

**IMPACT OF ADVERTISEMENT TO UPLIFT SMALL BUSINESS
INDUSTRY**

By

JAGAT KRISHNA KOIRALA

Shanker Dev Campus

T.U. Regd. No.: 7-3-39-744-2007

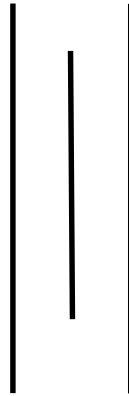
Campus Roll No. : 2155/064

A Thesis Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University



*In partial fulfillment of the requirement for the Degree of
Master of Business Studies (M.B.S)*

Kathmandu, Nepal

September, 2011

RECOMMENDATION

This is to certify that the Thesis

Submitted by:

JAGAT KRISHNA KOIRALA

Entitled:

**IMPACT OF ADVERTISEMENT TO UPLIFT SMALL BUSINESS
INDUSTRY**

*has been prepared as approved by this Department in the prescribed format of the
Faculty of Management. This thesis is forwarded for examination.*

.....

Iswor Lohani

(Thesis Supervisor)

.....

Prof. Bishweshor Man Shrestha

(Head of Research Department)

.....

Prof. Dr. Kamal Deep

Dhakal

(Campus Chief)

.....

Hari Krishna Aryal

(Thesis Supervisor)

VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented

by

JAGAT KRISHNA KOIRALA

Entitled:

**IMPACT OF ADVERTISEMENT TO UPLIFT SMALL BUSINESS
INDUSTRY**

*And found the thesis to be the 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
Master Degree of Business Studies (M.B.S.)*

Viva-Voce Committee

Head, Research Department

Member (Thesis Supervisor)

Member (Thesis Supervisor)

Member (External Expert)

TRIBHUVAN UNIVERSITY
Faculty of Management
Shanker Dev Campus

DECLARATION

I hereby declare that the work reported in this thesis entitled “**IMPACT OF ADVERTISEMENT TO UPLIFT SMALL BUSINESS INDUSTRY**” submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business Study (M.B.S.) under the supervision of Ishowr lohani & Hari Krishna Aryal of Shanker Dev Campus.

.....

JAGAT KRISHNA KOIRALA

Researcher

T.U. Regd. No. : 7-3-39-744-2007

Campus Roll No. : 2155/064

ACKNOWLEDGEMENT

The research report is the requirement of Master in Business Studies (MBS) programme of Tribhuvan University. I am extremely thankful to them who have helped, guided, and supervised me to complete my internship report.

At first I wish to express my sincere appreciation and indebtedness to Shanker Dev Campus and Tribhuvan University as well as all the organizations for providing me this opportunity to act upon the topic. I pay my sincere gratitude to Iswor Lohani and Hari Krishna Aryal for their continuous support and guidance for the accomplishment of this research paper. I would also like to thank Yogendra Shah, Nripendra Raj Shrestha, Bhim Lal Chaudhary and Riway Rokka for their suggestion and support to make the research paper better.

I am thankful to all my friends and family for their mental and physical support to make the action research happen. I am thankful to all those members who were directly and indirectly involved with the accomplishment of this program paper.

TABLE OF CONTENTS

Acknowledgement

Table of Contents

List of Tables

List of Figures

Abbreviations

Page No:

CHAPTER: I INTRODUCTION

1.1	Small business industry	1
1.2	Statement of the problem	2
1.3	Objectives of the study	2
1.4	Purpose of the study	3
1.5	Significance of the study	3
1.6	Theoretical framework	3
1.7	Organizational of the study	3
1.8	Limitations of the study	4

CHAPTER-II LITERATURE REVIEW

2.1	Theoretical concept of Advertisement:	4
2.2	Importance of advertisement for small business	4
2.3	Advertising agency	5
2.4	Historical Development of Advertisement	6
2.5	Organization future	8
2.6	Reframing organizations	9
2.7	Impact of advertisement in some of small business industry	9
2.8	Review of related study	10
2.8.1	Review of previous thesis	10
2.8.2	Review of related Articles	11
2.9	Research Gap	14

CHAPTER III: METHODOLOGY

3.1	Introduction	15
3.2	Media intervened for the data collection	15
3.3	Research process	16

3.4	Tabulation of data	17
3.5	Source of data	17
3.6	Study limitation	18

CHAPTER IV: PRESENTATION AND DATA ANALYSIS

4.1	Introduction	19
4.2	Key interview outcomes	19
4.2.1	Data from small business	19
4.2.1.1	Feeds industry	20
4.2.1.2	Dairy industry	29
4.2.1.3	Textile industry	38
4.2.2	Data from advertising agency	47
4.2.2.1	Feeds industry	48
4.2.2.2	Dairy industry	56
4.2.2.3	Textile industry	64

CHAPTER V: SUMMARY, CONCLUSION AND ECOMMENDATIONS

5.1	Summary	72
5.2	Feeds industry	73
5.2.1	TV commercials	73
5.2.2	Paper ads	74
5.2.3	Flyers and billboards	75
5.2.4	Others ads.	75
5.2.5	Some extra recommendation	76
5.3	Dairy industry	76
5.3.1	TV commercials	76
5.3.2	Papers ads	77
5.3.3	Flyers and billboards	77
5.3.4	Others	78
5.3.5	Some extra recommendation	78
5.4	Textile industry	78
5.4.1	TV commercials	79

5.4.2	Paper ads	79
5.4.3	Flyers and billboards	80
5.4.4	Others	80
5.4.5	Some extra recommendations	80
	Bibliography	81
	Appendix	84

LIST OF TABLES

Tables No:	Title	Page No:
2.7	Impact of advertisement in some of small business industry	9
4.2.1	Data from small business	19
4.2.1.1	Feeds industry	20
1	Promotional tools used by small business	20
2	Advertisement and increase in sales	21
3	Advertisement done for product	22
4	Advertisement suits for products	23
5	Budgets for Advertisement	24
6	TV commercial Advertisement	25
7	Paper Advertisement	26
8	Flyer and billboards Advertisement	27
4.2.1.2	Dairy industry	29
1	Promotional tools used by small business	29
2	Advertisement and increase in sales	30
3	Advertisement done for product	31
4	Advertisement suits for products	32
5	Budgets for Advertisement	33
6	TV commercial Advertisement	34
7	Paper Advertisement	35
8	Flyer and billboards Advertisement	36
4.2.1.3	Textile industry	38
1	Promotional tools used by small business	38
2	Advertisement and increase in sales	40
3	Advertisement done for product	41
4	Advertisement suits for products	42
5	Budgets for Advertisement	43
6	TV commercial Advertisement	44
7	Paper Advertisement	45
8	Flyer and billboards Advertisement	46

4.2.2	Data from advertising agency	47
4.2.2.1	Feeds industry	48
1	Advertisement done by small businesses	48
2	Advertisement package for small business industry	49
3	Budget range to conduct awareness	50
4	Advertisement suits for products	51
5	TV commercial ads used by small business	52
6	Paper ads used by small business	53
7	Flyers and billboards Ads used by small business	54
4.2.2.2	Dairy industry	56
1	Advertisement done by small businesses	56
2	Advertisement package for small business industry	57
3	Budget range to conduct awareness	58
4	Advertisement suits for products	59
5	TV commercial ads used by small business	60
6	Paper ads used by small business	61
7	Flyers and billboards Ads used by small business	62
4.2.2.3	Textile industry	64
1	Advertisement done by small businesses	64
2	Advertisement package for small business industry	65
3	Budget range to conduct awareness	66
4	Advertisement suits for products	67
5	TV commercial ads used by small business	68
6	Paper ads used by small business	69
7	Flyers and billboards Ads used by small business	70

LIST OF FIGURES

Figures No:	Title	Page No:
4.2.1	Data from small business	19
4.2.1.1	Feeds industry	20
1	Promotional tools used by small business	20
2	Advertisement and increase in sales	21
3	Advertisement done for product	22
4	Advertisement suits for products	23
5	Budgets for Advertisement	24
6	TV commercial Advertisement	25
7	Paper Advertisement	26
8	Flyer and billboards Advertisement	27
4.2.1.2	Dairy industry	29
1	Promotional tools used by small business	29
2	Advertisement and increase in sales	30
3	Advertisement done for product	31
4	Advertisement suits for products	32
5	Budgets for Advertisement	33
6	TV commercial Advertisement	34
7	Paper Advertisement	35
8	Flyer and billboards Advertisement	36
4.2.1.3	Textile industry	38
1	Promotional tools used by small business	38
2	Advertisement and increase in sales	40
3	Advertisement done for product	41
4	Advertisement suits for products	42
5	Budgets for Advertisement	43
6	TV commercial Advertisement	44
7	Paper Advertisement	45
8	Flyer and billboards Advertisement	46

4.2.2	Data from advertising agency	47
4.2.2.1	Feeds industry	48
1	Advertisement done by small businesses	48
2	Advertisement package for small business industry	49
3	Budget range to conduct awareness	50
4	Advertisement suits for products	51
5	TV commercial ads used by small business	52
6	Paper ads used by small business	53
7	Flyers and billboards Ads used by small business	54
4.2.2.2	Dairy industry	56
1	Advertisement done by small businesses	56
2	Advertisement package for small business industry	57
3	Budget range to conduct awareness	58
4	Advertisement suits for products	59
5	TV commercial ads used by small business	60
6	Paper ads used by small business	61
7	Flyers and billboards Ads used by small business	62
4.2.2.3	Textile industry	64
1	Advertisement done by small businesses	64
2	Advertisement package for small business industry	65
3	Budget range to conduct awareness	66
4	Advertisement suits for products	67
5	TV commercial ads used by small business	68
6	Paper ads used by small business	69
7	Flyers and billboards Ads used by small business	70

ABBREVIATIONS

&	And
AAAN	Advertising Agencies Association of Nepal
AAN	Advertising Association of Nepal
Ads	Advertisement
AMA	American Marketing Association
B.S.	Bikram Sambat
Co.	Company
e.g.	Example
f	Frequency
i.e.	That is
IPA	Institute of Practitioners in Advertising
Ltd.	Limited
MBS	Master's in Business Study
NTV	Nepal Television
Pvt.	Private
Rs.	Rupees
T.U.	Tribhuvan University
T.V.	Television
www	World Wide Web

Chapter-I

INTRODUCTION

1.1) Small business industry:

In a simple word, investment of money and labor done to make money can be called as a business. “A small business is a business that is privately owned and operated, with a small number of employees and relatively low volume of sales.” (Agrawal G, Marketing of small business, 2004, pg 14) After reviewing the overview of the focus and framing part everyone are aware about the condition of the small business in Nepal. Most of the small businesses in Nepal are privately or family owned on which employee are from the family or related to the family. But in some cases some small business have employee from outside but they are low numbers.

Nepal is a country which lies between the big countries called India and China. Nepal is land locked country on which more than 80% of the population does farming for their living. Small businesses are basically owned by a family and earning from the business is low. Most of the small business products are produced by the farms like milk products, feeds products, textile products, rice products etc.

“Nepal ranks among the world’s poorest countries, with a per capita income of around \$470 in 2009. Based on national calorie/GNP criteria, an estimated 31% of the population is below the poverty line. An isolated, agrarian society until the mid-20th century, Nepal entered the modern era in 1951 without schools, hospitals, roads, telecommunications, electric power, industry, or a civil service. The country has, however, made progress toward sustainable economic growth since the 1950s and is committed to a program of economic liberalization (www.state.gov/r/pa/ei/bgn).”

Advertisement:

In a simple word, advertisement is a means of communication adopted by the employer to aware about the products to the customers. "Advertising is the nonperson communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various

media."(Taflinger Richard F., 1996,) There can be various means of advertisement like TV commercials, flayers, paper, hording boards' advertisement etc.

1.2) Statement of the problem:

Local industries in Nepal are in pathetic condition and the annual sales of those industries are very low in comparison of the big organization (www.nepalvista.com). The annual sales of Nepal in small business products; "A 231% increase in profit per unit shattered the original goal of 15%. This resulted in farmers generating over \$85,000 in benefit from a \$50,000 program (*semi-annual report, 2009 www.mercycorps.org/phoenixfund*)". Likewise in comparison of same type of products in Bosnia & Herzegovina is; almost \$200,000 in benefits from a \$50,000 (*semi-annual report, 2009 www.mercycorps.org/phoenixfund*). Here local industry means the local family owned company which also produces the same type of the product which the multinational company produces: for example herbal products like Himalayan toothpaste and same type tooth paste Nepalese people consume are Colgate, Close-up etc, another example can be clothing produces and designed by hand which we call handicraft clothing are also not able to compete with clothing company Levis, John players etc, and more example can be milk products like cheese, yogurt etc are also not able to compete with big organization like Natural-valley, Haldiram, Lehigh valley etc . The reason behind the unsuccessful story of the local industry to compute with multi-national organization is lack of awareness about the product produced by those local industries.

1.3) Objectives of the study:

- A) To know either advertisement are used by small business industry or not.
- B) To know which type of advertisement are used by small business industry
- C) To find out effectiveness of advertisement to boom sales for small industry.
- D) To know suitable advertisement according to nature of product and services to uplift small business industry.
- E) To find out advertisement budget expanse by small business industry.

1.4) Purpose of the study:

This program paper will talk about the possible means to aware people about the local industry's product. This paper will also talk and discuss about the possible advertisement which should be proposed by the advertisement agency. This research will try to find out the reason for the declining stage of a small businesses product. This shows the awareness about the products produced by the small business is not spread properly. This paper will also work out on the possible ways of spreading the awareness about a small business product.

1.5) Significance of the study:

I am interested in marketing field and I have also spent some of my past time in advertisement agencies. This research will help me to find out root cause of small business being unsuccessful. I am thinking advertisement should the solution for a small business to spread awareness of their products. Since I have past some of my days in advertising agencies, I can work on the possible advertisement to spread awareness of small business products. And this research will help me to understand the Nepalese market closely though the eyes of advertisement.

1.6) Theoretical framework:

In this study advertisement is taken as independent variable and small business industries as a dependent variable. Here, independent variable will be measure through independent variable to know its effectiveness in national and international market.

1.7) Organizational of the study:

This study is based on descriptive approach and which will provide useful information for small industries to uplift their business through the effective advertisement in national and in international market. It will also help to cover international market in effective way.

1.8) Limitations of the study:

- A) Sampling error may occur.
- B) Some organization may not provider exact data.
- C) In above case it will be difficult to evaluate data.

Chapter-II

LITERATURE REVIEW

In this chapter will provide information regarding advertisement and its effectiveness. Importance of advertisement, historical development of advertisement etc. Here, previous thesis, article, researcher paper will be review. This chapter is mainly concern with advertisement and its effectiveness. This all study is based on past knowledge. Here expert views will be placed in their own way. Past knowledge should not be ignored because it provides foundation for present study. The chapter is divided into following parts:

2.1) Theoretical concept of Advertisement:

Today's world is dynamic and we found a lot of changes in world as well as change in old products/services and also we found new products in market due to latest technology and creative power of experts. An expert always wants to provide the things needed for human being for their survival in this world. When old product modified or new products are invented at that time people should know about the products as well as about its features for the use of such product and services. Here, advertisement helps to know about products and services as well as their features. It also helps to know about their benefits and their disadvantage. Advertisement helps to know about use of products and services to achieve advantage from the products and services. Advertisement means process of communication which helps people to become aware about products and services.

In a simple word, advertisement is a means of communication adopted by the employer to aware about the products to the customers. "Advertising is the nonperson communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."(Taflinger Richard F., 1996,) There can be various means of advertisement like TV commercials, flayers, paper, hording boards' advertisement etc.

2.2) Importance of advertisement for small business:

- A) Advertisement can be less time consuming for example personal selling can be also used as a tools for product awareness. Adopting personal selling strategy is time consuming because employer has to reach each and every potential

market and potential customers and try to aware about the product. But through advertisement employer can reach easily through some advertisement and media and it does also consume lots of time.

- B) Advertisement can be cheaper tool to adopt for product awareness because employer going market and telling about the product can be costly. Costly in the sense; there needs huge amount time where time equals to money for ever employer. And small businesses consist of low amount of employee too. Awaking people about the product availability needs more man power too which can be again expenses in context of salary and wages.
- C) Advertisement can be used modify and correction tools if incase there is wrong message spread in market about the product. People might perceive wrong message about the product before products are reached to them. Personal selling tools can be again inappropriate because employer going to every market and every customer and correcting the message is impossible. But through advertisement the message can be corrected and modify if the customers have perceived the product in wrong way.

Source: Taflinger advertisement, 1996:18

2.3) Advertising agency:

An advertising agency is the Firm that creates new promotional ideas, designs print, radio, television, and internet advertisements, books advertisement space and time, plans and conducts advertising campaigns, commissions research and surveys, and provides other such services that help a client in entering and succeeding in a chosen market. In general, advertising agencies are not deemed agents of the advertisers, because they act as principals for the services they buy on behalf of their clients (Agrawal, 2002, marketing research).

Advertising agencies in Nepal are growing rapidly. Though such agencies have lots of challenges, they are able to increase their business as compared to previous year.

There are more than 300 advertising agencies in Nepal, all of them providing almost similar services. However the advertising market is always full of competition. Thus, the advertising agencies most come with the new services to differentiate themselves with other market leader in the market through competent human resources.

In order to be among the top advertising agencies, they must first find out how customers perceive the current services provided by them and their level of satisfaction with those services. They should also find out the reason for customer dissatisfaction and measures to improve level of satisfaction. Further advertising agency should find the need of the customers i.e. the gap between the services to achieve success in long run.

2.4) Historical Development of Advertisement

There are no records of any kind that tell us about the origin and history of Nepali advertisements. The earliest form of advertising may thus be taken as the trumpet blowing tradition of kings and maharajas to disperse royal messages. The advent of Mass Communication in Nepal can be said to have been through such official proclamations, which were usually accompanied by the use of musical instruments like drums or trumpets. The age-old oral tradition of promotion by vendors selling their wares in the market can also be taken as another early form of advertising.

Looking at the History of Advertising is a good way to gain a fresh perspective on many of the roles it plays in today's world. Advertising by word of mouth is probably the earliest form of advertising and we may assume that it began as soon as one man desired to barter with another (Brewster et. al, 1954). The Industrial Revolution led to the expansion of mass manufactured goods in Europe and America, making markets larger and larger. Localized markets were replaced by extended domestic national markets and international markets. This development altered the relationship between the maker and the user of goods, and created a need for advertising. The need for communication increased because of the mechanization of mass production; and it is advertising which has provided this vehicle of communication. Other factors, such as the growth of newspaper and magazines, the advent of the radio and television, were equally significant in the growth of newspapers and magazines, the advent of the radio and television and access to the World Wide Web (WWW) in the 1990s, the Internet has were equally significant in the growth of advertising in its present form. The development of modern advertising agency was equally significant, for it has helped modern advertising to become an institution and a profession.

The Nepali proverb “Bolneko Pitho Bikchha Nabolneko Chamal Pani Bikdaina” points out that the Nepalese society has known advertising and its usefulness to the business for a long time. The proverb means that even a superior product can not be sold if the marketer fails to inform about it. It shows that advertising has been deep-rooted in our culture and was prevent long back certainly; advertising in those days was done other forms of communications. News spread by rumors.

Government used to public announcers to communicate information and orders. Even in the late Rana Period, Pubic announcers went through the streets announcing the opening and closure of gambling periods during the “Laxmi Puja” and on the other occasions. They used instrument name “Jhayali” for announcements and these activities popularly known as “Jhayali Pitne”. Moreover, they used cymbals, cannon and bugle for announcement. In today's advertisement business it can be said as advertising.

