

CHAPTER -I

INTRODUCTION

Marketing activities are part of everyday life. All types of organizations need marketing to achieve its goals. Marketing has gained a great deal of strategic importance in modern organizations.

To the general public, marketing is selling products, however, selling represents only part of marketing , it consist of crating, promoting and delivering products to satisfy customer needs.

It helps organization to find out what their customer need and want. It also helps to decide what products should be offered to satisfy their needs and wants. It aims to develop long term relationships with the customers.

Customers generally have short-lived memory. They have limited capacity to remember brand names. Promotion reminds customers about a brand its potential to satisfy needs. It is important in the post, purchase stage of the buying process; customers may feel anxiety over their purchase decision. It reassures them about the product's benefits to reduce their anxiety. Repeated reinforcement leads to brand loyalty.

Important of promotion is increasing in sales in market. In the modern competitive promotional is paying on essential role in wining the market share over the competitors, today's organizations are investing huge amount of money in product promotion and promotion not just to make sales of their product but also to create position in the mind of customers.

Promotion plays the same role of international market as it does in domestic operations, that is, communication with firm's audiences to achieve certain goals.

1.1 History of Biscuits

Sweet or salty, soft or crunchy, Simple or exotic, everyday loves munching on biscuits, but do they know how biscuits began?

The history of biscuit can trace back to a recipe created by the Roman chef Apicius in which "a thick paste of fine wheat flour was boiled and spread out on a plate. When it had dried and hardened it was cut up and then fried until crisp, then saved with honey and pepper.

The word Biscuit is derived from the Latin words "Bis" (meaning 'twice') and Cocous (meaning cooked or baked). The word 'Biscotti' is also the generic term for cookies in Italian. Back then, biscuits were unleavened, hard and thin wafers which, because of their low water content, were ideal food to store.

As people started to explore the globe, biscuits became the ideal traveling food since they stayed fresh for long periods. The seafaring era, thus, witnessed the boom of biscuits when these were sealed in airtight glass containers to last for months at a time. Hard tack biscuits (earliest version of the containers to last for biscotti and present day crackers) were part of the staple diet of English and American sailors for many centuries. In fact, the countries which led this seafaring charge, such as those in Western Europe, are the ones where biscuits are most popular even today. Biscotti is said to have been a favorite of Christopher Columbus who discovered America!

'Making good biscuits is quite an art' and history bears testimony to that. During the 17th and 18th Centuries in Europe, baking was a carefully controlled profession,

managed through a series of guilds or professional association. To become a baker, one had to complete years of apprentice, journeyman, and finally master baker. Not only this, the amount and quality of biscuits baked were also carefully monitored.

The English, Scotch and Dutch immigrants originally brought the first cookies to the United States and they were called teacakes. They were often flavored with nothing more than the finest butter, sometimes with the addition of a few drops rose water. Cookies in America were also called by such names as "Jumbles", "Plunketes" and "Cry Babies".

As technology improved during the industrial revolution in the 19th century, the price of sugar and flour dropped. Chemical leavening agents, such as baking soda, became available and a profusion of cookie recipes occurred. This led to the development of manufactured cookies.

Interestingly, as this has passed and despite more varieties becoming available, the essential ingredients of biscuits haven't changed-like 'soft' wheat flour (which contains less protein than the flour used to bake bread) sugar, and fats, such as butter and oil. Today, though they are known by different names the world over, people agree on one thing- nothing beats the biscuits!

Some Interesting Facts on the Origin of Forms of Biscuits

The recipe for oval shaped cookies (that are also known as boudoir biscuits, sponge biscuits, sponge fingers, Nepal biscuits and Savoy biscuits) has changed little in 900 years and dates back to the house of Savoy in the 11th century. France Peter the Great of Russia seems to have enjoyed an oval-shaped cookie called lady fingers when visiting Louis XV of France.

The macaroon – a small round cookie with crisp crust and a soft interior-seems to have originated in an Italian monastery in 1792 during the French Revaluation.



Nebico Pvt. Ltd. The Pioneer in Biscuit & Confectioneries in Nepal

Nebico Pvt. Ltd. is the pioneer biscuit manufacturer of Nepal introducing all sorts of innovative products in the domestic market for general consumption.

One of the global current issues that concern everyone, both in the developed as well as in the developing countries is the protection of the environment. In keeping with this, NEBICO Pvt. Ltd. is implementing EMS: 14000 (Environmental Management System) as well.

NEBICO Pvt. Ltd. is also committed for "Cleaner Production" for which it is getting all out – technical as well as financial – support from Environment Sector Programme Support which is operating with three Ministries of HMG/N under the assistance of DANIDA, Denmark

1.2 About "Nebico Biscuit Factory"

National Biscuit and Confectionery (P) Ltd. was incorporated in 1964 with the objective of manufacturing quality biscuits and confectionery in the country itself to substitute imported biscuits and confectionery. It is the very first company to manufacture biscuits and confectionery with semi-automatic machines. The company is situated in the Balaju Industrial District occupying one *bigha* land. It

came into operation in 1967 with an installed capacity of 2 MT per day in 8 hours per day shift basis. In 1968, the name was changed to NEBICO Private Limited and was registered accordingly. In 1978 NEBICO increased its capacity from 2 MT to 10 MT per day.

Britannia Industries Limited, a pioneer in Biscuit manufacturer of India joined hands in Technical Collaboration and Production know – how in 1980. Presently the production of biscuit is operating on two shifts in 8 hours shift basis with a capacity of 10 MT.

The compact has been certifies for ISO 9001:2000 and has voluntarily adopted ISO 14001:1996. Besides, NEBICO Pvt. Ltd. has subscribed to the “Global Compact” company.

Its main products are Thin Arrowroot, Malt Glucose, Glucose, Khaja, Chaja, Marie, Nice, Coconut Crunches, Digestive, One-2-One, Rhino, Eton, Temple Cream (Orange, Nectar, and Custard), Trekker’s Choice etc. An average 185 (Male 150 & Female 35) Employees are working here. Annual production capacity of the biscuits of the company at present is around 2200 M.T. & that of confectionaries is around 120 M.T.

Products

Nebico Pvt. Ltd. has introduced a biscuit under the brand name "Rhino" which is fortified with Vitamin A, E, and Calcium. "The fact that such an innovative and highly nourishing product that is fortified with vitamins is priced only at Rs 5.00 per packet, so that it can reach everyone, eloquently testifies that NEBICO is aiming to serve the general consumer at large" claims the management. At the Micro-Nutrient Initiative meeting held at Hotel Shangrila, Nebico was found to be the first to have fortified Vitamin A in the biscuit sector in Nepal.

One of the sister organizations of NEBICO Pvt. Ltd. is NEXIM Private Limited. It has an authorized capital of Rs. 10,000,000 and was established in 1999 with the objective of importing innovative products and exporting the indigenous products abroad. Mr. Rabindra Shrestha is the CEO of NEXIM Pvt. Ltd.

Presently NEXIM Pvt. Ltd. has been importing Beta-carotene (Pro-Vitamin A) enriched Palm Oil and industrial Shortening (Ghee) from Malaysia under the brand name of "CAROTINO", Palm based edible oil is said to be best suitable for heart-patients, expectant-mothers and growing children because of the multi-faceted nutraceutical value it contains. In Malaysia, patients are said to have been recommended a daily dose of CAROTINO edible oil by doctors. Likewise Cholesterol – Free Margarine as well as bakery shortening from M.O.I. is being imported and marketed from Food International Pvt. Ltd., Malaysia.

It also imports Milk-man Dairy Whitener (made from Cow's milk) from India and markets in Nepal which is manufactured by well reputed Britannia Industries Ltd. Other dairy products like cheese, butter etc. are also being imported from the same manufacturer.

Kathmandu Maida Mills Pvt. Ltd., was incorporated on 14th November 1976 with the objective of manufacturing quality *flour*, *atta* and *bran* for household use as well as feed industries in the domestic market. The company is situated in the Balaju Industrial District occupying a total 15,031 square meters of land and a built up area of 8225 square meters.



The Flour Mill

The flour mill started its production on 12th December 1980 with grinding capacity of 40 tons wheat per 24 hours. Plant design technology and equipment were obtained from the Buhler group from Switzerland in 1996. The plant was modernized and the grinding capacity increased to 70 MT wheat/24 hours. The plant operation is fully automatic on a continuous 24 hours/day basis at least 6 days per week.

Quality

The products are distinguished by their consistently high quality produced under most hygienic conditions from best quality wheat in accordance with up-to-date Standard specification.

The Executives

- | | |
|--|---|
| 1. Mr. Basanta Lall Shrestha
(Director) | 2. Mr. Mahanta Lall Shrestha
(Managing Director) |
| 3. Mr. Rabindra Shrestha
(Director) | 4. Mr. Shashindra Shrestha
(Director/Secretary) |

Production

Production of biscuits and confectionery are as follows:-

Total company sales of Biscuit and Confectionery are as follows:

Presently NEBICO is marketed all over Nepal by dividing the following seven territories namely: Kathmandu, Sub Kathmandu, Central, and Western, Mid Western, Far Western and Eastern.

Varieties:

Biscuits manufactured by NEBICO are of the following types: Sweet, Premium Sweet, Semi Sweet, Salty, and Sweet & Salt

Biscuits brand names are:

1. Thin Arrowroot
2. Malt Glucose
3. Glucose
4. Khaja
5. Marie
6. Nice
7. Coconut nchees
8. Rhino
9. Temple Cream (Orange)
10. Temple Cream
11. Temple Cream (Custard)
12. Temple Cream(chocolate)
13. Digestive
14. One – 2- one

Confectioneries are:

Milk Coconut	Strawberry	Fruit bar
Milk Bonbon	Mix Sweet	

The government, no doubt, should give special attention and priority to boost such types of companies which are committed to serve the consumers with products of international quality, keeping the environment in mind.

Nebico:Quality Rather than Marketing Gimmicks

By Kosh Raj Koirala

Before they came with an idea of establishing Nebico Private Limited (NPL), the first biscuit industry in Nepal, Gorakh Bahadur Shrestha and Mahanta Lal Shrestha used to supply imported biscuits like Britannia, Dalmia, Cooley and GB

Mungaram in Kathmandu. Though the trading of foreign-branded biscuits was producing handsome profits, they knew well that it was not the reason to be happy with. Unlike other fellow businessmen, they felt uncomfortable to see the huge outflow of money while importing those biscuits.

"This inspired us to set up a first domestic biscuits factory," recalls Rabindra Shrestha, managing director of the NPL. "Besides import substitution, our main objective then was to provide quality products as per the taste of consumers," adds he. The NPL, formerly known as National Biscuit and Confectionery Pvt Ltd was established in 1964 with an initial investment of Rs 1.2 million. Additional investment was put to the Company in its expansion drive. Located at Balaju industrial district in Kathmandu, the Company now owns a total fixed investment of Rs. 6.5 million.

The company began its full-fledged operation in 1967 with a German-made plant. At the beginning, it had a manufacturing capacity of one metric ton per day/shift (8 hours). Operating the newly acquired plant was not easy though. Initially, German technical team trained its workers to operate the plant. Later, Basant Lal Shrestha, the then production manager of the NPL went to Germany to take a month-long training on the operation and maintenance of the plant.

Though the mechanical operation was somehow easy now, problems still lay in the availability of essential raw materials. Almost all raw materials including refined flour, sugar, and chemicals like ammonia, calcium carbonate was to be imported from Indian market. "As the transportation network was not much developed within Nepal, it sometime used to take months to acquire those materials," recalls Shrestha.

Establishment of Birganj Sugar Factory some few years later was a major incident in assuring the upcoming growth of the NPL. In an effort to avail raw materials locally, the NPL took an initiative to establish a flour mill itself. "We established Kathmandu Maida Mill in 1971 to meet the demand of flour," says he. The mill has the capacity of producing 72 tons flour a day.

Despite various odds, the NPL succeeded in achieving steady growth in market. Within a few years time, its products successfully penetrated into major towns of the country, generating annual turnover of over 70 million rupees. This necessitated the NPL to go for capacity expansion program. Accordingly, it installed an additional plant with the capacity of producing four metric tons biscuit per day in 1971. By mid seventies, the NPL captured a market share of 46 percent of domestic biscuit market.

In its effort to cater the best quality biscuits to Nepali consumers, the NPL joined hands with Britannia Industries Limited (India) in 1981. Besides bringing positive impact in the cost of production, this partnership helped the NPL to upgrade technical aspect. All its products pass through a rigorous quality test before they are dispatched to market, according to its promoters.

Embracing the latest technology, the company began adopting capital-intensive technique after 1980s' and the number of employees, which used stand around 400 earlier, was downsized to 250. "The drive is still going on," says Divyeshwar Prasad Pradhan, its senior manager. "We are opting for online packaging now," adds he.

The company has always kept its responsibility towards society. As an exemplary practice to other corporate houses, the NPL has a policy to provide at least 1 percent employment opportunity to physically challenged people. Currently, it

employs 233 employees including both technical and non-technical manpower. It has also been actively participating in various social service activities for last several years, says Shrestha.

Over a dozen of outstanding prizes and accolades is something admirable for the NPL to be proud of. "Nebico is only Nepal-made biscuits Nepal to receive NS quality. This guarantees the quality and efficacy of our products," says its general manager Shrestha. The NPL is equally recognized for its sensitiveness to environment and corporate management. It has been certified for ISO 9001: 2000 and has voluntarily adopted 14001: 1996.

Besides some confectionery items, NPL currently produces 18 varieties of biscuits, including Trekker's Choice, Temple Cream, Digestive, Nice, and Coconut Crunchees. The company has a nationwide network to distribute its products through dealers and branch offices. Nebico biscuits currently commands over 24 percent market share, says Shrestha.

As a future strategy, the company aims to cater different varieties of biscuits to meet the changing tastes of consumers. "We believe in quality rather than marketing gimmicks," says Shrestha adding, "Quality and competitive price are our hallmarks."

1.3 Objective of the Study

Objective means the desired output. The main goal of this research is analyze & show the impact of promotion on sales as well as profit on Nepalese biscuits industries. And recommend appropriate suggestions to the management.

The main objectives of the study are as follows:-

1. Analysis of promotional activities.
2. Analysis of change in sales due to promotional activities.

3. Analysis of effect on total cost due to promotional activities.
4. Analysis of effect on social status due to promotional activities
5. Analysis & comparison of promotional system of Nebico Biscuits & its competitors.

1.4 Significance of the Study

Industrialization plays a vital role in the development of every country. Competition occurs among industries to sell their products in the market. To get success from the competition it needs proper marketing management and policy. Nepal is dependent on agriculture as well going on the way of industrialization slowly. Whether it is agricultural or industrial sector marketing plays every important role in drawing attention in consumer towards the products.

Today's marketing era is modern marketing era. Our companies are lacking by the better marketing policies, management and strategies. Nebico Biscuits Factory is one of the leading companies in Nepal for biscuits. The Primary objective of this study is to know the promotional system and marketing policy of NBF and is expected to find out the positive/ negative market aspects in the context of Nebico Biscuits Factory in Kathmandu, Which may be useful in some same other industries to give on slight to their own policy and reformulate it to draw the attention of consumers. Besides, the new firms looking for a proper marketing policy and promotional system and willing to take the lesson from the success or failure of other firms may be benefited by the study. Moreover, this study is concerned in partial fulfillment of the requirement for the degree of M.B.S.

1.5 Statement of the Problems

Promotional plays a crucial role in marketing of goods by informing, Persuading and reminding the consumers about market and its products. Promotion is a process of communication among producers, sellers and buyers in terms of quality, characteristics, usefulness and price of goods. The main purpose of promotion is to

create trust and to change attitude and behavior of consumers towards certain products. It also aims at motivating and encouraging consumers to buy and use the certain products.

Previously market was not so competitive. There were only limited brands available in the market. In the context of biscuits also market was not so competition is very high because many companies are involved in producing biscuits in Nepal. So, without advertising, maintaining standard quality and without giving effective services, there is no possibility to sale the biscuits.

As there were any research and studies have not been conducted on marketing promotional strategies of biscuits in Nepal. There were lack of information about use and effectiveness of marketing promotional system. Many biscuits factories may not have adequate information about promotional mix. Consequently, they may not adopt the adequate and appropriate promotional mix to inform, persuade and remind the consumers about the products.

Since our topic is Promotional system of Nepalese Biscuits (A case study of Nebico Biscuits Pvt. Ltd.) in Kathmandu, it is necessary to review the market situation of biscuits that is produced by Nebico Biscuits Factory as compared with other brands of biscuits produced by other companies

1.6 Limitation of the Study

This research is fundamentally based on the direct observation; Interview; Record Books & data published by the organization (Nebico Biscuits Industry P. Ltd.) & market survey. So following are the some major limitations of the study:-

-) The study will try to cover the data or records of last five years.
-) The research is based on both primary & secondary data & the researcher will analyze it.

-) The accuracy of the research will be depends upon the true response of the organizations employees.
-) Time & availability of resources are the main limitations of the study.
-) This study is only concern with the fulfilling in partial requirement in Masters of Business Studies (MBS).

1.7 Organization of the Study

The study has been organized into following chapters in order to make the study easy to understand.

Chapter - I: It is an introductory chapter which contains background of the study, profiles of the companies, objectives of the study, and limitations of problem and organization of the study.

Chapter - II: It is concerned with review of literature. It includes conceptual framework, review of books, review of research papers, and published and unpublished master's thesis.

Chapter - III: It is one of the most important chapters of the study which deals with the research methodology. It includes methodology used to achieve the objectives of the study, sources of data, population and sample.

Chapter - IV: It is analyzing chapter which deals with analysis and interpretation of data using . Major findings of the study have been presented at the end of this chapter.

Chapter - V: It is the last part of the study which provides the summary, conclusion, recommendations.

Finally bibliography and appendices are also presented at the end of the thesis work.

CHAPTER-II

REVIEW OF LITERATURE

Introduction

This thesis is mainly based on the field of marketing and management, mainly marketing. And promotion being one of the vital parts of marketing mix is no doubt of great importance for a manufacturing company to sell the product well in market realizing the importance promotion including advertising, this thesis has been started. So to demonstrate how the overall marketing and sales management is affected by promotion, all the possible means has been used.

This is the thesis based on effect of advertising and promotional efforts on market share of products. So related publication regarding advertising articles, different books, encyclopedia, as well as pervious studies relating to the same subject has been consulted to make it more reliable. Besides books related to marketing and current market situation too has analyzed. Thought advertising is not that common field, still people are writing on the subject since from last two decades. So earlier reports too have been have reviewed and new horizon of Advertising/promotion has been made more clear.

While reviewing different books and literature, some of the basis things and knowledge about Advertising/promotion seemed to be mentionable in the thesis context.

