

A STUDY ON FINANCIAL PERFORMANCE OF ICICI BANK

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

Submitted by

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DEPARTMENT OF COMMERCE WITH ACCOUNTING AND FINANCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

A STUDY ON FINANCIAL PERFORMANCE OF ITC LIMITED
PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON DIGITAL MARKETING ANALYSIS OF boAt
COMPANY SALES WITH THE SPECIAL REFERENCE OF COIMBATORE
CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON WORKING CAPITAL MANAGEMENT OF
RELIANCE INDUSTRIES LTD
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON BRAND POSITIONING AND COMPETITIVE ANALYSIS OF
META SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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[Re-Accredited By NAAC with "A" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021-2024

**A STUDY ON CUSTOMER SATISFACTION TOWARDS SAMSUNG MOBILE
WITH SPECIAL REFERENCE IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous).

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021-2024

**A STUDY ON CONSUMERS PREFERENCE AND SATISFICATION TOWARDS
LULU HYPERMARKET IN COIMBATORE CITY.**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON CUSTOMER SATISFACTION TOWARDS OPPO MOBILE
PHONES**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON CUSTOMER SATISFACTION TOWARDS LG PRODUCTS IN
COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
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[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
ALLEN SOLLY IN COIMBATORE CITY PROJECT REPORT**

Submitted to
Kongunadu Arts and Science College (Autonomous)

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BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021-2024

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
RAYMOND'S FASHION IN COIMBATORE CITY PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
IRON AND STEEL IN COIMBATORE CITY PROJECT REPORT**

Submitted to
Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON CUSTOMERS SATISFACTION TOWARDS ROLEX WATCH
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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In partial fulfillment of the requirements for the award of the Degree of
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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON EMPLOYEE SATISFACTION TOWARD GANGA HOSPITAL
WITH SPECIAL REFERENCE IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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[Re-Accredited By NAAC with "A" Grade (4th Cycle)]
College of Excellence (UGC)
COIMBATORE-641029, TAMIL NADU, INDIA
2021- 2024

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
LAKME IN COIMBATORE CITY PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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In partial fulfillment of the requirements for the award of the Degree of
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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021-2024

**A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA PRODUCT
WITH SPECIAL REFERENCE IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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In partial fulfillment of the requirements for the award of the Degree of
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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021-2024

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
ADIDAS IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON ADAPTIVE MARKETING STRATEGY AND MASSIVE REACH
OF SPOTIFY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021-2024

**A STUDY ON CUSTOMER SATISFACTION TOWARDS NIPPON PAINT
PRODUCT WITH SPECIAL REFERENCE IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
SONY PRODUCT IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
ROYAL ENFIELD WITH SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
HINDUSTAN UNILEVER LTD COMPANY PRODUCTS**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

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[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021-2024

A STUDY ON FINANCIAL PERFORMANCE OF HDFC BANK LTD
PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2024

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ZOMATO ONLINE
SERVICES IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2024

**THE COMPARATIVE ANALYSIS OF CUSTOMER SATISFACTION
TOWARDS RELIANCE AND AIRTEL**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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[Re-Accredited By NAAC with "A⁺⁺" Grade (4th Cycle)]

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2024

A STUDY ON CUSTOMER SATISFACTION TOWARDS PHILIPS PRODUCTS
PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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In partial fulfillment of the requirements for the award of the Degree of
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[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]
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COIMBATORE-641029, TAMIL NADU, INDIA
2021-2024

**A STUDY ON FINANCIAL PERFORMANCE OF INTERNATIONAL
BUSINESS MACHINE'S [IBM] PVT LTD - MAHARASHTRA**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2024

A STUDY ON FINANCIAL PERFORMANCE OF TATA MOTORS PVT LTD
PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2024

**A STUDY ON CONSUMER BEHAVIOR ABOUT AAVIBN DAIRY PRODUCT
IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
BAJAJ PULSAR BIKE WITH REFERENCE TO COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON CONSUMER PERCEPTION TOWARDS NETFLIX WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

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

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2021– 2024

**A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA
BIKE WITH REFERENCE TO COIMBATORE CITY PROJECT REPORT**

Submitted to

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**DEPARTMENT OF COMMERCE WITH ACCOUNTING AND FINANCE
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[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
YAMAHA MOTORS IN COIMBATORE CITY PROJECT REPORT**

Submitted to
Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

In partial fulfillment of the requirements for the award of the Degree of
BACHELOR OF COMMERCE WITH ACCOUNTING AND FINANCE

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2024

**A STUDY ON STRATEGIC ANALYSIS AND CONSISTENCY
OF THE DISNEY
PROJECT REPORT**

Submitted to

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**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION OF APPLE
IPHONE WITH SPECIAL REFERENCE TOWARDS COIMBATORE CITY**

PROJECT REPORT

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**A STUDY ON EMPLOYEE SATISFACTION IN POTHYS
SILKS AT COIMBATORE**

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2021- 2024

**A STUDY ON CUSTOMER AWARENESS TOWARDS E-BANKING SERVICES OF
STATE BANK OF INDIA WITH REFERENCES TO COIMBATORE CITY**

Submitted to .

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**A STUDY ON CUSTOMER SATISFACTION TOWARDS PURE-IT WATER
PURIFIER MACHINE WITH SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

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**A STUDY ON CUSTOMER SATISFACTION TOWARDS E-VEHICLE IN
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**A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE JIO IN
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**A STUDY ON CONSUMER SATISFACTION TOWARDS AMAZON ONLINE
SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

Submitted to

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**A STUDY ON CONSUMERS PERCEPTION TOWARDS
E-COMMERCE
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