

DEPARTMENT OF MANAGEMENT STUDIES

KONGU ENGINEERING COLLEGE

[An Autonomous Institution, Accredited by NAAC with 'A++' Grade]

PERUNDURAI, ERODE- 638 060

SEPTEMBER - 2022

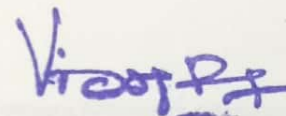
BONAFIDE CERTIFICATE

This is to certify that the Project report entitled **A STUDY ON CUSTOMER SATISFACTION AND PREFERENCE TOWARDS VMD DAIRY PRODUCTS IN ERODE DISTRICT** is the bonafide record of project work done by **ARJUN D (Register No: 20MBR008)** in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration of Anna University Chennai during the year 2020 - 2022.


SUPERVISOR

Dr.N.PRAKASH

(Assistant Professor)



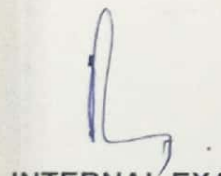
HEAD OF THE DEPARTMENT

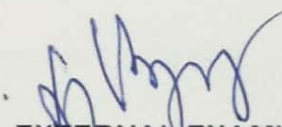
Dr. P. VIDHYA PRIYA

(Professor & Head)

Date: 8.9.22

Submitted for the end semester viva voce examination held on 9.9.22


INTERNAL EXAMINER


EXTERNAL EXAMINER