



A  
PROJECT REPORT  
ON

**“A COMPARATIVE STUDY OF CUSTOMER PREFERENCE BETWEEN SWIGGY  
AND ZOMATO”.**

**(A CASE STUDY FROM TINSUKIA TOWN)**



**SUBMITTED TO THE DIBRUGARH UNIVERSITY IN PARTIAL FULFILLMENT OF  
THE REQUIREMENT FOR THE DEGREE OF**

**‘BACHELOR OF BUSINESS ADMINISTRATION (BBA)’**

UNDER THE GUIDANCE OF  
ALKA SINGH  
ASSISTANT PROFESSOR  
CENTRE FOR MANAGEMENT EDUCATION (CME)  
TINSUKIA COLLEGE, TINSUKIA

SUBMITTED BY:  
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YEAR-2023

## CERTIFICATE OF THE GUIDE

This is to certify that JUHI PHUKAN student of BBA 6th semester, with specialization in Marketing Management, Centre for Management Education, Tinsukia College, have completed his academic project work entitled, "**A COMPARATIVE STUDY OF CUSTOMER PREFERENCE BETWEEN SWIGGY AND ZOMATO**", Tinsukia, Assam under my guidance and supervision, as part of their Course Curriculum (Paper Code: 60100). Their report is based on an original survey carried out by them and has not been submitted elsewhere for the award of any other degree/diploma or for publication, to the best of my knowledge and belief.

I wish them every success in their academic career and in life.

DATE: 31<sup>st</sup> 'May' 23



(Signature)

ALKA SINGH

Assistant Professor

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