

**IMPACT OF MARKETING STRATEGIES ON THE PERFORMANCE OF A
FIRM: CASE STUDY; TEXTILE RETAILING STORE, TBILISI**

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'As the author of this paper, I declare that this thesis presented for the degree of Master of Business Administration is an original report of my research and has been written by me. Due references have been provided on all supporting literature and resources. I confirm that this thesis has been composed entirely by myself, that the work contained herein is my own except where explicitly stated otherwise in the text, and that this work has not been submitted for any other degree or professional qualification.

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14.02.2022

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