



**FACULTY OF COMMERCE**  
**ST ALOYSIUS COLLEGE (Deemed To University)**  
**LIGHT HOUSE HILL ROAD, MANGALURU-575003**

**CERTIFICATE**

This is to certify that **MS RISA EMELIYA DSOUZA**, Register Number: **213277**, has successfully completed the project work on the topic titled **“ENHANCING RETAIL MARKETING : UNDERSTANDING THE SHOPPERS’ EXPERIENCE”** under my guidance. This Project Report is submitted to St Aloysius College (Autonomous), Mangalore as a part of continuous assessment.

**Dr Manuel Tauro**  
**(Project Guide)**

Dean  
Faculty of Commerce  
St. Aloysius College (Autonomous)  
Mangaluru-575003

DATE :

PLACE : MANGALORE

signature

(student )