

**COMPARATIVE STUDY ON BRAND PREFERENCE OF ONLINE
ORDERING AND DELIVERY SYSTEM OF ZOMATO AND
SWIGGY, ERODE CITY.**

PROJECT REPORT

A Project Report submitted to the BHARATHIAR UNIVERSITY

In partial fulfilment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted by

S. ANUSHA

(Reg. No: 19PMBA002)

Under the Guidance of

Dr. V. G. SUMATHY MBA.,M.Phil.,Ph.D.,

Assistant Professor & Head

Department of Management Science



KONGU ARTS AND SCIENCE COLLEGE

(Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

DBT STAR College Scheme

(An ISO 9001:2015 Certified Institution)

Nanjanapuram, Erode - 638107

DECEMBER - 2020



KONGU
Assuring the Best

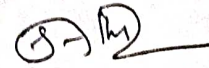
CERTIFICATE

This is to certify that the project entitled "COMPARATIVE STUDY ON BRAND PREFERENCE OF ONLINE ORDERING AND DELIVERY SYSTEM OF ZOMATO AND SWIGGY, ERODE CITY" submitted to the BIHARATHIAR UNIVERSITY, Coimbatore in partial fulfilment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION is a record of original research work done by S. ANUSHA (Reg.No:19PMBA002) during the period 2019-2021 of her study in the Department of Management Science 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 any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidate of any University.



Faculty Guide

(Dr. V. G. SUMATHY)



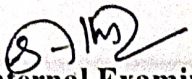
Head of the Department

(Dr. V. G. SUMATHY)



PRINCIPAL

DECLARATION



Internal Examiner

External Examiner

Date of the Viva Voce Examination 19/01/2021