Even After the restoration of democracy, the role of effective advertisements still was used simply as a means to provide some information to public. The Rising of Nepal was first established in the year 1957 B.S. At first, it is used to be called the Gorakhapatra only. It was not until much later that the paper began to advertise about commodities in Nepal. The history of Radio Broadcasting in Nepal starts from Magh, 2007 B.S. At first, the radio broadcast was made from the premises of the Raghupati Jute mills at Biratnagar on 41 mulreband on 2007, Chaitra 20 (April 2, 1952) a broadcasting station was established in Singh Durbar School Ghar under the name of Nepal Radio. One and half-hour daily programmer of Hindu record songs and advertisement was broadcasting from the beginning during the afternoon transmission and the advertisements were handled through commercial department. The history of Television broadcasting in Nepal starts from Poush, 2014 B.S. in the name Nepal Television (NTV) and starts to telecast the program in the 2014 B.S. While the commercial telecasting only in 2044 B.S.

Advertising can be a professional in Nepal. This concept was first emerged by Laxman Upadhaya in 2017 and his agency name was 'Advertisers' is the first advertising agency in Nepal's history' (Annual report of AAAN, 2055). The history of advertising agencies in Nepal was started after establishing advertising agency in

2017 B.S. At the time advertising was only about the official notice and information and number of advertiser were also very little. Advertising was rarely done in private newspaper while advertisement from Radio Nepal was not in practice. From that period until now there are many agencies. In 21st Baishakha, 2047 Advertising Agencies Association of Nepal (AAAN) was established. AAAN is the Association of advertisement professionals which covers 90% of the advertisement published or released in different media. (Newpane, 1996).

The History of advertising in Nepal is recent one, but even in this short span of time, it has remarkably grown up. The reason behind the increasing number of agencies is because of the open policy of his Majesty's government. For any Nepali who applies for the advertising agency with a Nepali Citizenship and a scheme paper, the government could give a formal permission. Such permission is provided by the department of industry as well as the domestic & Industry department.

"His Majesty's Government has implemented the policy relating to advertisement and issued guidelines for the distribution of government advertisements based on one window Policy. Minister for Information and Communication, at a meeting in the Ministry; the other day assured that the one-window policy would be strictly implemented while distributing government advertisement in a fair and transparent manner" (The Rising Nepal, September 28, 2005). The one- window advertisement policy of the government should definitely bring about positive changes in the media sector and help make genuine media organizations more sustainable. Given its high importance, the newly brought about one- window policy needs to be strictly implemented and monitored.

2.5) Organization future:

This book talks about the vision and organization culture. Every organization should have vision and a good culture. Every organization wants to share the vision and accomplished the vision in allocated time frame, in order accomplished the vision organization the good culture. Good culture can only be established when the employee of the organization are happy. This happiness can only be brought only if the organization is performing well in market in terms of sales. So, organization of

today's world should think about the future and plan the strategy to uplift the organization from the existing scenario. It also talks about how big companies can flourish by acting small for the customers and feeling small to employees (Hesselbein, Goldsmith, Beckhard, 1997). Organization should always think about the customers and try always to make them aware about the products which the small business is selling.

2.6) Reframing organizations:

Basically this book talks about the frame to view the organization. Those frames are structural, customers, employee, symbolic, and politics (Bolman, Deal, 2003). With the relation to my action research symbolic frame fits exact. The symbolic frame talks how to shape a culture that gives purpose and meaning to work, stage organizational drama for internal and external audiences, and build team spirit through ritual, ceremony, and story (Bolman, Deal, 2003). So, organization should create a story which talks about the brand and nature of the products which are offered to customers. For example when we think about the P&G companies, there is a story that they sell best daily consumption products.

2.7) Impact of advertisement in some of small business industry:

A research which has done different three years which has driven the children to buy the products and increases the expenditure of the parents on their kids. The following tables show the impact of advertisement in different arena.

	1950	1970	1990
Toys	8.3	18.1	17
Cereals	23.3	24.8	31.2
Candy/ Snacks	21.7	28.8	32.4
Fast Food	0	10.4	8.7
Other	46.7	14.3	11.4

Source: Macklin Carlson 105, what affect does advertising have on American society

From the above table we can say that industry like cereals, candy/snack is doing well in market. They are able to uplift the sales through the advertisement. Another example can be the small retail shop in Canada. That small retail shop had not adopted the advertisement tools to aware the customers about the existence. Once they started doing advertisement people were aware about the retail shop existence and they were having huge numbers of customer which uplifted there sales. Source: www.wikipedia.org

Advertisement effects in consumers buying behavior, a research done in 2006, about the consumers different preferences. This study was done to know about the people's preferences in drink if the alternatives were coke products and pepsi products. We know these both companies invest a huge budget in advertisement. Due the attractive and strong advertisement based on sports and living style there were a huge number of customers switching the preference. For example coke customers were switched on pepsi products and vice versa. Source: www.wikipedia.org

2.8) Review of related study:

2.8.1) Review of previous thesis:

Thesis entitled by Amita Adhikari, "A Study on Promotional Effectiveness through Television" in 2005 found that 98% people have there own TV and excess to cable network. here, sample 81.33% have access to cable television from the total population justifying the popularity of the cable network in the country. There are 53.7% people live in nuclear family and 42.3% in Joint family. In context of foreign channel star plus, has captured the main market and then other news channel has covered. Most of people are interested in watching News and then watch serials. Women watch serials more and men watches news more in Nepalese context. In context of Nepali channel Nepal Television is the biggest player with 56.3% of viewership and then come Kantipur (23.7%) and Channel Nepal (8.3%).

Gaurav Maskey, "Effectiveness of Audio Visual Advertisement" in 2006. His study entitled that his main objective of the study was to determine and analyze the effectiveness of T.V advertisement in general. He has not included in his study the television viewing habits and preference of the viewers. Most of the people in used

audio advertisement in previous but TV advertisement has gain large market in our nation.

Alina Amatya, “Television Advertising Effectiveness” in 2009. Her main objective of the study was to evaluate the significance of television advertisement successful in the markets. The main focused from the researcher has given to the importance of television with regard to its attractiveness, comfort ability and luxury in comparison to other means of advertisement.

Reema Baidya, “A study on export marketing strategy of Nepalese readymade garment industries” in 2010. Her main objectives of the study is analyze the export marketing strategies to find out the suitable marketing strategy for suggesting the entrepreneurs and for trying to seek out the ways of saving the existence and increasing the competitiveness of Nepalese garments industry. She found that there is not proper marketing strategy used by entrepreneurs for Nepalese readymade garments industry.

Dr. Ram Krishna Shrestha, “Marketing strategies in textile industry of Nepal” in 2001. His main objective of the study is to evaluate the marketing practices and strategies being followed by Nepalese textile industries. The major finding of the study was the textile industry in Nepal has been adopting mostly traditional approaches and does not appear to be taking necessary initiatives to redress the declining position of the industries

2.8.2) Review of related Articles:

Nepalese advertising professionals optimistically predict better days for the advertising industry amidst various challenges. According to them, if the government shows sincerity towards creating a favourable atmosphere for the rupees three billion industry. It will grow by leaps and bounds within very short period of time. "Advertisement has emerged as an indispensable tool for any business. Thus, it must take an upward spiral in a sustainable manner", they opine.

According to Nirmal Raj Poudel, the President of Advertising Association of Nepal as well as CEO of Welcome Advertising and Marketing Pvt. Ltd., of the total of rupees

3-billion television, radio and print account for some 1.5 billion. Similarly,"the remaining amount 1.5 billion is occupied by Hoarding Board, Flex Printing etc.

Ranjeet Acharya, CEO Prisma Advertising, claims that the growth of Nepalese Advertising is simply inevitable."if the system of "clean feed" is adopted while broadcasting foreign television channels, it will immediately facilitate the growth of Nepalese advertising. The application of the system will prohibit the airing of foreign advertisement through foreign channels. And, it will make the featuring of domestic advertisement via these channels compulsory.

Advertising Professionals believe that the implementation of this rule will also go a long way towards contributing to the economic sector "every year some 5 hundred to 6 hundred million IC goes to India due to the lack of such system. As such they say that the said amount will remain in the industry if the clean feed is implemented. "Either we should be allowed to view foreign channels free of cost or clean feed should be implemented," Acharya insists. According to Acharya, in Bangladesh any advertisement which has 50 per cent domestic investment is recognized as a domestic promo. If any company shows reluctance to do so it has to pay additional tax to the state. Poudel says that AAN is taking initiatives to emulate same rule in Nepal too.

Creativity, originality and investment it is not an obscure fact that the quality of Nepalese advertisement is often questioned. It is often said that Nepali advertisements severely lack creativity, originality and inventiveness. However the Nepalese advertisement fraternity flatly denies subscribing to this allegation. They are of the view that the unrestricted airing of Indian advertisement has created this kind of such impression in the psyche of people. If to believe Poudel, Nepali advertisement are conceived and designed with creativity and originality."While viewing Nepalese advertisement some Indian professionals express astonishment by saying that Nepali people are ahead of Indians in terms of advertisement originality. Director of Water Communication Nabin Shrestha says that any advertisement which can connect the related product with the targeted audience is a creative advertisement."From this stand point, the creative factor of Nepali advertisement is not so feeble"he opines. Shrestha also claims that Nepali advertising industry is well equipped to successfully overcome the challenges to insert in advertisement in tandem with the demand and growth of the market."The trend of granting commission to advertising agencies in accordance to

the sell of product has already been started in India. If the same trend is supplied here in Nepal, it will definitely sharpen the creative age of Nepalese advertisement agencies,"says Shrestha.

Sujan Raja Shrestha, Marketing Manager of the Himalayan Snack and Noodles Pvt. Ltd. Believes that the role of customer is equally important as advertising agencies as far as determining the creativity of promos goes. He adds that the amount of budget allocated for advertisement has also significant role to play in the creativity. Most advertisers tend to invest less an advertisement and basic quality. As such this sort of mind set can stifle the advertisement creativity. The boss of Prisma, Acharya says that customer play a major role in determining the advertisement creativity. According to him, any reputed company wants their advertisement to be liked by people for longer period rather than acquiring more benefits.“However, in Nepal, the advertisers are yet to be duly cognized of this fact.

Acharya says that the trend of bargaining by company is bound to have negative impact on the quality of its advertisement. If to believe Nirmal Raj Poudel, no brand can have a full swing play in the market place without the advertisement. He also claims that the absence of advertisement results in a decline in the sale of product. Poudel also insists that consumer schemes play a decisive role in the performance of any product in the market. He also views that if any company tries to deceive the customer through false claim it must also bear the consequences, which might be created due to such misleading information.

Advertising entrepreneurs also bemoan that the government media, industrial houses and educated people as well are not also well aware with the significance of advertisement in today's world of information. He also expresses sadness that the government is yet to give the status of industry to advertising sector."Due to this fact, the sector is bereft of many facilities from the government till now,laments Acharya. Industrials and business houses will do well if they realize the fact that advertisement not only helps to augment the sells volume but also it helps to create more value for the brand. He demands the perceptional shift regarding the advertisement from the concerned sector.

Nabin Shrestha of Water Communication laments that many colleges as well as educated youths are still in dark about the immense career opportunity the field of advertisement offers. He also charge that management colleges are more inclined to assure their students banking is the only promising place to do job. "This is not right. Advertisement is more lucrative than banking job" says Shrestha. Acharya and Poudel also subscribe this view. A consist that there is a scarcity of skilled human resource in advertisement field. According to Poudel, AAN is taking necessary steps to attract youths in the field of advertisement.

2.9) Research Gap

Advertisement can play a vital role to boom the sales of small business industry. So, small business in Nepal should think about adopting advertisement as a tool to spread the knowledge about their products. Advertisement used for awareness can spread knowledge about the products availability, products nature, products pricing etc. so, after reviewing some examples on impact of the advertisement I can also recommend small business to choose advertisement as a tool for product awareness.

This chapter has deal about the theory part and some past successful story of small business after adopting advertisement. In this research, researcher has conducted in-depth study by visiting all the organization to gain exact data for best analysis to get optimum results. The next chapter will deal with the methodology how the action will undertake. It will deal about the possible method for data collection for action research.

CHAPTER III

METHODOLOGY

In this chapter researcher discuss about the methodology used in data analysis. Researcher has tried to present all the data in simple form by using percentage method as a statistical tool and also tried to present such data in graphical form by using pie-chart.

3.1) Introduction

Small business industries in Nepal are not performing well in terms of sales. Doing action research about the condition of small business can be the most challenging part of the researcher. There can be the chances of error data collection which can lead research to the negativity findings. Researcher living in one part and of Nepal and doing research with several field visit and with live meeting can be the effective scenario for data collection. In this case researcher will adopt best out of best tools for the data collection and data analysis. Percentage method and pie chart is used to evaluate the collected data.

So, in order to save the action research from error data collection researcher has stick on some certain topic. This research is about to find the reason about sad story behind the failure of small business industries in competing with big multinational houses. Researcher has only focused on some small business houses for example dairy products, textile products and feeds products. In relation to the advertising agencies researcher has only focused on few advertising agencies.

3.2) Media intervened for the data collection

- A) Phone
- B) Internet
- C) Email
- D) Video chat

E) **3.3) Research process:**

The research has undertaken with the help of some possible tools which are:-

- A) Questionnaire survey: Researcher is planning to do this survey among two parties which are Small business organization and advertising agencies. Questions for two parties were different. For example; for small business question were related to products nature, and their tools adopted for products awareness, for advertising agencies question are about advertisement design, advertisement cost etc.
- B) Phone interview: since the researcher lives in one part and of Nepal and the research is done about the topic of Impact of advertisement to uplift small business industry. Phone interview was the best tools to adopt for data collection. Sets of questions were pre-informed to the interviewee and then again they were contacted after the certain time gap. Time and date for the final call were fixed. Through the phone related data were collected.
- C) Email discussion: Email was used as a tool for data collection. As discussed above researcher cannot be available for face to face interview and discussion. So, sets of questions were sent to the targeted group/person and then they have reply the questions in certain time frame. Through email the discussions were held until the sets question are answered.
- D) Video chat discussion: Researcher has also done video chat discussion through internet. Data and time, and subject matter were pre-informed before the chat commenced. During the chat session researcher has raised the question related to the topic and the discussion will be held between targeted person and researcher.
- E) Archival data: This means the data which are already in existence. Those data were reviewed while data collection process. Data like annual sales of small business, budget allocated for advertisement, past advertisement history, advertisement related topic etc.
- F) Field visited: Researcher has visited several places to collected data by own field visit. Through the field visit authentic data can be collected by the researcher.

3.4) Tabulation of data:

All the data were in simple form which can be called as raw data. Those data were raw on which most of the data were useful and some of the data were useless. Those data were filtered by the researcher and researcher has tried to avoid the unnecessary data. And research has tabulated those data in proper way so that he can find it easily when needed.

3.5) Sources of data:

Sources of data which the researcher has thought are listed below:

- A) Internet search engine
- B) Annual sales of small business
- C) Annual advertisement budgets
- D) Himalayan feeds pvt.ltd
- E) Shakti feeds Pvt.LTD
- F) Shangam Feeds Udyog
- G) New Shangam Feeds Udyog
- H) Laxmi textile pvt.ltd
- I) Pandey dairy products
- J) Birat Dairy
- K) Melamchi Dairy
- L) KDC dairy
- M) Bhadrakali Textile
- N) SVR textile
- O) Dachinkali Textile
- P) Souvenir textile
- Q) Water Communication Pvt. Ltd
- R) Media Bank
- S) Marketing advertising research solution pvt.ltd
- T) Prisma advertising group
- U) Association of Advertising network (AAN)
- V) Federation of Nepalese Chambers of Commerce and Industry (FNCCI)
- W) Nepal chamber of commerce.

3.6) Study limitation:

- A) Time consuming: Since the research was commenced in small industry so the data collection period took longer than the estimated time because the researcher did not have control over the time. Field visited, Phone interview and email discussions were the main tools for data collection.
- B) Costly: Contacting the targeted research person by phone has incurred some amount of money because network for the phone in small industry is not so reliable any time phone can be disconnected. This means researcher had called them time and again which obviously incurred some amount of money.
- C) Chances of error data: Since the data collection is done by different method. There are chances of misperceiving the questions by targeted person which can lead to the error in answering.

CHAPTER IV

PRESENTATION AND DATA ANALYSIS

4.1) Introduction:

The original origin of the program paper was to know the value of advertisement through the eyes of small business industry. Another idea was to know the small business industry through the eyes of the advertising agencies. Different owners and managers from both small business industry and advertising agencies were interviewed with sets of questions. Most of the questions were same only the way of interviewing were different. Firstly, emails were sent to them with the set of questions. Some interviews were possible through Skype and some undertook through phone. Before interviewing the people from the different companies' researcher has done several field visits of the small industry.

In this chapter, the researchers are providing the outcomes of the data which they have gathered through various means. The information speaks about the perception of small business industry's people about the advertisements. Some examples are how advertisements have been used by them in past years, and how they make the customers aware about product. The information also discusses about the perception of the advertising agency towards the small business industry. For example, what are the activities done by the advertising agencies to attract small business industries for advertising their products?

4.2) Key interview Outcomes

4.2.1) Data from small business industry:

Three different small industries in Nepal are included in field visits, and interview process; feeds industry, dairy industry, and textile industry. The same questions were used in interview for different people who are related to the different categories of industry. The outcomes are detailed as follows.

4.2.1.1) Feed industry:

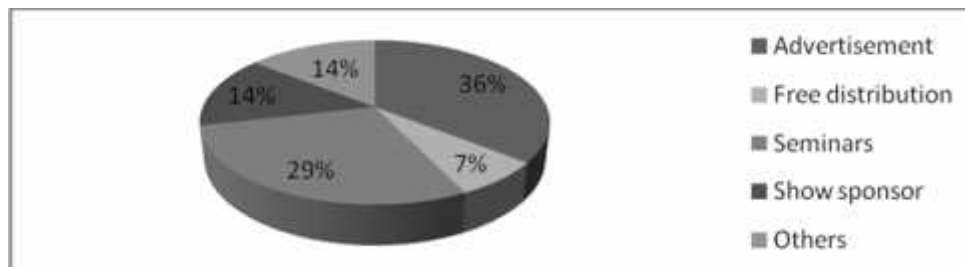
Five companies were interviewed to collect the data. Among five sample groups four were the owner and one was the manager. The respondents have also chosen more than one answers from the listed multiple choice list. Following are the findings:

1) Table 1: Percentage table showing promotional tools used by small business.

Types of Promotions	Promotions applied by Company	Ratio	Percentage
Advertisement	5	5/14	35.7
Free distribution	1	1/14	7.1
seminars	4	4/14	28.6
Show sponsor	2	2/14	14.3
Others	2	2/14	14.3

Source: Field survey

1) Figure 1: Pie Chart showing promotional tools used by small business.



