

**THE STUDY ON CONSUMER SATISFACTION TOWARDS MILK AND MILK-
BASED PRODUCTS OF AAVIN IN ERODE DISTRICT**

Project report submitted to the Bharathiar University in partial fulfillment of the
requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

PROJECT REPORT

Submitted by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

(Affiliated to Bharathiar University, Coimbatore)

(Approved by UGC&AICTE, New Delhi & Re-accredited by NAAC)

(An ISO 9001:2008 Certified institution)

MARCH 2018-2021



CERTIFICATE

This is to certify that the project report "THE STUDY ON CONSUMER SATISFACTION TOWARDS MILK AND MILK - BASED PRODUCTS OF AAVIN IN ERODE DISTRICT", submitted to KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) ERODE, is a record of original project work done by

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Submitted for the Viva-Voice Examination held on ...01.04.2021