

**A STUDY ON CUSTOMER'S BRAND PREFERENCE AND
SATISFACTION TOWARDS ASIAN PAINTS IN
ERODE**

*A Project Report submitted to the BHARATHIAR UNIVERSITY in partial fulfillment
of the requirements for the award of the Degree of*
BACHELOR OF BUSINESS ADMINISTRATION

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**(Approved by UGC, AICTE, New Delhi & Re-accredited by
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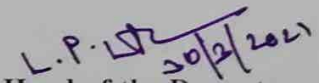
CERTIFICATE

This is to certify that the project report entitled "A STUDY ON CUSTOMER'S BRAND PREFERENCE AND SATISFACTION TOWARDS ASIAN PAINTS IN ERODE", submitted to KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS), is a record of original project work done by


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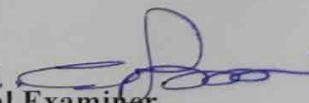
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Submitted for the Viva-voce Examination held on 01/04/2021..