Source: Field survey

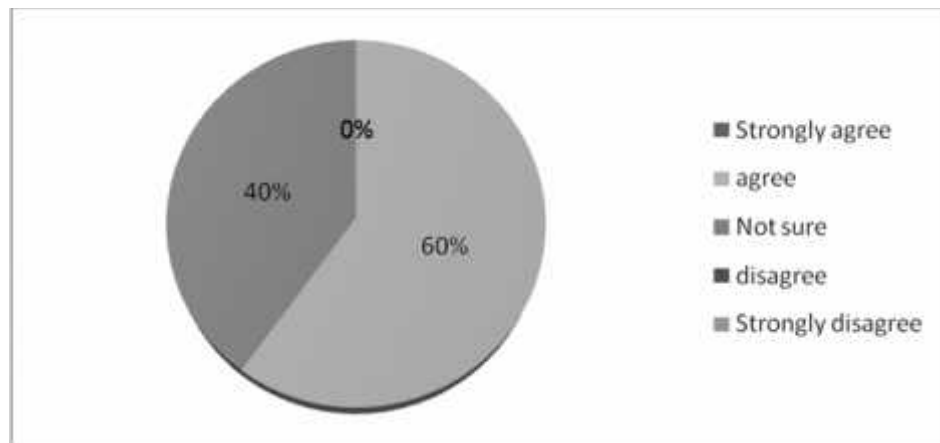
In the above table, we found all the interviewed had done the advertisement. Among the various means of advertisement all the feed organizations have adopted some kind of advertisement means all the small industry's are having advertisement means (35.7%) of small industry are doing advertisement. We can see only one organization that had involved in free distribution. Four company's means (28.6%) had conducted seminars to make people aware about the products. Two company's means (14.3%) adopted show sponsor methods; they sponsor some cultural programs and concerts. Two company's means (14.3%) had done something extra to make people aware, such as; individual meetings with farmers, or visiting the farmer's location.

2) Table 2: Percentage table showing Advertisement and increase in sales.

	Company Believe	Ratio	Percentage
Strongly agree	0	0	0
agree	3	3/5	60
Not sure	2	2/5	40
disagree	0	0	0
Strongly disagree	0	0	0

Source: Field survey

2) Figure 2: Pie Chart showing Advertisement and increase in sales.



Source: Field survey

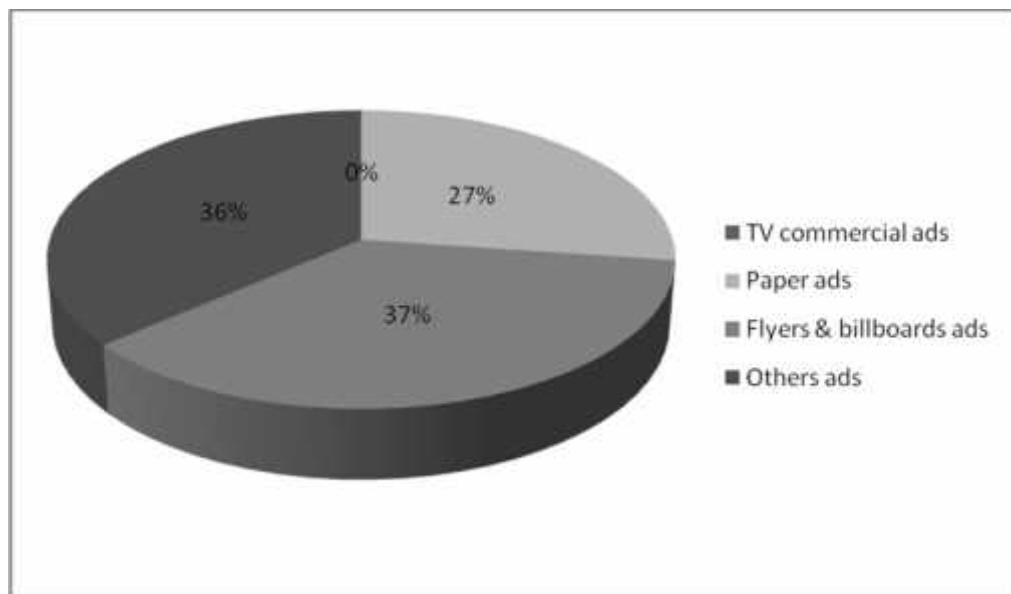
Responses to the question were quite interesting. No one said they strongly agree. Three respondents' means (60%) agree advertisements can actually boom their sales and two respondent's means (40%) were not sure about the statement. They said due to struggling economy sales are decreasing day by day. Also farmers are the customers for them and they found some of the farmers do not pay attention in the advertising world.

3) Table 3: Percentage table showing Advertisement done for product.

Types of advertisement	advertisement applied by Company	Ratio	Percentage
TV commercial	0	0	0
Paper	3	3/11	27.2
Flyers & billboards	4	4/11	36.4
Others	4	4/11	36.4

Source: Field survey

3) Figure 3: Pie Chart showing advertisement done for product.



Source: Field survey

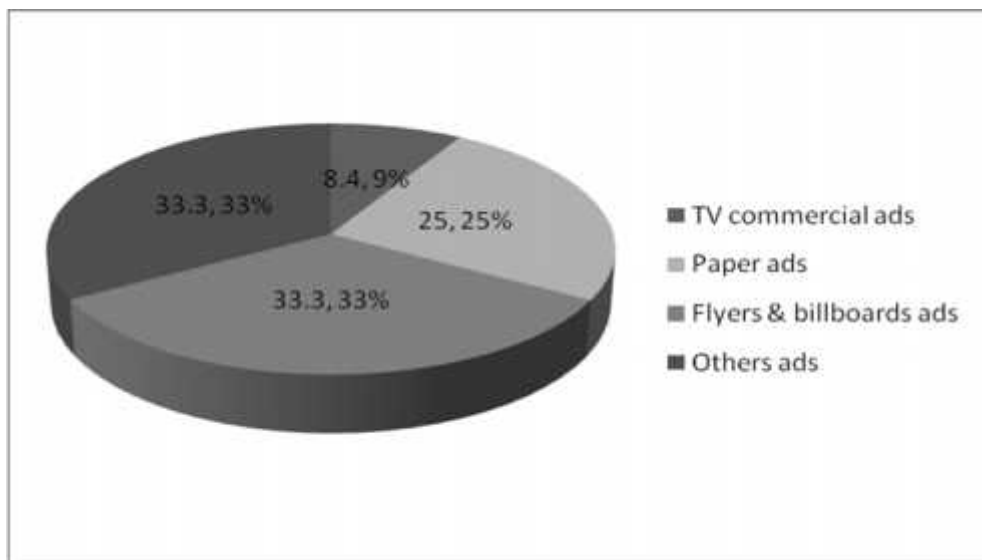
Here, we found nobody had introduced TV commercials as an advertisement tool. Three companies (27.2%) have done paper ads which were newspaper ads, magazine ads. Four companies (36.4%) had done flyers and billboard ads which were 4*4 papers flyers, billboards in prime location. Lastly, four companies (36.4%) have done other things. Others mean of advertisement means words of mouth, radio ads, FM ads.

4) Table 4: Percentage table showing Advertisement suits for products.

Suitable advertisement	Company Believe	Ratio	Percentage
TV commercial ads	1	1/12	8.4
Paper ads	3	3/12	25
Flyers & billboards ads	4	4/12	33.3
Others ads	4	4/12	33.3

Source: Field survey

4) Figure 4: Pie Chart showing advertisement suits for products.



Source: Field survey

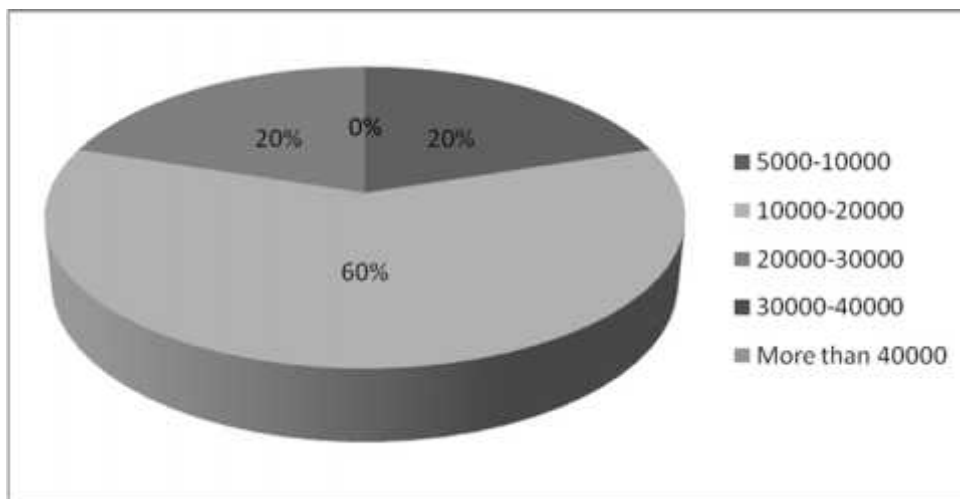
Similarly, one company (8.4%) think TV commercial can be fruitful for them if possible. Reason behind the response was TV commercial are expensive to make and to release in media houses. Three companies think paper ads (25%) can be effective. Likewise, four companies (33.3%) think flyers and billboards fit according to their products. Also, four companies (33.3%) thinks others can also suits to their products; which are radio ads, words of mouth.

5) Table 5: Percentage table showing budget for Advertisement.

Budget range	Company budget	Ratio	Percentage
5000-10000	1	1/5	20
10000-20000	3	3/5	60
20000-30000	1	1/5	20
30000-40000	0	0	0
More than 40000	0	0	0

Source: Field survey

5) Figure 5: Pie Chart showing budget for advertisement.



Source: Field survey

We found most of the companies fall under 10000-20000 RS for the advertisement. Three companies (60%) have allocated ten thousand rupee to twenty thousand rupees for advertisement. Likewise, one company (20%) has allocated twenty thousand to thirty thousand rupees for advertisement. Similarly, one company (20%) has allocated five thousand to ten thousand rupees for advertisement. This data suggests people do not have enough money for the advertisement.

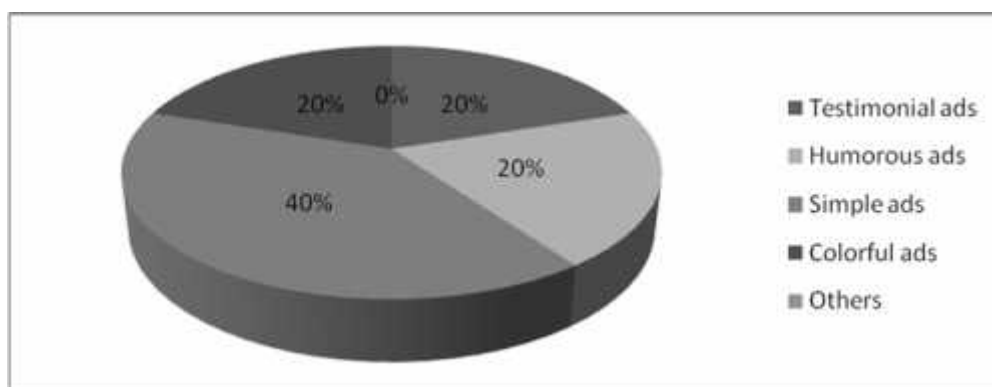
Best promotion tools:

6) Table 6: Percentage table showing TV commercial Advertisement.

Advertisement choices	Number of choices	Ratio	Percentage
Testimonial ads	1	1/5	20
Humorous ads	1	1/5	20
Simple ads	2	2/5	40
Colorful ads	1	1/5	20
Others	0	0	0

Source: Field survey

6) Figure 6: Pie Chart showing TV commercial Advertisement.



Source: Field survey

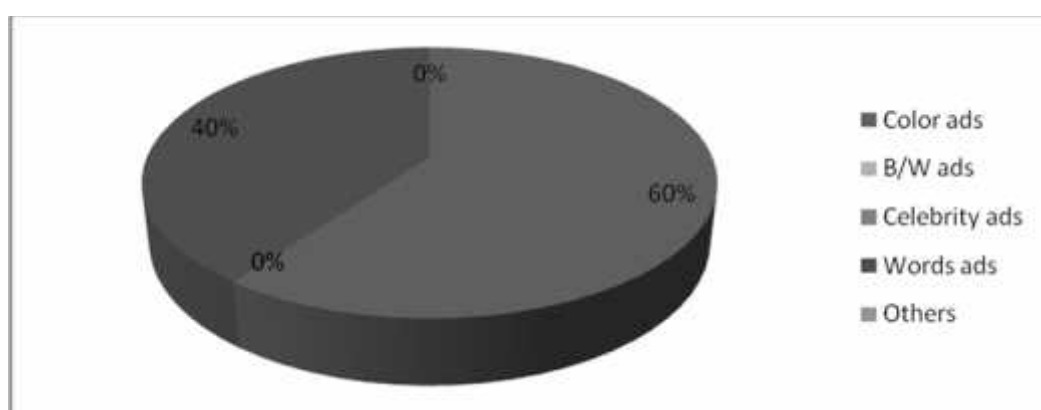
Here one company (20%) thinks TV commercial should be testimonial which means any famous person from the feeds industries should speak about the products. One company (20%) thinks ads should be humorous. Humorous is when animal grows faster after feeding their brand products. Two companies (40%) believe ads should be simple which can be understood by normal farmers. Because the farmers are not educated and they might conceive the information wrong which the ads wants to deliver. One company (20%) think ads should be colorful which should be attractive and well designed. So that people get attracted towards their products.

7) Table 7: Percentage table for showing paper Advertisement.

Advertisement choices	Number of choices	Ratio	Percentage
Color ads	3	3/5	60
B/W ads	0	0	0
Celebrity ads	0	0	0
Words ads	2	2/5	40
Others	0	0	0

Source: Field survey

7) Figure 7: Pie Chart showing paper Advertisement.



Source: Field survey

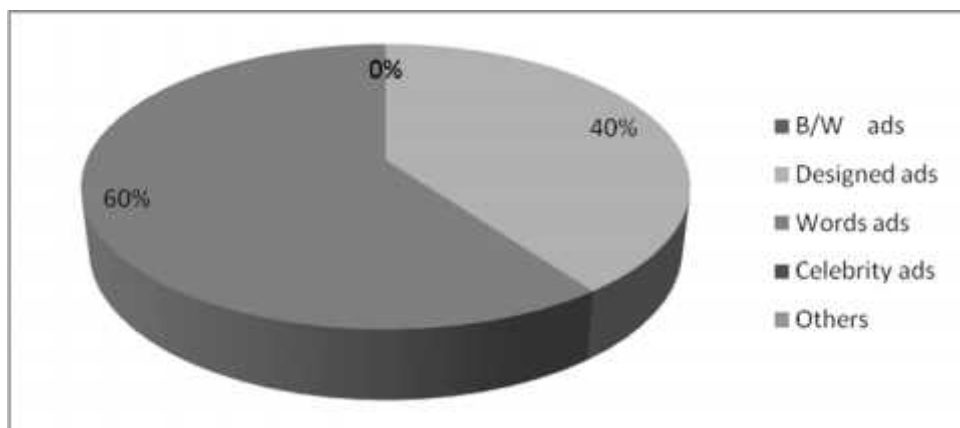
Here we found only two types of paper ads can be fruitful to the feeds industry. Three companies (60%) thought of colorful paper ads on which pictures of products should be shown and it should be colorful. Likewise, two companies (40%) felt paper ads should be simple and informative; words ads. It should be talk more about products and animals. It should focus and advantages of the feeds products.

8) Table 8: Percentage table showing flyer and billboards Advertisement.

Advertisement choices	Number of choices	Ratio	Percentage
B/W ads	0	0	0
Designed ads	2	2/5	40
Words ads	3	3/5	60
Celebrity ads	0	0	0
Others	0	0	0

Source: Field survey

8) Figure 8: Pie Chart showing flyer and billboards Advertisement.



Source: Field survey

We found two companies (40%) believe flyers and billboards should be colorful and designed. Again picture should be there in flyers and billboards. Three companies (60%) think words ads type should be adopted while doing flyer and billboards. Those should be informative; again it should speak about advantages after using the products etc.

d) Others....please explain

Most of the companies said word of mouth is the perfect advertisement tools for the feeds industry. And also radio ads can be also effective in feeds business. They think they also can reach to those farmers who do not read and write. Voice communication can be the effective way to reach them.

e) At last.....do you want to add some words?

Most of the industrialist said advertisements are good for the business but lack of budget allocation in that area always creates a gap between advertisement and small business industry.

4.2.1.2 Dairy industry:

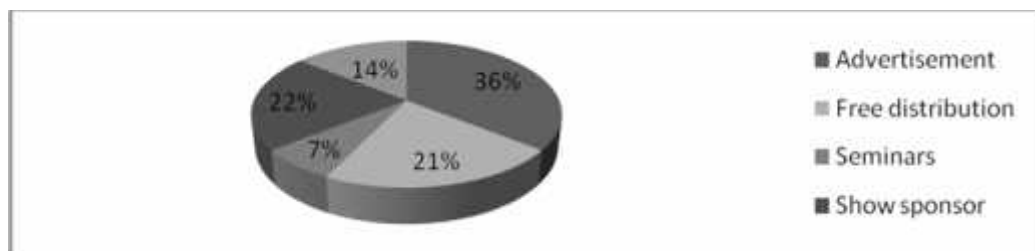
Five members were interviewed to collect the data. Among five sample group all were the own. The respondents have also chosen more than one answers from the listed multiple choice list. Following are the findings:

1) Table 9: Percentage table showing promotional tools used by small business.

Types of Promotions	Promotions applied by Company	Ratio	Percentage
Advertisement	5	5/14	35.7
Free distribution	3	3/14	21.5
Seminars	1	1/14	7.1
Show sponsor	3	3/14	21.5
Others	2	2/14	14.2

Source: Field survey

1) Figure 9: Pie Chart showing promotional tools used by small business.



Source: Field survey

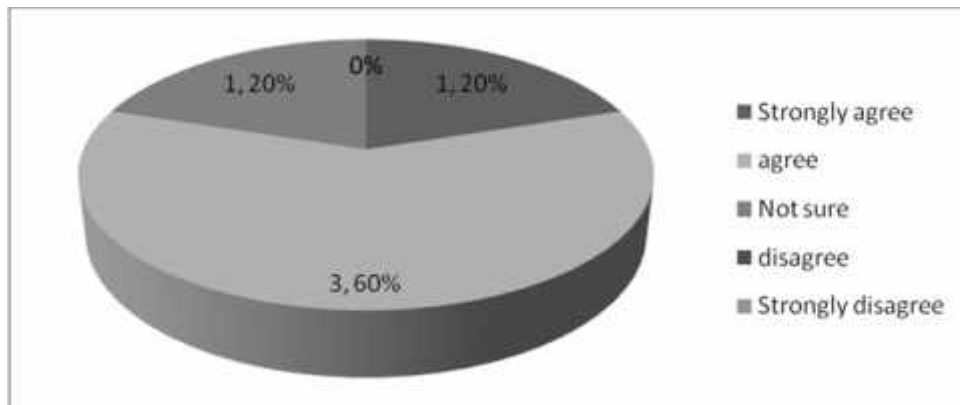
Here we found all five companies (35.7%) have done advertisement to aware the customers. Three companies (12.1%) had done free distribution of their products. They have distributed in slam, distributed to some association which looks after old and aged people, and infant children. It looks amazed for us that only one (7.1%) among five have conducted seminars and informed people about the products. Three companies (12.1%) have done show sponsors like sponsoring concerts, charity etc. And two companies (12.1%) s had done extra which are stall promotion, community meeting, and words of mouth through doctors. This shows different means of advertisement were adapted to aware the customers about the products.

2) Table 10: Percentage table showing Advertisement and sales.

	Company Believe	Ratio	Percentage
Strongly agree	1	1/5	20
Agree	3	3/5	60
Not sure	1	1/5	20
Disagree	0	0	0
Strongly disagree	0	0	0

Source: Field survey

2) Figure 10: Pie Chart showing Advertisement and sales.



