

# **A Study on Export Marketing Strategy of Nepalese Ready Made Garment Industries**

**A THESIS**

**Submitted By:  
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**Submitted To:**  
Office of the Dean  
Faculty of Management  
Tribhuvan University

In partial fulfillment of the requirements for the degree of  
Master of Business Studies (MBS)

New Baneshwor, Kathmandu  
March, 2009

# **A Study on Financial Information Disclosure and its Impact on Stock Price**

**A THESIS**

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# **RECOMMENDATION**

This is to certify that the thesis submitted by

**Gita Singh**

Entitled:

**A Study on Export Marketing Strategy of Nepalese  
Ready Made Garment Industries**

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

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**Thesis Supervisor**

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**(Professor, Dr. Bihari Binod Pokhrel)**  
**Head of Research Department**

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Date: \_\_\_\_\_

# VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis presented by

**Gita Singh**

Entitled:

## **A study on Export Marketing Strategy of Nepalese Ready Made Garment Industries**

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 requirements for the degree of Master's of Business Studies (M.B.S.)

### **Viva-Voce Committee:**

Chairperson, Research Committee:

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Member (Thesis Supervisor):

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Member (External Expert):

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Date: \_\_\_\_\_

# DECLARATION

I hereby declare that the work reported in this thesis entitled "**A study on Export Marketing Strategy of Nepalese Ready Made Garment Industries**" submitted to Nepal Commerce Campus is my original work done in the form of partial fulfillment of the requirement for the Master's Degree in Business Studies (MBS). All the data here in are genuine to the best of my knowledge and can be fully relied on me.

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**Gita Singh**

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I express debt of gratitude to my friends for their continuous support in my efforts to complete this thesis work. I owe a special thanks to my husband Mr. Jang Bahadur Chand who provided valuable support in my efforts to complete this thesis work.

Needless to say, to error is human being. I am not exception from it. So I am responsible for some deficiencies that may have remained in this work.

**Gita Singh**  
Nepal Commerce Campus  
March, 2009

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