

**A STUDY ON RETAILER SATISFACTION
TOWARDS DISTRIBUTION WITH SPECIAL REFERENCE
TO S. A. EKAMBARAM & SONS GOODS, MANGALORE**

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

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(Reg. No: 19PMBA042)

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

This is to certify that the project entitled "A STUDY ON RETAILER SATISFACTION TOWARDS DISTRIBUTION WITH SPECIAL REFERENCE TO S.A.EKAMBARAM & SONS GOODS, MANGALORE" 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 J.SOUNDHARYA VALLI (Reg. No:19PMBA042) 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

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Internal Examiner

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Date of the Viva Voce Examination 19.01.2021