

**COMPARATIVE MARKETING STRATEGY OF
EVEREST BANK LIMITED AND SANIMA BANK LIMITED**

**A dissertation submitted to the Office of the Dean, Faculty of Management, T.U., in
partial fulfillment of the requirements for the Master's Degree.**

By

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CERTIFICATION OF AUTHORSHIP

I hereby affirm that I have conducted the research and submitted the final version of the dissertation titled “**Comparative Marketing Strategy of Everest Bank Limited and Sanima Bank Limited.**” This work is original and has not been submitted previously for the award of any academic degree, nor has it been presented to fulfill the requirements of any other academic program.

All forms of support and collaboration received during the course of this research have been duly acknowledged. Furthermore, I confirm that all sources of information and references used in this dissertation are properly cited in the reference section.

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APPROVAL SHEET

We have reviewed and examined the dissertation entitled “**A Comparative Study on Marketing Strategy Of Everest Bank Limited And Sanima Bank Limited.**” submitted by Mrs. Monika Gupta in partial fulfillment of the requirements for the degree of Master of Business Studies (MBS).

We hereby certify that the dissertation meets the required standards and is approved for the award of the degree.

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While I have done my best to ensure accuracy and clarity in this study, I acknowledge that some errors or shortcomings may still exist, for which I sincerely apologize.

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ABSTRACT

This dissertation explores and compares the marketing strategies employed by Everest Bank Limited and Sanima Bank Limited, two prominent commercial banks operating in Nepal. The study aims to analyze how each bank designs, implements, and adapts its marketing initiatives to attract and retain customers in a competitive financial environment. The research focuses on key elements of the marketing mix—product, price, place, promotion—as well as modern digital marketing practices, branding efforts, and customer relationship management.

Primary data were collected through customer surveys and interviews with bank officials, while secondary data were obtained from bank reports, official websites, and published articles. The study also incorporates a SWOT analysis to evaluate the internal strengths and weaknesses, along with external opportunities and threats faced by both institutions. The comparative analysis highlights the differences in strategic approaches, such as Everest Bank's reliance on traditional marketing and brand legacy versus Sanima Bank's inclination towards digital engagement and customer-centric innovation.

Findings indicate that while both banks are effective in their respective strategies, a more integrated approach combining traditional and digital techniques could enhance market reach and customer satisfaction. The study concludes with practical recommendations for both banks to optimize their marketing efforts in light of evolving customer preferences and technological advancements.

EXECUTIVE SUMMARY

This thesis entitled “**A Comparative Study on Marketing Strategy of Everest Bank Limited and Sanima Bank Limited.**” presents a detailed analysis of the marketing practices adopted by two leading commercial banks in Nepal. The research aims to understand how these banks design and implement their marketing strategies to enhance customer engagement, build brand loyalty, and remain competitive in the dynamic banking sector.

The study is based on both primary and secondary data. Primary data were gathered through structured questionnaires filled out by customers of both banks, along with interviews conducted with key bank personnel. Secondary data sources include annual reports, websites, brochures, and other published documents. The research evaluates the banks' performance using marketing mix elements (product, price, place, and promotion), and further examines their digital marketing presence, customer service, and promotional tactics.

A SWOT analysis is included to explore the strengths, weaknesses, opportunities, and threats for each bank. Everest Bank Limited is found to rely heavily on its long-standing reputation, wide branch network, and traditional marketing tools, while Sanima Bank Limited focuses more on modern digital platforms, innovative services, and youth-centric promotional campaigns.

The comparative analysis reveals that both banks have their unique advantages but also face challenges in keeping pace with changing customer expectations and increasing technological advancements. The thesis concludes with practical suggestions, recommending a more balanced integration of traditional and digital marketing strategies to better serve customers and enhance competitiveness.

Overall, the research provides valuable insights for banking professionals, marketing strategists, and academic researchers interested in the evolving landscape of bank marketing in Nepal.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Banks and financial institutions play a crucial role in fostering economic development by promoting saving habits and discouraging the tendency to hoard money. They act as intermediaries in collecting scattered and small individual savings, aggregating them into substantial funds, and channeling these into productive sectors of the economy. This system not only helps mobilize idle resources but also facilitates individuals and enterprises to borrow funds against future income, contributing significantly to economic upliftment and individual financial stability.