Similarly, all related pervious studies (found so far) has been collected and analyzed so as to find out how advertising is making its field broader and how is it working more. So related pervious studies too has been highlighted here for everyone's convenience.

2.1 Conceptual Review

2.1.1 Introduction to Marketing Concept

The marketing concept is a modern business philosophy. The concept holds that the key to achieving organizational goals consists in determining that needs and wants of target market and delivering the desired satisfactions more effectively and efficiently than competitors. It is customer oriented marketing. This concept implies:-

-) It is based on well defined target market.
-) It is customer oriented philosophy that aims at producing what can be sold.
-) It integrates all of the activities that affect customers through coordinated marketing.
-) The organizational goals are achieved through customer satisfaction.
-) The marketing concept has been expressed in many ways i.e.-"Find wants and fill them," "Love the customer not the product," "we are not satisfied until you are," "and You are the boss"

Thus, Marketing is the process of discovering and translating consumer wants into products and services. The emphasis is on selling satisfaction rather than selling a mere product. In essence, the marketing concept starts with the organization's target customers and their needs and wants.

2.1.2 The Marketing Mix

Marketing mix is the policy adopted by the producers to get success in the field of marketing. It is marketing manager's instrument for the attainment of marketing goals. According to Stanton, "Marketing mix is the term used to describe the combination of the four inputs-the product, the price structure, the promotional activities, and the distribution system, which constitute the core of a company's marketing system."



(Elements of Marketing Mix)

These 4Ps are the parameters that the marketing manager can control, subject to the internal and external constraints of the marketing environment the goal is to make decision that centers the four P's on the customers in the target market in order to create perceived value and generate a positive response.

1. Product Mix

A product is anything that can be offered to satisfy customer needs. The product mix includes the following decisions:-

-) Product planning and development.
-) Product range
-) Standardization and grading
-) Packaging
-) Branding
-) Warranties

2. Price Mix

Price stands for the amount of money customers have to pay to obtain the product.

The price mix includes the following decisions:-

-) Pricing strategy (skim, penetration etc.)
-) Suggested retail price
-) Volume discounts and wholesale pricing
-) Cash and early payment discounts
-) Seasonal pricing
-) Bundling
-) Price flexibility
-) Price discrimination

3. Place or Distribution Mix

Distribution is about getting the products to the customers. Place Mix includes the following decisions:-

-) Inventory management
-) Warehousing
-) Specific channels members
-) Distribution centers
-) Order processing
-) Transportation

4. Promotion Mix

Promotion Mix includes all the activities undertaken to communicate and promote products to the target market:-

-) Promotional strategy (push, pull, etc.)
-) Advertising
-) Personal selling and sales force
-) Sales promotion
-) Public relation and Publicity
-) Marketing communication budget.

2.1.3 Evolution/History of Advertising

529 Years of Advertising

In general, advertising these days is defined as means to inform the mass about some special news which could either be the introduction of new product or to sell any product which has appeared either on newspaper or television or radio. But this is a modern definition of advertising. And though advertising seems as a modern process actually dates back many centuries. The need for advertising was there in ancient civilization too. The only difference was in the way of advertising since there was no mass media at that time.

So the history of advertising too can be divided into two parts accordingly. Before the invention of mass media: that could be called as the ancient history of advertising.

In ancient civilization community was very small. Goods were not produced in large quantity and people used to depend on hand tools to produce goods.

These types of media were selected at that time too.

-) Sound medium
-) Picture Medium
-) Typography Medium

2.1.4 Advertising History in Nepal 150th Years of Advertisement

It cannot be said that from when advertisement was started in Nepal. However, a media was used to convey King's addresses to the country from the very beginning. It is assumed that to convey after some time this trend became the media of advertising. Abovementioned trend was the advertising for the non-business purpose. But in reality it was just an announcement. Actually, the trend of business advertising began with the business.

Printing Advertising

In the real sense printing advertisement is the real advertisement. In 1908 B.S. then Prime Minister Jung Bahadur Rana had brought a press in his visit to England, which was called "Gidde press". But this press was used to print envelops, tickets, & Government bulletins only. So this press could not run the business in the field of advertisement. "Nepal Manoranjan press" of Thahiti was the beginner press in the field of advertisement in Nepal. In 1919 B.S. advertisement of book named "Mochasiddhi" was printed in this press. This is the first advertisement in the history of Nepal. After that no advertisement is printed. In 1945B.S. a book named "Gorkha Hashya Manajari" is published in "Bharat Jeevan press" of Banarash. In this book an advertisement of monthly Nepali Magazine named "Gorkha Hashya Manajari" was printed. In the history of Nepalese advertisement another advertisement was printed in 1956 B.S. In the last page of book named "Nalopakhyan" published by "Pundit Kapildev Sharma" an advertisement of monthly magazine "sudhasangar" was printed.

All above-mentioned advertisements were the advertisement before establishment of "Gorkhapatra" was strated on weekly basis from Baisakh 24th 1958 B.S. In the first edition of "Gorkhapatra" in the editorship of Pundit Nardev Motikrishna Sharma published by "Pashupati printing press" an advertisement was printed.

From 1958 B.S. to 2014 B.S. under the chairmanship of Judge Krishna Prashad Chapagain the frist press commission was formed. This commission submitted the press report to the government in 2015 B.S. in which 20 categorized advices were mentioned. The main advice of this report was:

All the advertisement of the gorvertisement of the government secretariats, divisions & the offices should be given to the newspapers &magazines.

In this way the absence of industries too the made the advertisement authorized to publish in the newspapers & magazines by accepting the advices. Nowadays different change in time & situation. Another reason of modification in printing advertisement was the industrialization of country also.

Radio Advertisement

In order to search the history of radio transmission in Nepal we have to back to 2002 B.S. At the first trial transmission in of radio was made through Electricity office (Now old powerhouse of Nepal Electricity Corporation). However, radio set was not allowed on kept by general people except Ranas. This radio transmission was given under the control of Kashiraj Pandey by then Prime Minister Padmasamsher. But due to the criticism by other Ranas then transmission was closed in two months. At that periods of transmission whether the advertisement was transmitted or not has no record. From 2004 B.S. the general people were allowed to keep radio set to listen "All India Radio" transmission only. But in 17th Magh 2007 B.S. at the of public revolution Nepalese general people heard the Nepali language in the radio for he first time through "Prajatantra Nepal Radio". This "Prajatantra Nepal Radio" transmission was established by revolutionary force in "Raghupati jute mill" of Biratnager. It can be assumed that this radio transmitted the advertisement in from of noncommercial notices & announcements.

In 20th chaitra 2007 B.S. Nepal Radio now name changed to Nepal started its transmission. After that time of commercial advertisement started. But at the beginning Nepal Radio had not started advertisement services. At that time advertisement services was provides by "Ranta Recording Corporation". This corporation used to deposit to Nepal Radio the accumulated sum of money from advertisement. Nowadays Radio Nepal has its own advertisement services. Through this services different advertisement are going on transmitted by Radio Nepal. In 2051B.S. "F.M. Kathmandu" is established under Radio Nepal. After the

establishment of "F.M. Kathmandu" transmission radio advertisement is more flourished. But this increasing trend of radio advertisement has affected the trend of advertisement in F.M. transmission. But after allowing to establish the "Kantipur F.M. private limited 96.1" in 2055B.S. in private sector for the first time the monopoly of Radio Nepal in advertisement services is not only broken but the search for other possibilities of advertising transmission was also started.

Television Advertisement

From Shrawan 29th 2042 B.S. Nepal Television has started its trial transmission. It may be assumed that day television advertisement is started in Nepal. The time period of trial transmission of Nepal television was up to 14th Poush 2042 B.S. From this day "Nepal Television Corporation" was formed & started its transmission regularly. Now "Nepal Television Corporation" is 15years old & out of its total transmission time 9.5% of time is taken by advertisement. In this television 58% of national & 325 of foreign advertisement are transmitted.

Although some private companies are transmitted several programs after buying the time from Nepal television is still full, government ownership. Still there is the monopoly of Nepal Television. Due to this monopoly there are several obstructions in television advertisement. But in this 15 years time Advertisement in Nepal Television has obtained great deal of success.

Cinema Hall Advertisement

In Nepal exhibition of cinema started from 2006 B.S. In Nepal the cinema exhibition commercially started from the "Janasewa Hall" by exhibiting the Hindi cinema, which was known as city hall at that time. However, at present there is no such named cinema hall, but there are average 500 cinema halls, which are exhibiting cinemas in Nepal. In these halls different types of production's advertisement slides are exhibited.

Other Means of Advertisement

At the beginning of 21st century the question has been arisen that what would not be the exact media of advertisement rather than what would it be. Hoarding board, display board, wall advertisement, posters & Pamplating, milking are the normal media of advertisement. In other hand different types of presents are also taken as one of the media of advertisement. This development in advertisement thought & search has created a situation of confusion that which was advertisement & which news, which was bulletin was & which was information.

However, in this 150 years period Nepali Advertisement has made great deal of success.

2.1.5 Advertising Research Streams in Nepal of other Related Studies

The advertising research has very short history in Nepal, as the level of Nepalese socioeconomic development has still not entered the modern business ear. Nepalese socio-economic life has various infra structural problem and the economy not entered the fully competitive travel.

As a result, professionalism and highly advanced marketing and advertising practices have not institutionalized so far. Thus marketing and advertising practices have to be institutionalized to cope with the pace of modernization of Nepalese economy. In this way the history of advertising research in Nepal is vary short. However, along with the gradual transformation of Nepalese economic life from traditional and national socio-economic environment, Nepalese business environment is also influenced and the entrepreneurs have recognized the need of advertising. As a result, a few advertising Research Studies have been conducted.

The first study on advertising field was conducted in 1980 by P.R Pandey. The study named as "Advertising in Nepal" is focused on the objectives of identifying

the existing position of advertising practices in Nepal. The other objectives of his study were to find out the existing pattern and blends of advertising and the constraints prevailing in advertising practices in Nepal. His study was confined to the descriptive analysis of the situation of advertising business. It was natural to undertake such research on advertising field at that time as the advertising was on an infant stage of development. Thus, his study did not touch the creative aspect of advertising.

Upadhyay, S.K. (1981) on "Radio Advertising and its impact on purchase acts in consumer goods" conducted a study. As radio was only the reliable medium of advertising in Nepal, he conducted the research on the radio advertising and its lively impact on purchasing finding the radio advertising and its impact on consumer purchasing decision. The objectives of his study were to study the availability and comparative cost of different forms of advertising in Nepal to find out the impact of radio advertising on consumer buying behaviors and to the influence of radio advertising on sales of the advertised product. Thus his study is strictly confined to the impact of advertising on sales and consumer buying behavior.

Another study conducted by Laxmi Prasad Baral is found in advertising. He conducted the study on the Communication effect of advertising and brand preferences of instant noodles. His study has been contributed to the evaluation of communicative function of advertising and its impact on brand selection in the case of consumer non-durable good. The objective of the study was to explore the effect and communication of product brand attributes and its likely impact on consumer brand selection regarding the instant noodles case as the basis product. Thus, his study specifically dealt with communicative aspect of advertising.

Another study work has been done by Yogesh Pant in the title "The study on brand loyalty". This study is conducted and mainly focused to find out whether or not brand loyalty exists in the Nepalese consumer market while purchasing low involvement consumer products. Despite of this the objectives of the study are to analyze and overlook what is brand? What are correlates of brand loyalty and how far these correlates are decisive to make consumer brand loyalty in Nepalese market. What is the strategy to be taken for making consumer brand loyal?

For this research work some consumer products are such as detergent soap, instant noodles, shaving blade, toothpaste and soft drinks. Though this study it is found that consumer give high important to brand names at movement of purchasing. They do emphasize in give even though brand awareness to Nepalese consumer is found to be and high and majority of the Nepalese consumer's about mentioned product are found Brand loyal.

From the analysis of the collected data it is found that the brand awareness of consumer is high and most of them are brand loyal. Similarly, it also found that the factor such as sex, age marital status, income, family size, store loyalty, specific deal, favorite brand of other the other members of the family influence brand loyalty but the degree and direction of relationship varies across product. Major recommendation of the study are branding is necessary for product benefits, qualities such as action or color, easy to pronounce, recognize and remember as well as distinctive. Brand loyalty is absolutely a great asset of company. For the achievement of the great asset the marketing strategy of the company into product, price, place and promotion should be and well defined and fitted into. This study is based fully on primary data.

Another study was conducted in 1996 in the field of advertising. The study name as "A Study on the Movie Start Endorsement in Advertising"³⁸ conducted by G.R

Sharma. his study his been contributed to producing on the advertising using the movie stars, thus fall under the category of creative core in advertising.

2.1.6 Modern History of Advertising

Modern history of advertising has been started after the invention of printing process, papers, papers, mills and printing process. Chinese invented papers and Europe built its first paper mill by the year 1275 when jonness Gutenberg invented movable type. This has made it possible for new advertising media and first from of mass advertising including printing posters, hand bills and newspaper advertisement. The first printed ad in English Appeared in London in about 1473 by the writer William cocks ton, which was tacked on church doors announcing a prayer book for sale. Similarly the first newspaper ad appeared on the back of London newspaper in 1650 offering rewards for the return of 12 stolen horses. Later illustrated advertisement appeared for coffee in 1652, chocolate in 1657, tea in 1658, real estate and medicine as well as personal advertising. Here the ad was directed to limited number of people who were customer of coffee houses where the newspaper were read.

Industrial revolution in London during the beginning of 17th century had made the people realized the importance of keeping in mind the fact that "need is the basis thing for the invention". During the mid of 17th century publication of weekly papers rises in London, which, in turn helped the infant professional advertising to grow.

Another major technological breakthrough was the invention of photography in the late 1880's,before this product in printed ad could be illustrated one by drawings visualized by an artist, which couldn't be realistic as photograph ass the time. So photography added credibility to advertising as it showed products as they are rather than as visualized by an artist.

By the year 1920 advertising in America and England has been developed well and professionalized somehow. By that time yearly advertising expenditure of about 10 Lakh Dollar in America and 4.5 Lakh Pound in England has been found. But the growth of advertising till then had been limited only to print media.

Than another significant milestone in the field of advertising was noticed when advertising was introduced in broadcasting media. Though Marconi invented radio in 1895, broadcasting of advertising in radio had to wait another 25 years, so the first radio advertisement has been broadcasted from 1920. Radio is working as the intense medium for advertisements even today. More than 11 thousands radio stations are broadcasting advertisement commercial around the world.

Television was invented in the mid of 19th century as the most powerful communication tools. Since TV is the audio-visual medium, it could be worked as the intense medium for advertisements too. In 1949, first TV commercial was telecasted in England. TV was working as the most powerful medium for advertisement until few years back when the computer technology has not been reached to this stage. But today, in the developed country, internet advertisement has become even more popular and it can after some years probably could take the place of TV medium. But again, TV is still more effective medium for advertisement than press and radio due to its audio-visual facility

In this way, modern advertising history, which, has started after the invention of printing technology, has already passed 529 years. Advertising history till now has been centralized to press, radio and TV and currently computer-internet too is started being the centre of attraction for medium of advertisement. Advertisement has become the part of any business today, without which survival of the business has become impossible due to competition observed in the market.

2.1.7 Promotion

Introduction

Successful marketing begets successful business. For successful marketing, proper planning, clear policies and effective strategies of marketing success for are desirable. Good product, price and distribution decision cannot ensure marketing success for firm unless it does something to make the people aware of its product. And that can be done only by promotion. The firm must let the consumer know about its products so that he or she may feel the need for them. It is therefore, the firm should have effective communication flow between them.

Promotion is perhaps one of the most importance tasks of marketing through which a communication link between the firm and the consumer is established. It is therefore, the process of communicating product information to prospective consumer is usually referred, to as promotion. Promotion is the function of informing, persuading and influencing the consumer's purchase decision. It consists of messages to the market to inform about the product, persuade to buy it, develop positive attitudes towards the product and the company; and includes changes in people's behaviors. Promotion tries to transfer the potential buyers into actual buyers, aims to develop orders from channel members at a good profit and endeavors to build goodwill of the products and enterprise general public.

In today's marketing, the importance of promotion has been growing fast. many marketers have accepted that the importance of promotional activities have increased due to physical distance between the producer and the consumer, growing number of potential buyer and emergence of new markets; active participation of intermediaries in transactions; and excessive competition among different firms. Further, promotion is considered to be necessary even to maintain standard of living and high level of employment, because it has assumed economic importance if for no other reasons than the employment of several million people.

Similarly, promotion is also important for society, in that performs an informative and educative task that makes it extremely important in the functioning of any modern society.

Determining the precise objectives of promotion has always been a perplexing problem for management. However, objectives of promotion, in general, are considered as to provide information, to stimulate demand, to differentiate the products, to accentuate its value and to stabilize sales. Once promotional objectives and targets are defined, management can begin to plan its promotional strategy. It may use any one or a combination of major tools of promotion depending upon the nature of the product, market, channel availability, competition and consumer's attitude. Thus, promotion provides a sure media to reach the consumer satisfy them and serve its own corporate objectives.

2.1.8 Existing Promotion Mix and Media Availability

Promotion is a communicative activity which represents the various to inform and persuade people that a firm directs towards its market target, channel organization and the public at large. Achieving marketing objectives depend upon effective and efficient promotion. Kotler considers a list of promo-tools having specific potentialities and complexities that could justify managerial specialization. Dommermuth describes that promotional mix includes personal selling and non-personal selling. Non personal selling again covers adverting, sales promotion and public relation. However, there are various promotional tools and approaches, which are widely used by the business institution profit earning or non profit, like advertising, personal selling, sales promotion and publicity, If there components of promotion are combined and implements or tools from the promotion mix. The designing and mixing of promotional components to suit the particular market and consumer needs according to promotional goals are the firm's promotional policy and strategy. The most critical promotional problem facing by the marketing

manager is the proper mix of these components and availability of media facilitating these components adequately. Various components and their availability in Nepal are briefly discussed below.

Advertising

Advertising is a non personal presentation of message through various media, such as newspaper, magazines, motion pictures, outdoor posters and signs, direct mail, radio, television, catalogues and directories. Advertising may be defined as a non personal sales presentation usually directed to a large number of potential consumers. It denotes the means employed to draw attention to any objects or purpose. The health of much business depends on the generation of effective advertising. Basically it is communicative and persuasive and as such has long leaned on the insights of psychology and the study of consumer behavior. Borden and Marshall distinguishingly envisage advertising from that of publicity and other forms of propaganda that advertising messages are identified with the advertiser either by signature or oral statement and it is a commercial transaction involving publishers, broadcasters or other whose media are employed. Advertising, thus, is a message carried through a mass media.

There are mainly two types of advertising product advertising and institutional advertising. Product advertising seeks to promote a particular good or service, whereas, institutional advertising is concerned with promoting a concept, an idea, a philosophy or the goodwill of an industry, company or organization. The product advertising may be informative intended to develop initial demand; persuasive-aimed to develop demand; reminder oriented to enforce previous promotional activities.

