

PROJECTS for MBA Students Marketing & Sales

Mobile Apps

We are developing very innovative patent pending Mobile Apps and we are looking for MBA students who think like entrepreneur and develop Branding, Customer Segmentation, Business plan, Pricing strategy and Marketing plan, You will be working in the hot market of Mobile Apps and this project is not for faint hearted - It will need lot of analysis, planning and at the end you will learn how to introduce a new mobile app in the market.

Software Services

We are a premium services company in Ahmedabad. We have started a subsidiary in US and Canada which has become the partner for Amazon, Google and Azul Technologies. We want MBA to analyse the market, segment and build go to market strategies based on our capabilities and market requirements. Each team will be challenged to develop a sales plans with limited Marketing and Sales budget. We will be going a small budget to execute sales plan using Gorilla Marketing. The award will be earning commission of the contracts won.

The team will be building

- 1) Marketing Strategy & Sales Plan
- 2) Branding,
- 3) Marketing material & website, .
- 4) Email Campaigns

The projects have been given **by Dev Information Technology (P) Ltd** and its US company **Agile Partners, Contact: : alex@agilepartnersinc.com; +1-586 925 5600 (C), +1- 610 704 2184 (O).**

Note: For any query/inputs, please feel free to communicate with: Harshad.patel@gtu.edu.in, gic@gtu.edu.in