

**A STUDY ON CUSTOMER PREFERENCE TOWARDS  
ASIAN PAINTS WITH REFERENCE TO ERODE**

**PROJECT REPORT**

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

**MASTER OF BUSINESS ADMINISTRATION**

**Submitted by**

**K. AASHIK  
(Reg. No: 19PMBA001)**

**Under the Guidance of**

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**KONGU ARTS AND SCIENCE COLLEGE**

**Affiliated to Bharathiar University, Coimbatore**

**Approved by UGC, AICTE, New Delhi &**

**Re-accredited by NAAC**

**DBT STAR College Scheme**

**(An ISO 9001:2008 Certified Institution)**

**Nanjanapuram, Erode-638107**



**DECEMBER - 2020**

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*certificate*

## CERTIFICATE

This is to certify that the project entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS ASIAN PAINTS WITH REFERENCE TO ERODE" submitted to the BHARATHIAR UNIVERSITY, Coimbatore in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION is a record of original research work done by K.AASHIK (Reg. No: 19PMBA001) during the period 2019-2021 of his study in the Department of Management Science at Kongu Arts and Science College, Nanjanapuram, Erode, under my supervision and guidance and the project has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidate of any University.

  
Faculty Guide

(Dr.R.VIJAYAPRIYA)

  
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PRINCIPAL

Date of the Viva Voce Examination 19/1/2021

  
Internal Examiner

  
External Examiner