Selecting the appropriate media is a very crucial function in advertising. A mistake at this point can cost a firm much and advertising itself may remain ineffective as

well. Media strategy may achieve the communication goal. However, there are numerous types of advertising media and a firm can advertise through broadcasting, viz., radio and television, prints, viz., magazines, newspapers, poster and pamphlets and others, viz., hoardings, etc.

The existing available media in Nepal for advertising does not seem to be adequate and satisfaction. The printed media – newspapers and magazines have a number of limitations. Newspapers in Nepal usually suffer from limited circulation, fewer readership and lack of advanced and sophisticated technology to present better advertisement. So are the magazines. Certainly, the only reliable media with a very large audience is the radio. So commercial service of Radio Nepal is proved highly potential and effective for the advertising, for all industries have shown great preference to this media. Another media, i.e. television, is also being popular. Since 1985, Nepal Television (NTV) has emerged as a strong and popular media. However, television has limited transmission and advertising on it is costly. Therefore, it hinders to achieve the communication's goals to the manufacturer of mass consumption product having big potential market. Thus, the available media in Nepal for in for advertisers barring a few does not present a very appealing and stimulating posture.

Publicity

Publicity is non personal communication of a product, service, or organization by planting commercially significant news about it in a published medium or obtaining favorable presentation of it upon radio, television or other media that is not paid for by the sponsor. It cultivates goodwill towards products organization's image. It is also called marketing public relation because; it comes to the receiver as the truth rather than as a commercial. Today, every firm tries to create a good public relation so to give good publicity.

It can be defined as the activity of securing editorial space, as divorced from paid space, in all media read, viewed or heard by customers or prospects, for the specific purpose of assisting in the meeting of sales goals. It is done to promote a company's image or viewpoint or to promote information about the products through editorial, expression of experience in story form in the papers or magazines or even audio-visual media. Besides, recommendation from the person not related to the firm or product definitely will carry more weight and create favorable psychological impacts than any other means of promotion. Publicity has to be considered an integral part of promotional strategy and enterprises should give proper attention towards it and formulate such strategies that will generate healthy publicity.

In Nepal, where promotional activities are not done much in practice, the scope of publicity exists sufficiently. Most of public enterprises seem to be more successful in generating publicity through printed and broadcasting media. The publicity relating to some public enterprises seems unfavorable due to the lack of proper message and image planning of the product and the firm. However, publicity has an important role in the Nepalese enterprises which have tried to use it even by manipulation if possible to get favorable publicity.

The value of publicity cannot be ignored, as the market is being together with each coming days. If the company adopts different public relation events, which can later take the form of publicity effectively, it will be very much beneficial for the company. Publicity when treated as part of promotional strategy and coordinated with the other promotional tools well, can be considered beneficial for a company for many reasons:

-) Lower cost than advertising and personal selling.
-) Greater credibility than advertising.
-) Increased readership.

-) More information.
-) Timeliness

Sales Promotion

Sales promotion is also non personal promotion approach which covers those marketing activities other advertizing, publicity and personal selling, but supplementing the functions of above mentioned components. American Marketing Association defines it as those marketing activities, other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness such as displays, shows and exhibitions, demonstrations and various no recurrent selling efforts not in the ordinary routine. Luick and Ziegler also advocate the same and define that sales promotion is a direct inducement which offers an extra value or incentive for the product to be sales force, distributors or the ultimate consumers. Hence, sales promotion, as defined above, attempts to move products though channels of distribution by stimulation company salesman and providing additional incentives to middleman and consumers.

Sales promotion is widely used even when advertizing is doing well. It is because of the fact that the additional investment yield better result if it is used in sales promotion rather than employing more and more amount of money only in advertizing. Many business enterprises, therefore, divide the budget into advertizing and sales promotion.

Sales promotion comprises various techniques such as point of purchase advertising, specialty advertising; trade shows; samples; coupons and premiums; contests; trading stamps and discounts. Practically, enterprises use more then one of there options in a selective basis suitable to their marketing objectives. Probably, no promotional strategy followed by even big concerns, has ever used all of the options in a single programme. The efficacy of sales promotion measures

in itself barring a few is limited on its own, but may prove highly effective if combined with other measure of promotion. For example, discounts, premiums and gifts in many cases prove highly rewarding and successful.

Sales promotion measures are popular in Nepal. The point of purchase and specialty advertisements is commonly adopted by the enterprises. Discount sales are conducted mainly in certain national day, allowing reduces prices offer. Recently, the Nepalese enterprises, mostly private, have adopted 'in pack' coupon system, offering valuable articles as well as cash rewards for the consumers. Similarly, special cash discount or bonus and gift schemes are also adopted by many enterprises to persuade the marketing middleman to raise the order or actively sell the products.

Several factors in the marketing environment contribute to the surging popularity of sales promotion.

-) Short run orientation
-) Competitive pressure: If competitors are offering buyer's price reduction, contest, or other intensive, a firm may feel force to retaliate with it's own sales promotions.
-) State of the economy: Rising price have made consumers more price conscious. Thus sales promotion becomes more attractive to them.
-) Objective of sales promotion:
 -) Stimulating end user demand.
 -) Improving the marketing performance of middleman and salespeople.
 -) Supplementing and coordinating advertising and personal selling.

Personal Selling

Personal selling is an important element of promotion mix of an enterprise. It is a seller's promotional presentation conducted on a person- to-person basis with the buyer. It is the conventional process in which sales force is employed to communicate with prospective customers, motivating them to positively respond to it and finally clinching the deal. It has been defined as an oral presentation in conversation with one or more prospective customers for the purpose of making sales. This method of marketing communication is of course, a highly distinctive and remains the only form of promotion involving direct relationship or interpersonal interaction between a sales person and prospective customers.

The process of personal selling, as most authorities agree, involves prospecting – searching for and identifying potential buying; pre-approach – knowing and collecting information about prospect's personal and business need; approach – the initial contact of the sales person with prospective customer wherein the sales person tries to influence the customer; presentation –describing the product feature as well as company story to the prospective customer; demonstration actual physical presentation and display to impart knowledge of product's use and its mechanism in such a manner that it awakens customer's interest; handling objection – overcoming buying resistance by effective responses; closing the sale – negotiating with the customer for a sizeable order and follow-up –conducting post sales activities to know the level of satisfaction and to make the customer a regular one.

In most cases, personal selling may be used for the actual sales but it also includes many other services which are not strictly selling job but relating to it, i.e., collecting information, reflecting customer's attitudes and relaying complaints to the management.

The efficiency of personal selling highly depends upon the quality of sales force and their capability to handle prospective customer. Unlike advertising aimed at mass audience, it aims at specific persons giving impression of personal care and help as one could get from the friends. Obviously, the effectiveness is generally much high, though the reach due to the personal contact is very limited. Cash and Crissy regards that advertising is more effective during pre-transactional phase while personal selling is more important and essential during the transactional phase. Further, efforts are also less wasted. The practical aspect is its flexibility and adaptability in varying situations, person to person, item to item to item and time to time. It is only the technique having the biggest advantages of applying efforts to handle the objection, questions and doubts. Thus, sales force helps the organization by establishing a lasting and mutually profitable relation with the customers. However, the effectiveness of the approach depends upon the quality of the sales force available. Again, this approach alone may not be adequate due to its mass communicative limitation. So, if this approach is judiciously mixed with other promotional techniques, it can be highly rewarding.

2.1.9 Why Promotion

The very simple and Laymen's answer to this question is that either there is something to sell or something to buy. We advertise or make known, our offer or need. We bring together people who would not otherwise. Most people uses advertise at sometimes or other, either privacy or business and most people respond to advertisements and so enjoy the choices available to them in every sphere life. "So promotion here is the means by which we are made known what we have to sell or what we want to buy."So here we are trying to communicate with our potential customers or suppliers by means of promotion.

However promotion is not just for this. There are many special and specific reasons why we may use promotion in one of its many forms. The basic problem

with promotion is that it is not understood adequately. The value of promotion cannot be determined unless its role and functions are understood. The apparent unaccountability of promotion, in most cases, arises from a lack of appreciation of what promotion can or cannot do.

Promotion should be viewed as a part of total marketing effort of company. The glib answer to the question: "Why do companies promotion?" is: "To sell product." But in recent times, an increasing number of promotion channels have been frankly admitting that promotion cannot actually sell products. Supporting this view, the Association of National Advertisers, USA, defined advertising as "a mass, paid communication, the ultimate purpose of which to impart information, develop attitudes and induce action beneficial to advertisers."(Which may lead to the sell of product or service).advertising, the Association emphasized only one in the series of tools in the "marketing-communication mix", the tools of promotion are person to person selling, retailer recommendation, publicity, advertising etc. Ostensibly, the job of promotion is to perform certain communication jobs with greater speed, volume and economy that can be done by any other means. This pragmatic approach to advertising is fundamental, and must be accepted before any plans for measurement can be formulated.

Here are some specific reasons for promotion or what promotion can actually do or why we indeed promotion. Which offer a broader idea of the veracity & value of promotion?

-) To announce a new product or services
-) To expand the market to new buyers
-) To announce a modification
-) To announce a price change
-) To announce a new pack

-) To make a special offer
-) To invite enquires
-) To sell direct
-) To announce the location of stockiest
-) To obtain stockiest
-) To educate customers
-) To maintain sales
-) To challenge competitors
-) To remind
-) To retrieve lost sales
-) To please stockiest
-) To please the sales force
-) To recruit staff
-) To attract investors
-) To export
-) To announce trading results

2.1.10 Reasons for Promotion

The market today is getting complex day by day. Too many products are introducing in the market and this result a high competition for the product. To survive in this stiff market competition, manufacturer has to think of different ways of promotion. When the market was not that large and brands were limited in number, advertising alone has made it possible to capture good market share for product. But today, situation has changed a lot. Consumers have to be made attracted towards the company's products by every possible means. Sales promotion has become one of the best methods to attract the consumers towards company's product through for short run.

Besides, to get the good market share for the product, manufacturer needs to project their good image to the public first. Unless the company has prestigious and good image in the consumers mind, their products cannot survive well in the market. For this, public relations and publicity events, which are also methods of promotion, work a lot.

Similarity, when the product is in its introductory stage, it has to adopt personal selling methods (Direct marketing in general) along with sales promotion to get a good response from the public.

In this way, all four promotion mix-Advertising, personal selling, sales promotion, public Relation & Publicity events have to be coordinated and implemented according to the need so as to make the products identity well in market. Promotion cannot be ignored in today's market. It has become the necessity for survival of the product.

In general, companies practice sales promotion and personal selling methods achieve following objectives.

-) To offset the impact of a new competitive products.
-) To gain increased display area and sell in the store.
-) To create demand for a new product.
-) To pursue other brands users.
-) To attract new customers.
-) To induce present customers to buy more.
-) To create an aura of excitement.
-) To get rid of competition.
-) To establish purchase habit to the initial users
-) To get self for display.

-) To increase immediate sales.
-) To recover loss in sales.
-) To increase sales in off seasons.
-) To meet the competition.
-) To simplify and encourage the work of sales men to sell.

Thus, companies adopt different methods of sales promotion for many reasons. Basically, sales promotion can be considered as the marketing devices, which can stimulate and re-stimulate demand for a product.

Again other methods of promotion like public relation, advertisement and publicity events are used for the following reasons.

-) To project a prestigious and good image of the manufacturer of the product to the public.
-) To make a good relation with the public, which includes customer, employees, suppliers, shareholders, government, labor union and the public at large, so as to adopt itself to its environment and interpreter itself to society.
-) For the long- term effect on building brand image of product.

Hence there are many specific reasons to use advertising & promotion. For any manufacturing firm, it plays a vital role to increase sales directly by encouraging potential purchasers to visit dealers or distributors, announcing special sales or other promotions, inducing professional persons to recommend on product, distributing coupons to be redeemed on purchases. Similarly, manufacturing firm has to use promotion and advertising for creating awareness and interest in company's products by informing the potential buyers about the benefits from a product's use viability of new products, demonstrating products, showing how a

products may be obtained, announcing changes in prices/packages/ labels, publicizing a new brand name or symbol and even informing potential buyers about the company's technical skills, production facilities, technical services etc..

So advertising, promotion has been must to cope with this changing marketing environment. It is not just to sell the product to have profit that firm uses promotion and advertising. They use it for the sake of the reputation of their company too. Through the use of different promotional means, company can project its good image to the public, which in turn help them for long-term benefit.

2.2 Studies in Nepal Related

2.2.1 Review of Related Study

The advertising research has very short history in Nepal, as the level of Nepalese socioeconomic development has still not entered the modern business ear. Nepalese socio-economic life has various infra structural problem and the economy not entered the fully competitive travel.

As a result, professionalism and highly advanced marketing and advertising practices have not institutionalized so far. Thus marketing and advertising practices have to be institutionalized to cope with the pace of modernization of Nepalese economy. In this way the history of advertising research in Nepal is vary short. However, along with the gradual transformation of Nepalese economic life from traditional and national socio-economic environment, Nepalese business environment is also influenced and the entrepreneurs have recognized the need of advertising. As a result, a few advertising Research Studies have been conducted.

The first study on advertising field was conducted in 1980 by P.R Panday. The study named as "Advertising in Nepal" is focused on the objectives of identifying the existing position of advertising practices in Nepal. The other objectives of his

study were to find out the existing pattern and blends of advertising and the constraints prevailing in advertising practices in Nepal. His study was confined the descriptive analysis of then situation of advertising business. It was natural to undertake such research on advertising field at that time as the advertising was on infant stage of development. Thus, his study did not touch the creative aspect of advertising.

In 1981, S.K Upadhyay on "Radio Advertising and its impact on purchase acts in consumer goods" conducted a study. As radio was only the reliable medium of advertising in Nepal, he conducted the research on the radio advertising and its lively impact on purchasing finding the radio advertising and its impact on consumer purchasing decision. The objectives of his study were to study the availability and comparative cost of different forms of advertising in Nepal to fine out the impact of radio advertising on consumer buying behaviors and to the influence of radio advertising on sales of the advertised product. Thus his study is strictly confined to the impact of advertising on sales and consumer buying behavior.

Another study conducted by Rajendra Giri is found in 1998. He conducted the study on the "Communication effects of advertising and brand preferences of instant noodles RARA and WAI." His study has been contributed to the evaluation of communicative function of advertising and its impact on brand selection in the case of consumer non-durable good. The objective of the study was to explore the effect and communication of product brand attributes and its likely impact on consumer brand selection regarding the instant noodles case as the basis product. Thus, his study specifically dealt with communicative aspect of advertising.

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G.R Sharma. His study has been contributed to producing on the advertising using the movie stars, thus fall under the category of creative core in advertising.

Another study was conducted by Pramila Karki in 2007. The Study name as "Marketing Promotion Strategies of Oral Re-Hydration salt in Nepal" The main objectives of this study was to explore the marketing promotion policies, strategies and interventions.

Another study was conducted by Ichha Malla in 2007 in the field of promotion. The study name as "Sales promotion of pharmaceutical product in Nepal" The main objective of this study was to asses' market share, price spread and Nepal producers share and also to analyze sales promotion tools & techniques.

Another study was conducted by Shubu Thapa in 2008 in the field of advertising. The study name as " Advertising and Sales Promotion of Car in Nepal" The main objective of study was to evaluate the effectiveness of advertising and sales promotion and also to examine brand awareness.

2.2.2 Review of Journal/Article

An articles entitled "Advertising Business looking for silver lining." published in "Business age, information and analysis." has reflected the current scenario of current Nepalese advertising business as follow.

The closure recently of two magazines belonging to Asiaweek and Family light- is testimony to the advertising recession happening on a global level. It is therefore not surprising that the advertising business in Nepal is witnessing downslides.

An article entitled, "Advertising Business looking for silver lining." Published in "Business age, information and analysis" has reflected the current scenario of current Nepalese advertising business as follow:-

- J The closure recently of two magazines belonging to Asiaweek and Family lift –is testimony to the advertising recession happening on a global level. It is therefore not surprising that the advertising business in Nepal is witnessing a downslide.
- J In fact om business has gone down by some 60%," relates Nirmal and Poudel Chief Executive officer (CEO) of welcome advertising Agency and market Pvt. Ltd. He claim that , it actually all began with the pro Maoist movement against use of liquor and the subsequent measures promised by the government to restrict liquor use
- J In a statement given by stales Mabin Lal Joshi, media Director of Thomapson Nepal Pvt. Ltd, "prohibition of consumer fairs, musical programmed, etc has had defines negative impact on our business."
- J Sources of Kantipur publication Pvt. Ltd however relate that advertising have been reluctant to advertise more out of fear from the tax department – than due to tariff hike. Date from the publication reveals that although the space bought by advertisers in the first fiscal year has gone down as opposed to the same period last year there is little to choose between the two corresponding period in term of financial transaction.

Advertising agencies ranked by the Kantipur publication (p) Ltd. On the basis of financial transaction (FY 2063/64)

1. CTC the media people (P) Ltd
2. Thompson Nepal (P) Ltd
3. World vision advertising (P) Ltd
4. Media Team (P) Ltd
5. Professional Advertising (P) Ltd
6. Prisma Advertising (P) Ltd
7. Trikon Advertising (P) Ltd
8. Echo Advertising (P) Ltd

9. Tufan advertising agency (P) Ltd

10. AAN'S reations (P) Ltd

2.3 Conclusion

Promotional activities have had a crucial role in communicating about the products and services to the consumers, informing, persuading, motivating and reminding the consumer about the products and services. Promotional strategies and activities are directly associated with the raising awareness and brand preferences of the products and services among the consumers, which ultimately increases the sales of the products or services. The motive behind the promotion includes information, persuasion, entertainment, education or reminding the consumers about the product. The promotional objective influences the nature of promotional strategies, activities and message. The component of promotional mix includes advertisement, personal selling public relation and word on mouth. Based on the types of the products and levels of marketing promotion different strategies and activities for marketing promotion should be used.

Marketing promotional activities is a communication process, which consists of five major elements namely sources, message, channel/media and receiver/audience and audience response/feedback. In the whole process of communication noise or distraction may affects the effectiveness of the communication. Qualities of the promotional strategies and activities have had equal importance for the promotional strategies and activities. Marketing promotional activities should not be misleading and exaggerated complete and correct information about the product the products or services should be provided to the consumer

2.4 Research Gap

The review of the available literature both conceptual review and review of the published and unpublished thesis and articles found that any research and studies have not been conducted on marketing promotional system of Nepalese Biscuit Industry (Nebico Biscuit Factory) related products in Nepal. Moreover, no studies have been carried out in promotional strategies of NBF in Nepal so far. Although, there were a few number of studies focuses on an individual marketing promotion strategy for instance advertisement, sales promotion, personal selling etc. rather than in promotional mix Very few studies focuses on marketing promotional mix.

