COMPARATIVE ANALYSIS OF BRITANNIA & FUNFEAST BISCUITS

IN ORGANIZED RETAIL

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR**

**Master of Management Studies**

**(University of Mumbai)**

**2021-2023 Batch**

**Yash Vijaykumar Mohite**

**V61**

**SUBMITTED TO:**



**DR. V. N. BEDEKAR INSTITUTE OF MANAGEMENT STUDIES, THANE**

**DECLARATION BY THE CANDIDATE**

This is to certify project report entitled **COMPARITAVIE ANALYSIS OF BRITANNIA & FUNFEAST BISCUITS IN ORGANIZED RETAIL** which is submitted by me in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, comprises of my original work and due acknowledgment has been made in the text to all other material used.

Wherever references have been made to intellectual properties of any individual / Institution / Government / Private / Public Bodies / Universities, research paper, text books, reference books, research monographs, archives of newspapers, corporate, individuals, business / Government and any other source of intellectual properties viz., speeches, quotations, conference proceedings, extracts from the website, working paper, seminal work have been clearly indicated, duly acknowledged and included in the Bibliography.

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**Date & Signature of Candidate**

**CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled **“Comparative analysis of Britannia & Sunfeast biscuits in organized retail”** which is submitted by **Mr. Yash Vijaykumar Mohite** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Authorized Signatory:**

**Date:**

**CERTIFICATE BY THE ORGANIZATION**



**ACKNOWLEDGEMENT**

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