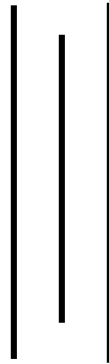


**BRAND LOYALTY OF CONSUMER IN KATHMANDU VALLEY
(WITH REFERENCE TO JORPATI AREA OF KATHMANDU)**

**By
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**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
August, 2009**

RECOMMENDATION

This is to certify that the Thesis

Submitted by:

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(WITH REFERENCE TO JORPATI AREA OF KATHMANDU)**

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**BRAND LOYALTY OF CONSUMER IN KATHMANDU VALLEY (WITH REFERENCE TO JORPATI AREA OF KATHMANDU)**” 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 **Kailash P. Amatya** and **Sajeeb Kumar Shrestha** of Shanker Dev Campus.

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Suresh Paudel
Researcher

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ABBREVIATIONS

ATM	:	Automatic Teller Machine
CEO	:	Chief of Executive Officer
CMCC	:	China Mobile Communication Corporation
Co.	:	Company
COGS	:	Cost of Goods Sold
CTR	:	Computing Tabulating Record Corporation
E	:	Expected
e.g.	:	Example
GE	:	General Electric
i.e.	:	That is
IBM	:	International Business Machine Corporation
MS. DOS	:	Microsoft Disk Operating System
O	:	Observed
Prof	:	Professor
T.V.	:	Television
U.K	:	United Kingdom
USA	:	United State of America
www	:	World Wide Web
T.U.	:	Tribhuvan University