



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)

*Rukanta*

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Course Coordinator

**SADHU VASWANI MISSION'S  
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.

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Project Guide

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Student Sign

