Research for MBA Students

Dear Sir,

In response to your letter dated February 06, 2017.

We would like to allow permission to the following students to work with our organization in order complete their project.

1. Mr Nawazish Tawab
2. Mr Saad Sohail
3. Mr Saad Rana

During their project, they will get maximum support from this organization so they fully utilize the available resources in order to get the maximum output from their creativity and marketing skills.

This is to further state that the concerned students will be bound to submit the undertaking letter for confidentiality and the details and data share with them can't be share, produce or publish at any forum, without our written permission.

Should you have any question, please feel free to contact the undersigned.

Yours truly



FAISAL MAQSOOD
GENERAL MANAGER

**AURA
GRANDE**

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ACKNOWLEDGEMENT

All acclamation to **Almighty ALLAH** who has empowered and enabled us to accomplish the task successfully. We would like to express our sincere and humble gratitude to Almighty who's Blessings, help and guidance has been a real source of all our achievements in our life.

We are very much thankful to the honorable manager **Sir "FAISAL MAQSOOD"**, who really co-operated with us in this regard. We would also like to thank the other staff members of AURA GRANDE EVENT COMPLEX who supported us whenever we need them.

We gratefully acknowledge the teachers of our department who have greatly helped us in building our knowledge and for their valuable guidance, suggestions and clarifications. We are thankful to our colleagues and friends for their significance support.

Sir "Muzammal Sobban" deserves special thanks for his support and encouragement during the preparation of this project.

Last but not the least our team efforts, support, cooperation and encouragement showed by each member in the group with each other made it possible for the project to get completed in time.

Thank You all

ABSTRACT

The subject on which we are doing our project is AURA GRANDE EVENT COMPLEX. Aura Grande is a top of the line Pakistan based occasion arranging organization and authorized meal corridor situated in E 11/4 Sector, Islamabad. The organization is giving up to the check occasion arranging administrations that construct a huge and amazing background for their customers in reasonable costs.

Aura Grande has two sizeable Marquees particularly to wed day occasions. Likely they additionally have two spacious halls that are especially intended for corporate related occasions.

Beside the excellence of Islamabad, the general population living around there is extravagant and knows the approaches to carry on with their life at its fullest. By remembering this point, we underwrite their endeavors in zones other than wedding occasions. We are masterminding other social celebrations and functions to catch corporate customers.

We are helping Aura Grande to enter in different parts for example eatery and diner business.

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