



A PROJECT REPORT ON

“Consumer preference for personalized hair care product”

SUBMITTED TO

St. Mira's College for Girls, Pune

Autonomous (Affiliated to Savitribai Phule Pune University)

UNDER THE GUIDANCE OF
PROF. KAJAL JAISINGHANI.

FOR THE PARTIAL FULFILLMENT OF BACHELOR OF
BUSINESS ADMINISTRATION

[T.Y.B.B.A 2021-2022] SEMESTER – VI

BY:

ISHIKA NARESH AHUJA (21909/B191006)

R. K. Jaisinghani

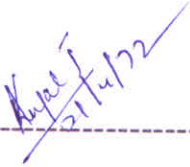
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St. Mira's College For Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
Reaccredited by NAAC- A Grade, cycle 3
[ARTS, COMMERCE, SCIENCE, BSc (Computer Science), BBA, BBA(CA)]
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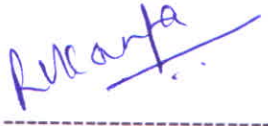
CERTIFICATE

This is to certify that Ms. Ishika Naresh Ahuja (Roll no: 21909 / Seat no: B191006) has successfully completed in Project titled "Consumer preference for personalized hair care product" in specialization – Marketing. The same constitutes a part of T.Y.B.B.A curriculum for the academic year 2021-22.



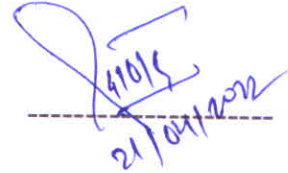
Project Guide

(Prof. Kajal Jaisinghani)



Course Coordinator

(Mrs.Rekha Kankariya)



External Examiner



Student Sign

