

**A STUDY ON CUSTOMERS SATISFACTION OF BLUE WAY  
PRODUCTS & MARKET POTENTIAL TOWARDS BLUE WAY  
FROZEN FOOD WITH REFERENCE TO ERODE DISTRICT**

Submitted to Kongu Arts and Science College (Autonomous) in partial fulfillment of  
the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

**(Banking & Insurance)**

To be awarded by Bharathiar University, Coimbatore

Submitted by

**HARISH . K**

**(Reg.no.18UCBI015)**

Under the Guidance of

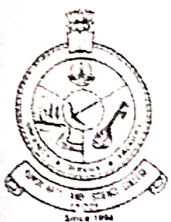
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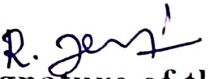


**March – 2021**

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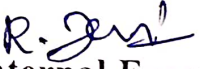
## CERTIFICATE


This is to certify that this project report entitled "A STUDY ON CUSTOMERS SATISFACTION OF BLUE WAY PRODUCTS & MARKET POTENTIAL TOWARDS BLUE WAY FROZEN FOOD WITH REFERENCE TO ERODE DISTRICT" submitted to BHARATHIAR UNIVERSITY in partial fulfillment of the requirements for the award of the Degree of Bachelor of Commerce (Banking & Insurance) is a record of original project work done by HARISH . K during the period of 2020-2021 of his study in the Department of Commerce at Kongu Arts and Science College (Autonomous), Erode under my supervision and guidance and the project has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or other similar title to any candidate of any University.

  
Signature of the Guide

  
Head of the Department

Submitted for the university Viva –Voce Examination held on 27/3/2021

  
Internal Examiner

  
27/03/2021  
External Examiner

(Dr. S. MAHESKUMAR)