

**REVENUE PLANNING & MANAGEMENT OF  
DABUR NEPAL PVT. LTD.**



**By**

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**A Thesis Submitted to  
Office of The Dean  
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Tribhuvan University**

**In Partial Fulfilment of the Requirement for the Degree  
of Master in Business Studies (M.B.S.)**

**Kathmandu, Nepal**

**September, 2008**

## **RECOMMENDATION**

This is to certify that the thesis

Submitted by  
**Harihar Pokhrel**

Entitled

**Revenue Planning & Management of Dabur Nepal Private Limited**

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

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# VIVA-VOCE SHEET

We have Conducted the Viva-Voce Examination of the  
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**Harihar Pokhrel**

Entitled

**Revenue Planning & Management of Dabur Nepal Private Limited**

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 fulfilment of the requirement for the Degree of Master in Business Studies (M.B.S.)

## Viva-Voce Committee

Head of the Research Department : .....

Member (Thesis Supervisor) : .....

Member (External Expert) : .....

## DECLARATION

I hereby declare that the work reported in this thesis entitled "**Revenue Planning & Management of Dabur Nepal Private Limited**" submitted to Shankar Dev Campus, Tribhuvan University, is my original work done in the form of partial fulfilment of the requirement for the Master's Degree in Business Studies (M.B.S.) under the supervision of Mr. Yamesh Man Singh Associate Professor of Shanker Dev Campus, Tribhuvan University.

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## **Acknowledgement**

This research study on "Revenue planning & management of Manufacturing company: A case study of Dabur Nepal Private limited has been prepared for the partial fulfillment of the requirement for Master's Degree in Business studies (MBS). The company can generate revenue only when it is able to sales it's products. Therefore revenue planning is essential to manage it's future revenue. It is widely accepted practice in business organization. However revenue planning estimates are only guide to the level of future revenues not a guarantee.

Dabur Nepal Pvt Ltd. is one of the major industry of Nepal which has been planning a significant role in the national development. The company is not only in a position to meet local demands but also export it product to India Bangladesh & others neighbouring countries & copen countries but performance profitability condition is decrease so this study will be useful to provide information & draw attention of Dabur Nepal Pvt. Ltd. management regarding what can be done for future planning of revenue.

I am extremely grateful to my respected teacher & the supervisor of this dissertation Associate Professor Yamesh Man Singh who guided & proved excellence supervision me to make this research. Without his kindly help & valuable guidance this thesis would not have come in this form.

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Date: September, 2008

Harihar Pokhrel  
Researcher

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