

**RETAIL MARKETING STRATEGIES AND TRENDS 2020 IN INDIA**

**SUBMITTED BY:**

**Le Thi Kim Anh**

**IV Semester MBA**

**Marketing Management**

**Reg. No: 19MB0053**

**Under the guidance of**

**Prof. D.Anand. MBA, PhD.**

**Project Report submitted to University of Mysore in Partial  
Fulfilment of the requirement of IV Semester, MBA degree examination, 2021**

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**University of Mysore**

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**CERTIFICATE**

That is to certify that **Le Thi Kim Anh**, student of IV Semester MBA course has prepared this product report entitled "**Retail marketing strategies and trends 2020 in India**" in partial fulfilment of the requirement of MBA degree examination, 2021.

**Place: Mysore**

**Date: 26/08/2021**



**Prof. D. Anand  
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**GUIDANCE CERTIFICATE**

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**Place: Mysore**

**Date: 26/08/2021**



**Prof. D. Anand. MBA, PhD**

**Report Guide**