Historically, banks functioned quite differently from the way modern banks operate today. In the past, they combined the responsibilities of both central banking—such as issuing currency and commercial banking, like deposit collection and loan disbursement. Over time, these roles have been separated, giving rise to specialized institutions like central banks and commercial banks, each with distinct goals and functions. Today, central banks focus on monetary stability and regulation, while commercial banks concentrate on providing financial services to businesses and individuals.

In simple terms, a bank is an institution that handles money transactions. It accepts deposits from the public and offers loans and credit services in return. These deposits, collected from various individuals and organizations, are further utilized by lending them to industries, commercial enterprises, and households, thus fueling economic activity. Through this process, banks not only act as custodians of public money but also as facilitators of investment and capital formation.

Commercial banks, in particular, are vital for the economic and industrial growth of a country. They provide the necessary financial resources for businesses and industries, thereby playing a pivotal role in the financial ecosystem. By channeling savings into productive sectors, they promote capital accumulation. Through effective credit policies, they ensure that a portion of their lending is directed toward priority areas, helping to eliminate resource shortages in key sectors. Additionally, adaptive monetary policies introduced by banks help address economic slowdowns and boost credit flow to the private sector.

In underdeveloped countries like Nepal, the need for accessible banking services is even more pronounced. However, due to higher risks and lower returns, banks are often concentrated in urban and semi-urban regions, neglecting rural areas. This is despite the fact

that rural development is essential for national economic progress. In these regions, low income levels and limited saving habits hinder capital formation, contributing to persistent poverty. To address this, various types of banks—such as commercial, development, agricultural, and cooperative banks—have emerged in Nepal with the mission to gather dispersed savings and invest them in sectors that promote national development.

Nepal's economy is largely agrarian, with agriculture employing nearly 80% of the population and contributing around 41% to the Gross Domestic Product (GDP). However, agriculture alone cannot sustain national development. Experiences from developed countries reveal that industry and commerce are essential components for holistic growth. Despite numerous efforts across successive development plans to enhance the agricultural sector, meaningful transformation has been limited. This has resulted in stagnant or even negative savings rates, thereby hampering capital formation.

To overcome these limitations, Nepal must diversify its economic base by strengthening its industrial and service sectors. This transformation requires substantial financial investment, highlighting the need for a robust banking infrastructure to provide necessary capital. However, the existing financial systems in Nepal are insufficient and must be expanded to meet the demands of modern industrialization and service-sector growth. In this context, banking institutions play a foundational role, offering the financial backbone necessary to fuel entrepreneurial ventures, trade, tourism, communications, and more. Additionally, there is a growing need to shift the surplus labor from agriculture into more productive non-agricultural sectors.

A strong and efficient banking system is a cornerstone of any developed economy. Without a dynamic banking sector, economic development remains a distant goal. Banks not only mobilize resources but also help restructure economies by influencing investment patterns. They offer a broad range of services including deposit collection, loan provision, credit creation, and fee-based services like remittances, card services, and online banking. Banks earn by charging interest on loans, paying lower interest on savings, and offering financial services for a fee.

As financial intermediaries, banks link savers with borrowers, facilitating the movement of capital in the economy. According to financial experts like Findlay Shirras, a bank is essentially a business institution where credits are created through the deposit and circulation of money. Similarly, economists like Somashekar define banks as institutions that advance funds to individuals while also acting as custodians of the money entrusted to them. These definitions emphasize that banks are essential in converting idle funds into productive

investments.

Modern banking has evolved significantly, with the emergence of various types of banks including industrial, agricultural, cooperative, and commercial banks. These institutions are increasingly offering technologically advanced services like debit and credit cards, internet banking, and mobile financial applications to meet the demands of an evolving society. This transformation has been driven by rapid population growth, industrial and commercial development, and shifting consumer expectations.

In summary, the banking sector in Nepal—and across the globe—is not merely a financial facilitator but a key agent of economic change. Its role in mobilizing savings, providing credit, and supporting the growth of industry, commerce, and services is central to achieving sustainable and inclusive development.

1.1.1 Evolution of Banking

The term "bank" finds its origin in Europe, specifically from the Italian word "benko," which translates to "bench" in English. In earlier times, moneylenders—often goldsmiths or merchants—conducted financial transactions while seated on benches in marketplaces. These benches were used for exchanging currencies, lending money, accepting deposits, and transferring funds. Over time, the term *benko* evolved into *bank*, as adopted by the English, and the concept gradually spread across the globe.

The modern concept of banking is believed to have taken root during the Medieval period in Italy. One of the earliest recognized institutions resembling a modern bank was the Bank of Venice, established in 1157 A.D. in Venice, Italy. This bank was primarily founded to support the financial needs of the state, especially in funding military campaigns. It marked a significant development in the history of banking, representing a shift from informal money-changing activities to organized financial institutions.

