

DECLARATION

I, Chiranjeev Singh, student of E-MBA 2014-2016 batch of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi declare that Major Project titled *Integration & Optimisation Model for Organizations for Online Click & Order and Offline Brick & Mortar Business – Conflict Parameters & KM Model Development* submitted in partial fulfilment of Executive MBA programme is the original work conducted by me. The information and data given in the Project Report is authentic to the best of my knowledge.

This Project Report is not being submitted to any other University for award of any other Degree, Award and Fellowship.

CHIRANJEEV SINGH

DR. RAJAN YADAV

DR. BROTO RAUTH BHARDWAJ

Associate Professor, DTU

Associate Professor, BVIMR

Project Guide

Project Guide

CERTIFICATE

This is to certify that Major Project Report titled *Integration & Optimisation Model for Organizations for Online Click & Order and Offline Brick & Mortar Business – Conflict Parameters & KM Model Development* is a bonafide work carried out by Chiranjeev Singh of our Delhi School of Management, Delhi Technological University, Delhi for fulfilment of Executive – Master of Business Administration (E–MBA) degree.

He has worked under my guidance and supervision.

DR. RAJAN YADAV

Associate Professor, DTU

DR. BROTO RAUTH BHARDWAJ

Associate Professor, BVIMR

ACKNOWLEDGEMENT

“It is not possible to prepare a project without the assistance & encouragement of other people. This one is certainly no exception.”

On the very outset of this report, I would like to extend my sincere & heartfelt obligation towards all the personages who have helped me in this endeavour. Without their active guidance, help, cooperation & encouragement, I would not have made headway in the project.

I am extremely thankful and would like to pay my gratitude to my Faculties, Project Guides & Mentors **Dr. Rajan Yadav & Dr. Broto Rauth Bhardwaj**, for their genuine concern, guidance and valuable inputs during the course of this Marketing & Knowledge Management Project.

I extend my gratitude to **Delhi Technological University** for giving me this opportunity.

I also acknowledge with a deep sense of reverence, my gratitude towards my organisation, Godrej Security Solutions and I truly believe that findings, report and recommendation of my Term Project will help my organisation in B2C Business for Successful Integration & Optimization Strategies between Online and Offline Channel and bettering Customers' Delight and Satisfaction.

At last but not least gratitude goes to my family for moral support, all my friends, peers and colleagues who directly or indirectly helped me to complete this project report.

Any omission in this brief acknowledgement does not mean lack of gratitude.

CHIRANJEEV SINGH

BATCH OF E-MBA 2014 – 2016

DELHI SCHOOL OF MANAGEMENT

DELHI TECHNOLOGICAL UNIVERSITY