Source: Field survey

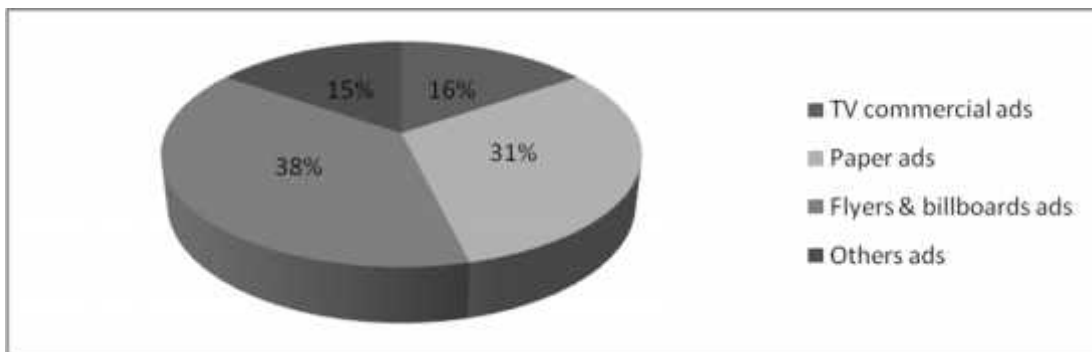
We found among five one (20%) company strongly agrees that advertisement is only the tools which should be adapted to boom the sales. Three companies (60%) believe advertisement helps to boom the sales. It is amazing one company (20%) is not sure about the impact of advertisement in booming the sales. They told us that they were the traditional dairy company which only invest low amount of money in advertisement.

3) Table 11: Percentage table showing Advertisements done for products.

Types of advertisement	advertisement applied by Company	Ratio	Percentage
TV commercial ads	2	2/13	15.4
Paper ads	4	4/13	30.8
Flyers & billboards ads	5	5/13	38.4
Others ads	2	2/13	15.4

Source: Field survey

3) Figure 11: Pie Chart showing Advertisements done for products.



Source: Field survey

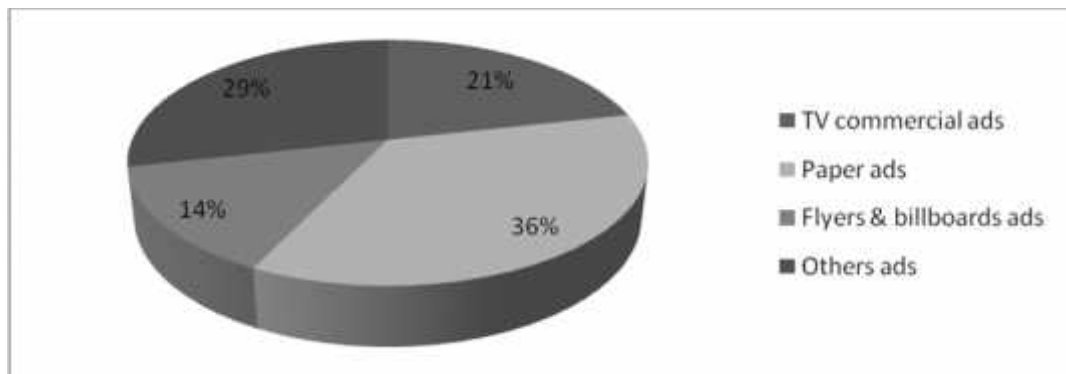
Here, we found two companies (15.4%) had done advertisements. They choose local channels for the TV commercial. Four companies (30.8%) have done paper ads which were magazine ads and newspaper ads in local and national newspaper. All five companies (38.5%) had done flyers and billboards ads to aware their customers. Two companies (15.4%) did other than that; those were radio ads and word of mouth by child doctors in different clinics.

4) Table 12: Percentage table showing Advertisements suits for your product.

Suitable advertisement	Company Believe	Ratio	Percentage
TV commercial ads	3	3/14	21.5
Paper ads	5	5/14	35.7
Flyers & billboards ads	2	2/14	14.3
Others ads	4	4/14	28.5

Source: Field survey

4) Figure 12: Pie Chart showing Advertisements suits for your product.



Source: Field survey

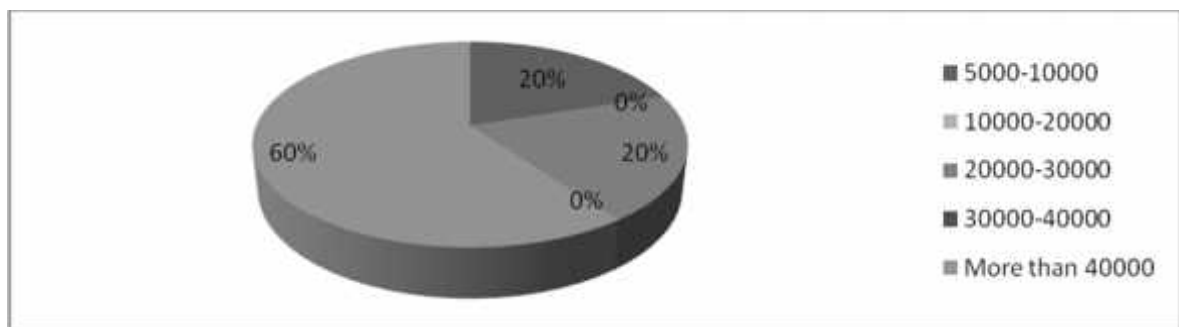
We were bit amazed that three of the companies (21.5%) believe TV commercial suits to their products for the advertisement. Paper ads were most appropriated means of advertisement for all five companies (35.7%). Ads on daily newspaper and magazine can impact a lot for the customers to buy their dairy products. Two companies (14.3%) believe flyers and billboards also can be appropriate for their products. And lastly, four companies (28.5%) think more can be done in advertisements areas which are radio ads, word of mouth.

5) Table 13: Percentage table showing Budget range for advertisement.

Budget range	Company budget	Ratio	Percentage
5000-10000	1	1/5	20
10000-20000	0	0	0
20000-30000	1	1/5	20
30000-40000	0	0	0
More than 40000	3	3/5	60

Source: Field survey

5) Figure 13: Pie Chart showing Budget range for advertisement.



Source: Field survey

We found most the dairy businesses are into advertisement. They (60%) spend more than forty thousand in advertisement. Their budgets for advertisement were near to 100 thousand rupee. Among the five companies which we interviewed only one company (20%) only had below Rs ten thousand for the adverting. Because they are the traditional dairy company which is very famous in local area. And the owner said us that they are satisfied with the current market. One company (20%) we found had around twenty five thousand for the advertising. They said they are small in size so they want to do advertisement but sales restrict them to increase the advertisement budget.

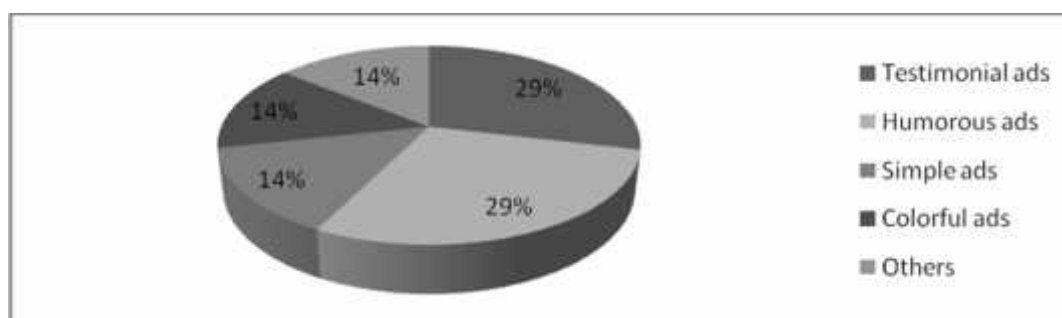
Best promotion tools:

6) Table 14: Percentage table showing TV commercial Ads used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
Testimonial ads	2	2/7	28.7
Humorous ads	2	2/7	28.7
Simple ads	1	1/7	14.2
Colorful ads	1	1/7	14.2
Others	1	1/7	14.2

Source: Field survey

6) Figure 14: Pie Chart showing TV commercial ads. used by small business.



Source: Field survey

We found among two dairy company (28.7%) wants their TV ads to be testimonial. They want doctors and health related people to speak about their products. And two companies (28.7%) want their TV ads to be humorous. They want to convey the message like people get stronger after drinking their dairy drink. Likewise one company (14.2%) was interested in making simple TV ads where only message about the products can be conveyed to public.

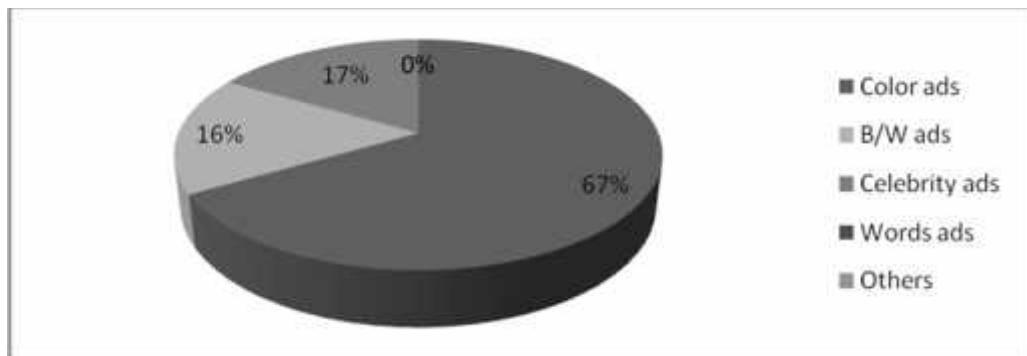
Similarly, one company (14.2%) only agreed for colorful and designed ads. Lastly, one company (14.2%) said us they want their TV ads different. Their TV ads should be celebrity ads. Because they people have tendency to follow their best celebrity.

7) Table 15: Percentage table showing paper advertisement used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
Color ads	4	4/6	66.8
B/W ads	1	1/6	16.6
Celebrity ads	1	1/6	16.6
Words ads	0	0	0
Others	0	0	0

Source: Field survey

7) Figure 15: Pie Chart: showing paper advertisement used by small business.



Source: Field survey

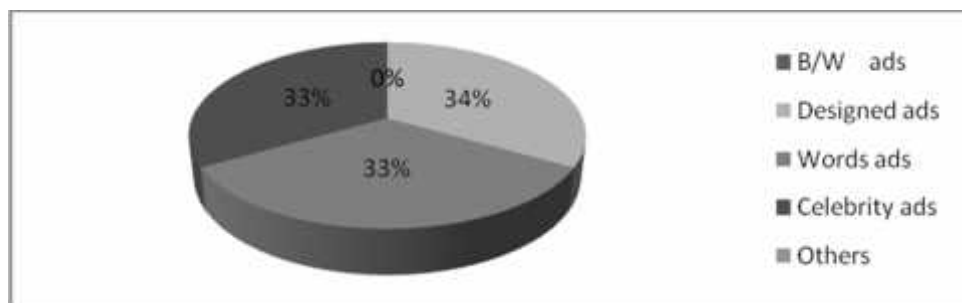
Here, four companies (66.8%) think colorful and designed paper ads can be more fruitful than any others. One company (16.6%) thinks B/W paper ads is more fruitful. They think these types are cheaper in nature and also they think they can use as much words to inform about the products. They also think colorful ads with more word can be clutter and misleading. One company (16.6%) thought paper ads with celebrity picture can be helpful. For example picture should like celebrity drinking the milk.

8) Table 16: Percentage table showing Flyers and billboards ads.

Advertisement choices	Number of choices	Ratio	Percentage
B/W ads	0	0	0
Designed ads	2	2/6	33.3
Words ads	2	2/6	33.3
Celebrity ads	2	2/6	33.4
Others	0	0	0

Source: Field survey

8) Figure 16: Pie Chart showing Flyers and billboards



Source: Field survey

Here, we found designed paper ads are preferred by two companies (33.3%). They think if the billboards are not colorful and designed then no one will look at it. And two companies (33.3%) thought of words kind. They were especially concerned with flyers. Optimum information should be shared to the customers through flyers. Likewise, two companies (33.4%) thought of celebrity ads. If famous celebrities are used in ads then people will watch it at least one time and then they will follow the ads and know about the products.

d) Others ...please explain

Radio can be very effective. They think Fm stations are opening in huge numbers these days. If ads are released through the radio then they think they can reach to the people to whom they are unable to reach through paper and TV commercials.

e) At last do you want to add something relevant to my topic?

Advertisement is only the means to introduce the products in new market and to the people. But the budget plays the vital role while adopting advertisement to aware people about the products. Most of the companies agreed advertisement is investment not expenses.

4.2.1.3 Textile industry:

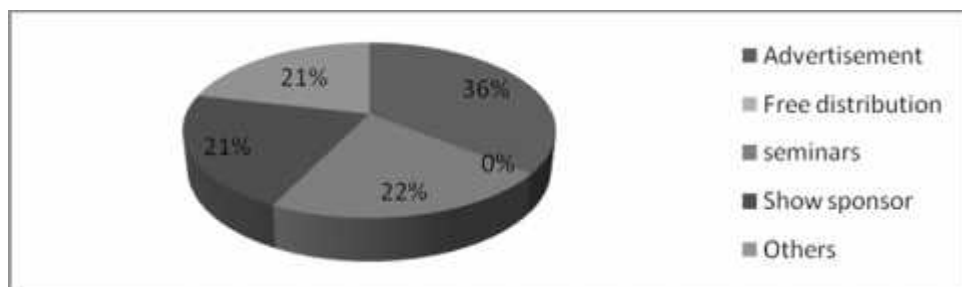
Five members were interviewed to collect the data. Among five sample group three were the owners and two were the managers. The respondents have also chosen more than one answers from the listed multiple choice list. Following are the findings:

1) Table 17: Percentage table showing Promotional tools used by small business houses.

Types of Promotions	Promotions applied by Company	Ratio	Percentage
Advertisement	5	5/14	35.8
Free distribution	0	0	0
seminars	3	3/14	21.4
Show sponsor	3	3/14	21.4
Others	3	3/14	21.4

Source: Field survey

1) Figure 17: Pie Chart showing Promotional tools used by small business houses.



Source: Field survey

Here, we found first company had done advertisement and show sponsor too to aware the customers about the products. They have sponsor some concerts and cultural programs. Second company had done lot of things to aware the people. They did advertisement, seminars, show sponsors, promotional campaign, and sale events too. Third company also did advertisement, seminars, words of mouth, promotional stalls

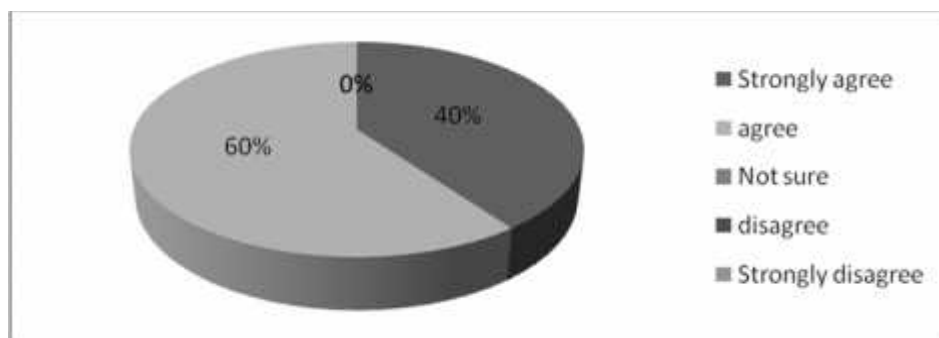
to aware the people. Similarly, fourth company adopted advertisement, and show sponsor to aware people. Lastly, fifth company adopted advertisement, seminars, and sale events to aware the people. These shows all most have done something to aware the people. Among all everybody had done advertisement. In percentage 35.8 do advertisement to do aware about their product. Seminars are done by 24.1 companies. 21.4 apply show sponsor as a tool of promotion and 21.4 companies apply other such as mouth to mouth communication, radio ads etc.

2) Table 18: Percentage table showing Advertisement and sales.

	Company Believe	Ratio	Percentage
Strongly agree	2	2/5	40
agree	3	3/5	60
Not sure	0	0	0
disagree	0	0	0
Strongly disagree	0	0	0

Source: Field survey

2) Figure 18: Pie Chart showing Advertisement and sales.



Source: Field survey

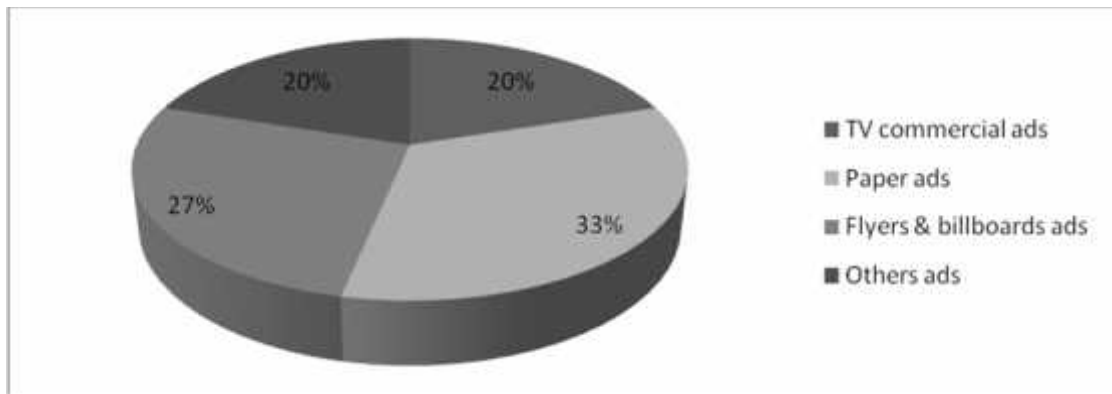
Two companies (40%) among five companies strongly agree that advertisement help to boom the sales of the industry. Likewise, three companies (60%) agree on the fact that advertisements are the means to boom the sales up of the products.

3) Table 19: Percentage table showing Advertisements done by small business industry.

Types of advertisement	advertisement applied by Company	Ratio	Percentage
TV commercial ads	3	3/15	20
Paper ads	5	5/15	33.3
Flyers & billboards ads	4	4/15	26.7
Others ads	3	3/15	20

Source: Field survey

3) Figure 19: Pie Chart showing Advertisements done by small business industry.



