

PROJECT REPORT ON

“MARKET POTENTIAL AND CUSTOMER BUYING MOTIVES
WITH REFERENCE TO HIMALAYA DRUG COMPANY”

A PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF
MYSORE FOR THE PARTIAL FULFILMENT OF MASTER OF
BUSINESS ADMINISTRATION EXAMINATION 2023

Submitted by,

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CERTIFICATE

This is to certify that the Project Report entitled “**Market Potential and Customer Buying Motives with Reference to Himalaya Drugs Company**”. Has been prepared by **Ms. Ashwini Kamala** in fulfilment of the requirement for the award of Degree of Masters of Business Administration in B.N. Bahadur Institute of Management Sciences, University of Mysore, Manasagangotri, Mysuru under my guidance and Supervision, and I am satisfied with this earnest endeavors in preparing this Project Report.



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This is to certify that **ASHWINI KAMALA** bearing Roll No. **P01ZZ21M0114** has successfully completed the Project report on "**Market Potential and Customer Buying Motives with Reference of Himalaya Drugs Company**". Under the guidance of **Prof. D. Anand** Professor, B.N. Bahadur Institute of Management Sciences, University of Mysore, Manasagangotri, Mysuru.

This Project Report is submitted to the University of Mysore in partial fulfilment of the requirement award of Master of Business Administration during 2022-2023.


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