

# **A study on Sales Planning and Implementation of Dairy Development Project in Nepal**

**(A special Study of Dairy Development Project, Hetauda Milk Supply  
Scheme)**

**A Thesis**

**Submitted By:**

**Shiva Prasad Pandey**

**Makawanpur Multiple Campus, Hetauda**

**Campus Roll No: 2420123**

**T.U. Registration No: 9083-82**

**Submitted to:**

Office of the Dean

Faculty of Management

Tribhuvan University

Kathmandu

Nepal

In partial fulfillment of the requirement of the degree of  
Master of Business Studies (M.B.S)

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## **RECOMMENDATION**

**This is to certify that the thesis**

**Submitted by**  
**Shiva Prasad Pandey**

**“A study on Sales Planning & Implementation of Dairy  
Development Project in Nepal”**

**(A special study of Dairy Development Project, Hetauda Milk supply Scheme)  
has been prepared and approved by this Department in the  
prescribed format of Faculty of Management. This thesis is  
forwarded for examination.**

.....  
**Mr. Bachchuram Adhikari**  
**(Campus chief)**

.....  
**Mr. Bijay Kumar Sharma**  
**(Head of Research Department )**

.....  
**Mr. Uddhab Prasad Sapkota**  
**(Faculty Head)**

.....  
**Mr. Yam bahadur Silwal**  
**(Thesis Supervisor)**

**Date: 04/10/2012**

**VIVA- VOCE SHEET**

**We have conducted the Viva- Voce examination of the Thesis**

**Presented by  
Shiva Prasad Pandey**

“A study on Sales Planning & Implementation of Dairy Development  
Project in Nepal”

**(A special study of Dairy Development Project, Hetauda Milk supply Scheme)**

and found the thesis to be original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for the degree of the Masters of Business Studies (MBS)

**Viva – Voce Committee**

**Chairperson, Research Committee** .....

**Member (Thesis Supervisor)** .....

**Member (External Expert)** .....

**Date:** .....

## **DECLARATION**

I hereby declare that the work reported in this thesis to “A study on Sales Planning & Implementation of Dairy Development Project in Nepal” (A special Study of Dairy Development Project, Hetauda Milk Supply Scheme) submitted to central Department of Management, Kirtipur, Kathmandu, T.U. is my original work done in the form of partial fulfillment of the requirement for the degree of the Masters of Business Studies (M.B.S) under the supervision of Lecturer Mr. Yam Bahadur Silwal, Makwanpur Multiple Campus, Makawanpur, Hetauda.

.....  
**Researcher**  
**Shiva Prasad Pandey**

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I want to give thanks to Makawanpur Multiple Campus Library for providing the reference and reading materials during the period of research.

Lastly, I don't want to state that this research report is complete and perfectly satisfactory. There may be various limitations and shortcomings. It is self typed by me so there may be some typing mistakes. I am alone responsible for all these.

**Shiva Prasad Pandey**  
Researcher

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## **LIST OF ABBREVIATION**

BEP:	Break Even Point
B.S.	Bikram Sambat
B.L.S	Bansbari Leather Shoes
CPPS	Comprehensive Profit Planning & Control
DDC	Dairy Development Corporation
DDP	Dairy Development Project
DDf'	Definitions
Edn:	Edition
F/Y	Fiscal Year
FAO	Food and Agriculture Organization
GDP	Gross Domestic Product
GON	Government of Nepal
HID	Hetauda Industrial District
K.G	Kilogram
KMSS	Kathmandu Milk Supply Scheme
Ktm	Kathmandu
Litr	Litre
Ltd	Limited
MPAS	Milk Product Association System
NDDB	National Dairy Development Board
No.	Number
P.E.	Probable Error
PEs	Public Enterprises
HMSS	Hetauda Milk Supply Scheme
PPC	Profit Planning & Control
Resp.	Respectfully
Rs.	Rupees