CHAPTER -III

RESEARCH METHODOLOGY

Introduction

Research methodology is a way to systematically solve the research problem. It is an art of scientific inquiry "Market research specifies the information required to address the issue, designs the method of collecting information; manages and implement the data collection process; analyze the results; and communicate the findings and their implications (Marketing News, 1987:1).

Research methodology includes the following concepts as they relate to a particular discipline or fields of inquiry:-

1. A collection of theories, concepts or ideas;
2. Comparative study of different approaches; and
3. Critique the individual methods

3.1 Research Design

The research design in an organized approach and not a collection of loose, unrelated part. It is an integrated system that guides the researcher in formulating, implementing and controlling the study. Useful research design can produce the answers to the proposed research questions.

The research design requires specification of procedures involving decisions relating to what information are to be generated, from which sources, by what procedures, and how the information are to be analyzed.

According to Donald Tull and Hawkins" Research designs the specification of procedures for collecting and analyzing the data necessary to help identify or react to a problem or opportunity..."

3.2 General Research Activities

Sampling

Research can be based on census or a sample. All the items under consideration in any field of inquiry constitute a 'universe' or 'population'. A complete enumeration of all the items in the 'population' is known as a census inquiry. When some items of the 'population' are selected for inquiry it is known as 'samples' and the scientific process of selecting the samples is known as 'sampling'.

Population

The term population or universe for research means all the members of any defined class of people, events or objects.

A well defined number of Nabico Biscuit owners and executive and administrative level managers in Kathmandu have been taken as a research population by the researcher in this research study.

Sources of Data Collection

-) Primary Data
-) Secondary Data

1. Primary Data

While collecting primary data and information, the different methods have been adopted. They are:-

Observation Method

Under observation method, the researcher records the respondent's overt behavior, taking note of the physical conditions and events. Observation is of two types: participative and non-participative.

Interview

The interview method of gathering primary data is not only popular but also very effective. Interview method is adopted for investigation factors such as consumer opinion, attitude, motivation and perception. There are three types of interview: personal interview, in-depth interview and focus group interview.

Questionnaire Survey Method

Questionnaire survey is extensively conducted to gather primary data. Most census data based on questionnaire survey. Under this method, a series of structured question for seeking answer from the respondents are used. Questionnaire method is more versatile as many research problems can be tackled with questionnaire survey. Questionnaire survey is a suitable method when ideas, knowledge, feelings, beliefs, opinions and basis demographic information from a large number of consumers needs to be collected. The method has the advantages of high speed and low cost. Questionnaire survey can be conducted through mail, interviewer administered and self-administered method

2. Secondary Data and Information

Secondary data are actually the results and data collected by previous investigators. It provides the researchers with a considerable amount of useful information.

With reference to research study, the different secondary information has been collected from different sources. The different sources are information and records kept by Departments, Divisions and Units, published materials, books, booklets, journals, magazines and similar previous dissertations and other publications

3.3 Data Collection Procedure

The data have been collected through the field survey of Kathmandu. A set of questionnaire was developed for the purpose of collecting data from the consumers. The questionnaires were served through personal contact in which the respondents were requested to fill up. The researcher personally visited to take response of the consumers who were chosen from different socio-economic background. The questionnaire includes both objective and subjective questions. A few additional questions were asked for the marketing offers of companies selling.

Data Processing, Tabulation and Analysis

The raw data collected through the questionnaire are thoroughly checked, complied and presented in appropriate to facilitate analysis and interpretation. Different statistical tools like graphs, bar diagrams, percentage and pie- chart have been used to make the information easy and understandable.

Method of Data Analysis

The data collection from different sources are classified, tabulated and analyzed according to the needs of the study. Necessary tables are constructed to fit the data obtain from different sources.

CHAPTER-IV

DATA PRESENTATION AND ANALYSIS

In this chapter the data and information derived from the consumers and retailers are presented and analyzed according to the objective of the study. The survey has induced 15 individuals from different background. Classification of the consumers and their respective outcomes are tabulated and presented in diagrammatic way in this chapter.

4.1 Consumer Level survey

Consumer Profile: In this chapter 75 consumers are taken as the respondents:

4.1.1 Nebico Biscuits Users (Sex Wise Classification)

The researcher has studied the sex wise classification of Nebico biscuits users. The result of responses has shown in table 4.1.

Table 4.1

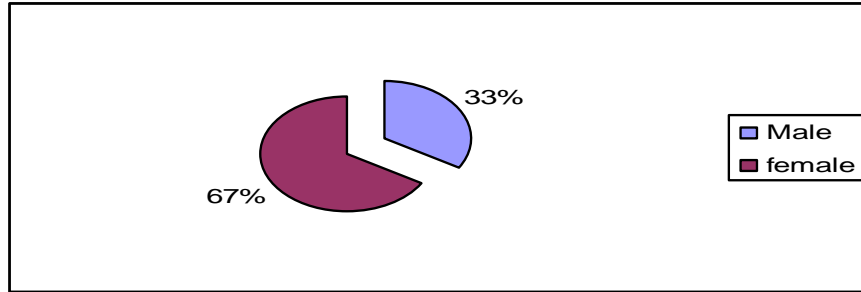
Nebico Biscuits Users (Sex Wise Classification)

Sex	No. of Respondents	Percentage (%)
Male	25	33.33
Female	50	66.67
Total	75	100

Source: Primary Data from Questionnaire.

Figure No 4.1

Nebico Biscuits Users



As shown in table/figure 4.1 among the sample selected for the study 33.33% are male and 66.67% female consumers. Female consumers are than male consumers.

4.1.2 Nebico Biscuits User (Age Wise Classification)

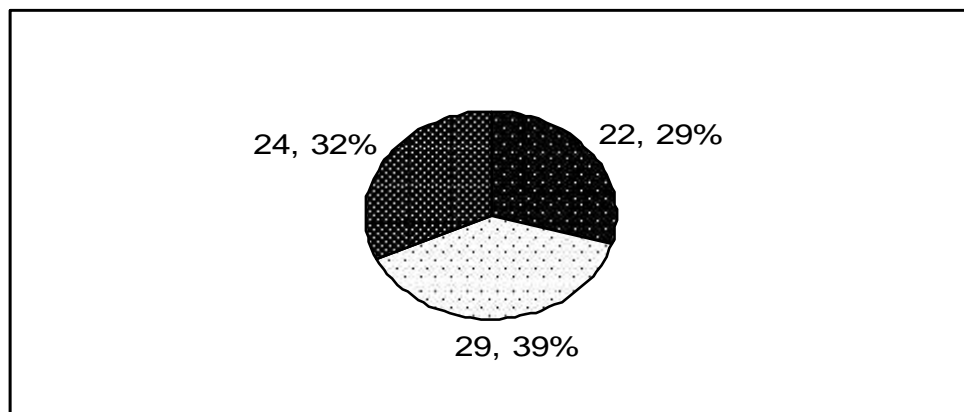
The researcher has studied the age wise classification of users. The result has been shown in table 4.2.

Table 4.2
Nebico Biscuits User (Age Wise Classification)

Age	No. of Respondents	Percentage (%)
Below 15 yrs	22	29.33
15-30 yrs	29	38.67
Above 30 yrs	24	32
Total	75	100

Source: Primary Data from Questionnaire.

Figure No. 4.2
Nebico Biscuits User (Age Wise Classification)



As presented in table/figure 4.2, the sample included 29.33% of consumer of Nebico biscuits lies in below 15 yrs age group, and 32% lies in above 30 yrs groups. From this table it can be calculated that uses of biscuits can be found across the different age group and it is mostly popular with the middle age group.

4.1.3 Nebico Biscuits User (Profession Wise Classification)

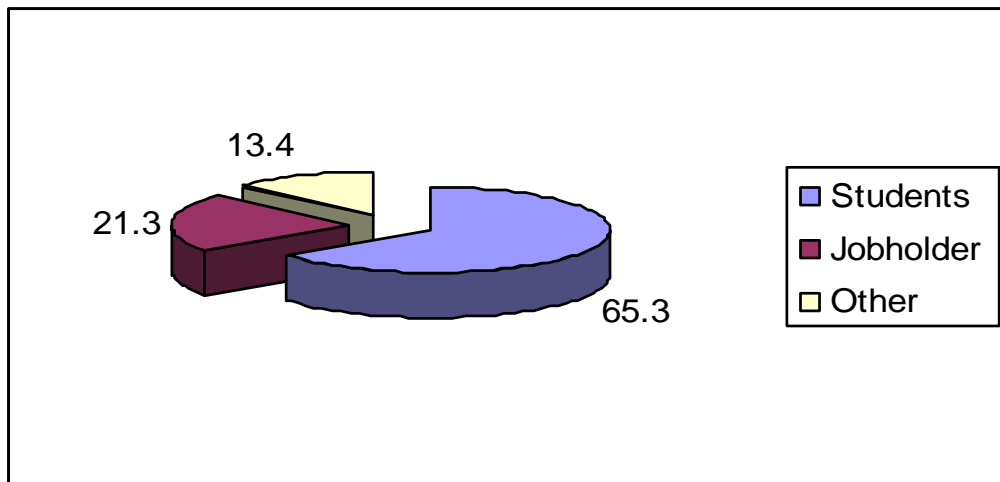
The researcher has studied the profession wise classification of users. The result of responses has shows in table 4.3.

Table 4.3
Nebico Biscuits User (Profession Wise Classification

Profession	No of Respondents	Percentage
Students	49	65.3
Jobholder	16	21.3
Other	10	13.4
Total	75	100

Source: Primary Data from Questionnaire.

Figure No.4.3
Nebico Biscuits user (Profession Wise Classification)



As shown in table/figure 4.3, 65.3% of the consumers are students, 21.3% are jobholder and rest is from other occupation.

4.1.4 Habits of the Consumer Taking Nebico Biscuits

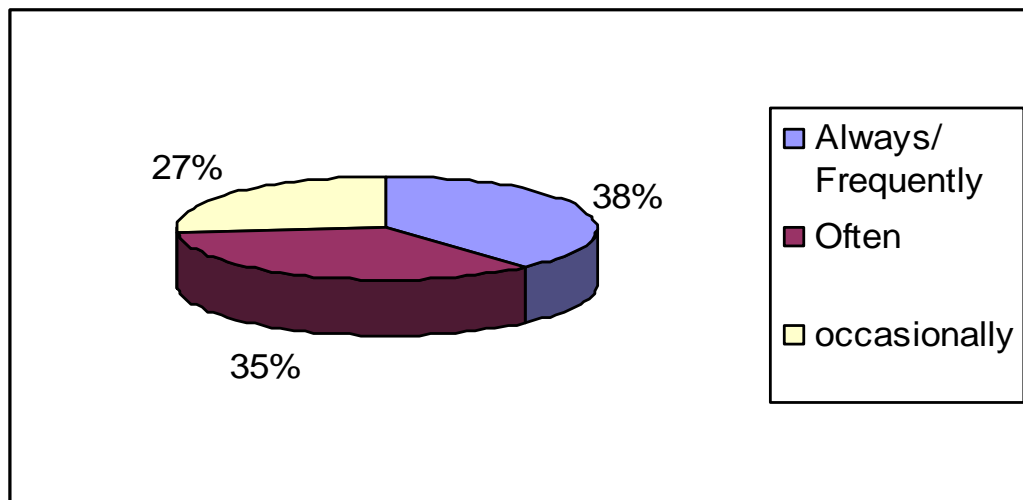
The researcher has studied the habit of the consumer taking Nebico Biscuits. The result of responses has been shown in table 4.4.

Table 4.4
Habits of the Consumer Taking Nebico Biscuits

Habits	No of Respondents	Percentage (%)
Always/ Frequently	29	38.67
Often	26	34.67
occasionally	20	26.66
Total	75	100

Source: Primary Data from Questionnaire

Figure No. 4.4
Habits of the Consumer Taking Nebico Biscuits



As the table/figure 4.4 is related to the consumers buying habit of consuming biscuits. The data has shown that the 38.67% of the sample consume biscuits very frequently 34.67% of them use often and 26.66% of them consume it occasionally.

4.1.5 Buying Habits and Duration

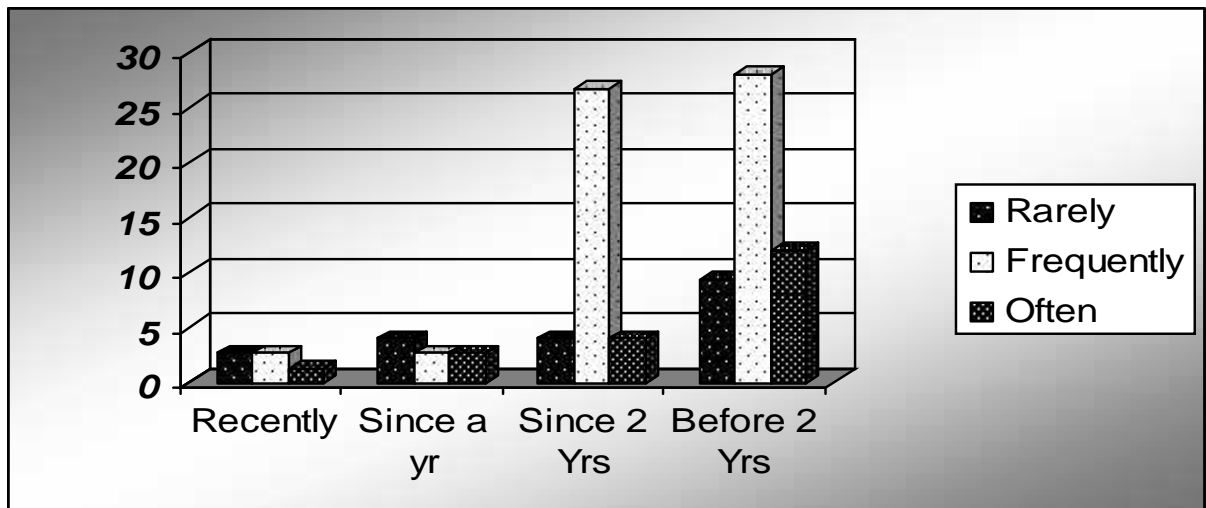
The researcher has studied the using media for giving information. The result of responses has been shown in table 4.5.

Table 4.5
Buying Habits and Duration

Habits	Rarely		Frequently		Often		Total	
	No	%	No	%	No	%	No	%
Recently	2	2.67	2	2.67	1	1.33	5	6.67
Since a yr	3	4	2	2.67	2	2.67	7	9.33
Since 2 Yrs	3	4	20	26.67	3	4	26	34.67
Before 2 Yrs	7	9.33	21	28	9	12	37	49.33

Source: Primary Data from Questionnaire

Figure No. 4.5
Buying Habits and Duration



The combine presentation of buying habits and their duration of consuming biscuits i.e. table 4.5 shows that 6.67% of them have started consuming biscuits

recently 9.33% of them are being using since a year 34.67% since 2 Yrs and most of them i.e. 49.33% are being using before 2 yrs.

It is clearly found that most of the biscuits consumers have been consuming biscuits frequently and they are using it from more than 2 years.

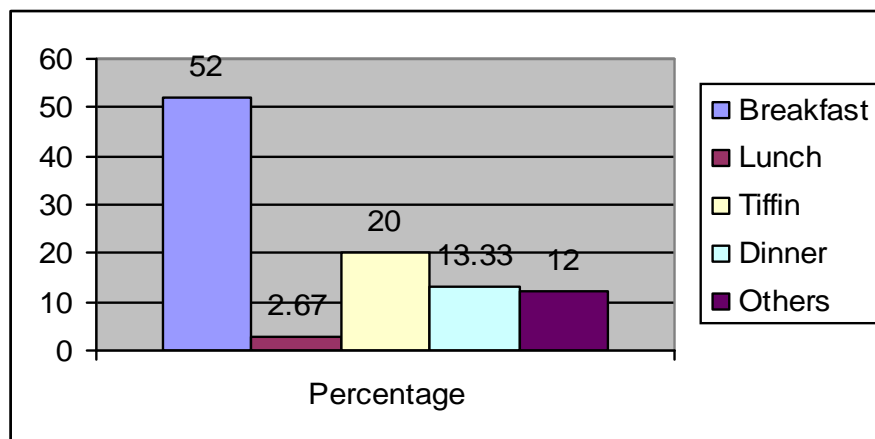
4.1.6 Purpose of Taking Nebico Biscuits: The researcher has studied the purpose of taking Nebico Biscuits. The result of responses has been shown in table 4.6.

Table 4.6
Purpose of Taking Nebico Biscuits

Purpose	No. of Respondents	Percentage
Breakfast	39	52
Lunch	2	2.67
Tiffin	15	20
Dinner	10	13.33
Others	9	12
Total	75	100

Source: Primary Data from Questionnaire

Figure No. 4.6
Purpose of Taking Nebico Biscuits



As table/figure 4.6 related to the purpose of Nebico Biscuits Consumption. According to Survey it is found that 52% of the Consumers consume biscuits as breakfast 2.67% consume it as Lunch 20% consume as Tiffin, 13.33% as Dinner and 12% use to consume it anytime. From the above table it is found that most of the biscuits consumers consume it as their breakfast.

4.1.7 Most Taken Place of Nebico Biscuits

The researcher has studied the most taken place of Nebico Biscuits. The result of responses has been shown in table 4.7.

Table No. 4.7

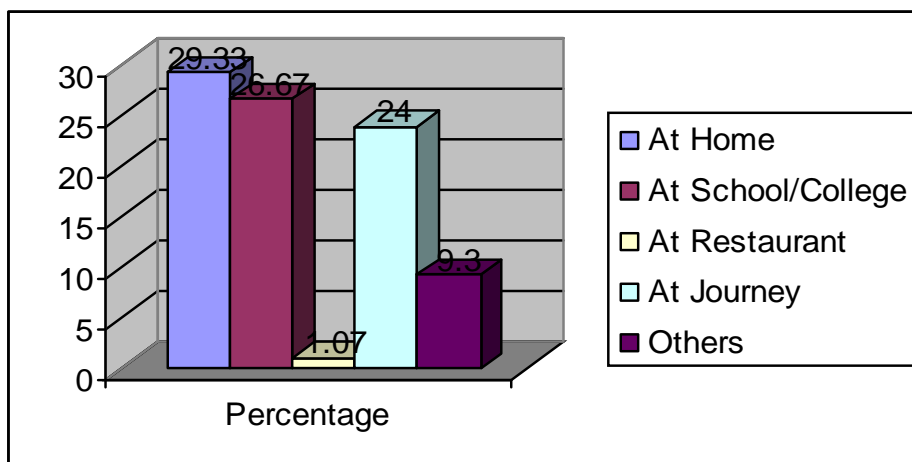
Most Taken Place of Nebico Biscuits

Place	No. of Respondents	Percentage
At Home	22	29.33
At School/College	20	26.67
At Restaurant	8	1.07
At Journey	18	24
Others	7	9.3
Total	75	100

Source: Primary Data from Questionnaire

Figure No. 4.7

Most Taken Place of Nebico Biscuits



According to table/figure 4.7, regarding consumption of Nebico Biscuits in different places are almost similar. The table shows that 29.33% of the consumers consume it at home, 26.67% in school or college, 1.07% at restaurant, 24% at Journey and 9.3% in others.

