

Major: MKT

S. No. 41

"A Comparative Analysis of Product features on Consumer  
expected and experienced features"



**By:**

*(Taimur Jamil)(01-221152-057)*

**Supervisor:**

*(Usman Afzal)*

**Department of Management Sciences**

**Bahria University Islamabad**

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## **MBA Research Project / Thesis Approval**

This is to certify that Taimur Jamil Registration No. 21600 has completed his Study entitled A

**Comparative Analysis of Product features on Consumer expected and experienced features**

under my supervision. The study is complete in all respects.

***Dated: 22 December 2016***

***Supervisor Name: Mr Usman Afzal***

## **Declaration**

I hereby declare that this thesis submitted for the degree of MBA at Bahria University, Islamabad campus has not previously been submitted for a degree at any other university and all content included in this thesis is purely my own work.

*Signatures:* \_\_\_\_\_

*Dated:* **22 Decemeber 2016**

*Name:* **Taimur Jamil**

## **Dedication**

This thesis is dedicated to my parents, supervisor, friends and colleagues  
for their efforts and prayers.

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## **Abstract**

All inclusive, the business environment has turned out to be exceptionally focused as advertisers forcefully endeavor to teach a particular and alluring discernment about their brands in the psyches of clients. Keeping in mind the end goal to put the brands on the focused on audiences' heart, advertisers use numerous abilities and, in this manner, one of these systems is Marketing and Advertising. We are hypothetical, conveying the idea and outline of advertising and administration, serving our customers with the most imaginative systems and thoughts vital in today's aggressive market for the achievement of any brand or product. At Abstract, we have confidence in better client benefit that is second than none, making extraordinary brand esteem with forefront arrangements and interfacing your products to the right group of onlookers.