PROJECT REPORT ON

"MARKET POTENHAL AND CUSTOMER BUYING MOTIVES WITH REFERNCE TO HIMALAYA DRUG COMPANY"

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

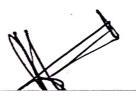
Submitted by,
Ms. Ashwini Kamala
4th semester M.B.A
Reg. No. P01ZZ21M0114

Under the Guidance of
Prof. D. Anand
M.B.A., Ph.D.
Professor, Department of Studies in
Business Administration.

B. N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES,

University of Mysore,

Manasagangotri, Mysuru-06.



B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES

University of Mysore Manasagangotri, Mysuru-06

Phone No. 0821-2419785 Date: 19/08/2023

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.

Prof. D. Anand Professor,

B.N. Bahadur Institute of Management Sciences, University of Mysore, Manasagangotri, Mysuru-570006.

UNIVERSITY OF MYSORE INSTITUTE OF DEVELOPMENT STUDIES 'LeelaVihar' Manasagangotri, Mysuru-06

Phone No. 0821-2419798 Date: 19/08/2023

CERTIFICATE

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.

Chairman
CHAIRMAN
DOS IR PUSHESSAULINISSIPHISSI (BIMS)
Managasausatti oppississe
Managasausatti, Mysuru-57000