4.1.8 Reasons behind Consuming Nebico Biscuits

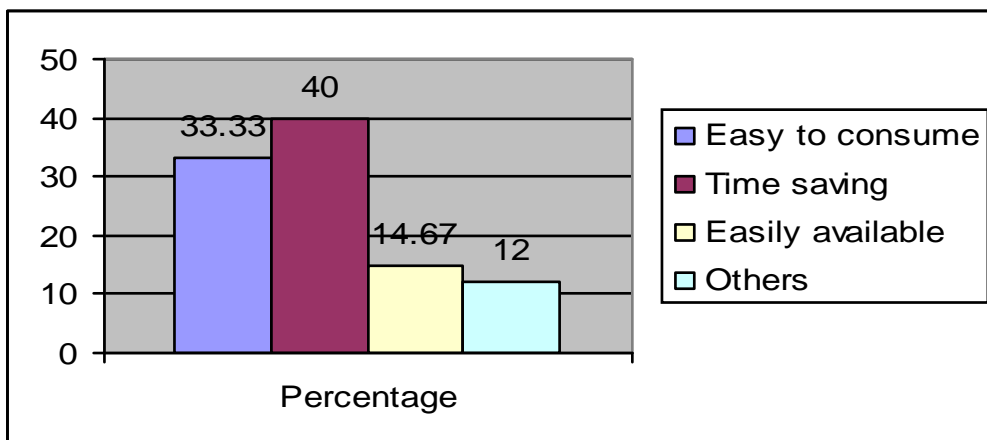
The researcher has studied the reason behind consuming Nebico Biscuits. The result of responses has been shown in table 4.8.

Table 4.8
Reasons behind Consuming Nebico Biscuits

Reason	No. of Respondents	Percentage
Easy to consume	25	33.33
Time saving	30	40.00
Easily available	11	14.67
Others	9	12.00
Total	75	100

Source: Primary Data from Questionnaire

Figure No. 4.8
Reason behind Consuming Nebico Biscuits



According to table/figure 4.8 related to reason behind consuming Nebico Biscuit. It shows that 40% of the consumers prefer it because of time saving, 33.33% consume it because it of easy to consume, 14.67% consume it because it is easily available everywhere and 12% prefer it due to other reasons.

4.1.9 Preference of different Brands of Biscuits by the Consumer

The researcher has studied the preference of different brands of biscuits by the consumer. The result of responses has been shown in table 4.9.

Table 4.9

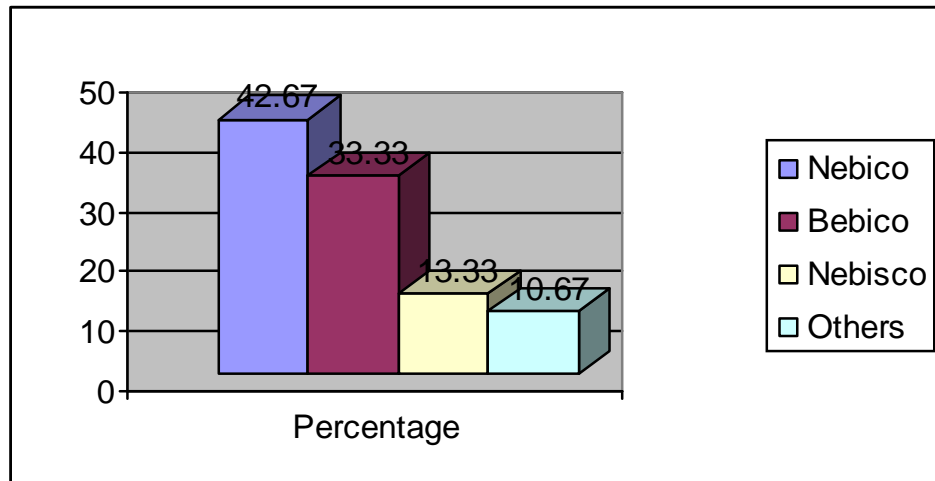
Preference of different Brands of Biscuits by the Consumer

Brand	No. of Respondents	Percentage
Nebico	32	42.67
Bebico	25	33.33
Nebisco	10	13.33
Others	8	10.67
Total	75	100

Source: Primary Data from Questionnaire

Figure No. 4.9

Preference of different Brands of Biscuits by the Consumer



As table/figure 4.9 related to the preference of different brands of biscuits by consumers. According to Survey it is found that 42.67% of the Consumers prefer Nebico brand, 33.33% prefer Bebico, 13.33% prefer Nebisco and 10.67% is others brand. From the above chart shows among given brands, consumers like more Nebico brand.

4.1.10 Influence of Advertisement

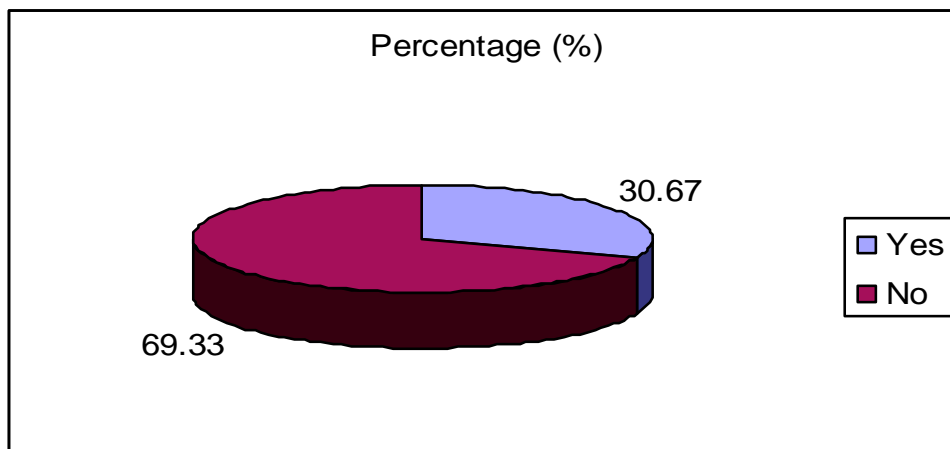
The researcher has studied the influence of advertisement. The result of responses has been shown in table 4.10

Table 4.10
Influence of advertisement

Description	No. of Respondents	Percentage (%)
Yes	23	30.67
No	52	69.33
Total	75	100

Source: Primary Data from Questionnaire

Figure No.4.10
Influence of Advertisement



The chart 4.10 describes the consumer who influence or do not influence by the advertisement from different Medias. According to it most of them i.e. 69.33% of the consumers do not get influenced by the advertisement and 30.67% of them get influenced by the advertisement out of sample size of 75.

4.1.11 Perception of Advertisement

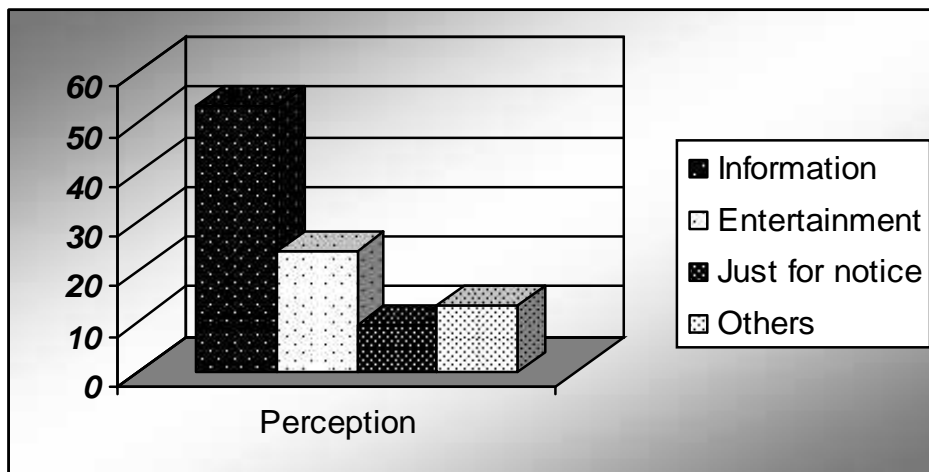
The researcher has studied the perception of advertisement. The result of responses has been shown in table 4.11.

Table No. 4.11
Perception of Advertisement

S.N.	Perception	No. of Respondent	Percentage (%)
1	Information	40	53.34
2	Entertainment	18	24.00
3	Just for notice	7	9.33
4	Others	10	13.33
5	Total	75	100

Source: Primary Data from Questionnaire

Figure No. 4.11
Perception of Advertisement



The table/figure 4.11 shows the data of consumers regarding the perception of advertisement. according to it 53.34% of consumes take advertisement as source of information, 24% of them just entertains it, 13.33% take it just for notice source and 9.33% perceive it for others reasons.

4.1.12 Factors Affecting in the Purchase of Biscuits

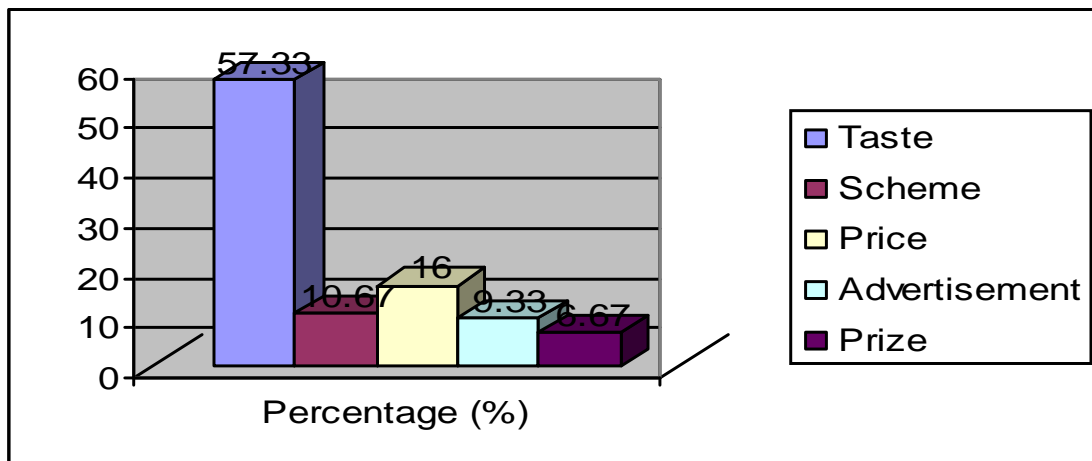
The researcher has studied the factors affecting in the purchase of biscuits.. The result of responses has been shown in table 4.12.

Table 4.12
Factors Affecting in the Purchase of Biscuits

Option	No. of Respondents	Percentage (%)
Taste	43	57.33
Scheme	8	10.67
Price	12	16.00
Advertisement	7	9.33
Prize	5	6.67
Total	75	100

Source: Primary Data from Questionnaire

Figure No. 4.12
Factors Affecting in the Purchase of Biscuits



From the table/figure 4.12, it can be seen that most the consumers buy the particular biscuits due to its good taste. Among the 75 consumer taken for the sample 57.33% buy biscuits due to good taste, 10.67% buy because of scheme offered, 16% buy because of reasonable price, 9.33% buy due to influence by advertisement and 6.67% buy biscuits by getting attracted by its offered prizes.

4.1.13 Consumers' Suggestion for the Biscuits Improvement

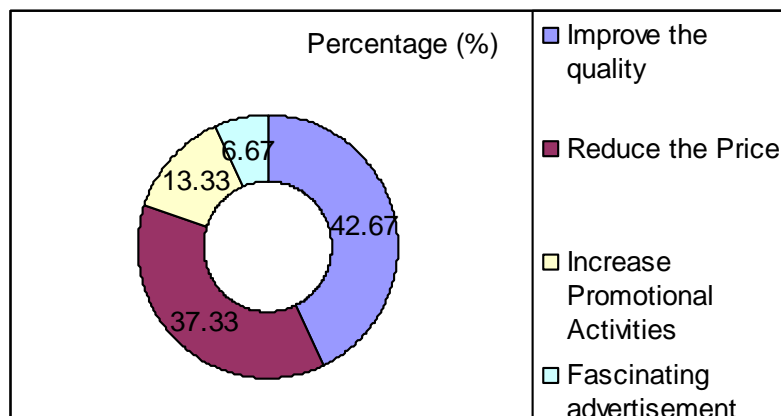
The researcher has studied the consumer's suggestion for the biscuits improvement. The result of responses has been shown in table 4.13.

Table 4.13
Consumers' Suggestion for the Biscuits Improvement

Suggestions	No. of Respondents	Percentage (%)
Improve the quality	32	42.67
Reduce the Price	28	37.33
Increase Promotional Activities	10	13.33
Fascinating advertisement	5	6.67
Total	75	100

Source: Primary Data from Questionnaire

Figure No. 4.13
Consumers' Suggestion for the Biscuits Improvement



The Chart 4.13 shows that 42.67% of consumers like the suggestion to improve the quality. Similarly 37.33% suggested reducing the price, 13.33% suggested to

increase promotional activities and 6.67% gave view to conduct fascinating advertisement for improvement of biscuits.

4.2. Retailer Level Survey

Retailer's profile: In this chapter 20 retailers are taken.

4.2.1 Availability of different Brands of Biscuits

The researcher has studied the availability of different brand of biscuits have been shown in the table 4.14. The interpretation and analysis with inference have been mentioned below table.

Table 4.14
Availability of Different Brands of Biscuits

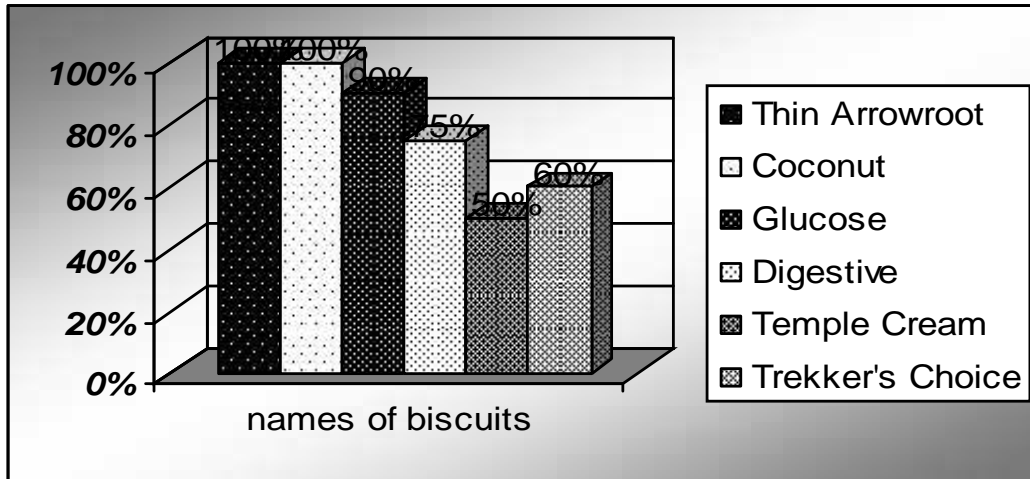
Brands	No. of Retailers	Percentage (%)
Thin Arrowroot	20	100%
Coconut	20	100%
Glucose	18	90%
Digestive	15	75%
Temple Cream	10	50%
Trekker's Choice	12	60%

Source: Primary Data from Questionnaire

From the above table 4.14 ,it can be analyzed that this Arrow Root and Coconut biscuits are available in 100% shops, Glucose in 90%, Digestive in 75%, and Temple Cream in 50% and Trekker's Choice in 60% of the shops.

Figure No. 4.14

Availability of different brands of biscuits



From above analysis it can be analyzed that the availability of Thin Arrowroot and Coconut are very good. In most the shops they can get easily.

4.2.2 Brands of Biscuits having More Sales

The researcher has studied that brand wise sales of biscuits. The result of responses has been shown in table 4.15. The interpretation and analysis with inference have been mentioned below table.

Table 4.15

Brands of Biscuits having More Sale

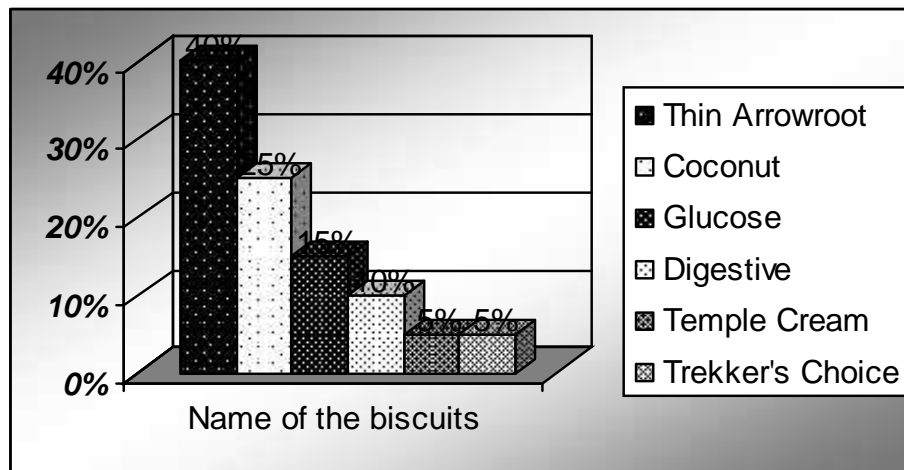
Brands	No. of Retailers	Percentage (%)
Thin Arrowroot	8	40%
Coconut	5	25%
Glucose	3	15%
Digestive	2	10%
Temple Cream	1	5%

Trekker's Choice	1	5%
------------------	---	----

Source: Primary data from questionnaire

From above table/figure 4.15 it can be analyzed that 40% retailers' sales the brand Thin Arrowroot, 25% of retailers' sales the brand Coconut, 15% of retailers' sales the brand Glucose, 10% of retailers' sales the brand Digestive and 5% Of retailers' sales brands Temple Cream and Trekker's Choice equally.

Figure No. 4.15
Brands of Biscuits having More Sale.



From the above analysis it can be inferred that most of the retailers' sales the brand Thin Arrowroot more.

4.2.3 Age group of Consumers Who Buy Biscuits in Retails More

The researcher has studied the age group of consumes who buy the biscuits in retails. The result of responses has been shown in table 4.16. The interpretation and analysis with inference has been mentioned below table.

