

**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

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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 “**Master of Business Administration**” of **Visvesvaraya Technological University, Belagavi, Karnataka.**

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