PROJECT REPORT ON

"A STUDY ON CUSTOMER LOYALTY AND SATISFACTION TOWARDS LAKME COSMETICS IN BENGALURU"

Submitted by

Ms. C T KEERTHANA

(1SV21BA006)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY- BELAGAVI

In partial fulfillment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE:

Mr. PRAVEEN KUMAR T.M

MBA, PGDHRM, KSET
Assistant Professor,
Department of MBA
S.I.E.T, Tumkur.



DEPARTMENT OF MBA

SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY

Sira Road, Tumakur-572106, Karnataka.

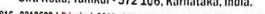
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Shridevi institute of engineering and technology

Sira Road, Tumkur - 572 106, Karnataka, India.



SHRIDEVI Phone: 0816 - 2212629 | Principal: 0816 - 2212627, 9686114899 | Telefax: 0816 - 2212628 | Email: Info@shrideviengineering.org, principal@shrideviengineering.org | Webaite: www.shrideviengineering.org

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CERTIFICATE

This is to certify that Ms. C T KEERTHANA bearing USN (1SV21BA006) is a bonafide student of Master of Business Administration course of SHRIDEVI INSTITUTE OF ENGINEERING AND TECNOLOGY (2021-23) Affiliated to Visvesvaraya Technological University, Belagavi. Project work on "A STUDY ON CUSTOMER LOYALTY AND SATISFACTION TOWARDS LAKME COSMETIC PRODUCTS AT BANGALORE is prepared by her under the guidance of Prof. PRAVEEN KUMAR T M, Assistant professor, Department of MBA, in partial fulfillment of the requirement for the award of the degree of Business Administration" of Visvesvaraya Technological University, Belagavi, Karnataka.

(Mr .PRAVEEN KUMAR T M) B.SC MBA, PGDHRM, KSET, (P.hD).

Assistant professor

Department of MBA SIET, TUMKUR

Place: Tumkur

M.A,MBA,M.Phil,Ph.D

Professor and Head Department of MBA

SIET, TUMKUR

Ph.D Principal

SIET, TUMKUR