

**MARKETING STRATEGIES FOR NICHE MARKETS:
A CASE STUDY OF MERCEDES-BENZ**

Project Report Submitted to the University of Mysore in partial Fulfillment of the
requirements of IV semester, MBA Degree Examination – 2023

By

MURTAZA

IV Semester, MBA

Reg No: P01ZZ21M0200

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GUIDE CERTIFICATE

This is to certify that the project report “**Marketing Strategies for Niche Markets: A Case Study of Mercedes-Benz**” is a bone fide project work based on the original study conducted by **MURTAZA** (Reg. No. **P01ZZ21M0200**) Under my guidance and supervision during the year 2023, Project Report submitted to the University of Mysore in partial fulfilment of the requirements of IV Semester MBA Degree examinations 2023



Prof. Dr. R. Mahesh, MBA, Ph.D.

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CERTIFICATE

This is to certify that **MURTAZA**, student of IV semester MBA course in this institute has prepared the project report titled "**Marketing Strategies for Niche Markets: A Case Study of Mercedes-Benz**", in partial fulfillment of the requirement of IV semester MBA degree examination – 2023.


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