Table 4.16
Age group of Consumers Who Buy Biscuits in Retails More

Age group	No of retailers	Percentage (%)
5-10	3	15

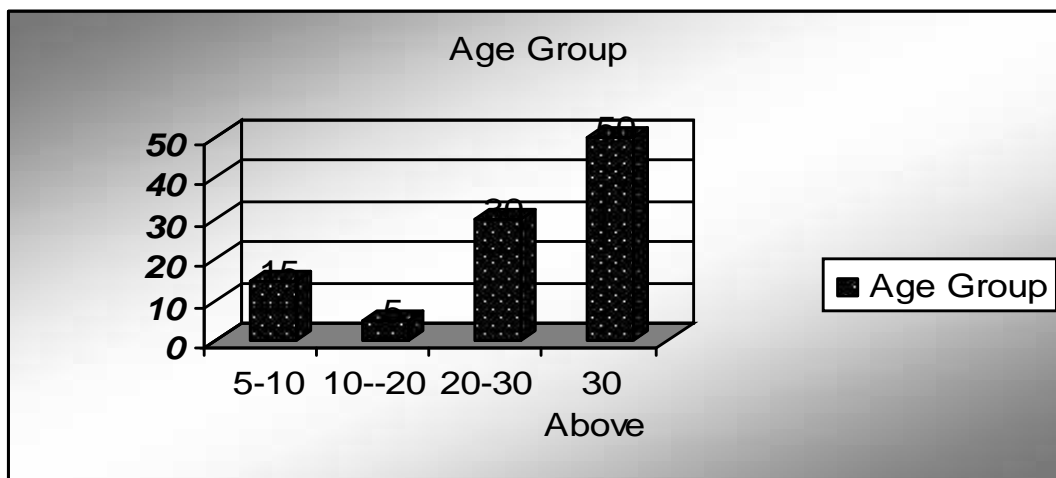
10-20	1	5
20-30	10	50
30 Above	6	30
Total	20	100

Source: Primary Data from Questionnaire

From the above table/figure 4.16 it can be analyzed that the buyers of biscuits in retails, 15% of consumers are in the age of between 5-10, 5% in the age of between 10-20, 50% in the age of between 20-30, and 30% in the age above 30.

Figure No. 4.16

Age group of Consumers Who Buy Biscuits in Retails More



From the above analysis it can be concluded that retailers feel that most of the consumers who buy biscuits fall in the age above 30. Second large group of consumers who buy biscuits fall in the age 20-30. So it shows that biscuits are popular among young and old people.

4.2.4 Effect of Advertisement in the Sales of Biscuits

The researcher has studied the effect of advertisement in the sales of biscuits. The result of responses has been shown in table 4.17. The interpretation and analysis with inference have been mentioned below table.

Table No. 4.17

Effect of Advertisement in the Sales of Biscuits

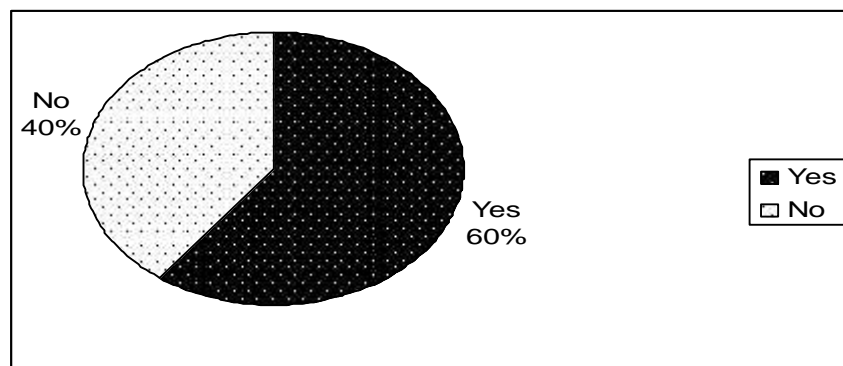
Option	No. of Retailers	Percentage (%)
Yes	12	60%
No	8	40%
Total	20	100%

Source: Primary Data from Questionnaire

From the above table 60% retailers said that advertisement affects the sales of biscuits and only 40% retailers do not agree with this.

Figure No. 4.17

Effect of Advertisement in the Sales of Biscuits



From the above analysis it can be concluded that most of retailers think that advertisement affects the sales of biscuits.

4.2.5 Quality Wise Classification of Different Brands of Nebico Biscuits

The researcher had studied the quality wise classification of different brand of biscuits. The result of responses has been shown in table 4.18.

Table No. 4.18

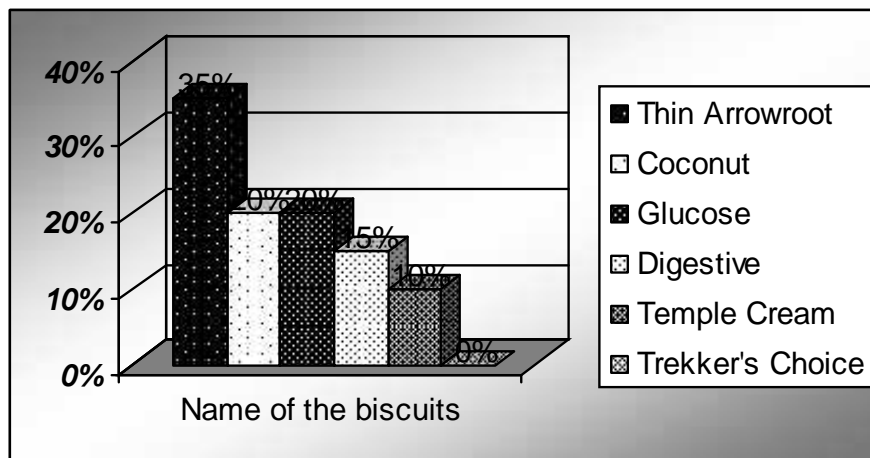
Quality Wise Classification of Different Brands of Nebico Biscuits

Brands	No. of Retailers	Percentage (%)
Thin Arrowroot	7	35%
Coconut	4	20%
Glucose	4	20%
Digestive	3	15%
Temple Cream	2	10%
Trekker's Choice	0	0%
Total	20	100%

Source: Primary Data from Questionnaire

Figure No. 4.18

Quality Wise Classification of Different Brand of Nebico Biscuits



From the above table/figure 4.18, it can be analyzed that 35% retailers said that the quality of Thin Arrowroot is very good, 20% of retailers said that the quality of

Coconut and Glucose are good in quality, 15% retailers said that Digestive biscuits are good and 10% retailers said that Temple Cream is good in quality.

4.2.6 Reasons of Selling Nebico Biscuits by the Retailers

The researcher has studied the reason of selling biscuits by the retailers. The result of responses has been shown in table 4.19. The interpretation and analysis with inference has been mentioned below table.

Table No. 4.19

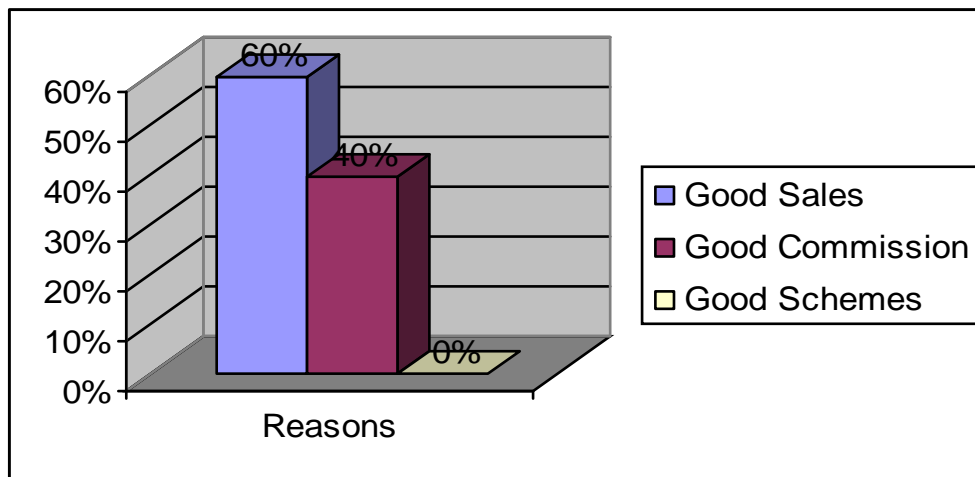
Reasons of Selling Nebico Biscuits by the Retailers

Reasons	No. of Retailers	Percentage (%)
Good Sales	12	60%
Good Commission	8	40%
Good Schemes	0	0%
Total	20	100%

Source: Primary Data from Questionnaire

Figure No. 4.19

Reason of Selling Nebico Biscuits by the Retailers



From above table/figure 4.19, it can be analyzed that 60% of the retailers sell the biscuits due to good sales, 40% sales the biscuits due to good commission.

2.4.7 Reasons of Good Sales of Nebico Biscuits

The researcher has studied the reason of the good sales of biscuits. The result of responses has been shown in table 4.20. The interpretation and analysis with inference has been mentioned below table.

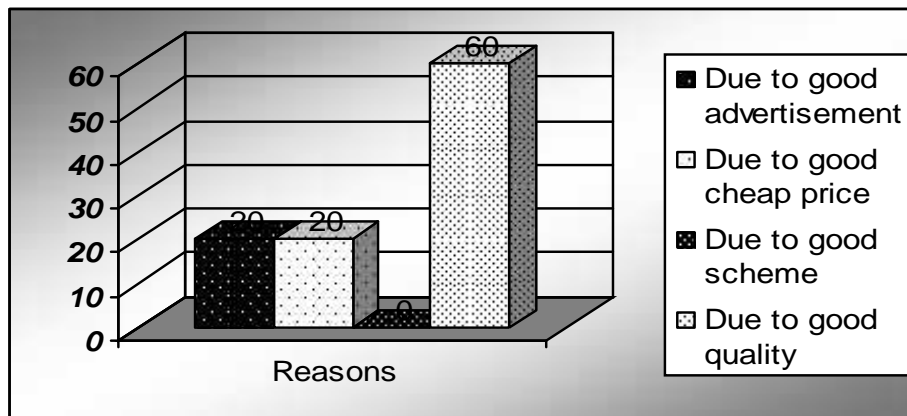
Table No. 4.20
Reasons of Good Sales of Nebico Biscuits

Reasons	No. of Retailers	Percentage (%)
Due to good advertisement	4	20
Due to good cheap price	4	20
Due to good scheme	0	0
Due to good quality	12	60
Total	20	100

Source: Primary Data from Questionnaire

From above table 4.20 it can be analyzed that 60% of retailers think that the good sales of the biscuits due to good quality, 20% of retailers think that the good sales of the biscuits due to good advertisement and cheap price.

Figure No. 4.20
Reasons of Good Sales of Nebico Biscuits



From above analysis it can be inferred that most of the retailers think that the good sales of biscuits is due to good quality. It means the quality play vital role in the sales of biscuits. Then after the advertisement and cheap price also make good sales of the Nebico biscuits.

4.2.8 Acceptation of the Consumers in the Substitution of their Favorite Brand by the Retailers

The researcher has studied the acceptance of the consumers in the substitution on their favorite brand by retailers. The result of responses has been shown in table 4.21.

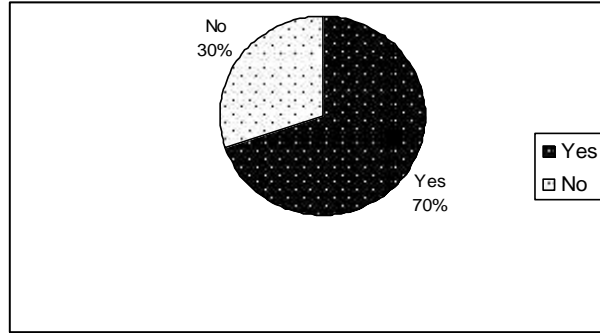
Table No. 4.21
Acceptation of the Consumers in the Substitution of their Favorite Brand by the Retailers

Options	No. of Retailers	Percentage (%)
Yes	14	70%
No	6	30%
Total	20	100%

Source: Primary Data from Questionnaire

From above table 4.21 it can be analyzed that 70% of the retailers said that the consumers take the alternative brand if there is not available their favorite brand and only 30% wait for their favorite brand.

Figure No. 4.21
Acceptation of the Consumers in the Substitution of their Favorite Brand by the Retailers



From the above analysis it can be inferred that most of the retailers said that the consumers take the alternative or substitution brand if their favorite brand is not available. Only few retailers said that the consumers wait for their favorite brand.

4.2.9 Retailers Suggestions for the better Sales of Nebico Biscuits

The researcher has studied the suggestions for better sales of Nebico biscuits. The result of responses has shown in table 4.22.

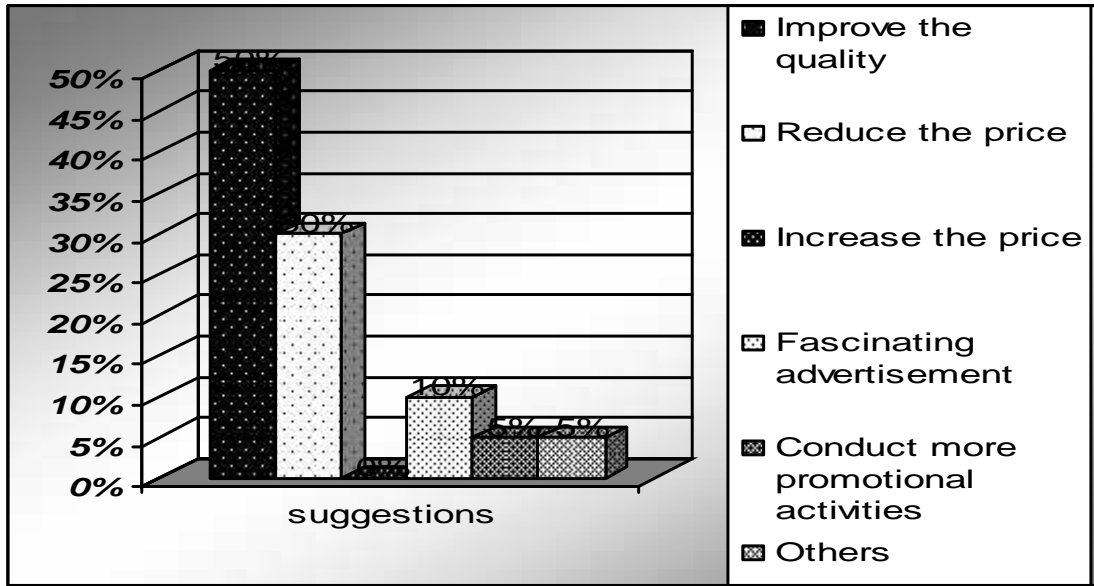
Table No. 4.22
Retailers' Suggestions for the Better Sales of Nebico Biscuits

S.N.	Suggestions	No. of Retailers	Percentage (%)
1.	Improve the quality	10	50%
2.	Reduce the price	6	30%
3.	Increase the price	0	0%
4.	Fascinating advertisement	2	10%
5.	Conduct more promotional activities	1	5%
6.	Others	1	5%
7	Total	20	100%

Source: Primary Data from Questionnaire

Figure No. 4.22

Retailers Suggestions for the Better Sales of Nebico Biscuits



From the above table, it can be analyzed that 50% of retailers suggest improving the quality of biscuits for better sales, 30% of retailers suggest for fascinating advertisement and 5% of retailers suggest conducting more promotional activities and others equally. So that they can help in sale promotion. Thus, retailers also support that consumers are aware of quality of biscuits and it should be improved for their preference.

4.3 Sales Manager Profile

In this chapter 10 sales managers are taken as the respondents.

4.3.1 Effective Advertisement in Sales

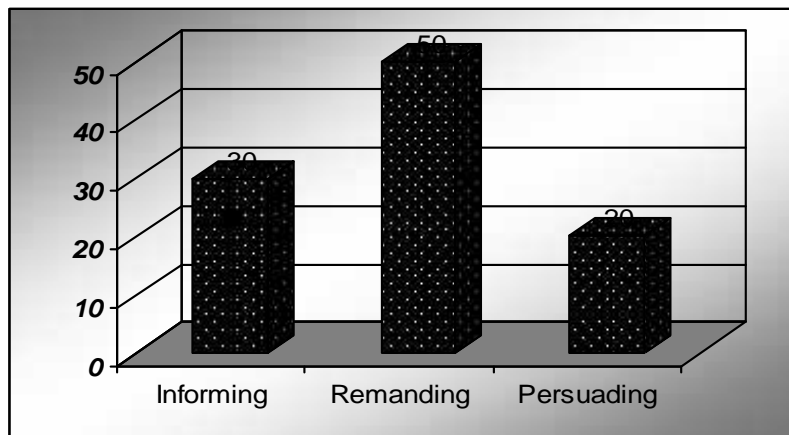
The researcher has studied the effective advertisement which makes sales high in the market. The result of responses has been shown in table 4.23.

Table No. 4.23
Effective Advertisement in Sales

Options	No. of sales Managers	Percentage (%)
Informing	3	30
Remanding	5	50
Persuading	2	20
Total	10	100

Source: Primary data from questionnaire

Figure No. 4.23
Effective Advertisement in Sales



From the above table/figure 4.23, it can be analyzed that 50% sales managers said that Remanding is more effective advertisement that helps to increase sales. 30%

sales manager said Information, 20% sales managers said Persuading are effective types of advertisement.

4.3.10 Factors Increase the Sales Volume

The researcher has studied the factors which affect the sales high in the market. The result of responses has been shown in table 4.24.

Table No. 4.24

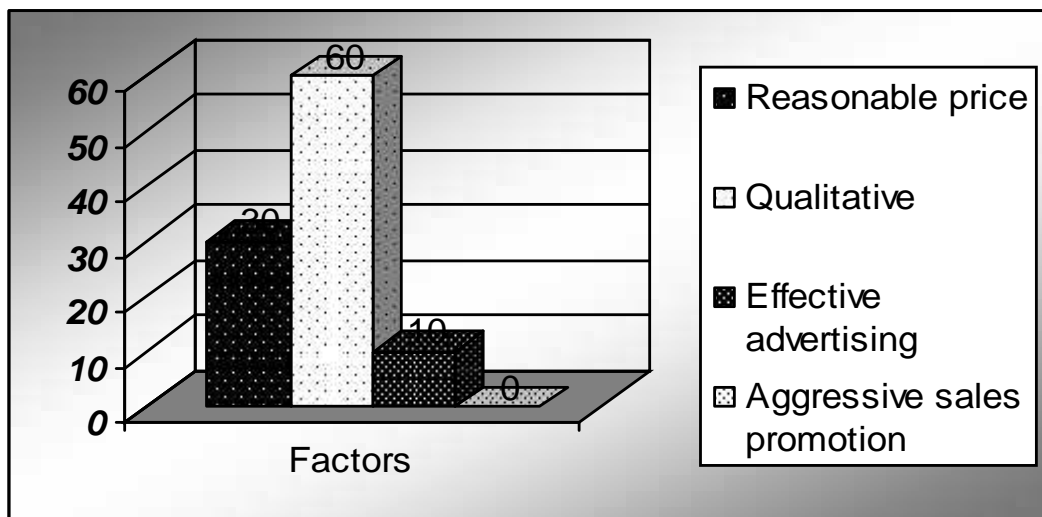
Factors Increase the Sales Volume

Factors	No. of Sales Managers	Percentage (%)
Reasonable price	3	30
Qualitative	6	60
Effective advertising	1	10
Aggressive sales promotion	0	0
Total	10	100

Source: Primary Data from Questionnaire

Figure No.4.24

Factors Increase the Sales Volume



From the above table/figure 4.24, it can be analyzed that 60% of sales managers said that qualitative products increase the sales volume. Likewise 30% sales managers said due to reasonable price, 10% said due to effective advertising.

