



FACULTY OF COMMERCE
ST ALOYSIUS COLLEGE (AUTONOMOUS)
LIGHT HOUSE HILL ROAD, MANGALORE – 575 003

CERTIFICATE

This is to certify that **MRS. MONICA MONI (213374), MR. MOHAMMED ALI SHIHAB (213375) & MR. DELVIN DSA (213379)** has successfully completed the project work on the topic titled "**A STUDY ON BRAND SWITCHING OF CONSUMERS TOWARDS FMCG**" under my guidance. This Project Report is submitted to St Aloysius College (Autonomous), Mangalore as a part of a continuous assessment.

DATE: 01/07/2022

PLACE: MANGALORE

MS BHARATHI R

MS VINITA DEEPA LOBO *v.d. Lobo*

(Project Guide)