

CUSTOMER PREFERENCES TOWARDS SERVICES AVAILED AT UNISEX SALONS IN MADURAI CITY

A Project report submitted to the American college, Madurai in
Partial Fulfilment of the Requirement for the Degree of master of commerce

Submitted by

M.SENTHILNATHAN

21PCO42

Under the guidance of

Dr.A.MARTIN DAVID M.COM., M.Phil., PhD.,



SINCE 1881

THE AMERICAN COLLEGE

(An Autonomous Institution affiliated to Madurai Kamaraj University)

Re-accredited with (3rd cycle) by NAAC with Grade "A"

CGPA-3.47 on a 4 POINT SCALE

MADURAI-625002

JUNE 2023

Dr.A.MARTIN DAVID M.COM., M.Phil., PhD.,
VICE PRINCIPAL,
HEAD DEPARTMENT OF COMMERCE,
THE AMERICAN COLLEGE,
MADURAI - 625002


CERTIFICATE

This is to certify that this project entitled “**Customer Preferences Towards Services Availied in Unisex saloon s in Madurai City**” is the original works done by **M.SENTHILNATHAN (21PCO42)** The American College, Madurai during 2022-2023 in partial fulfilment of the requirement for the award of the degree of Master of Commerce and that the project word had not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title.

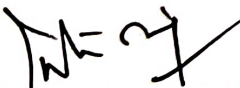
PLACE : MADURAI

DATE : 23/5/23

DECLARATION


SIGNATURE OF THE GUIDE

(Dr.A.MARTIN DAVID)


COUNTERSIGNED BY
(PROF. J.JUSTIN MANOHAR)
COORDINATOR OF M.COM,
DEPARTMENT OF COMMERCE

M.SENTHILNATHAN

21PCO42,

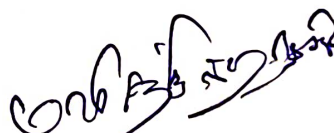
DEPARTMENT OF COMMERCE,

THE AMERICAN COLLEGE,

MADURAI.

DECLARATION

I hereby declare that the project report entitled “**Customer Preferences Towards Services Availed at Unisex salons in Madurai City**”, submitted for the award of degree of **Master of Commerce** is my original work under the guidance of **Dr.A.MARTIN DAVID** and no part of the project report has been used for any degree, diploma, fellowship or other similar title for any other university or board.



PLACE: MADURAI

SIGNATURE OF THE CANDIDATE

DATE:

M.SENTHILNATHAN

(21PCO42)

COUNTERSIGNED BY:



(Dr.A.MARTIN DAVID)