4.3.11 Selecting Human Resources for Personal Selling

The researcher has studied the selecting human resources for personal selling from the market. The result of responses has been shown in table 4.25.

Table No. 4.25

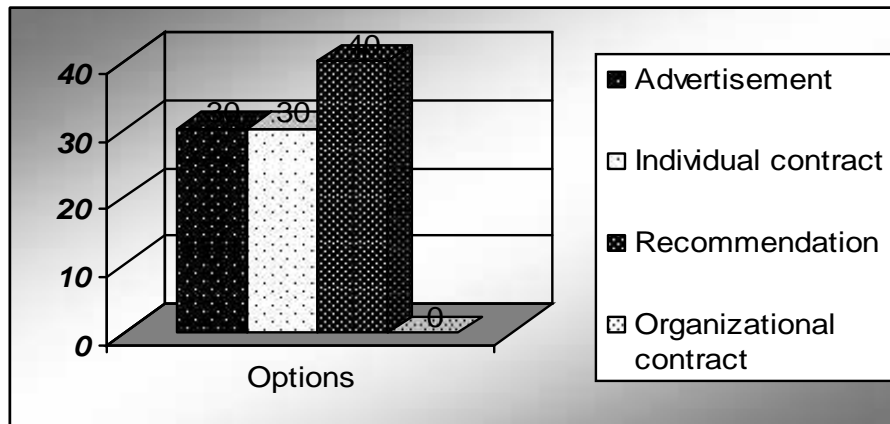
Selecting Human Resources for Personal Selling

Options	No. of Sales Managers	Percentage (%)
Advertisement	3	30
Individual contract	3	30
Recommendation	4	40
Organizational contract	0	0
Total	10	100

Source: Primary Data from Questionnaire

Figure No. 4.25

Selecting Human Resources for Personal Selling



From above table/figure 4.25 shows that it can be concluded 40% of human resources selected by recommendation, 30% human resources are selected by individual contract, similarly, 20% of are chosen by advertisement.

4.3.12 Providing after Sales Services to Dealer, Wholesaler or Retailer

The researcher has studied the providing after sales services to middlemen. The result of responses has been shown in table 4.26.

Table No. 4.26

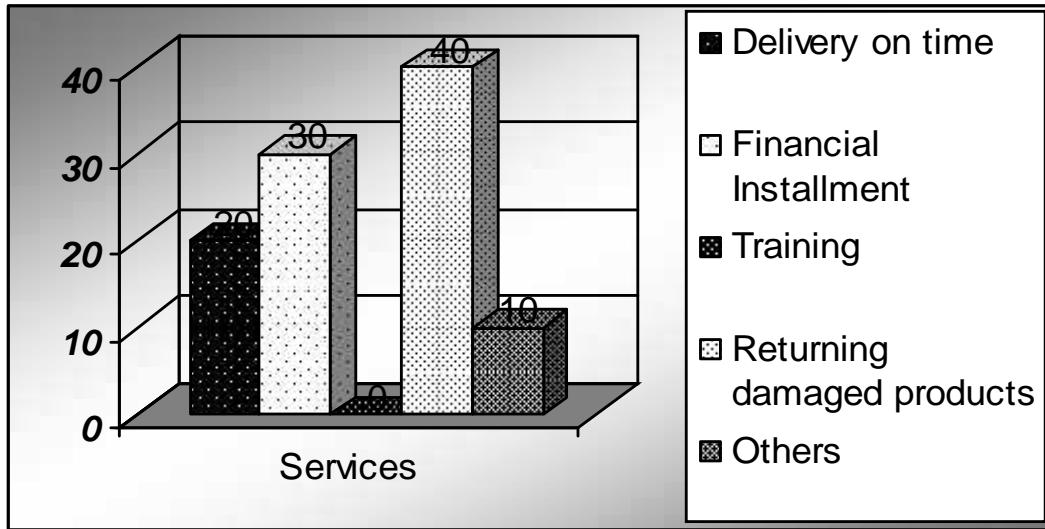
Providing after Sales Services to Dealer, Wholesaler or Retailer

Services	No. of Salesman	Percentage (%)
Delivery on time	2	20
Financial Installment	3	30
Training	0	0
Returning damaged products	4	40
Others	1	10
Total	10	100

Source: Primary Data from Questionnaire

Figure No. 4.26

Providing after Sales Services to Dealer, Wholesaler or Retailer



From above table/figure 4.26, it can be analyzed that 40% of sales manager can accept the returning damaged products. 30% of sales manager give facility for financial installment, 20% delivery products on time, 10% give others after sales services like transportation and repairs.

4.3.13 Sources of getting Feedback

The researcher has studied the sources of getting feedback about products. The result of responses has been shown in table 4.27.

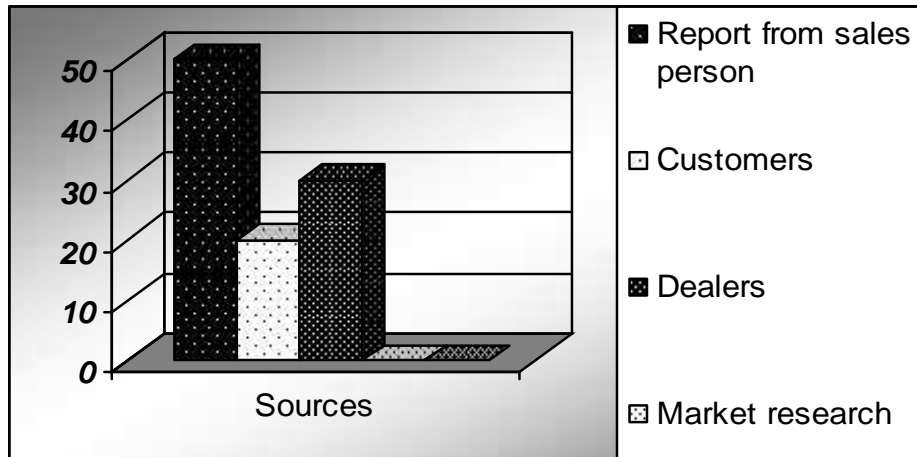
Table No. 4.27
Sources of Getting Feedback

Sources	No. of Sales Manager	Percentage (%)
Report from sales person	5	50
Customers	2	20
Dealers	3	30
Market research	0	0
Report from advertisement Agency	0	0
Total	10	100

Source: Primary Data from Questionnaire

Figure No. 4.27

Sources of Getting Feedback



From above table/figure 4.27, it can be analyzed that 50% of sales managers said that they can get feedback from sales person. 30% of them get from dealers and 20% from customers

4.3.14 Providing Monetary Encouragement to Personal Selling Staffs

The researcher has studied the providing monetary encouragement to personal selling staffs. The result of responses has been shown in table 4.28.

Table No. 4.28

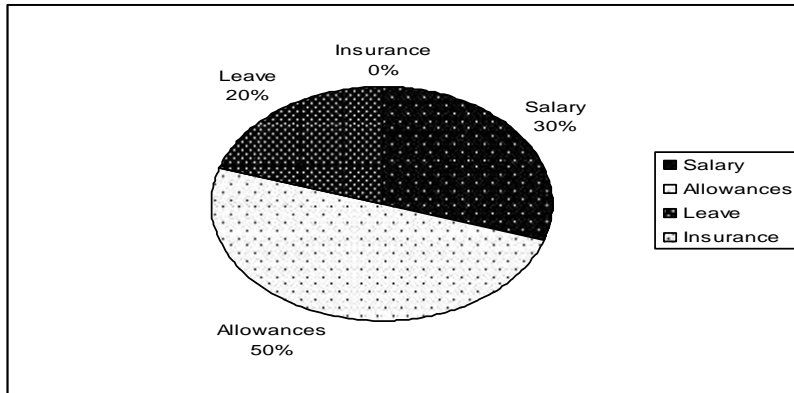
Providing Monetary Encouragement to Personal Selling Staffs

Options	No. of Sales Manager	Percentage (%)
Salary	3	30
Allowances	5	50
Leave	2	20
Insurance	0	0
Total	10	100

Source: Primary Data from Questionnaire

Figure No. 4.28

Providing Monetary Encouragement to Personal Selling Staffs



From above table/figure 4.28, it can be analyzed those sales managers said that 50% of them provide allowances to motivate to staffs. 30% of them provide salary and 20% give leave facility to encourage to their staffs.

4.4 Distributors / Dealers Survey

Distributors/Dealers' Profile: In this chapter 7 distributors are taken.

4.4.1 Distributing Nebico Biscuits More

The researcher has studied the distributing biscuits more .The result of responses has been shown in table 4.29.

Table No. 4.29

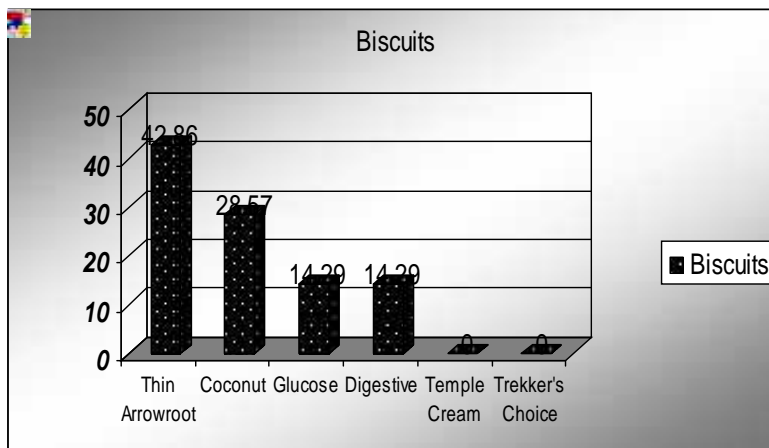
Distributing Nebico Biscuits More

Biscuits	No. of Distributors	Percentages (%)
Thin Arrowroot	3	42.86
Coconut	2	28.57
Glucose	1	14.29
Digestive	1	14.29
Temple Cream	0	0
Trekker's Choice	0	0
Total	7	100

Source: Primary Data from Questionnaire

Figure No. 4.29

Distributing Nebico Biscuits More



The above table/figure 4.29, it can be analyzed that 42.86 % distributors sell Thin Arrowroot, 28.57 % of them distribute Coconut, 14.29% distribute Digestive and Glucose biscuits equally.

4.3.2 Giving Information by Using Promotional Tools

The researcher has studied the giving information by using promotional tools. The result of responses has been shown in table 4.30.

Table No. 4.30

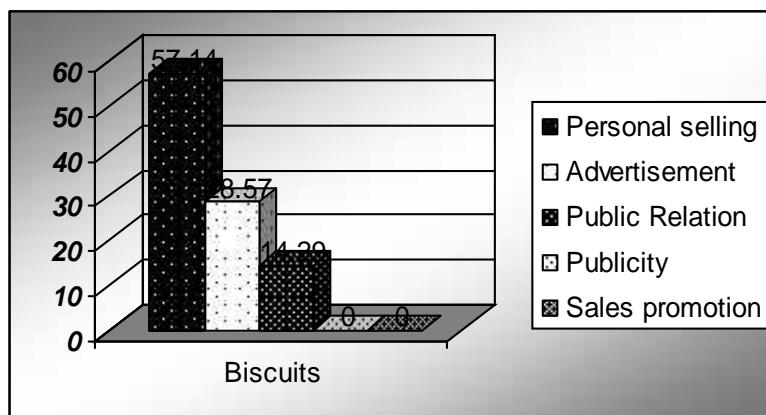
Giving Information by Using Promotional Tools

Promotional Tools	No. of Distributors	Percentage (%)
Personal selling	4	57.14
Advertisement	2	28.57
Public Relation	1	14.29
Publicity	0	0
Sales promotion	0	0
Total	7	100

Source: Primary Data from Questionnaire.

Figure No. 4.30

Giving Information by Using Promotional Tools



From above table/figure 4.30, it can be analyzed that 57.14% of distributors give information about their products through personal selling, 28.57% distributors use advertisement and only 14.29 % use public relation for giving information to the customers.

4.3.3 Using Distribution Channels

The researcher has studied the using distribution channels. The result of responses has been shown in table 4.31.

Table No. 4.31

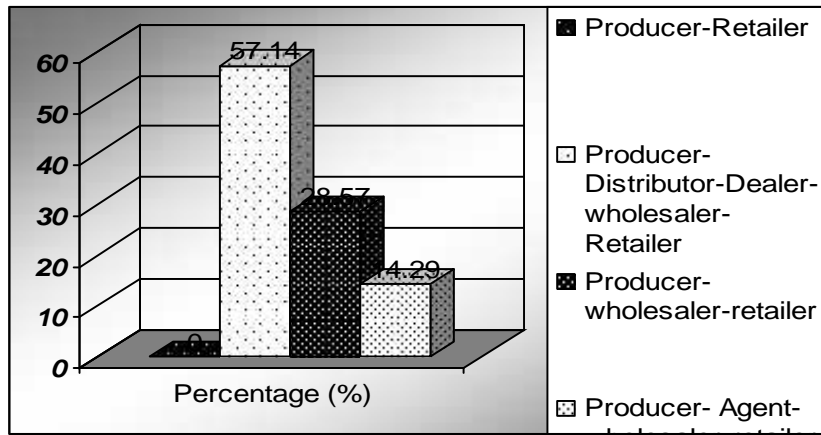
Using Distribution Channels

Channels	No. of Distributors	Percentage (%)
Producer-Retailer	0	0
Producer-Distributor-Dealer- wholesaler-Retailer	4	57.14
Producer-wholesaler-retailer	2	28.57
Producer- Agent-wholesaler- retailer	1	14.29
Total	7	100

Source: Primary Data from Questionnaire

Figure No 4.31

Using Distribution Channels



From above table/figure 4.31, it can be analyzed that 57.14% of distributors use to distribute their products in the market through the channel of producer-Distributor-Dealer-Wholesaler-Retailer. Similarly, 28.57% of distributors/dealer sell their products by using channel of producer-wholesaler-Retailer and 14.29% distribute through producer-Agent-wholesaler-Retailer.

4.2.4 Using Media for Giving Information

The researcher has studied the using media for giving information. The result of responses has been shown in table 4.32.

Table No.4.32

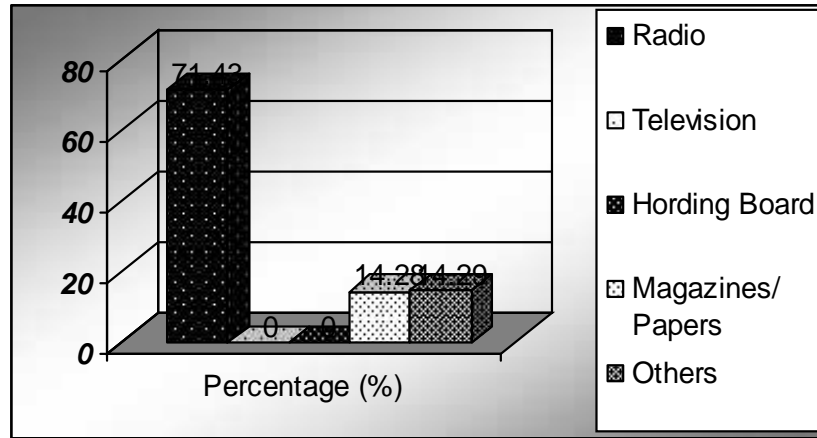
Using Media for Giving Information

Medias	No. of Distributors	Percentage (%)
Radio	5	71.43
Television	0	0
Hording Board	0	0
Magazines/ Papers	1	14.28

Others	1	14.29
Total	7	100

Source: Primary Data from Questionnaire

Figure No. 4.32
Using Media for Giving Information



From above table/figure 4.32, it can be analyzed that 71.43% of distributors are given advertisement on radio programmers, 14.28% of distributors are given on magazines/papers and same percentage in others media.

4.2.5 Marketing Strategy in Competition Market

The researcher has studied the marketing strategy in competition market. The result of responses has been shown in table 4.33.

Table No. 4.33

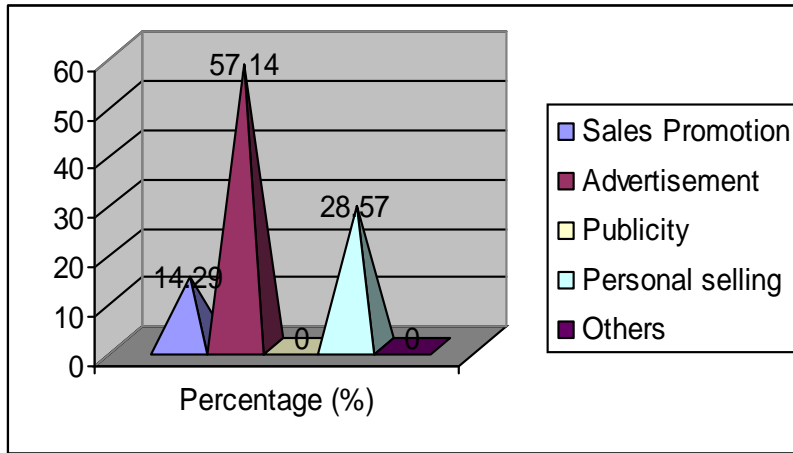
Marketing Strategy in Competition Market

Strategies	No. of Distributors	Percentage (%)
Sales Promotion	1	14.29
Advertisement	4	57.14
Publicity	0	0
Personal selling	2	28.57
Others	0	0
Total	7	100

Source: Primary Data from Questionnaire

Figure No. 4.33

Marketing Strategy in Competition Market



From above table/figure 4.33, it can be clarified that 57.14% distributors have taken advertisement strategy in competition market. Second strategy is personal selling and third is sales promotion. Advertisement is an effective strategy to give information to the customers in global market.

4.2.6 Suggestions for Further Increasing Sales

The researcher has studied the suggestion for further increasing sales. The result of responses has been shown in table 4.34.

