



International Journal of Business and Management Invention

e-ISSN: 2319 – 8028 p-ISSN: 2319 – 801X

CERTIFICATE

It is certify that the paper entitled by “Identifying Market Segments andTargets forMarketing Strategy Plan ofCoca-Cola Company inMalaysia” has been published in International Journal of Business and Management Invention (IJBMI).

Your article has been published with following details:

Author's Name: Shanthiny Kanesan, NurfatinafiqahBinti Ismail, Komathy Krishnan
Journal Name: International Journal of Business and Management Invention (IJBMI)
Journal Web: www.ijbmi.org
Journal Type: Online & Offline
Review Type: Peer Review Refereed
Publication Year: 2018
Publication Month: April
Vol No.: 07
Issue No.: 04



Editor-In-Chief
International Journal of Business and Management Invention (IJBMI)
E-mail ID: ijbmi@invmails.com
Web: www.ijbmi.org

UGC Approval Serial Number: 4485 & UGC Journal Number: 46889