

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

## **Submitted By:**

Rabina Kumari Shahi

T.U. Registration No:- 7-1-3-1348-2001

Exam Roll No:- 40181

Post Graduate Campus ,Biratnagar

## **A thesis submitted to:**

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TRIBHUVAN UNIVERSITY  
POST GRADUATE CAMPUS  
BIRATNAGAR, NEPAL

**RECOMMENDATION**

This is to certify that the thesis

submitted by:

**Rabina Kumari Shahi**

Entitled

**A STUDY ON EXPORT MARKETING STRATEGY OF NEPALESE READY MADE  
GARMENT INDUSTRIES**

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

**Devraj Shrestha**  
( Thesis Supervisor)

.....  
( Department Head)

Date .....

.....  
(Campus Chief)



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**VIVA- VOCE SHEET**

We have concluded the VIVA-VOCE examination of the thesis presented by

**Rabina Kumari Shahi**

Entitled

**A STUDY ON EXPORT MARKETING STRATEGY OF NEPALESE READY MADE  
GARMENT INDUSTRIES**

We found the thesis to be original work of the student written according to the prescribed format. We recommend this thesis to be accepted as partial fulfillment of the requirements for the Master's Degree of Business Studies (MBS).

**Viva-Voce Committee**

.....  
**(Department Head)**

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

**Devraj Shrestha**  
**(Thesis Supervisor)**

Date:

## DECLARATION

I hereby declare that the work reported in this thesis “**A STUDY ON EXPORT MARKETING STRATEGY OF NEPALESE READY MADE GARMENT INDUSTRIES**” submitted to, Post graduate Campus, Biratnagar is my original work done in the form of partial fulfillment of the requirements for the Master’s Degree of Business Studies under the supervision of **Debraj Shrestha**, Post Graduate Campus, Biratnagar.

Date:.....

.....

**Rabina Kumari Shahi**

Post graduate Campus, Biratnagar

Roll No: 40181

T.U. Registration No: 7-1-3-1348-2001

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Rabina Kumari Shahi  
Post Graduate Campus, Biratnagar

## TABLE OF CONTENTS

RECOMMENDATION	i
VIVA-VOCE	ii
SHEET DECLARATION	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vi
LIST OF FIGURES	vii
LIST OF ABBREVIATION	viii

### CHAPTER- I

	<u>PAGE</u>
INTRODUCTION	1-12
1.1. Background	1
1.2. Brief History of Nepalese RMG Industry	7
1.3. Statement of problem	8
1.4. Objectives of the Study	9
1.5. Significance of the study	9
1.6. Limitations of the study	10
1.7. Organization of the Study	10

### CHAPTER-II

LITERATURE REVIEW	12-41
2.1 Introduction	12
2.2 Concept of Marketing	12
2.3 Role of Marketing Industrialization	14
2.4 An Overview of Strategic Market Management	15
2.5 International Marketing	17
2.6 International Marketing Environment	18
2.7 Concept of Export Marketing	20
2.8 Role of International Organization	21
2.9 Risk Management and Export	22
2.10 Export Market Management in Nepal	24
2.11 Strategy for Export Promotion	26
2.12 The Export Procedure and Practices	28
2.13 Review of Previous Literature Study	33
2.14 Research Gap	41

## CHAPTER-III

<b>RESEARCH METHODOLOGY</b>	<b>43-44</b>
3.1 Introduction	43
Research Design	
3.3 Types and Sources of Data	43
3.4 Data Collecting Instruments	43
3.5 Components of Questionnaire	43
3.6 Questionnaire Administration	44
3.7 Data Processing And Tabulation	44
3.8 Data Presentation And Analysis	44

## CHAPTER-IV

<b>PRESENTATION &amp; ANALYSIS OF DATA</b>	<b>45-51</b>
4.1 Analysis of Survey Data	45
4.2 Export of Nepalese Readymade Garment	45

## CHAPTER-V

<b>SUMMARY, CONCLUSION &amp; RECOMMENDATIONS</b>	<b>52-53</b>
5.1 Summary	52
5.2 Conclusion	53
5.3 Recommendation	53

## BIBLIOGRAPHY

## APPENDICES

## LIST OF ABBREVIATIONS

AGOA	: African Growth and Opportunity Act
ATC	: Agreement on Textile and clothing
CBI	: Caribbean Basin Initiatives
CBTPA	: Caribbean Basin Trade Partnership Act
CEO	: Chief Executive Officer
EU	: European Union
FNCCI	: Federation of Nepalese Chamber of Commerce and Industry
FTAS	: Free Trade Agreement
F.Y.	: Fiscal Year
GAN	: Garment Association Nepal
GATT	: Generalized Agreement on Tariff and Trade
GI	: Garment Industry
GSP	: Generalized System of Preference
HMG	: His Majesty Government
L/C	: Letter of Credit
Int'l	: International
ITC	: International Trade Centre
LDC	: Least Development Country
M.D.	: Managing Director
M.S.	: Mean Score
MFA	: Multi Fiber Arrangement
MICS	: Ministry of Industry Commerce & Supply
MKIS	: Marketing Information centre
NAFTA	: North American Free Trade Arrangement
NRB	: Nepal Rastra Bank
R & D	: Research & Development
RMG	: Ready Made Garment
SBU	: Strategic Business Unit
SMEs	: Small & Medium Sized Enterprises
SWOT	: Strength, Weakness, Opportunity & Threats
TPC	: Trade Promotion Centre
UNCTAD	: The United Nation Conference on Trade and Development
US	: United States
USA	: United State of America
USTDA	: United States Trade Development Act
WTO	: World Trade Organization