However, the formal structure of modern banking began to emerge much later, particularly after the enactment of the Banking Act of 1883 in the United States of America. This legislation provided a regulatory framework that formalized the operations of banks and established guidelines for their functioning, thereby laying the foundation for contemporary banking systems.

Following these developments, the banking industry began to expand, gaining prominence across different nations. The practices, regulations, and institutions related to banking gradually evolved and spread throughout the world, transforming the global financial landscape into what we now recognize as the modern banking system.

1.1.2 Development of Banking in Nepal

The foundation of Nepal's formal banking system dates back to 1877 A.D. when Prime Minister Ranodip Singh established the "Tejarath Adda" in Kathmandu. Fully funded by the government, this institution aimed to provide loans primarily to government employees. Though it did not function as a full-fledged bank by modern standards, it played a pivotal role in introducing the concept of institutional lending in Nepal. Tejarath Adda offered credit at relatively low interest rates, secured against gold and silver. However, it did not accept public deposits, which hindered its sustainability due to the lack of a saving mobilization mechanism. This became a significant limitation in its financial viability.

Recognizing the need for a more comprehensive banking institution, Nepal Bank Limited was established in 1937 A.D., marking a historic milestone as the country's first commercial bank. Its establishment laid the groundwork for organized banking practices in Nepal. As the economy began to grow, the necessity for a central regulatory body was acknowledged. In response, the Nepal Rastra Bank was established in 1956 A.D. to function as the central bank of the nation, tasked with managing the monetary policy, regulating the banking sector, and ensuring financial stability.

The expansion of commercial banking continued with the establishment of Rastriya Banijya Bank in 1966, becoming the second commercial bank in Nepal. This was followed by a significant shift in the 1980s, when the government initiated a policy of economic liberalization. The financial sector was opened up to private and foreign investment, leading to a rapid expansion in banking services. The entry of Nabil Bank Ltd. in 1984, Nepal's first joint venture bank—ushered in a new era of competitive and diversified banking. Since then, numerous private commercial banks have emerged, and as of today, 19 commercial banks are operating across various regions of the country.

In recent years, Nepal's banking sector has become more diversified and technologically advanced. The sector now comprises different types of banks, including central banks, development banks, and commercial banks. The integration of information and communication technology (ICT) has significantly transformed traditional banking operations. Tools such as banking software, ATMs, mobile banking, internet banking, and digital payment cards (debit, credit, and prepaid cards) have enhanced both customer convenience and operational efficiency. These innovations not only attract more customers and enhance a bank's image but also contribute to higher profitability.

Despite these advancements, the presence of banks in rural and remote areas remains limited. Although urban banking services have evolved rapidly, rural financial inclusion still poses a

These awards reflect the bank's ongoing efforts to maintain high-quality standards and support sectors that contribute to Nepal's economic development.

Extensive Network

Everest Bank operates a vast network across Nepal, ensuring accessibility and convenience for its customers:

-) 117 Branches across the country.
-) 143 ATM Counters for easy withdrawal.
-) 31 Revenue Collection Counters for government and business transactions.
-) 4 Extension Counters to extend services to remote areas.

In addition to its strong domestic presence, the bank has extended its reach internationally with two branches—one in Ahmedabad, India, and one in Dubai, UAE. EBL also has representative offices in Myanmar and Bangladesh, reinforcing its regional presence.

Embracing Technology

Everest Bank has consistently embraced technological advancements in banking. It offers e-banking and mobile banking services, allowing customers to manage their finances conveniently and securely from anywhere. The bank provides a variety of financial products, including debit cards, credit cards, and prepaid cards, ensuring that customers have access to a wide range of banking services.

Vision, Mission, and Objectives

Everest Bank's **vision** is to be "The Bank for All," focusing on providing superior service to customers from all segments of society. The bank's mission is to gain a respectable market share by offering high-quality banking products and services, leveraging technology, and enhancing profitability for the benefit of stakeholders.

The objectives of Everest Bank are:

-) To offer professional banking services across all sectors of society.
-) To provide reliable and high-standard services using the latest banking technology.
-) To build long-term relationships with customers based on trust and satisfaction.
-) To expand the bank's network, particularly in underdeveloped regions, ensuring broader accessibility.
-) To establish itself as the preferred bank by offering premium products and services.

-) To support the economic growth of Nepal by providing capital and safe deposit facilities to industries and individuals.

