

DEPARTMENT OF MANAGEMENT STUDIES**KONGU ENGINEERING COLLEGE**

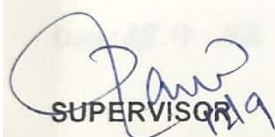
[An Autonomous Institution, Accredited by NAAC with 'A++' Grade]

PERUNDURAI, ERODE- 638 060

SEPTEMBER - 2022

BONAFIDE CERTIFICATE

This is to certify that the Project report entitled **A STUDY ON BRAND SWITCHOVER OF CUSTOMERS IN FMCG-PRODUCT** is the bonafide record of project work done by **SWETHA N P (Register No: 20MBR110)** 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

MR. TP. SARAVANAN

(Assistant Professor)



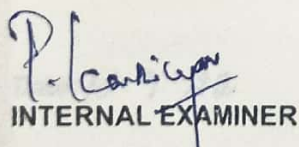
HEAD OF THE DEPARTMENT

Dr. P. VIDHYA PRIYA

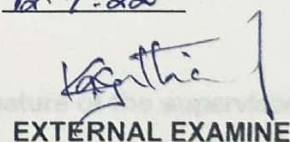
(Professor & Head)

Date: 12.9.2022

Submitted for the end trimester viva voce examination held on 12.9.22



INTERNAL EXAMINER



EXTERNAL EXAMINE

Dr. TP. SARAVANAN

(Assistant Professor)