Source: Field survey

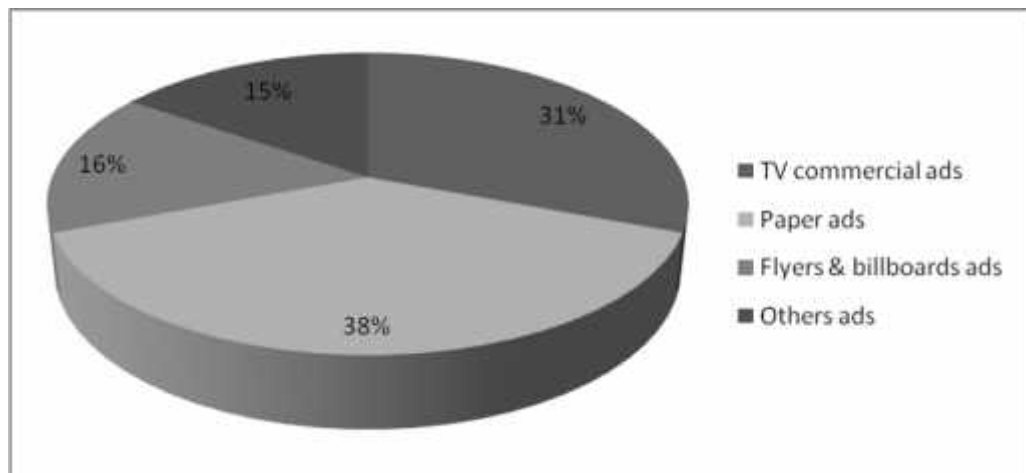
Here, we found three companies (20%) had already used TV commercial as an advertisement tools. They did some stylish and celebrity TV commercial especially to attract teenage people. All five companies (33.3%) are already into paper ads only the difference between them are the nature of paper ads. Some did designed paper ads, some did simple paper ads etc. Four companies (26.7%) had done flyers and billboards. Some of companies only did flyers and some did both flyers and billboards. Lastly, three companies (20%) did something extra which is not on the list. It was fm radio ads, words of mouth, and stall ads.

4) Table 20: Percentage table showing Advertisements suits for your product.

Suitable advertisement	Company Believe	Ratio	Percentage
TV commercial ads	4	4/13	30.8
Paper ads	5	5/13	38.4
Flyers & billboards ads	2	2/13	15.4
Others ads	2	2/13	15.4

Source: Field survey

4) Figure 20: Pie Chart for showing Advertisements suits for your product.



Source: Field survey

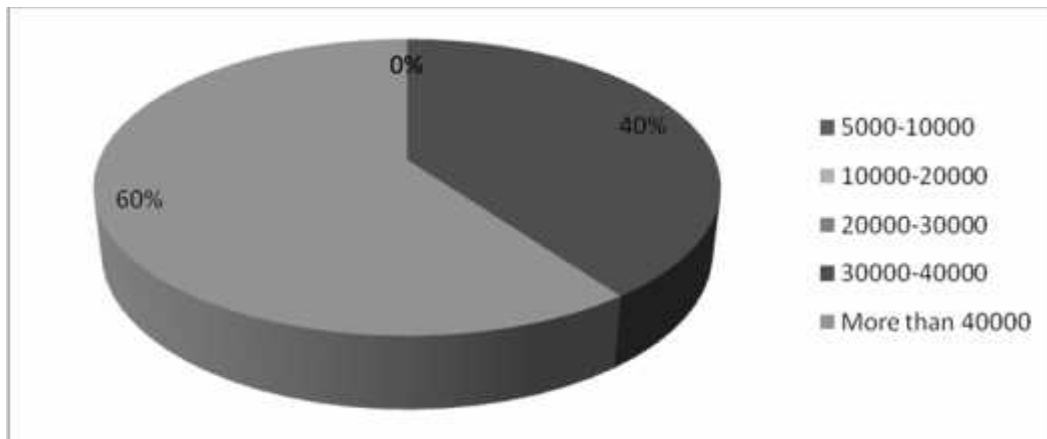
Among five companies four companies (30.8%) think TV commercial fit the best as an advertisement tool. Only one company did not agreed in TV commercial because they were local industry and they just operate in local market. They told they don't need more customers; they are satisfied with the local customers. All companies (38.4%) choose paper ads fits the best for the advertisement for their products. Only two companies (15.4%) think flyers and billboards are appropriate to advertise their products. Likewise, two companies (15.4%) said extra about the compatibility of the advertisement which were words of mouth, radio ads, and sale eve.

5) Table 21: Percentage table showing Budget range for advertisement.

Budget range	Company budget	Ratio	Percentage
5000-10000	0	0	0
10000-20000	0	0	0
20000-30000	0	0	0
30000-40000	2	2/5	40
More than 40000	3	3/5	60

Source: Field survey

5) Figure 21: Pie Chart showing Budget range for advertisement.



Source: Field survey

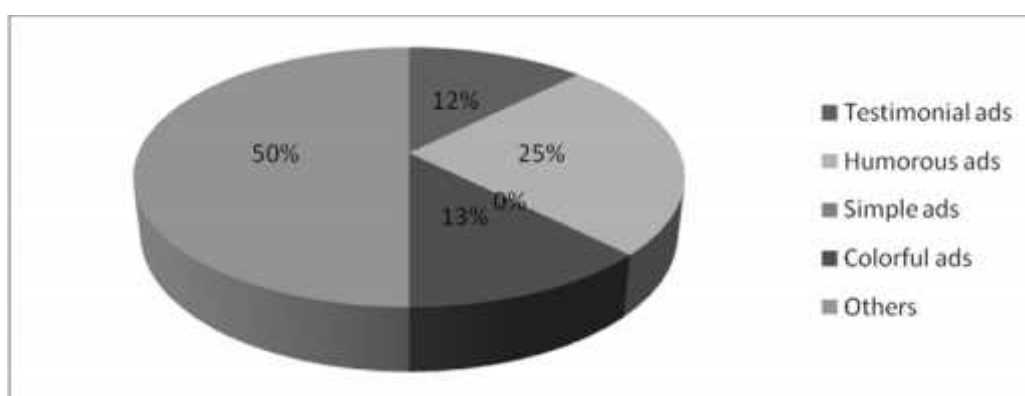
Here, we found three companies (60%) had more than forty thousand rupee as an advertisement budget. Even one company among them had two hundred thousand rupee for the advertisement. That company was a leading company in textile industry. Two companies (40%) had an around thirty five thousand rupee in advertisement. They were little bit local focused textile company.

Best promotion tools:

6) Table 22: Percentage table showing TV commercials ads. by small business

Advertisement choices	Number of choices	Ratio	Percentage
Testimonial ads	1	1/8	12.5
Humorous ads	2	2/8	25
Simple ads	0	0	0
Colorful ads	1	1/8	12.5
Others	4	4/8	50

Source: Field survey



6) Figure 22: Pie Chart showing TV commercials ads. by small business

Source: Field survey

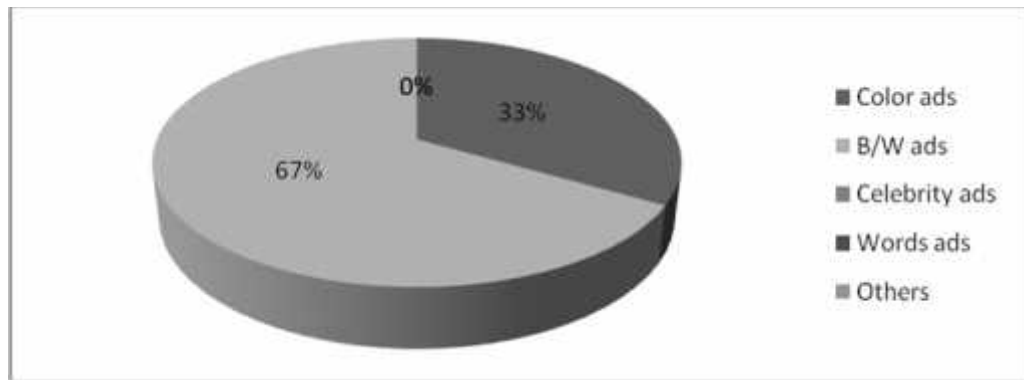
We found one company (12.5%) thinks TV commercial should be testimonial ads. They think ads should be focused for the parents and ads should talk about the quality and brand. One company (12.5%) thinks TV commercial should be colorful and it should speak about design and fashion. Two companies (25%) think TV commercial think ads should be humorous. Like after wearing the typical brand of clothing girls will be attracted towards the boys. And lastly, four companies (50%) also think ads should be celebrity ads. Because teenage people have tendency to follow their best celebrity if the ads can catch the celebrity in ads then teenage people will follow the same brand of clothing.

7) Table 23: Percentage table showing Paper ads used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
Color ads	2	2/6	33.3
B/W ads	4	4/6	66.7
Celebrity ads	0	0	0
Words ads	0	0	0
Others	0	0	0

Source: Field survey

7) Figure 23: Pie Chart showing Paper ads used by small business.



Source: Field survey

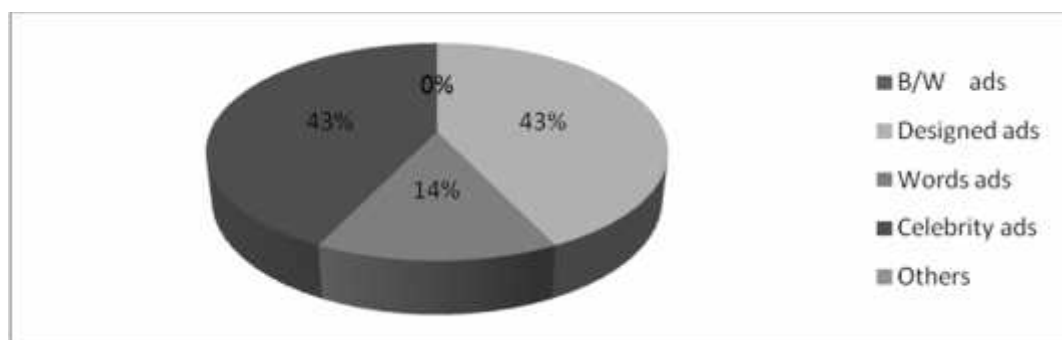
Here, four companies (66.7%) think celebrity ads can be more effective in paper ads. They think paper ads should be catchier and it can be catchy when people find their celebrity on the paper. Two companies (33.3%) think paper ads should be colorful too. It should be designed and colorful so that readers find interesting while reading or looking at it.

8) Table 24: Percentage table showing Flyers and billboards Ads used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
B/W ads	0	0	0
Designed ads	3	3/7	42.8
Words ads	1	1/7	14.4
Celebrity ads	3	3/7	42.8
Others	0	0	0

Source: Field survey

8) Figure 24: Pie Chart showing Flyers and billboards Ads used by small business.



Source: Field survey

Here, we found three companies (42.8%) flyers and billboards should be designed and colorful so that people find interesting and look it. And one company (14.4%) thought ads should be words ads which speak more about the product quality and price. And three companies (42.8%) think ads should be celebrity ads so that people have keen to know about the celebrity clothing brand and try to search same brand in market.

d) Others....please explain

Radio ads can also more effective in the clothing business. They said they can reach to the people through radio who do not pay attention on papers and television. Doing ads in radio comprises all bunch of customers whom they might have left through any others means of advertisement. Words of mouth also can be done to aware of people in some sense.

e) At last, few words you would like to ads?

These days most of the business people have started thinking about the advertisement. They are doing advertisement as much they can but limiting them on their budget.

4.2.2) Data from advertising agencies:

Under this topic, researchers will discuss the outcomes from the advertising agencies about the small business industry. Researchers had asked some questions to the members of the advertising agency who is involved in advertising small business industry. We asked how the small business are involved in advertisement, what type of contribution had been offered and made by the advertising agencies to uplift small business industry. We have interviewed those who are involved with related small business. For example, for feed industry we have interviewed the person who takes care of feeds business.

4.2.2.1) Feeds industry:

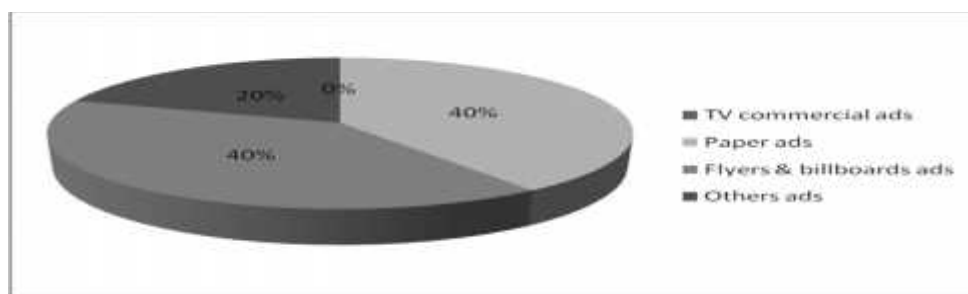
We were only possible to interview four advertising agencies. All of them were small business advertisement production manager. While answering the questions interviewee had sometime chose the more than one choice from the list. Findings are discussed below:

1) Table 25: Percentage table showing Advertisement done by small businesses.

Types of advertisement	advertisement applied by Company	Ratio	Percentage
TV commercial	0	0	0
Paper ads	4	4/10	40
Flyers & billboards	4	4/10	40
Others ads	2	2/10	20

Source: Field survey

1) Figure 25: Pie Chart showing Advertisement done by small businesses.



Source: Field survey

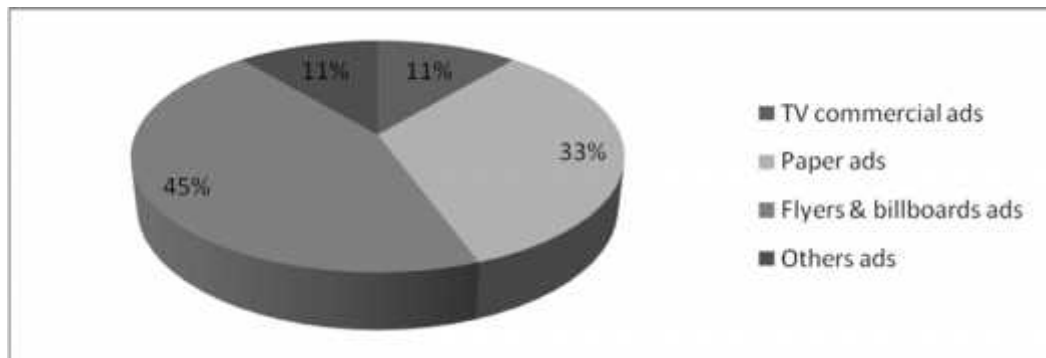
We can see that no any kind of TV commercial had been done till the date. They think feed business are not performing well in market, it's because of too many feeds industry in market. And farmers also do not follow TV ads to buy their products. Four agencies (40%) said feeds business mostly do papers ads, and flyers and billboards ads. Two agencies (20%) said feeds industry do radio ads, and words of mouth. They normally tell their farmers to tell others about their products.

2) Table 26: Percentage table showing Advertisement package for small business industry.

Suitable advertisement	Company Believe	Ratio	Percentage
TV commercial ads	1	1/9	11.1
Paper ads	3	3/9	33.3
Flyers & billboards ads	4	4/9	44.5
Others ads	1	1/9	11.1

Source: Field survey

2) Figure 26: Pie Chart showing Advertisement package for small business industry.



Source: Field survey

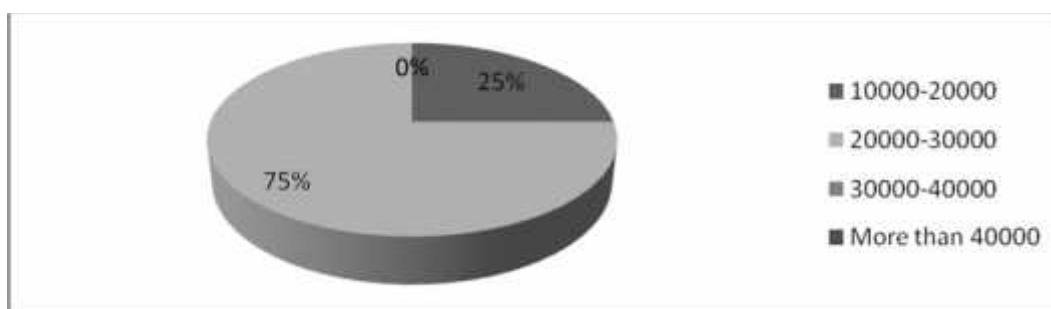
Among four only one agency (11.1%) had offered TV commercials package to feed industry. They told there was no any point of offering them the package because they are not so big organization and most of the industry operates in local area. Three agencies (33.3%) had offered paper ads package. Whereas all agencies (44.5%) had offered flyers and billboards package because they told us mostly feed industries do paper and flyers ads. One company (1101%) had offered something extra which was Fm radio ads package.

3) Table 27: Percentage table showing Budget range to conduct awareness.

Budget range	Company budget	Ratio	Percentage
10000-20000	1	1/4	25
20000-30000	3	3/4	75
30000-40000	0	0	0
More than 40000	0	0	0

Source: Field survey

3) Figure 27: Pie Chart Budget range to conduct awareness.



Source: Field survey

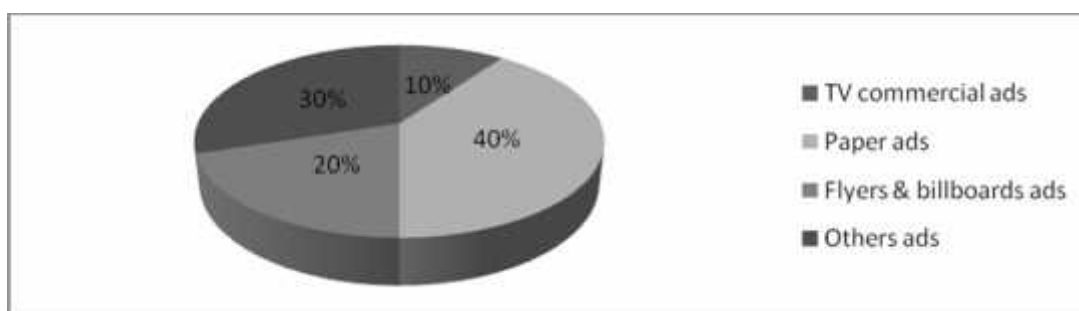
One agency (25%) thought budget should be between ten thousand rupees to twenty thousand rupees. They thought feeds business are more for farmers and farmers mostly do not follow ads. They have tendency to buy the products which others farmers are buying. Similarly, three companies (75%) said budget should be between twenty thousand to thirty thousand rupees.

4) Table 28: Percentage table showing Advertisement suits for products.

Types of advertisement	advertisement applied by Company	Ratio	Percentage
TV commercial ads	1	1/10	10
Paper ads	4	4/10	40
Flyers & billboards ads	2	2/10	20
Others ads	3	3/10	30

Source: Field survey

4) Figure 28: Pie Chart showing Advertisement suits for the small business.



Source: Field survey

One agency (10%) thinks TV commercial suits to the feed industry for advertisement. They said they can release the TV commercial ads on the farmer's special shows like farmers talk, agricultural shows. They can also reach the farmers who watch those kinds of shows. All four agencies (40%) think paper ads suits for the feeds industry. Likewise, two agency (20%) think flyers and billboards also fit for the feed industry for advertisement. Three agencies (30%) think some extra which is radio ads.

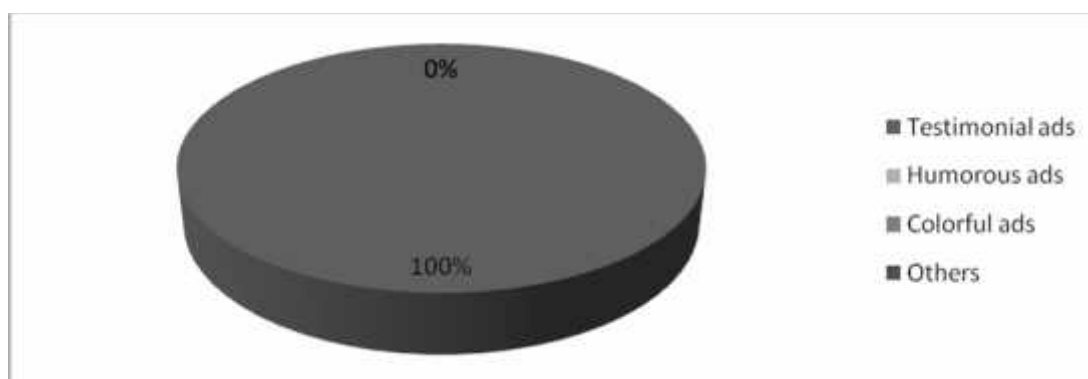
Best promotion tools:

5) Table 29: Percentage table showing TV commercial ads used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
Testimonial ads	4	4/4	100
Humorous ads	0	0	0
Colorful ads	0	0	0
Others	0	0	0

Source: Field survey

5) Figure 29: Pie Chart showing TV commercial used by small business.