Target Market and Customer Base

EBL serves a broad range of customers, including retail clients and corporate businesses in Nepal. The bank's customer service is its strongest asset, with a focus on providing personalized banking solutions and fostering sustainable relationships. It is committed to protecting and growing its customers' wealth through reliable and responsive services.

In a competitive market, Everest Bank's combination of modern technology, efficient service, and a customer-centric approach has helped it to become a trusted partner for its customers, driving both its growth and the growth of its clients. The bank's commitment to innovation and excellence continues to set it apart in Nepal's banking sector.

1.1.5. Profile of Sanima Bank Limited

Sanima Bank Limited is one of the leading commercial banks in Nepal. It was established in 2004 as a National Level Development Bank and was later upgraded to an 'A' Class Commercial Bank in February 2012. The bank was promoted by a group of well-known Non-Resident Nepalis (NRNs) and has its head office located at Alakapuri, Naxal, Kathmandu.

Sanima Bank is widely known for providing professional, reliable, and customer-friendly banking services. It aims to offer one-window financial solutions to its customers and strives for healthy and sustainable growth in both business and profit. The bank has always focused on maintaining ethical values, corporate governance, and regulatory compliance, which has helped it build a strong and trustworthy reputation in Nepal's banking sector.

Network and Services

Sanima Bank has a wide and growing network across the country to make banking services accessible to everyone:

-) It currently operates with 88 full-fledged branches and 24 extension counters across Nepal.
-) The bank is also expanding into digital banking and exploring alternative service channels to meet modern customer needs.

These networks and digital services allow Sanima to reach more customers and offer fast, reliable, and accessible banking solutions throughout the nation.

Capital Structure

Sanima Bank has a strong capital base, which helps it to operate with stability and

confidence:

- J Authorized Capital: NPR 12 Billion
- J Issued Capital: NPR 9.68 Billion
- J Paid-Up Capital: NPR 9.68 Billion

This capital structure supports the bank's ongoing growth and ability to serve a wide range of clients and businesses.

Vision of Sanima Bank

“To ensure the creation of optimum values for all stakeholders.”

This vision shows the bank's commitment to provide the best benefits to customers, shareholders, employees, and society.

Mission of Sanima Bank

“To become the bank of first choice for all stakeholders.”

The mission reflects the bank's goal to lead the industry by offering excellent services and fulfilling the expectations of its customers and stakeholders.

Objectives of Sanima Bank

Sanima Bank has set the following objectives to fulfill its mission and vision:

- J To provide prompt, reliable, and modern banking services by using advanced technologies.
- J To expand its network by opening branches in various locations, even at the ward level, to ensure access for all.
- J To offer financial support to the general public for personal and business needs.
- J To retain existing customers and attract new ones by offering excellent customer service.
- J To increase its market share and customer base.
- J To improve the efficiency of its staff and ensure they are well-trained and motivated.
- J To focus on minimizing risks and maintaining safe banking practices.
- J To provide world-class financial solutions suited for both individual and corporate needs.
- J To ensure sustainable profit for long-term stability and growth.

Corporate Social Responsibility (CSR)

Sanima Bank also believes in giving back to society. It actively conducts sustainable and

impactful CSR programs, aiming to support education, health, environmental protection, and social welfare. The bank recognizes that it plays a key role in society's economic system and works responsibly with public money to support the nation's development.

Sanima Bank Limited has grown into a strong and reliable banking institution in Nepal. Its focus on customer satisfaction, ethical business, and technological advancement has made it a trusted choice for both individual and corporate clients. With a wide network and commitment to social and economic progress, Sanima Bank continues to contribute significantly to the development of Nepal's banking sector.

1.2 Statement of the Problem

The banking sector in Nepal is highly competitive, especially among commercial banks like Everest Bank Limited (EBL) and Sanima Bank Limited (SBL). These banks operate in a service-based industry, where customer satisfaction and service quality play crucial roles in achieving sustainable growth and market loyalty. As this study focuses on the marketing strategies of EBL and SBL, it is essential to identify and understand the core issues faced by these banks in terms of customer relationship management and strategic marketing effectiveness.

Commercial banks are expected to align their services with the needs and expectations of customers, offering financial solutions that are both relevant and accessible. However, several challenges and concerns arise regarding how effectively these banks are able to meet those expectations through their marketing practices.

The key problems identified in this context are:

-) Are the banks providing products and services that truly meet customer needs and expectations?

