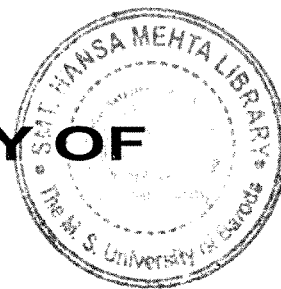


**“A COMPARATIVE STUDY OF  
SWOT OF  
CADBURY INDIA LTD.  
AND  
NESTLE INDIA LTD.”**



**A Thesis submitted  
To  
The Maharaja Sayajirao University of Baroda**

**For  
The Award of the Degree of  
Doctor of Philosophy  
in  
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**by  
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