Source: Field survey

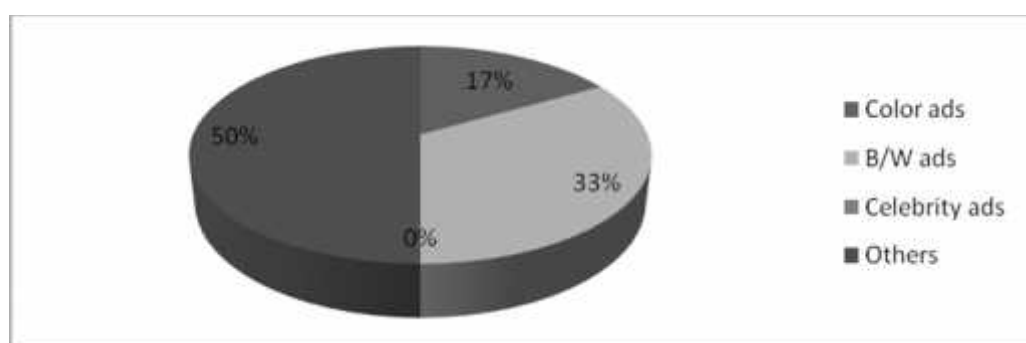
We were amazed by the answer which they gave us. All four (100%) said they suggest them the testimonial TV ads. Because farmers are the targeted group for the ads, if the ads tends to be hanky then the message can be clutter. It should be simple and informative which the farmers can easily understand.

6) Table 30: Percentage table showing Paper ads used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
Color ads	1	1/6	16.7
B/W ads	2	2/6	33.3
Celebrity ads	0	0	0
Others	3	3/6	50

Source: Field survey

6) Figure 30: Pie Chart showing Paper ads used by small business.



Source: Field survey

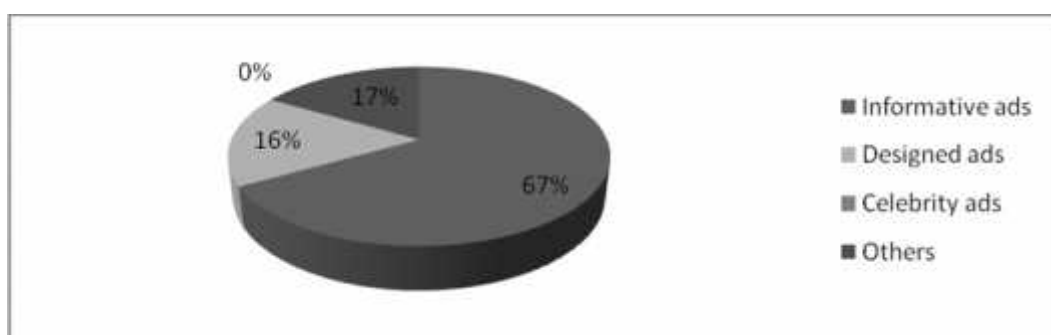
We found one agency (16.7%) thinks color ads can be appropriate in paper ads. The ads should be designed which has animals picture and products picture. Two agency (33.3%) thought ads should be simple and B/W paper ads. Because feeds organization do not have much budget so then should do simple ads which cost cheap. Three agency (50%) thought ads should be informative and full of words which talks about the advantages of the products.

7) Table 31: Percentage table showing Flyers and billboards Ads used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
Informative ads	4	4/6	66.8
Designed ads	1	1/6	16.6
Celebrity ads	0	0	0
Others	1	1/6	16.6

Source: Field survey

7) Figure 31: Pie Chart showing Flyers and billboards Ads used by small business.



Source: Field survey

Here, we found four agencies (66.8%) prefer the ads should be informative which can tell the farmers about the products in detail. It should talk about the way to use, and advantages. One agency (16.6%) was talking about the flyers. And one agency also thought the ads should be designed too. And lastly, one agency (16.6%) thought ads should be something extra which was full designed words ads which only talks about the advantage of the products.

d) Others.....please explain

Others than the listed type ads can be radio ads. Because some left customers can be target through the radio ads. Release the radio ads in prime time when most of the farmers listen to the radio. And next can be words of mouth. Hiring the farmers from the local area and letting him/her to speak about the products.

e) Lastly. ..Any words you want to ads?

Most of the feeds industries do not do advertisement. They better go to the market and meet the farmers and aware about the products. Only few numbers of feeds industries are there who do advertisements.

4.2.2.2) Dairy industry

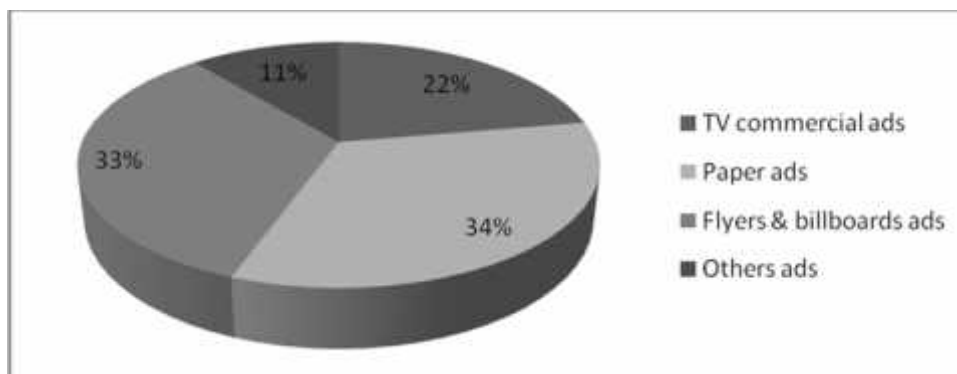
Four persons from the advertisement agency were interviewed about the small business industry. All persons were marketing managers from the different advertising agency. In some question interviewee had chosen more than one answer options. Findings are below:

1) Table 32: Percentage table showing Advertisement done by small businesses.

Types of advertisement	advertisement applied by Company	Ratio	Percentage
TV commercial ads	2	2/9	22.3
Paper ads	3	3/9	33.3
Flyers & billboards ads	3	3/9	33.3
Others ads	1	1/9	11.1

Source: Field survey

1) Figure 32: Pie Chart showing Advertisement done by small businesses.



Source: Field survey

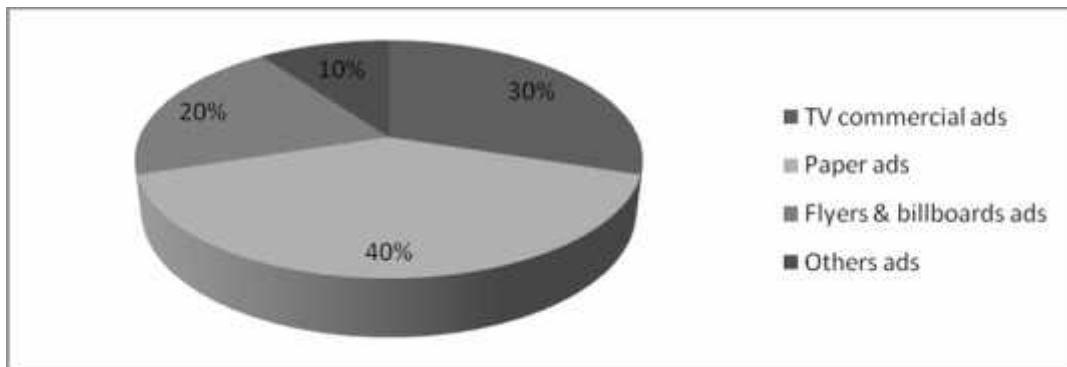
Here, we found two agencies (22.2%) had made TV commercials for the dairy industry. Three agencies (33.3%) said they mostly do paper ads for awareness. Three agencies (33.3%) also said they also do flyers and billboard ads to aware people. And one agency (11.1%) told they some do radio ads also.

2) Table 33: Percentage table showing Advertisement package for small business industry.

Suitable advertisement	Company Believe	Ratio	Percentage
TV commercial ads	3	3/10	30
Paper ads	4	4/10	40
Flyers & billboards ads	2	2/10	20
Others ads	1	1/10	10

Source: Field survey

2) Figure 33: Pie Chart showing Advertisement package for small business industry.



Source: Field survey

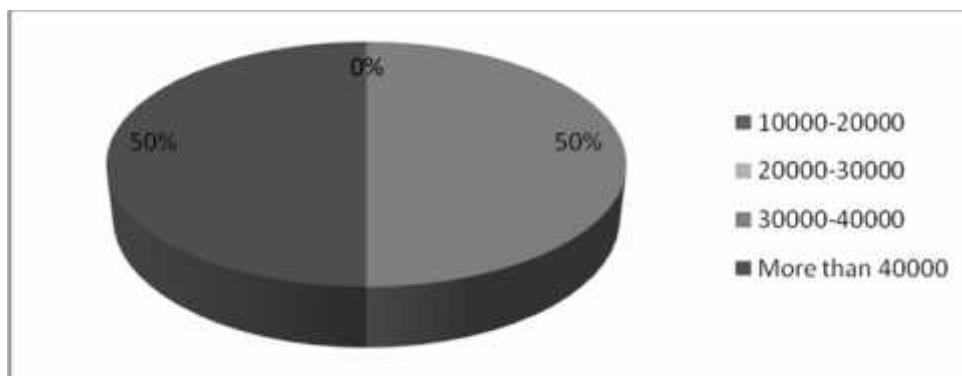
The three agencies (30%) we found had offered TV commercials package and paper ads package. They think TV commercials are more effect for the dairy business. Two agencies (40%) had offered TV commercial, paper ads package, and flyers and billboards package too. Two agencies (20%) had offered all kind of advertisement package which they think about. Those packages were TV commercial, paper ads, flyer and billboards, and radio ads package. One Agency (10%) had offered other ads.

3) Table 34: Percentage table showing Budget range to conduct awareness.

Budget range	Company budget	Ratio	Percentage
10000-20000	0	0	0
20000-30000	0	0	0
30000-40000	2	2/4	50
More than 40000	2	2/4	50

Source: Field survey

3) Figure 34: Pie Chart showing Budget range to conduct awareness.



Source: Field survey

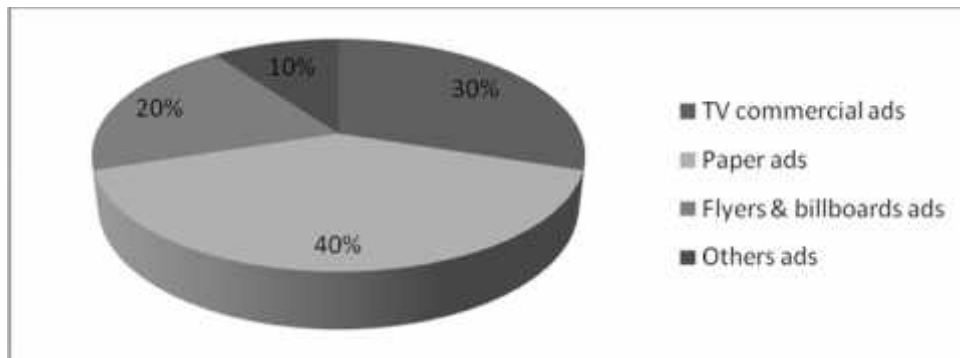
Here, we found there was fifty-fifty view point from the advertising agency. Two agencies (50%) suggested at least they should have budget of thirty thousand rupees to forty thousand rupees. So that they can do as many advertisements they can. Two agencies (50%) thought budget should be more than forty thousand rupees. Most of the budget goes on TV commercial release so if TV commercial ads are released in prime channels at prime time then the ads can be more effective.

4) Table 35: Percentage table showing Advertisements suits for the small businesses.

Types of advertisement	advertisement applied by Company	Ratio	Percentage
TV commercial ads	3	3/10	30
Paper ads	4	4/10	40
Flyers & billboards	2	2/10	20
Others ads	1	1/10	10

Source: Field survey

4) Figure 35: Pie Chart showing Advertisements suits for the small businesses.



Source: Field survey

Here we found three agencies (30%) believed TV commercial is appropriate for the dairy business. Especially dairy products are consumed by mothers and children. TV commercial can easily reach to them because children and mothers are mostly the TV shows viewer. Four agencies (40%) agreed paper ads are perfect for the dairy business. Two agencies (20%) think flyers and billboards are appropriate for the dairy business. And lastly, one agency (10%) said radio ads can be more effective in today's world.

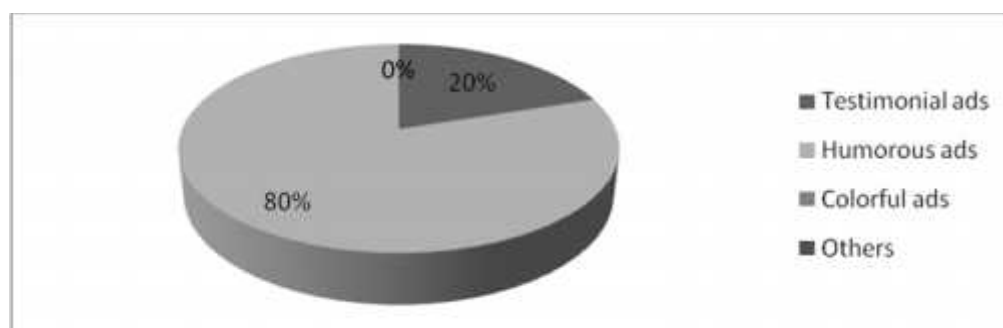
Best promotion tools:

5) Table 36: Percentage table showing TV commercial ads used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
Testimonial ads	1	1/5	20
Humorous ads	4	4/5	80
Colorful ads	0	0	0
Others	0	0	0

Source: Field survey

5) Figure 36: Pie Chart showing TV commercial ads used by small business.



Source: Field survey

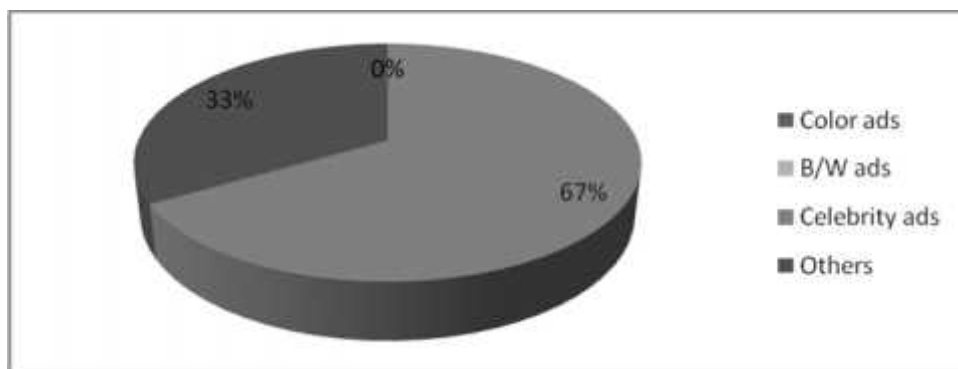
We found something amazing it was all four agencies (40%) believes TV commercial ads should be humorous. Commercial should like children getting strength after consuming dairy products, or old age people doing more physical work than they do normally after they drink the milk. One agency (20%) also thought about testimonial TV ads. It was like using doctor in advertisement and let them speak about the product.

6) Table37: Percentage table showing Paper ads used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
Color ads	0	0	0
B/W ads	0	0	0
Celebrity ads	4	4/6	66.6
Others	2	2/6	33.4

Source: Field survey

6) Figure 37: Pie Chart showing Paper ads used by small business.



Source: Field survey

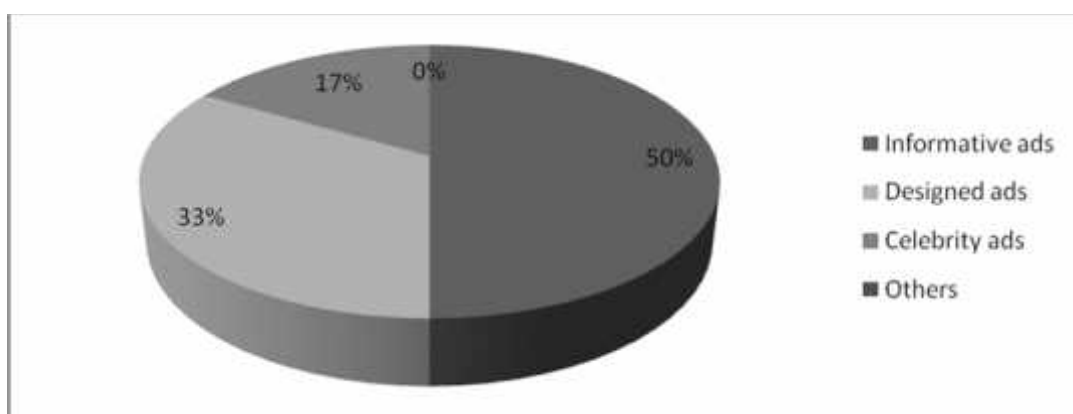
Four agencies (66.6%) preferred celebrity ads in paper ads. They think celebrity ads can address the dairy message in advertising world. Two agencies (33.4%) also think paper ads should be informative which talks about advantage of the products.

7) Table 38: Percentage table showing Flyers and billboards Ads used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
Informative ads	3	3/6	50
Designed ads	2	2/6	33.4
Celebrity ads	1	1/6	16.6
Others	0	0	0

Source: Field survey

7) Figure 38: Pie Chart showing Flyers and billboards ads used by small business.



Source: Field survey

Here, three agency (50%) think flyer and billboards ads should be informative and wordy ads. It should give information about nutrition and healthiness. Two agencies (33.4%) think ads should design and colorful which attracts the people to look it. And one agency (16.6%) think ads should be celebrity ads in which celebrity should be introduced using those products.

d) Others ...please explain

Radio ads can be also effective in dairy business. Radio ads developed by the voice of famous personality can be also effective.

e) At last any words you would like to add?

They think most of dairy industries do advertisement. Some do in low volume and some in high volume. Dairy business knows more about the importance of the advertisement.

4.2.2.3) Textile industry

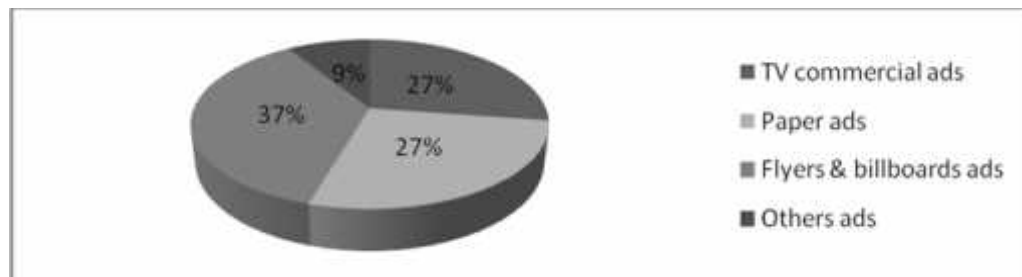
Four persons from the advertisement agency were interviewed about the small business industry. All persons were marketing managers from the different advertising agency. In some question interviewee had chosen more than one answer options. Findings are below:

1) Table 39: Percentage table showing Advertisement done by small businesses.

