



**CERTIFICATE**

**TO WHOM IT MAY CONCERN**

This is to certify that Mr./Ms. ANHA HUSAIN student of BBA 6<sup>th</sup> Semester in our institute, has successfully completed his/her project work, titled **The role of market segmentation in marketing strategy** for the partial fulfillment of the degree of Bachelor of Business Administration for the session 2019-2022.

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