Table No. 4.34

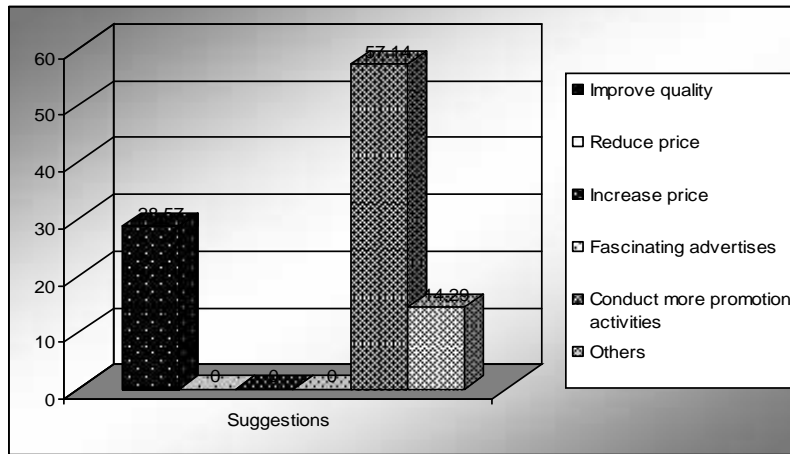
Suggestions for Further Increasing Sales

Suggestions	No. of Distributors	Percentage (%)
Improve quality	2	28.57
Reduce price	0	0
Increase price	0	0
Fascinating advertises	0	0
Conduct more promotion activities	4	57.14
Others	1	14.29
Total	7	100

Source: Primary Data from Questionnaire

Figure No. 4.34

Suggestion for further Increasing Sales



From above table/figure 4.34, it is found that 57.14% of distributors are suggested to conduct more promotional activities for increasing sales. 28.57% of distributors are suggested to improve quality of biscuits and 14.29% are said for others activities.

4.5 Major Findings of the Study

-) The consumers of the Nebico biscuit are 33.33% male and 67.67% female. It indicates that most of the consumers of the biscuits are female.

-) 38.67% of Nebico biscuits users fall in age group of below 15- 30 years. This indicates that large number of consumers of Nebico biscuits is teenager and middle-aged people.

-) 65.3% of Nebico biscuits users are students. They are mostly popular among the students and than only among the jobholders and other profession.

- J Most of the consumers are consuming Nebico Biscuits frequently and from more than 2 years.
- J The massive consumption of biscuits is Breakfast and mostly consumer place is at home and school/colleges.
- J Most of the consumers consume Nebico Biscuits because of time saving as well as it can be eaten directly without cooking.
- J 42.67% of consumers prefer Nebico brand among different brands of biscuits like Nebisco, Bebico etc.
- J Most of the consumers almost 53.34% perceive advertisement as the source of information 24% entertains it.
- J 69.33% of consumers don't get influenced by advertisement because of lack of advertisement.
- J 42.37% of consumers suggest improving the quality. 37.33% of consumers suggest reducing the price.
- J Advertising, Personal selling, Sales Promotion and Publicity the four pillars upon which the promotional strategy of lie down.
- J Most of the retailers sales Thin Arrowroot and Coconut Biscuits i.e. 100% followed by Glucose, Temple Cream etc.
- J Most of the retailers' i.e.50% noticed that most of the buyers of Nebico biscuit fall in age group of 20-30 years.

-) Most of the retailers i.e. about 60% think advertisement affects the sales of Nebico biscuits and it helps important role in sales of biscuits.
-) Most of the retailers i.e. 35% said that the quality of thin Arrowroot is good quality.
-) 60% of retailers sell the Nebico biscuits due to good sales, 40% sell due to good commission.
-) 60% of retailers think that the reason of good sales of Nebico biscuit is good quality.
-) About 70% of retailers said that the consumers take the alternative or substitution brand if there is not available of their favorite brand and only 30% of for their favorite brand.
-) Most of the retailer i.e. about 50% suggested the Nebico biscuit factory to improve the quality of biscuits for better sales. Only 30% suggested reducing the price.
-) 50% sales managers said that Remanding is more effective advertisement that helps to increase sales. 30% sales manager said Information and rest of Persuading.
-) 60% of sales managers said that qualitative products increase the sales volume.

- J 40% of human resources selected by recommendation, 30% human resources are selected by individual contract.
- J 40% of sales manager can accept the returning damaged products. 30% of sales manager give facility for financial installment.
- J 50% of sales managers said that they can get feedback from sales person, 30% of them get from dealers and 20% from customers.
- J The distributors i.e. 42.86% sell Thin Arrowroot, 28.57 % of them distribute Coconut.
- J The distributors i.e. 57.14% give information about their products through personal selling, 28.57% distributors use advertisement.
- J 57.14% of distributors distribute their products in the market through the channel of producer-Distributor-Dealer-Wholesaler-Retailer.
- J 72.43% of distributors are given advertisement on radio programmes, 14.28% of distributors are given on magazines/papers and same percentage in others media.
- J 57.14% distributors have taken advertisement strategy in competition market. Second strategy is personal selling and third is sales promotion.
- J 57.14% of distributors are suggested to conduct more promotional activities for increasing sales. 28.57% of distributors are suggested to improve quality of biscuits.

CHAPTER -V

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Marketing is an exciting, complex, pervasive, useful and changing discipline. It is exciting because it is an marketing and provocation subject. It is complex field that require and understanding on the evolving needs of consumers. The pervasiveness of marketing is evident when we view its application by a myriad of individuals and private, public and non-profit organization in domestic and international areas. It is useful in attaining personal and organizational goals. Marketing is changing because society and consumers and it must respond to those changes.

The Biscuit Factories and its market are rapidly growing in Nepal. Competition is being tough along with the opportunities. Every business organization should care about their consumers as consumers are regarded as a king in business. An understanding of promotion can be a very effective measure to increase the competitive strength of manufactures and sellers though understanding it have become more complex and complicated day by day. So it requires continuous effort of investigation and exploitation of consumers.

Marketing can be defined as encompassing exchange activities conducted by individual and organizations for the purpose of satisfying consumers and achieving the marketers' goal. Exchange is the central feature of marketing. Negotiation is the vein within which the blood of satisfaction of both parties runs. The heart of marketing can be regarded to market around which the entire marketing flows in and flows in and flows out.

5.2 Conclusion

From the above study we have arrived to the following conclusion.

This chapter presents the conclusion of the study sales promotional mix is not used marketing promotional strategies among the Nebico biscuits marketing promotion companies.

Personal selling is the most widely used marketing strategies among the NBF marketing promotion companies. The personal selling activities were targeted to the middlemen namely wholesalers and retailers. Sample distribution and discount were some of the most commonly used supervision, performance evaluation and both monetary and non-monetary encouragement were the activities carried out for effective mobilization of sales personal.

Publicity and advertisement were least commonly used marketing promotion system to promote NBF in Nepal by marketing promotion companies.

The study shows the lack of promotion mix among the NBF marketing promotion system in Nepal.

NBF in Nepal had not allocated budget adequately for marketing promotion system because of high demand of biscuits. It cannot supply its product according to demand. So there is no need of aggressive marketing promotion strategies.

Nebico biscuit is frequently consumed in Kathmandu Valley.

It has high demand in Kathmandu.

Most of the consumers are informed of the brand by personal selling staffs.

There is high competition among different brands. The factors like taste, price, quality, and availability in the market are evaluated from consumers' side where as incentive, profit margin etc are evaluated from retailers.

Consumers give more preference in taste and quality rather than brand and price.

Availability of other fast food with different taste and reasonable price is having negative effect on consumption and production of biscuits in recent years.

Various new brands are coming in the market but producers aren't considering about improving the taste and quality. Consumers are getting new brands with price competition and incentives but no remarkable improvement in quality and taste.

NBF should discourage unhealthy competitions and give emphasis on taste and quality for consumers and promotional system for giving information about products.

5.3 Recommendation

Competition is becoming tougher and tougher together with the growth rapidity of biscuits' market. Understanding the promotional system is a very effective measure to increase the competitive strength of manufacturers, so, the findings of the study have multifold implication for the Nepalese biscuits marketers. The following recommendation is made on the basis of the findings of the study.

The marketing promotion companies have to formulate different promotional policies and strategies to increase sales. More focus should be given to promotional mix. Sufficient budget should be allocated for promotional mix with comparing with other P's of marketing.

Management of the marketing promotional companies should have positive attitude towards the need of marketing promotional policies and strategies for effective and efficient marketing promotion. The company should focus on both the strategic and short term plan of marketing promotional.

Publicity and advertisement can be used to reach the targeted consumers and enhance the sales. Both the publicity and advertisement should be carried out on systematically planned manner. Promotional system from which targeted beneficiaries could get benefits such as

Sales Promotion and personal selling activities should be diversified and strengthened to strength these strategies. Marketing in Nepal is very much selling oriented.

Cost effective of employed marketing promotional strategies should be studied.

Taste and quality are the major factors to consumers. So Nebico biscuit manufactures should improve their quality along with the taste of biscuits to meet the present competition with rival biscuits. It would be better to develop the taste of different flavor.

Biscuits are mostly popular within age group i.e. below 30 yrs. So biscuits marketers should develop their marketing strategies. In this aspect attractive bumper prize with attractive advertisement program should be conducted to increase the sales volume and to capture the large portion of markets share.

The companies should not be use any harmful ingredients like artificial color, artificial flavor etc as they effect negatively in human health. So its quality should be reduced.

To cover the maximum area of consumers, television, radio and magazines/paper as well should be used for advertisement. its because young generation prefer TV whereas other aged generation prefer media.

Large number of Nepalese people lives in remote and village areas and biscuits are not easily accessible in such areas. Therefore to increase to market and achieve maximum revenue the company should expand there marketing activities in villages' area too.

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QUESTIONNAIRE

I am Shanta Kumari Thapa an MBS student of T.U. This is a research on "Promotional system of Nebico biscuits Factory" I request you to co-operate me by filling up this questionnaire. The more accurately you fill up this questionnaire, the more accurate and meaningful my study will be. If there is anything about which you are not clear please feel to clarify it with the researcher.

Let me assure you that your opinions will be kept secure with this research and will not be released to any other party. Your co-operation in this regard will be highly appreciated.

Demographic profile

Name:

Address:

Age: Below 15 years

15 to 30 years

30 years and above

Sex: Male: Female:

Profession: Student

Jobholder

Others

Marital Status: Married..... Unmarried.....

Education: Literate..... Illiterate.....

S.L.C.....

Graduate & above.....

Family System: Joint.....Nuclear.....

QUESTIONNAIRE

For Retailer

1. What are brands of biscuits do you have in your shop?

- | | |
|-------------------|----------------------|
| I. Thin Arrowroot | II. Glucose |
| III. Coconut | IV. Digestive |
| V. Temple Cream | VI. Trekker's Choice |

2. Which brand do you sale more?

- | | |
|-------------------|----------------------|
| I. Thin Arrowroot | II. Glucose |
| III. Coconut | IV. Digestive |
| V. Temple Cream | VI. Trekker's Choice |

3. What age of people comes to your shop to buy biscuits?

- | | |
|------------|--------------|
| I. 5-10 | II. 10-20 |
| III. 20-30 | IV. 30 above |

4. Generally what brand do you sale more per day?

- | | |
|-------------------|----------------------|
| I. Thin Arrowroot | II. Glucose |
| III. Coconut | IV. Digestive |
| V. Temple Cream | VI. Trekker's Choice |

5. Did advertisement make you to sale brands?

- | | |
|--------|--------|
| I. Yes | II. No |
|--------|--------|

6. In Your option which brand is good in quality?

- | | |
|-------------------|-------------|
| I. Thin Arrowroot | II. Glucose |
|-------------------|-------------|

- III. Coconut
- IV. Digestive
- V. Temple Cream
- VI. Trekker's Choice

7. Why are you selling the Nebico biscuits?

- I. Good Sale
- II. Good Commission
- III. Good Schemes

8. In which brand are you getting good commissions?

- I. Thin Arrowroot
- II. Glucose
- III. Coconut
- IV. Digestive
- V. Temple Cream
- VI. Trekker's Choice

9. In your thinking why are you selling more?

- I. Due to good advertisement
- II. Due to cheap price
- III. Due to expenses
- IV. Due to good schemes
- V. Due to good quality
- VI. Others

10. If you substitute the biscuits against consumer's want, do you accept?

- I. Yes
- II. No

11. Has Nebico Pvt. Ltd. good marketing strategy?

- I. Yes
- II. No

12. What do you like to suggest the Nebico Pvt. Ltd. to raise sales?

- I. Improve the quality
- II. Reduce the prize
- III. Increase the Prize
- IV. Fascinating advertises
- V. Conduct more promotional activities
- VI. Others

Thank You.

QUESTIONNAIRE

For Consumers

1. Do you consume Nebico biscuits?

- I. Yes II. No

2. If Yes how often?

- I. Very frequently II. Frequently
III. Occasionally IV. Rarely

3. Which Nebico brand of biscuits do you prefer more?

- I. Thin Arrowroot II. Glucose
III. Coconut IV. Digestive
V. Temple Cream VI. Trekker's Choice

4. Since when have you started consuming Nebico biscuits?

- I. Recently II. Since a year
III. Since 2 yr IV. More than two yrs

5. Which priority do you give while buying Nebico biscuits?

- I. Price II. Quality
III. Gift/ Price IV. Availability
V. Taste VI. Others

6. In general where do you like to enjoy biscuits?

- I. Home II. School/College
III. Restaurant IV. Traveling /journey
V. Others

7. For what purpose do you consume biscuits?

- I. Breakfast II. Tiffen
III. Meal IV. Dinner
V. Others

8. Why do you like Biscuits?

- I. Easy to consume
- II. Easily available
- III. Time saving
- IV. Others

9. Have you heard/seen advertisement of Nebico biscuits?

- I. Yes
- II. No

10. If yes in which media have you found mere about it

- I. Radio
- II. Television
- III. Hoarding Board
- IV. Magazine/paper
- V. Paper

11. How do you perceive the advertisement of biscuits?

- I. Information
- II. Entertainment
- III. Attraction
- IV. Just for notice
- V. Others

12. How much do you believe in advertisement?

- I. Do not believe
- II. Believe in some extent
- III. Believe fully

13. Which is the alternative choice if your favorite brand is not available?

- I. Nebico
- II. Nebisco
- III. Bebico
- IV. Others

14. Do you get motivated by promotional programmers' of Nebico biscuits?

- I. Yes
- II. No

15. To what extent are you motivated by gifts/prizes programmers'?

- I. Very low
- II. Low
- III. Moderate
- IV. High
- V. Very high

16. Which once is the most effective promotional factor that influences you?

- I. Cash prizes
- II. Lucky draw coupon
- III. Bumper prizes
- IV. Lottery programmers'
- V. Career related

QUESTIONNAIRE

For Sales Manager

1. Who are your target customers for Nebico Biscuits?
2. On which basis do you make decision to advertise the schemes?
 - Ⓡ Customers' requirements
 - Ⓡ Competitors' activities
 - Ⓡ Company's rule
3. What are the criteria you follow to prepare the advertising and sales promotion budget?
 - Ⓡ On the basis of previous advertising and promotional activities -Amount equal to the competitors' campaign
 - Ⓡ Certain percentage of the sales
4. What types of advertisement you found more effective that resulted high sales?
 - Ⓡ Informative (first time shouting the schemes)
 - Ⓡ Remanding (remanding of the product and scheme)
 - Ⓡ Persuading (Convincing customers to take active)
5. To Increase the sales Volume, which of the following factors would you follow?
 - Ⓡ Reasonable prize
 - Ⓡ Qualitative
 - Ⓡ Effective advertising
 - Ⓡ Aggressive sales promotion
 - Ⓡ Good before after sales promotion

6. What do value most among the following sources from which you can get true feed back to your promotional system? Please write in preferential order1 being top priority and 5 being least priority.

- Ⓐ Report from sales person
- Ⓑ Customers
- Ⓒ Dealer
- Ⓓ Market Research
- Ⓔ Report from Advertising Agency

7. Do you think that customer is loyal toward and aware of the brand they want to buy? If yes, how are you promoting the brand image of your product?

8. How do you select human resources for personal selling?

- Ⓐ Advertisement
- Ⓑ Individual contract
- Ⓒ Recommendation
- Ⓓ Organizational contract

9. What after sales services do you provides to Dealer, wholesaler or Retailer?

- Ⓐ Delivery on the time
- Ⓑ Financial (Payment by installment)
- Ⓒ Training
- Ⓓ Returning of date expired and damaged products
- Ⓔ Others

10. How often do you performance evaluation?

- Ⓐ Annually
- Ⓑ Bi-Annually

11. What do you provide monetary encouragement to personal selling staffs?

- Salary
- Allowances
- Leave
- Insurance
- Others

12. What do you provide for non-monetary encouragement to personal selling staffs?

- Promotion
- Participation
- Reorganization of work
- Training/workshop

Thank You.

QUESTIONNAIRE

For distributors/Dealer

1. Which Nebico biscuits do you distribute more?

- | | |
|-------------------|----------------------|
| I. Thin Arrowroot | II. Glucose |
| III. Coconut | IV. Digestive |
| V. Temple Cream | VI. Trekker's Choice |

2. Which promotional tools do you follow to give information about products?

- | | |
|----------------------|---------------------|
| I. Personal selling | II. Advertisement |
| III. Public Relation | IV. Sales promotion |
| V. Publicity | |

3. Which is your target market?

- | | |
|-------------------|-------------------|
| I. Domestic | II. International |
| III. Both markets | |

4. Which distribution channels do you use?

- I. Producer- Retailer
- II. Producer- Distributor-Dealer-Wholesaler-Retailer
- III. Producer- Wholesaler- Retailer
- IV. Producer- Agent- Wholesaler- Retailer

5. Have you given advertisement of Nebico biscuits?

- | | |
|--------|--------|
| I. Yes | II. No |
|--------|--------|

6. If yes, which media have you used more?

- | | |
|-----------------|---------------------|
| I. Radio | II. Hoarding Board |
| III. Television | IV. Magazines/Paper |
| V. Others | |

7. Do you participant any advertisement Campaign?

- I. Yes II. No

8. How much do you believe in promotional system?

- I. Do not Believe II. Believe is some extent
III. Believe Fully

9. Do you believe those promotional programmers' motive customers?

- I. Yes II. No

10. What is your marketing strategy in competition market?

- I. Sales promotion II. Advertisement
III. Publicity IV. Personal selling
V. Others

11. In your opinion which one is the most effective promotional factors that influences you?

- I. Cash prizes II. Lucky draw
III. Bumper prizes IV. Lottery programs

12. What do you like to suggest the Nebico Pvt. Ltd. for further increasing sales?

- I. Improve the quality
II. Reduce the prize
III. Increase the Prize
IV. Fascinating advertises
V. Conduct more promotional activities
VI. Others

Thank You.