

PROJECT REPORT ON

**“A STUDY ON CUSTOMER PREFERENCE TOWARDS OLA CABSERVICES,
BANGALORE.”**

Submitted by

Mr. CHANDRASHEKARA B.U

(1SV21BA008)

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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Date: 24/08/2023

Place: Bangalore

CERTIFICATE

This is to certified that **Mr. CHANDRASHEKARA B U** student of MBA, Sridevi institute of engineering and technology, Tumakur. has completed the project work on "Summer internship project" at Ani technologies private limited Bangalore, during the year 2022-23 for a period of 6 weeks.

This project work has been successfully completed by him, satisfactory under our guidance. during the study his character and conduct was found satisfactory and we wish him all the best for future endeavours

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CERTIFICATE

This is to certify that **Mr. CHANDRASHEKARA B.U** bearing USN **(ISV21BA008)** 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 PREFERENCE TOWARDS OLA CAB SERVICES., BENGALURU**", is prepared by him under the guidance of **Dr. RAMAKRISHNA K.S** Professor & HOD, 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.

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