

**B.V.V.S SANGA'S  
BASAVESHWARA COMMERCE COLLEGE  
BAGALKOT-587101**



**BACHELOR OF BUSINESS ADMINISTRATION  
2021-2022**

**PROJECT REPORT ON:**

**“A STUDY ON NEW PRODUCT DEVELOPMENT AND CUSTOMER  
PERCEPTION TOWARDS NEW PRODUCTS”**

**AT,  
HONKERI COLOR BANK, BAGALKOT**

**SUBMITTED BY  
MS. RAJESHWARI B (B1916639)  
INTERNAL GUIDE  
PROF. MUTTU R BADAGANDI**

**EXTERNAL GUIDE**

**CO-ORDINATOR & HOD**

**PRINCIPAL**

**V G JOSHI**

**PROF. VIDHYA I VASTRAD**

**DR. JAGANNATH V. CHAVAN**



GOLD CARD CLUB



**Honakeri Color Bank**  
Nijlingapa Road, Vijay Nagar, Bagalkot 587 102  
Phone : (M) 99459 50978

CERTIFICATE

This is to certify that **Miss. Rajeshwari B Dhuttaragi** of B.B.AVI Sem Student of Basaveshwar Commerce College Bagalkot has successfully completed her In-Plant training on "A Study on new product development and Customer perception towards new products" in our organization from 25/04/2022 to 24/05/2022

She has shown sincerity, hard-work and discipline towards her work. we wish her all the success and bright future ahead.

Date:

Manager

For. Honakeri Colour Bank  
  
Proprietor

Post Box No.: 59  
Exam Centre No.: 6205

08354 : 220229 (O)  
Fax : 08354-221712  
Mob : 9448302144

B.V.V.Sangha's



**BASAVESHWAR COMMERCE COLLEGE,**  
**BAGALKOT - 587 101.**

Dist : BAGALKOT)

(KARNATAKA STATE



**NAAC : B++**

**Dr. Jagannath V. Chavan**

Principal

M.A.,M.Phil.,Ph.D., S.L.E.T.

Ref. No.: BCCB /

/20 -

Date 10/06/2022

Email : [bvvscommerce@gmail.com](mailto:bvvscommerce@gmail.com) [bccb\\_evaluation@rediffmail.com](mailto:bccb_evaluation@rediffmail.com)  
website : [bvvsbccb.org](http://bvvsbccb.org)

## CERTIFICATE OF APPROVAL

This is to Certify that Miss. RAJESHWARI DHUTTARAGI [B1916639] of B.B.A VI Semester has Successfully Completed her Project Entitled "A STUDY ON NEW PRODUCT DEVELOPMENT & CUSTOMER PERCEPTION TOWARDS NEW PRODUCT AT HONKERI COLOR BANK BAGALKOTE".

Internal Guide  
of . Muttu R.Badagandi

H.O.D & Co-Ordinator  
Prof. V. I. Vastrad

Principal  
Dr.Jagannath.V.Chavan

8361  
80

8361