Despite having a variety of banking services and products, there remains a question whether these offerings are customer-centric or simply designed based on internal policies and market trends.

-) Do the banks conduct proper market research before launching new products or services?

The success of any new banking product depends on understanding customer behavior, demand, and market dynamics. It is important to assess whether EBL and SBL actively gather and analyze customer feedback before introducing innovations.

-) Are the marketing strategies of the banks genuinely focused on the customer? Effective marketing strategies should revolve around the needs, preferences, and

satisfaction of customers. This raises the question of whether the current strategies adopted by EBL and SBL are designed with the customer at the center or are primarily focused on competition and profit.

By identifying these core issues, this study aims to evaluate the effectiveness of the marketing strategies of Everest Bank Limited and Sanima Bank Limited, particularly in terms of customer satisfaction, product relevance, and service delivery. The insights gained from this analysis can help both banks enhance their marketing approaches and build stronger, long-lasting relationships with their customers.

1.3 Objective of the Study

Banking is a service-driven industry, where customer satisfaction is a core priority, especially in today's competitive market. This study primarily focuses on the marketing strategies adopted by Everest Bank Limited (EBL) and Sanima Bank Limited (SBL). The central aim is to examine how these banks implement marketing practices to enhance customer trust and satisfaction, and to explore their future strategies for attracting and retaining more customers by offering improved banking experiences.

The specific objectives of the study are as follows:

-) To examine the existing marketing strategies used by the banks.
-) To evaluate the range of products and services introduced by commercial banks in the market.
-) To assess customer satisfaction levels and the feedback mechanisms implemented by the banks.
-) To review the banks' overall marketing efforts and identify any corrective measures taken to improve performance.

1.4 Significance of the Study

This study holds significant value in understanding the marketing strategies adopted by commercial banks in Nepal, particularly Everest Bank Limited (EBL) and Sanima Bank Limited (SBL). In a competitive banking environment where customer satisfaction and service delivery are key, analyzing how these banks attract, retain, and satisfy their customers can provide deep insights into the effectiveness of their marketing practices.

The importance of this study can be highlighted as follows:

-) For the Banks: It helps EBL and SBL to evaluate their current marketing approaches and identify areas for improvement to better meet customer expectations.

- J Limited Sample Size: This study focuses exclusively on two commercial banks—EBL and SBL. While these banks are significant players in Nepal’s banking sector, there are a total of 20 commercial banks currently operating in the country. Therefore, the strategies, customer approaches, and operational models of the remaining banks have not been considered, which may limit the generalizability of the study's conclusions to the entire banking industry.
- J Narrow Scope of Study: The central theme of this study is the marketing strategy of the selected banks. Other crucial dimensions such as overall financial performance, internal administrative structure, employee satisfaction, risk management, and operational efficiency have not been examined. As a result, the research does not provide a complete picture of the banks’ overall functioning or long-term sustainability.
- J Geographical Restriction of Data Collection: The data for this study has been gathered primarily through surveys and observations within Lahan Municipality. This location-specific focus may not adequately reflect the banking experiences, marketing effectiveness, or customer expectations across diverse regions of Nepal—especially urban areas like Kathmandu, Pokhara, or other major hubs where banking activities and customer behaviors may differ significantly.

In conclusion, while this study provides valuable insights into the marketing practices of EBL and SBL in a specific region, its limitations must be recognized when interpreting and applying the findings to broader contexts.

1.7 Organization of the Study

This research study has been systematically structured into five distinct chapters, each designed to address specific components of the study in a coherent and logical manner. The organizational framework facilitates a comprehensive exploration of the marketing strategies adopted by Everest Bank Limited (EBL) and Sanima Bank Limited (SBL), with a particular focus on customer satisfaction, competitive positioning, and strategic development.

Chapter I: Introduction

The introductory chapter presents the foundational elements of the study. It includes a detailed background of the research topic, the evolution and development of banking globally and within the Nepalese context, and a brief profile of the sample banks (EBL and SBL). Furthermore, it outlines the statement of the problem, objectives of the study, significance, scope, focus, and limitations of the research. This chapter sets the premise and direction for the ensuing analysis.

Chapter II: Review of Literature

This chapter critically reviews existing literature pertinent to the research. It comprises two major segments:

-) Theoretical Review, which explores fundamental concepts and frameworks related to marketing strategies in commercial banking.
 -) Empirical Review, which evaluates prior studies, dissertations, journal articles, and publications relevant to the subject matter.
- The chapter concludes by identifying a research gap, thereby justifying the need and relevance of the present study.

