

A STUDY ON DEALERS SATISFACTION LEVEL TOWARDS PONNI SUGARS, PALLIPALAYAM.

PROJECT REPORT

A Project Report submitted to the BHARATHIAR UNIVERSITY

in partial fulfilment of the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted by

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(Reg. No: 19PMBA032)

Under the Guidance of

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**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

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CERTIFICATE

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This is to certify that the project **A STUDY ON DEALER SATISFACTION LEVEL TOWARDS PONNI SUGARS, PALLIPALAYAM**, submitted to the **BHARATHIAR 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 **R. PREETHI (Reg. No:19PMBA032)** 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.

Sankari

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Date of the Viva Voce Examination 19-01-2021