



Feasibility Study of a Microgreens-Based Healthy Food Cart in Kochi: Assessing Awareness, Preferences, and determinants of decision.

Project Report

Submitted By

GAYATHRI S (Reg. No. SB22BMS010)

Under the guidance of

Dr. SUNITHA T. R.

In partial fulfillment of the requirements for the award of the degree
of Bachelor of Management Studies (International Business)



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

March 2025

*Verba
28/03/25*
Dr. TESSLA ARAKAL

ST.TERESA'S COLLEGE (AUTONOMOUS) , ERNAKULAM, KOCHI - 682011



CERTIFICATE

This is to certify that the project report entitled, "Feasibility Study of a Microgreens-Based Healthy Food Cart in Kochi: Assessing Awareness, Preferences, and determinants of decision.", is a bonafide record submitted by Ms. Gayathri S, Reg. No.SB22BMS010, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business during the academic years 2022-2025.

Date : 26 - 04 - 2025

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Dr. Alphonsa Vijaya Joseph
PRINCIPAL

ST.TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM, KOCHI -

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Date : 28/4/2025

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Dr. SUNITHA T. R.
INTERNAL FACULTY GUIDE

DECLARATION

I, GAYATHRI S, Reg. No. SB22BMS010, hereby declare that this project work entitled “Feasibility Study of a Microgreens-Based Healthy Food Cart in Kochi: Assessing Awareness, Preferences, and determinants of decision.” Is my original work.

I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

DATE: 26/04/25



GAYATHRI S

REG. NO. SB22BMS010