Chapter III: Research Methodology

Chapter III outlines the methodological design of the study. It elaborates on the research design, population and sampling techniques, nature and sources of data, data collection methods, tools and instruments used, and data analysis techniques. In addition, a SWOT analysis is conducted to assess the strategic position of the sample banks. This chapter ensures the reliability, validity, and transparency of the research process.

Chapter IV: Data Analysis and Interpretation

This chapter focuses on the presentation, analysis, and interpretation of the data collected through primary and secondary sources. It employs relevant statistical, analytical, and descriptive tools to derive meaningful insights. Tables, figures, and charts are utilized to illustrate the findings in an organized manner. The interpretation of results aims to address the research objectives and answer the research questions effectively.

Chapter V: Summary, Conclusion, and Implications

The final chapter summarizes the key findings of the research and draws pertinent conclusions based on the analysis conducted. It provides practical recommendations for improving the marketing strategies of the selected commercial banks and outlines the managerial implications of the study. This chapter also suggests areas for future research, acknowledging the scope for further investigation and expansion of the topic.

Supplementary Sections:

The main body of the study is followed by appendices, which include supplementary materials such as questionnaires, raw data, or additional charts, and a bibliography, which provides a comprehensive list of all references and sources consulted during the course of the research.

CHAPTER TWO

REVIEW OF LITERATURE

2.1 Literature Review

This chapter presents a comprehensive review of the existing literature relevant to the study of marketing strategies in commercial banks, with a particular focus on their role in influencing customer satisfaction, deposit mobilization, and lending practices. The purpose of the literature review is to provide a solid theoretical and empirical foundation for the current research and to identify key gaps that justify the need for further investigation.

Through the review of scholarly articles, dissertations, books, institutional reports, and banking journals, this chapter explores how marketing strategies are conceptualized and implemented by commercial banks in Nepal and globally. Emphasis is placed on understanding the evolution of marketing in the banking sector, the application of technology in customer relationship management, and the effectiveness of various promotional tools and techniques adopted by banks to remain competitive in a rapidly changing financial environment.

The literature review will also examine previous research studies conducted in the area of commercial banking, particularly those related to Everest Bank Limited (EBL) and Sanima Bank Limited (SBL). Special attention will be given to analyzing their deposit collection strategies, credit-lending approaches, customer outreach, and the degree to which their marketing efforts align with customer expectations.

Moreover, this chapter aims to highlight the research gaps—areas where existing studies may have been limited, inconclusive, or outdated—thereby paving the way for the objectives of this research study. In doing so, the chapter not only contextualizes the problem but also helps in framing a solid conceptual framework for further analysis in subsequent chapters.

2.1.1 A View of Marketing

Marketing, in its simplest form, is the process of facilitating the exchange of goods and services between buyers and sellers. It encompasses the anticipation, stimulation, facilitation, regulation, and satisfaction of consumer and public demands through the exchange process. In the contemporary context, marketing is not limited to physical goods but also includes services, people, places, organizations, and ideas.

With globalization, the role of marketing has become even more significant. Products manufactured in one part of the world are sold in distant markets, and the success of such

transactions largely depends on effective promotion and communication strategies. Thus, marketing is crucial for creating awareness, generating interest, and ultimately influencing purchasing decisions.

Traditionally, marketing was product-centric, operating under the assumption that a good product would naturally find buyers. However, in recent decades, the focus has shifted towards customer orientation. Modern marketing strategies prioritize understanding consumer needs and developing products or services that cater to those expectations. Today, consumers are at the heart of marketing activities, and businesses aim to deliver satisfaction through personalized offerings.

Marketing involves various elements such as durable and non-durable products, services, organizations, people, places, and ideas. The process is considered complete only when there is a successful exchange—consumers offer money, commitment, or support in return for value offered by the organization or individual.

Several renowned scholars have contributed to the academic understanding of marketing:

-) Philip Kotler (1991) defines marketing as "a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others."
-) Stanton and Futrell (1996) describe marketing as "a total system of business activities designed to plan, price, place, promote, and distribute want-satisfying products, services, and ideas to target markets in order to achieve organizational objectives."
-) Adhikari (2058 B.S.) emphasizes that modern marketing is centered on delivering satisfaction, suggesting that both sellers and buyers focus on the value or benefit gained from the transaction.
-) Carthy and Perreault (1984) state, "The aim of marketing is to identify customers' needs and to meet these needs so well that the product almost 'sells itself.'"
-) Pyle adds, "Marketing comprises both buying and selling activities," highlighting the dual nature of the exchange process.

