

Project Report on
“COMPARATIVE STUDY OF CONSUMER PREFERENCE TOWARDS
COLGATE AND PEPSODENT TOOTHPASTE”

Submitted By

Mr. SUJAY H C

(1SV20BA034)

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELAGAVI**

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUAIDE

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CERTIFICATE

This is to certify that **Mr. SUJAY H C** bearing **USN - ISV20BA034** is a Bonafide student of Master of Business Administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY (2020-22)**, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“COMPRARITIVE STUDY OF CONSUMER PREFERENCE TOWARDS COLGATE AND PEPSODENT TOOTHPASTE.”** is prepared by him 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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Date: 21/07/2022

Place: Tumakuru

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DECLARATION

I, Mr. SUJAY H C, hereby declare that the report on "COMPRARITIVE STUDY OF CONSUMER PREFERENCE TOWARDS COLGATE AND PEPSODENT TOOTHPASTE." is prepared under the guidance of Prof. PRAVEEN KUMAR T M, Assistant Professor, Department of MBA, Shridevi institute of engineering and technology, Tumkur.

I also declare that the report is towards the partial fulfilment of the university regulations for the award of degree of Master of business administration by Visvesvaraya Technological University, Belagavi.

I have undergone a project for a period of 6 weeks. I further declare this project is based on the original study undertaken by me, and has not been submitted for the award of any Degree /Diploma from any other University/Institute.

Date: 21/09/2022
Place: Tumakuru


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