

**A STUDY ON CONSUMER SATISFACTION OF HIMALAYA PRODUCTS
WITH SPECIAL REFERENCE TO 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 CA**

Submitted by

SURIYA DEVI T (211CC211)

ASUMITHA A (211CC213)

SANJANA R (211CC235)

ASHWINI N (211CC259)

Under the Guidance of

Dr. S. RAMAKRISHNAN, M.Com., MIB., M.Com CA., M.Phil., Ph.D.,

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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

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GN Mills Post

COIMBATORE – 641 029, TAMILNADU, INDIA

APRIL 2024

**A STUDY ON CONSUMER SATISFACTION TOWARDS GREEN
MARKETING WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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Submitted by

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**AN IMPACT OF ADS ON CHILDREN AND THEIR PARENTAL BUYING
BEHAVIOR IN COIMBATORE CITY**

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**A STUDY ON WORKING CAPITAL MANAGEMENT IN VELKAR
POLYCHEM PRIVATE LIMITED, COIMBATORE**

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