In today's competitive environment, marketing is an essential component of any business operation. It involves several strategic activities such as product development, pricing, distribution, promotion, customer relationship management, market research, and the use of digital platforms. These efforts aim not only to increase the customer base and boost sales but also to build a long-term relationship with the market.

Banking Sector Marketing in Nepal

The banking sector in Nepal, much like other industries, has experienced significant transformation, especially after the liberalization of the economy. With the growing number of commercial banks (20 at present), the competition within the sector has intensified, prompting financial institutions to rethink their marketing strategies.

Marketing in Nepal's banking sector has moved beyond the basic provision of financial services. Banks now actively engage in the development of innovative products and services, which cater to diverse customer needs, from rural microfinance to corporate financing. Additionally, the introduction of digital banking has reshaped customer experiences, enabling banks to reach a wider audience and increase efficiency in their service delivery.

In Nepal, marketing strategies within the banking sector are focused on enhancing customer satisfaction through multiple channels, including:

- J) **Product Diversification:** Many banks have expanded their product offerings, providing savings accounts, loans, insurance, mobile banking, and e-banking services. By catering to both individual and business needs, banks aim to create a broader customer base.
- J) **Technology Integration:** The adoption of digital technologies has been one of the most significant developments in Nepalese banking. E-banking, mobile banking, and ATMs are used extensively to improve convenience, speed, and accessibility for customers. Banks like Everest Bank Limited (EBL) and Sanima Bank Limited (SBL) have invested heavily in digital platforms to offer real-time services, thereby enhancing customer engagement.
- J) **Targeted Marketing:** Banks in Nepal are increasingly focusing on segmentation and targeting. Understanding customer demographics—rural vs. urban, income groups, or corporate vs. individual clients—helps banks to design tailored services that meet the specific needs of each group. For instance, micro-finance products cater to rural customers, while premium banking services are designed for high-net-worth individuals and corporate clients.
- J) **Customer-Centric Services:** Customer satisfaction is a major driving force for banks in Nepal. EBL, SBL, and other commercial banks regularly conduct surveys and feedback collection to better understand customer needs and improve service delivery. Personalized services, loyalty programs, and competitive interest rates are common tactics used to retain customers.

The marketing strategies of banks in Nepal are also shaped by regulatory frameworks from the Nepal Rastra Bank (NRB), which guides banking operations and consumer protection. As the competition intensifies, these institutions are expected to adopt more advanced technologies and refine their marketing approaches to stay relevant.

Key Components in the Marketing Strategy of Nepalese Banks

- J Customer Relationship Management (CRM): Maintaining strong relationships with customers through personalized interactions and after-sales services is central to modern banking strategies. CRM tools help banks keep track of customer preferences and tailor products accordingly.
- J Branding: Many banks in Nepal focus on building a strong brand identity. By promoting trust and reliability, they aim to secure long-term relationships with their customers.
- J Corporate Social Responsibility (CSR): Banks such as EBL and SBL often engage in community-based initiatives, contributing to their positive public image. These initiatives help banks to align their marketing efforts with societal needs, further strengthening customer loyalty.

In conclusion, marketing in Nepal's banking sector has evolved rapidly with a focus on customer satisfaction, technological integration, and competitive positioning. Banks are continually refining their strategies to cater to an increasingly demanding and tech-savvy customer base.

2.1.2. Concepts and Principles of Marketing

Marketing is a dynamic and evolving discipline, and several concepts have shaped the way businesses approach it. These concepts reflect different philosophies about how organizations should interact with the market and fulfill customer needs. Below are some of the key marketing concepts that have influenced business practices over time:

The Production Concept

The Production Concept is one of the oldest philosophies in marketing, emerging in the early 20th century, particularly during the 1930s. This concept emphasizes mass production **and** low cost as the key to achieving success in the market. The idea is that consumers will prefer products that are widely available and affordable.

In this model, companies focus on improving production efficiency, reducing costs, and achieving economies of scale. The assumption is that if products are cheap and available in

large quantities, consumers will naturally purchase them. This concept was particularly popular during the industrial revolution when companies were looking to scale operations quickly.

Example: In the early years of automobile manufacturing, Henry Ford's assembly line approach is an example of the production concept. By increasing production volume and reducing costs, Ford was able to make cars affordable for the general public.

The Product Concept

The Product Concept focuses on the quality, performance, and features of a product. According to this concept, consumers will prefer products that offer the best quality, performance, and features, and organizations should focus on continuous product improvement.