Types of advertisement	advertisement applied by Company	Ratio	Percentage
TV commercial ads	3	3/11	27.3
Paper ads	3	3/11	27.3
Flyers & billboards ads	4	4/11	36.4
Others ads	1	1/11	9

Source: Field survey

1) Figure 39: Pie Chart showing Advertisement done by small businesses.



Source: Field survey

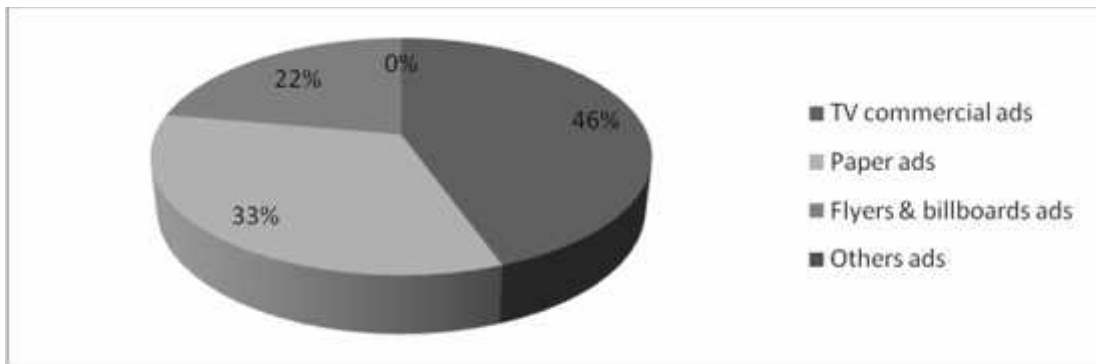
Here we found three agencies (27.3%) had done TV commercials for the textile business. We found most of the textile industries have TV commercial. They prefer TV commercials because there are lots of shows from which people follow the dress design and all. Three agencies (27.3%) had done paper ads for them. Four agencies (36.4%) had done flyers and billboard ads. They pasteurized the famous celebrity with clothing. Lastly, one agency (9%) had done something extra then list which was radio ads.

2) Table 40: Percentage table showing Advertisement package for small business industry.

Suitable advertisement	Company Believe	Ratio	Percentage
TV commercial ads	4	4/9	44.5
Paper ads	3	3/9	33.3
Flyers & billboards ads	2	2/9	22.2
Others ads	0	0	0

Source: Field survey

2) Figure 40: Pie Chart showing Advertisement package for small business industry.



Source: Field survey

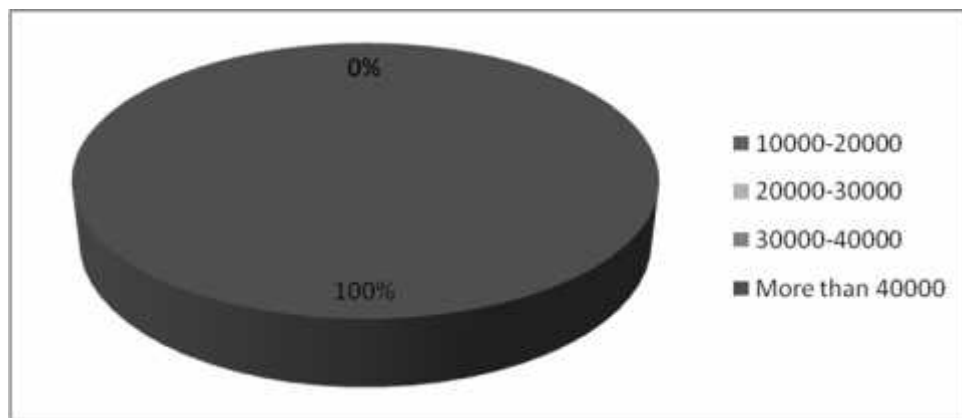
All four agencies (44.5%) had offered to commercial package to the textile industry. They think TV commercial is the most effective way to aware people about the products. Three agencies (33.3%) had offered paper ads package. Those paper ads were for the magazine which is related to fashion and life style. Two agencies (22.2%) had offered flayers and billboard ads too. They think billboards at the center of the city or prime location can aware people about the products. Distributing flyers in fashion shows and concerts can be also more effective way to aware people.

3) Table 41: Percentage table showing Budget range at least to conduct awareness.

Budget range	Company budget	Ratio	Percentage
10000-20000	0	0	0
20000-30000	0	0	0
30000-40000	0	0	0
More than 40000	4	4/4	100

Source: Field survey

3) Figure 41: Pie Chart showing Budget range at least to conduct awareness.



Source: Field survey

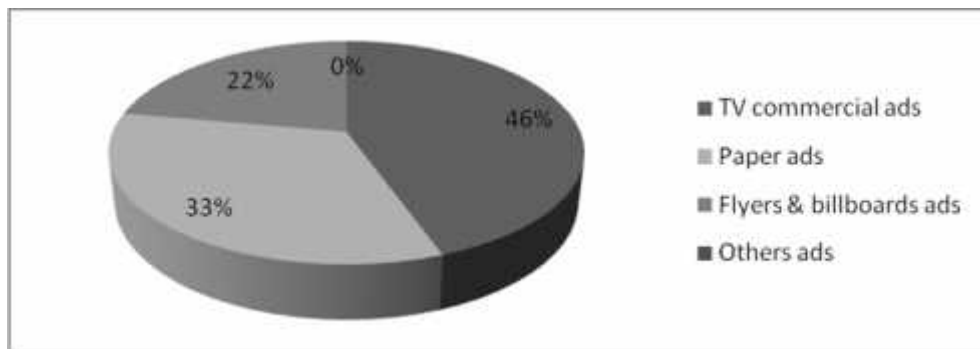
All four agencies (100%) think companies should invest more than forty thousand rupees for the advertisement. Textile businesses should do TV commercials to make people about the products. People mostly follow their best celebrity when it comes about clothing and fashions. To do TV commercial budget need to be high than any other types of advertisement.

4) Table 42: Percentage table showing Advertisement suits for the small business.

Types of advertisement	advertisement applied by Company	Ratio	Percentage
TV commercial ads	4	4/9	44.5
Paper ads	3	3/9	33.3
Flyers & billboards ads	2	2/9	22.2
Others ads	0	0	0

Source: Field survey

4) Figure 42: Pie Chart showing Advertisement suits for the small business.



Source: Field survey

Four agencies (44.5%) believed TV commercial suits textile industry for advertisement. Three agencies (33.3%) think paper ads can be also more effective because TV commercial cannot be making again and again so through paper Ads Company can advertise about the sale and new arrivals in market. Two agencies (22.2%) think flyers and billboards also suits foe textile industry. Through flyers vendor can aware the people about the new arrivals and sale of products.

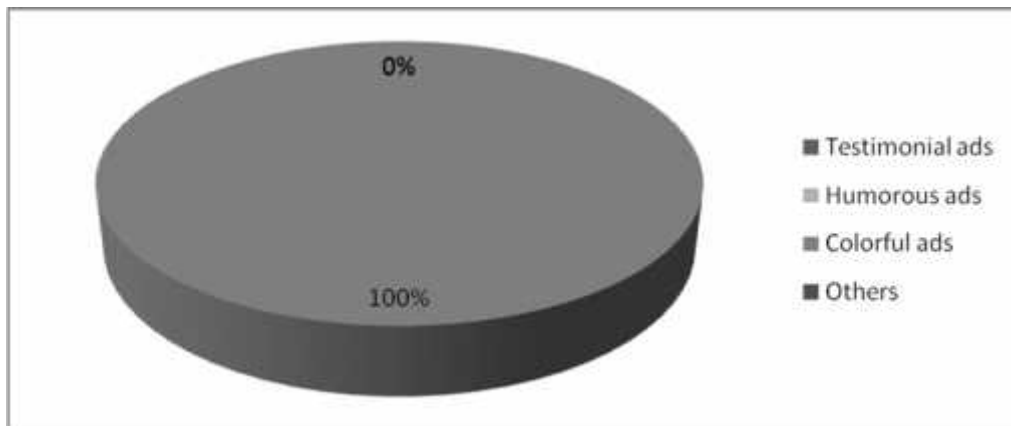
Best promotion tools:

5) Table 43: Percentage table showing TV commercial ads used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
Testimonial ads	0	0	0
Humorous ads	0	0	0
Colorful ads	4	4/4	100
Others	0	0	0

Source: Field survey

5) Figure 43: Pie Chart showing TV commercial ads used by small business.



Source: Field survey

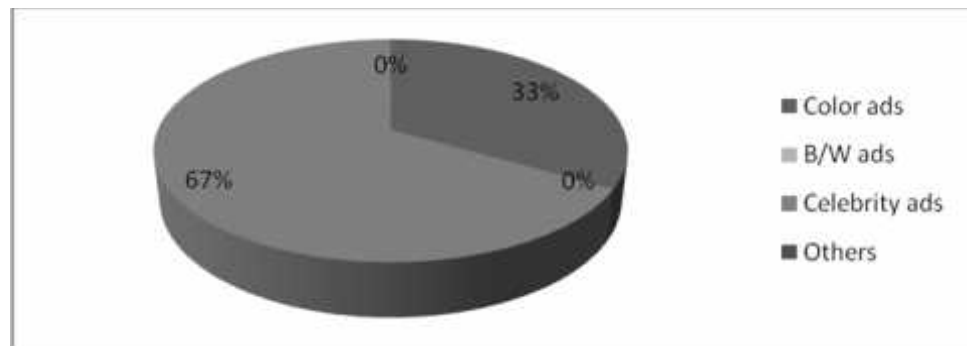
Here all four agencies (100%) believe TV commercial ads should be colorful. Because colorful only attract people which make them to follow the brand. Ads should be well designed and ads should also use celebrity. Ads should be like famous celebrity endorsing the brand and wearing same brand of clothing in his/her daily life. Celebrity can be from sports, movie etc.

6) Table 44: Percentage table showing Paper ads used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
Color ads	2	2/6	33.3
B/W ads	0	0	0
Celebrity ads	4	4/6	66.7
Others	0	0	0

Source: Field survey

6) Figure 44: Pie Chart showing Paper ads used by small business.



Source: Field survey

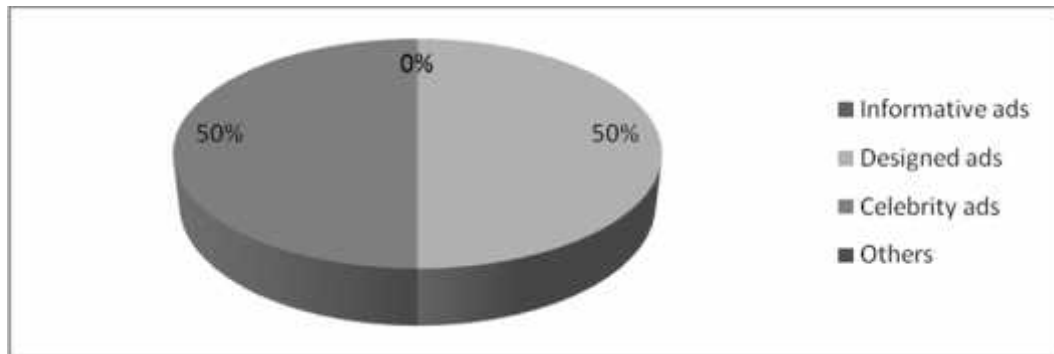
We found all four agencies (66.7%) believed paper ads should be celebrity ads. Especially paper ads are done in life style and fashions magazine so they think celebrity should be introduced in paper ads. So they readers find interesting and start buying the products. Two agencies (33.3%) also thought about the paper ads should be colorful and designed which attract people to see it and read it.

7) Table 45: Percentage table showing Flyers and billboards Ads used by small business.

Advertisement choices	Number of choices	Ratio	Percentage
Informative ads	0	0	0
Designed ads	3	3/6	50
Celebrity ads	3	3/6	50
Others	0	0	0

Source: Field survey

7) Figure 45: Pie Chart showing Flyers and billboards ads used by small business.



Source: Field survey

We found three agencies (50%) believed ads should be designed so that it creates keen towards the advertisement. Three agencies (50%) think ads should be celebrity ads because people have trend to follow their best celebrity. If celebrity ads are done than people will give more interest on the ads.

d) Others.....please explain

Other than all three listed type of ads can be radio ads. Radio ads for the textile industry can be done on that type of program which talks about clothing and fashions.

e) At last do you like to ads some words?

Most of the textile industries these days do advertisement to aware the people. Textile industries are investing lots of money in advertisement to aware the people. In the next chapter, the researcher will be focusing on the possible recommendation for the individual industry in relation with advertisement.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1) SUMMARY

The purpose of the program paper was to look some small business industry through the frame of advertisement. The idea was to discuss the possible means of advertisement to uplift the small business industry in terms of sales. Research was conducted in two ways; we tried to find out the way the small business people think about advertisement, and the way the advertising agencies think about the small business industry. In context of small business industry, research team tried to discuss the things which they did to make people aware in the market. And in context of advertising agency, we tried to find out what they think about the small business industry.

People from five small business industries were interviewed; feeds industry, textile industry, and dairy industry. We found out most the small business had tried advertisement as a tool to make people aware about the products. Some of advertisements means worked out to be the good and some did not work out well. We discussed the type of advertisement they did according to the nature of the advertisements. For example, type of different advertisement they did in TV commercial ads etc.

People from different advertisement were interviewed who are related with the typical kinds of businesses like feeds, textile, and dairy business. We interviewed those who are responsible for those above discussed industry in terms of advertisement.

Data analyses are discussed in chapter 4. Now the researcher discusses the findings which are very important to the topic and also some ideas about the advertisement.

All the above recommendations are made after the discussion with the experts from the different advertising agencies. All three industries think advertisements can be the best way to make aware about the products. Various ways of advertisements were discussed with the small business industrialist with reference to the advertising agencies' people. We found most of the companies are doing papers, flyers and billboards ads to make people aware about the products. We have made some

recommendations for the various types of ads which were according to the nature of products. For example, TV commercials do not help much to make people aware about the products because farmers do not much follow TV commercials while buying the products. For those farmers papers ads, words of mouth ads, and radio ads can be more effective. For dairy industry, TV commercials, and Papers ads are the most effective way to make people aware about the products. For textile industry, TV commercials are the best way to make people aware about the products. Papers ads and billboards ads are also effective way to make people aware about the products.

All the conclusion and recommendation are done below in the way. Those are:

- A) Feeds industry
- B) Dairy industry
- C) Dairy industry

5.2) Feeds industry

In feeds industries, we interviewed five peoples some were managers and some were owner. Most of the feeds industries we found are more into advertisement. They are small scale industry which has low volume of sales. Researchers will discuss the outcomes they types of advertisement they did and they should try to do in future. Researchers have developed some extra ideas to make the feeds industries stronger in terms of sales and in terms of management. Below the researcher discusses the types of advertisement which they have adopted before. Some recommendations are also made in accordance to the nature of advertisement. All the recommendations are made after the discussed made with the advertising agencies people those who are expert in making advertisement.

5.2.1) TV commercials ads

In the finding, we do not see any company which has adopted TV commercials to aware the people. This has happen due to the low budget which they allocate for the advertisement. But also some company said they want to go for TV commercials in future. Most of the industry chose testimonial ads, and humorous ads type in TV commercials.

Some recommendations while making TV commercial ads for feeds business. They are:

- A) At first choose a best script which talks more about the products.
- B) While making testimonial TV ads, select the person who speaks clearly. He/she should be big personality from feeds industry or he/she should be a doctor. Because farmers are the most targeted group, ads only can attract them if the person is related with feeds industry.
- C) While making humorous TV ads, select the some animals and show them the animal grow faster after they chose the typical feeds products.
- D) Don't try to clutter the message by showing them unnecessary things like beautiful locations, too many people etc. Just chose the farming location to shoot.
- E) Try to release the TV commercial in between some farmer's special TV program.
- F) Try to make ads simple and understandable.

5.2.2) Papers ads

We found some companies chose paper ads. Some preferred color ads and words ads. They should be more informative rather than designed because they think if the ads are become more designed then it can mislead the farmers perception. Most of the companies responded ads should be simple and attractive.

In order to make attractive, here are some recommendation:

- A) Choose a small script which needs to be in paper ads. Don't choose lengthy script for the ads, because it can divert the reader's interest.
- B) Don't put lots of picture on ads, just put picture of products and if you want to put more pictures than use some animal's pictures. Or put the picture which shows the feeds big personality holding the products.
- C) Try to place the paper ads on the newspaper and magazine which are specially distributed for farmers. Or try to place the ads in the business page of the newspaper. By doing that it can cost little bit lower to place an ads and farmers can easily get into it.

5.2.3) Flyers and billboards ads

Under the flyers and billboards ads some companies think ads should be designed and some companies think ads should be words and informative. They think designed ads can attract the viewers and once they are attracted then they can be aware through the words. Most of the companies were not interested in billboards. So recommendations are only for the flyers. They are:

- A) Choose the script which talks more about the products. It does not affect if the script is lengthy. But the script should talk about the advantages of the products. Ads should also talk about the ways to use.
- B) Choose the simple design and use the pictures of the products and also use the pictures of the animals. Some farmers' pictures can also be used in ads.
- C) Distribute the ads in farming locations. Farmers' seminars can be the best location to distribute the flyers.
- D) Try to make simple and informative which can be understood by the farmers. It does not make difference if the ads are color or B/W.

5.2.4) Others ads

Most of the feeds companies think radio ads and words of mouth ads can be effective tools for advertisement. Most of the companies thought words of mouth are the best advertisement tools to aware the farmers because farmers have tendency to follow the path of the farmers who are from the same locality. Radio ads can also be effective because they think they can reach to those farmers whom they missed through other means of advertisement.

Some recommendation of radio ads and words of mouth ads are:

- A) For radio ads, ask the advertising agency to prepare a sweet jingle. Jingle should have catchy music which can make farmer listen the music. Within the music message can be delivered about the products.
- B) While releasing the radio ads, try to release in the program which has been designed especially for farmers.
- C) For words of mouth, the best idea can be hire a person who is farmer and make him/her visit farmers and speak about the products.

5.2.5) Some extra recommendation to make people aware about the feeds products are:

- A) T-shirt can be printed and distributed among the farmers.
- B) Make some package about referring. For example, distribute the referring slip among the farmers and give some discount when bring those slips.
- C) Conduct some seminars among the farmers and try to tell them about the products.
- D) Try to visit the farmers' locality and throw some small party and tell them about the products.

5.3) Dairy industry

Five people from the dairy business were included in interview, some were owners and some were managers. We also interviewed the four people from the different advertising agencies those who were related to the dairy business advertisements. To make people aware about the products, most of the dairy businesses did advertisement, free distribution, and seminars. The researcher discusses some recommendations below. All the recommendations are made after the discussion made with the advertisement experts.

5.3.1) TV commercials

There were different thoughts about the TV commercials. Some believe ads should be testimonial, some believe ads should be humorous, and some people believe ads should be celebrity ads. We also found some of the dairy businesses already have TV ads. Those ads type were short testimonial ads.

Some recommendations of TV commercials are follows:

- A) Only testimonial and humorous ads are appropriate for the dairy business. And ads should focus on mothers because mothers are more into household shopping.
- B) For testimonial ads, use a person who is related to health industry. For example doctor, nurses, physician etc. Show the people that it is good to consume the dairy products and also they are also recommended by doctors, and people related to health industry.

