

# Current Market Position OF TOOTH-PASTE IN KATHMANDU VALLEY WITH REFERNCE TO COLGATE

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**BY :-**

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## **DECLARATION**

I hereby declare that the work reported in this thesis entitled "**Current market position of toothpaste in Nepal with reference to Colgate in Kathmandu Valley**" submitted to R.R.M Campus T.U. Janakpur, Faculty of management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirement for the Master's Degree in Business Studies (MBS) under the supervision of Mr. Shambhu Nath Jha ,Department of Management, R.R.M.Campus, Janakpur.

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# **ACKNOWLEDGEMENT**

Appropriate market position of any organization is to be understood to make strategies and impose it. This research is tried to analyze the current market position of toothpaste market. The study finds out the reality of toothpaste market and the position of toothpaste brands whether these are standing. A marketer can set easily his/her policies and strategies in the toothpaste market after it.

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