- C) For humorous ads, select some old age people or select some small child, and show them, people becoming stronger and smarter after consuming the dairy products. For example, kids winning the race after drinking the milk.
- D) Don't forget to choose the best script. It should be written according to the nature of ads. For example, for testimonial script should be a short speech which talk about the healthiness of the products.
- E) Beautiful location can be used, and lots of colorful stuff can be used. For example, nicely designed studio.
- F) Try to release the ads on health related program, or to those programs which the mothers usually watch. For example, daily shop serials, comedy shows etc.

5.3.2) Papers ads

Most of the dairy businesses think paper ads should be colorful and well designed, some people think ads should be B/W and simple. They think paper ads can be more effective ads than any other type of ads. Because they think these days most of the mothers buys newspaper for coupons and if ads are done in newspapers then they can make most of the mothers aware about the products.

Some recommendation while making paper ads:

- A) For the dairy business, colorful ads are the appropriate ads in papers category. Because people do not follow the simple ads which has no any kinds of picture. Use the children's picture in paper ads because mothers pay attention when they see any kids in picture.
- B) Select a best script which attracts mother attention. And also speak about the advantages of the products.
- C) Place the ads in coupon page of the newspapers, and place it in health related magazine.

5.3.3) Flyers and billboards ads

There was the equal number of verdict said by the dairy businesses people. They think about ads should be colorful, well designed, and also they think celebrity can be used in flyers and billboards ads.

Some recommendations are:

- A) Ads should be colorful and well designed. Pictures of old age peoples, and pictures of kids can be used to develop flyers and billboards ads.
- B) Using celebrity does not make difference in dairy kind business ads. Because people do not follow the celebrity while consuming the dairy products. They follow doctors' verdict about the products. Doctors, and person related to health industry will be appropriate in ads. Also using celebrity can cost high in developing ads.
- C) Try to distribute flyers in hospitals, clinics. Put billboards in hospitals area so that the ads become more effective.
- D) Select the best scripts which talks about the advantages of the products.

5.3.4) Others

Most of the companies think about the radio ads for the dairy products. They think they can reach to those customers who do not follow TV commercials and paper ads.

Recommendations:

- A) Select the best jingles which speak about the product availability. Jingle should be catchy so that kids can pick it easily. When kids start liking the jingle, they will ask their parents to buy it for them.
- B) Jingle should be released in such type of programs which are especially designed for kids, and mothers.

5.3.5) Some others recommendations to make people aware about the products they are:

- A) Sponsor some shows which are related to the health industry, and mothers related shows.
- B) Conducts some free distributions in hospitals, child care centers etc
- C) Conducts some seminars and make some health related people to speak about the advantages of the products.

5.4) Textile industry

It was interesting to know that all textile industries had done advertisements to make people aware about the products. Even most of the textile businesses allocate more than 100 thousand rupees for advertisements. All textile industries people think advertisements are only the means to make people aware about the products. Some

recommendations are made below and all those recommendations are made after the discussion made with advertisements experts from advertising agencies.

5.4.1) TV commercials

Among five companies, three companies have TV commercials already. Most of the companies think TV ads should be celebrity ads, some think it should be testimonial ads, and some think it should be humorous ads. Celebrity ads are the most appropriate ads then any others TV ads because textile products are basically consumed by the young age people. Those young age people have tendency to follow their best celebrities.

Some recommendations:

- A) Select the script which talks about fashion and style.
- B) Select the fashion related locations, for example fashion shows, concerts.
- C) Use some celebrities who are famous among young generations. For example singers, rock bands, or film actor/actress.
- D) Show celebrity wearing the brand everywhere. Show them the varieties of clothing stuff and show them celebrity wearing it according to the environment. For example wearing cool dresses while walking in the street, wearing stylish clothing in parties.
- E) Try to release the ads in fashion related program, and also try to release it those type of program which are famous among young generations.

5.4.2) Paper ads

All five companies had done paper ads to make people aware about their products. In this type of ads most of the companies think celebrity ads can be more effective. Only two companies thought ads should be colorful too.

Recommendations:

- A) Select the beautiful location to shoot the photo.
- B) Hire the best photographer for photo shoot of the celebrity.
- C) Make sure the brand of the clothing can be seen in picture.
- D) Make celebrity to wear different clothing items and shoot it in different locations.
- E) Place the paper ads in fashion magazine, celebrity magazine, and place it in those newspapers which generally related with fashions and celebrities.

5.4.3) Flyers and billboards

Most of the companies think celebrity ads can be the most effective for flyers and billboards category. Some think designed ads can attract the young age people.

Recommendations:

- A) Make the ads designed and use celebrity pictures. In the ads celebrities should be wearing their brands of clothing.
- B) Design the flyers which talks about new arrivals and sale. Distribute in concerts, fashion shows, and in the place where lots of young age people come.
- C) Place billboards in the busy street of the town. Make the billboard big in size which can be seen from every angle.

5.4.4) Others

Others than those listed type of ads, most of the companies think radio ads can also be used to make people aware about the products.

Recommendations:

- A) Select a script which only talks about products availability, new arrivals, and sale happenings in the market.
- B) Release it in fashion related program, and also release it in those type of program which are famous among young generations.

5.4.5) Some others recommendations to make people aware about the products:

- A) Choose the famous celebrity and make him/her the brand ambassador, and endorse him/her in every kind of the event.
- B) Sponsor some concerts, and fashion shows and print the brand design in tickets.
- C) Organize some sports event and distribute some sporty clothing.

BIBLIOGRAPHY

- J Agrawal G, (2004). Marketing of small business, Delhi: Gulmor Print.
- J Alexander, Ralph S., Marketing Definitions, American Marketing Association, Chicago, 1956
- J Anderson eva-lnn, linstrom cicile, 2006, Coca-Cola or Pepsi; A study about different factors affecting consumer preferences.
- J Badgett Tom, Palmer, Michael & Janker, Niels, Foremost Historical Developments, Thomas Learning, U.K, 1998.
- J Belch, George E. & Belch, Michael A., Advertising and Promotion, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2002
- J Bolman, L, & Deal, T. (2003). Reframing organization. San Francisco: A wiley Imprint.
- J Coen, Robert J, Insider"s Report: Robert Coen Presentation on Advertising Expenditure, Universal McCann Mc Cann Erickson Worldwide, New York, December 1999.
- J Converse, Jean M., & Krippendorff, Klaus, Recording Broadcasting and preserving, Sage publications, 1992.
- J Cook, Guy (2001 2nd edition) "The Discourse of Advertising", London: Routledge, ISBN 0-415-23455-7
- J Cooper, Robert R., Advertisement and Creativity, Irwin McGraw-Hill, Boston, 2002.
- J Hesselbein, F, Goldsmith, M, & Beckhard, R. (1997).Oraganization future. San Francisco: Jossey-bass inc.
- J His Majesty"s Government, National Planning Commision Secretariat, Central Bureau of Statistics, Statistical Pocket Book, Nepal, 2004.
- J Macklin Carlson 105, what affect does advertising have on American society.
- J Noel, P, Garfield, A, & Heather, A. (1983/84). Advertising management practices in small retail enterprises. Journal of small business Canada, 1(3).
- J Taflinger Richard F, (1996). A definition of advertisement. London: Philips print.

WEBSITES

<http://www.essayland.com/>

<http://www.fcc.gov/>

<http://www.tvhistory.tv/>

[www.adtricks .com](http://www.adtricks.com)

www.Advertising.about.com

www.alladvertisingagencies.com

www.docstoc.com

www.fncci.org

www.mercycorps.org/phoenixfund

www.mercycorps.org/phoenixfund

www.nepalchamber.org

www.nepalhandicraft.org.np

www.nepalvista.com

www.state.gov/r/pa/ei/bgn

www.tns.mi.com/news/01082007

www.Tutor2u.net

www.verisign.com

www.wavemag.com.np

THESIS

Alina Amatya (2009): Television Advertising Effectiveness, a Thesis Submitted to Shanker Dev Campus, Faculty of Management.

Amita Adhikari (2005): A Study on Promotional Effectiveness through Television, a Thesis Submitted to faculty of management, T.U.

Aryal, B.R. (2004): Consumer's Impact through Electronic Media Advertising: A Case of Nepal., Thesis for PhD, submitted to Faculty of Commerce, Nagpur University.

Dr. Ram Krishna Shrestha (2001): "Marketing strategies in textile industry of Nepal".

Newpane, Ram Prasad (1996): Television Advertising and Its Effect on consumer Behavior", English Dissertation, submitted to the faculty of management, T.U.

Pandey, Prakash Raj (1980): A Study of Advertising in Nepal, A Case Study: An unpublished Master"s Degree Thesis, Tribhuvan University.

Reema Baidya (2010): A study on export marketing strategy of Nepalese readymade garment industries" a Thesis Submitted to Shanker Dev Campus, Faculty of Management.

UNPUBLISHED MASTER DEGREE THESIS

Gaurav Maskey, T.U, 2006 " Effectiveness of Audio Visual Advertisement"

Sunita Tuladhar, T.U, 2005 "Relevance of Television in Advertising Effectiveness."

ARTICLES

Advertising Business in Nepal by AAAN.

APPENDIX

The entire question was asked by researcher in research work and the answer from the employee of the organization presented below:

Data from small business industry

Feed industry:

1) What have you tried make people aware about your products?

	1 st company	2 nd company	3 rd company	4 th company	5 th company
Advertisement	✓	✓	✓	✓	✓
Free distribution					✓
seminars	✓	✓	✓	✓	
Show sponsor			✓		✓
Others	✓				✓

2) Advertisement can actually help to boom the sales. What do you think?

	1 st company	2 nd company	3 rd company	4 th company	5 th company
Strongly agree					
agree			✓	✓	✓
Not sure	✓	✓			
disagree					
Strongly disagree					

3) What type of advertisements have you done so far?

	1 st company	2 nd company	3 rd company	4 th company	5 th company
TV commercial ads					
Paper ads	✓		✓	✓	
Flyers & billboards ads	✓	✓	✓		✓
Others ads		✓	✓	✓	✓

4) What types of advertisements do you thinks suits for your product?

	1 st company	2 nd company	3 rd company	4 th company	5 th company
TV commercials	✓				
Paper ads		✓	✓		✓
Flyers & billboards	✓	✓	✓	✓	
others	✓		✓	✓	✓

5) What is your budget range for advertisement?

Rupee (RS)	1 st company	2 nd company	3 rd company	4 th company	5 th company
5000-10000					✓
10000-20000	✓	✓	✓		
20000-30000				✓	
30000-40000					
more than 40000					

6) Which can be the best choices for you if following advertisement is done?

a) TV commercials

	1 st company	2 nd company	3 rd company	4 th company	5 th company
Testimonial ads	✓				
Humorous ads				✓	
Simple ads		✓	✓		
Colorful ads					✓
Others					

b) Paper ads

	1 st company	2 nd company	3 rd company	4 th company	5 th company
Color ads		✓		✓	✓
B/W ads					
Celebrity ads					
Words ads	✓		✓		
Others					

c) Flyers and billboards

	1 st company	2 nd company	3 rd company	4 th company	5 th company
B/W ads					
Designed ads				✓	✓
Words ads	✓	✓	✓		
Celebrity ads					
Others					

Dairy industry:

1) What have you tried to make people aware about the products?

	1 st company	2 nd company	3 rd company	4 th company	5 th company
Advertisement	✓	✓	✓	✓	✓
Free distribution	✓	✓		✓	
seminars					✓
Show sponsor		✓		✓	✓
Others	✓	✓			

2) Advertisement can actually help to boom the sales. What do you think?

	1 st company	2 nd company	3 rd company	4 th company	5 th company
Strongly agree		✓			
agree	✓			✓	✓
Not sure			✓		
disagree					
Strongly disagree					

3) What type of advertisements have you done so far?

	1 st company	2 nd company	3 rd company	4 th company	5 th company
TV commercials		✓			✓
Paper ads	✓	✓		✓	✓
Flyers & billboards	✓	✓	✓	✓	✓
Others		✓	✓		

4) What types of advertisements do you think suits for your product?

	1 st company	2 nd company	3 rd company	4 th company	5 th company
TV commercials	✓			✓	✓
Paper ads	✓	✓	✓	✓	✓
Flyers & billboards		✓		✓	
others	✓	✓		✓	✓

5) What is your budget range for advertisement?

(RS)	1 st company	2 nd company	3 rd company	4 th company	5 th company
5000-10000			✓		
10000-20000					
20000-30000				✓	
30000-40000					
more than 40000	✓	✓			✓

6) Which can be the best choices for you if following advertisements are done?

a) TV commercial

	1 st company	2 nd company	3 rd company	4 th company	5 th company
Testimonial ads		✓			✓
Humorous ads	✓			✓	
Simple ads			✓		
Colorful ads					✓
Others				✓	

b) Paper ads

	1 st company	2 nd company	3 rd company	4 th company	5 th company
Color ads	✓	✓		✓	✓
B/W ads			✓		
Celebrity ads				✓	
Words ads					
Others					

c) Flyers and billboards

	1 st company	2 nd company	3 rd company	4 th company	5 th company
B/W ads					
Designed ads				✓	✓
Words ads		✓	✓		
Celebrity ads	✓			✓	
Others					

Textile industry:

1) What have you tried to make people aware about your products?

	1 st company	2 nd company	3 rd company	4 th company	5 th company
Advertisement	✓	✓	✓	✓	✓
Free distribution					
seminars		✓	✓		✓
Show sponsor	✓	✓		✓	
Others		✓	✓		✓

2) Advertisement can actually help to boom the sales. What do you think?

	1 st company	2 nd company	3 rd company	4 th company	5 th company
Strongly agree		✓		✓	
agree	✓		✓		✓
Not sure					
disagree					
Strongly disagree					

3) What type of advertisements have you done so far?

	1 st company	2 nd company	3 rd company	4 th company	5 th company
TV commercial	✓	✓		✓	
Paper ads	✓	✓	✓	✓	✓
Flyers & billboards		✓	✓	✓	✓
Others	✓		✓		✓

4) What types of advertisements do you think suits for your product?

	1 st company	2 nd company	3 rd company	4 th company	5 th company
TV commercials	✓	✓	✓	✓	
Paper ads	✓	✓	✓	✓	✓
Flyers & billboards		✓		✓	
others	✓				✓

5) What is your budget range for advertisement?

(RS)	1 st company	2 nd company	3 rd company	4 th company	5 th company
5000-10000					
10000-20000					
20000-30000					
30000-40000			✓		✓
more than 40000	✓	✓		✓	

6) Which can be the best choices for you if following advertisements are done?

a) TV commercials

	1 st company	2 nd company	3 rd company	4 th company	5 th company
Testimonial ads			✓		
Humorous ads	✓	✓			
Simple ads					
Colorful ads					✓
Others		✓	✓	✓	✓

b) Paper ads

	1 st company	2 nd company	3 rd company	4 th company	5 th company
Color ads		✓		✓	
B/W ads					
Celebrity ads	✓	✓	✓		✓
Words ads					
Others					

c) Flyers and billboards

	1 st company	2 nd company	3 rd company	4 th company	5 th company
B/W ads					
Designed ads		✓	✓	✓	
Words ads	✓				
Celebrity ads	✓	✓			✓
Others					

Data from advertising agencies:

Feeds industry:

1) What types of ads do small businesses usually do?

	1 st agency	2 nd agency	3 rd agency	4 th agency
TV commercials				
Paper ads	✓	✓	✓	✓
Flyers and billboards	✓	✓	✓	✓
Others		✓		✓

2) Have you ever come up with the package for small business industry? If so ...

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
TV commercial package	✓				1
Paper ads package	✓	✓		✓	3
Flyers and billboards ads package	✓	✓	✓	✓	4
Others				✓	1

3) What should be the budget range at least to conduct awareness?

(RS)	1 st agency	2 nd agency	3 rd agency	4 th agency
10000-20000			✓	
20000-30000	✓	✓		✓
30000-40000				
40000-more				

4) What type of advertisement do you think suits for the small business?

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
TV commercial		✓			1
Paper ads	✓	✓	✓	✓	4
Flyers and billboards	✓			✓	2
Others	✓	✓		✓	3

5) What can be the best choices for you if following advertisements are done?

a) TV commercial

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
Testimonial ads	✓	✓	✓	✓	4
Humorous ads					0
Colorful ads					0
Others					0

b) Paper ads

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
Color ads		✓			1
B/W ads	✓			✓	2
Celebrity ads					0
Others	✓		✓	✓	3

c) Flyers and billboards ads

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
Informative ads	✓	✓	✓	✓	4
Designed ads	✓				1
Celebrity ads					0
Others		✓			1

Dairy industry

1) What types of ads do small businesses usually do?

	1 st agency	2 nd agency	3 rd agency	4 th agency
TV commercials	✓			✓
Paper ads		✓	✓	✓
Flyers and billboards	✓	✓	✓	
Others				✓

2) Have you ever come up with the package for small business industry? If so ...

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
TV commercial package	✓	✓		✓	3
Paper ads package	✓	✓	✓	✓	4
Flyers and billboards ads package		✓	✓		2
Others			✓		1

3) What should be the budget range at least to conduct awareness?

(RS)	1 st agency	2 nd agency	3 rd agency	4 th agency
10000-20000				
20000-30000				
30000-40000		✓	✓	
40000-more	✓			✓

4) What type of advertisements do you think suits for the small businesses?

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
TV commercial	✓	✓		✓	3
Paper ads	✓	✓	✓	✓	4
Flyers and billboards		✓	✓		2
Others			✓		1

5) What can be the best choices for you if following advertisements are done?

a) TV commercial

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
Testimonial ads	✓				1
Humorous ads	✓	✓	✓	✓	4
Colorful ads					0
Others					0

b) Paper ads

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
Color ads					0
B/W ads					0
Celebrity ads	✓	✓	✓	✓	4
Informative ads	✓	✓			2
Others					0

c) Flyers and billboards ads

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
Informative ads		✓	✓	✓	3
Designed ads	✓	✓			2
Celebrity ads				✓	1
Others					0

Textile industry

1) What types of ads do small businesses usually do?

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
TV commercial		✓	✓	✓	3
Paper ads	✓	✓	✓		3
Flyers and billboards	✓	✓	✓	✓	4
Others			✓		1

2) Have you ever come up with the package for small business industry? If so ...

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
TV commercial package	✓	✓	✓	✓	4
Paper ads package	✓	✓	✓		3
Flyers and billboards ads package		✓		✓	2
Others					0

3) What should be the budget range at least to conduct awareness?

(RS)	1 st agency	2 nd agency	3 rd agency	4 th agency
10000-20000				
20000-30000				
30000-40000				
40000-more	✓	✓	✓	✓

4) What type of advertisement do you think suits for the small business?

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
TV commercial	✓	✓	✓	✓	4
Paper ads	✓	✓	✓		3
Flyers and billboards		✓		✓	2
Others					0

5) What can be the best choices of yours if following advertisements are done?

a) TV commercial

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
Testimonial ads					0
Humorous ads					0
Colorful ads	✓	✓	✓	✓	4
Others					0

b) Paper ads

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
Color ads	✓			✓	2
B/W ads					0
Celebrity ads	✓	✓	✓	✓	4
Informative ads					0
Others					0

c) Flyers and billboards ads

	1 st agency	2 nd agency	3 rd agency	4 th agency	Total
Informative ads					0
Designed ads	✓	✓		✓	3
Celebrity ads	✓	✓	✓		3
Others					0