This concept suggests that companies should focus on making their products as good as possible, believing that a high-quality product will naturally sell itself. In this approach, product development, innovation, and differentiation are key aspects of a company's marketing efforts.

However, this concept assumes that customers are always seeking superior products, which may not always be true, as price sensitivity and other factors also influence consumer behavior.

Example: Apple's strategy of continually improving its products (iPhone, iPad, etc.) with innovative features, high-quality design, and performance is a clear example of the product concept in practice.

The Selling Concept

The Selling Concept emerged in the 1950s and was based on the premise that **aggressive** selling and promotional efforts are needed to persuade customers to buy a product. This concept places heavy emphasis on the sales process, advertising, and promotional activities. It assumes that consumers will not buy enough of the company's products unless they are aggressively persuaded to do so.

In this model, the focus shifts away from product development and more towards creating demand through sales tactics such as personal selling, advertising, and promotional offers.

This concept is often associated with industries where excess supply exceeds demand, and companies need to convince customers to buy their products, even if they are not necessarily looking for them.

Example: A typical example is the door-to-door sales model used by many companies in the

mid-20th century, where salespeople aggressively promoted products to customers who may not have been actively seeking them.

The Modern Marketing or Consumer Concept

The Modern Marketing Concept emerged as a reaction to the previous models and places the customer at the center of all business activities. This concept emphasizes customer satisfaction as the ultimate goal of marketing. The basic idea is that organizations should not only aim to produce and sell high-quality products but should also focus on understanding and meeting the needs and wants of customers.

Under this philosophy, marketing is viewed as a comprehensive process that involves identifying and satisfying customer needs better than competitors, leading to long-term customer loyalty. It advocates for market research, product customization, and customer relationship management to ensure customer satisfaction and retention.

This concept has become the foundation of modern marketing strategies and is applicable to businesses across industries.

Example: Companies like Amazon and Zappos, which prioritize customer service, personalization, and customer satisfaction in their marketing strategies, follow the modern marketing concept.

The Societal Marketing Concept

The Societal Marketing Concept expands on the modern marketing concept by incorporating a social responsibility dimension. This concept recognizes that businesses not only have an obligation to meet the needs and wants of customers but also to consider the well-being of society as a whole.

The societal marketing concept promotes sustainable practices and calls for companies to produce products and services that benefit customers without causing harm to society or the environment. It advocates for environmentally friendly practices, ethical production, and social responsibility.

In this approach, companies are expected to act as good corporate citizens and make decisions that benefit both their customers and society, ensuring that their operations do not harm the environment or society in general.

Example: Companies like Patagonia and Tesla emphasize environmental sustainability, eco-friendly products, and social responsibility, aligning with the societal marketing concept.

Marketing concepts have evolved over time, from focusing solely on production and product quality to prioritizing customer satisfaction and societal responsibility. The modern

marketing and societal marketing concepts are particularly relevant in today's globalized and competitive marketplace, where customer-centric and socially responsible business practices are essential for long-term success.

Understanding these concepts is crucial for businesses, especially in Nepal's rapidly developing market, where competition is fierce and customers are increasingly aware of their rights and expectations. By aligning marketing strategies with these evolving concepts, businesses can build strong customer relationships, improve brand loyalty, and contribute positively to society.

2.1.3. Basic Principles of Marketing Concept

The principles of marketing are the foundation of any successful marketing strategy. They provide a guideline for businesses to understand and meet customer needs while achieving organizational objectives. The key principles of marketing include the following:

Target Market

One of the fundamental principles of marketing is defining the target market. A company must clearly identify which segment of the market it intends to serve. Since it is impossible for a business to satisfy the needs of every individual consumer, a focused approach on specific market segments allows the company to tailor its products, services, and strategies accordingly. By targeting the right market, businesses can optimize their efforts and resources, ensuring greater effectiveness and efficiency.

Integrated Marketing

In the modern marketing concept, integration is crucial. This principle emphasizes that all aspects of marketing, such as product development, promotion, distribution, customer service, and public relations, must be harmonized and aligned with the goal of customer satisfaction. An integrated approach ensures that all marketing activities are working towards the same objective, creating a seamless and consistent experience for the consumer.

Customer Orientation

Marketing must be customer-centric. The Customer Orientation principle focuses on understanding and fulfilling customer needs. Managers must not only focus on selling products or services but must also think from the customer's perspective. This means developing a deep understanding of customer preferences, behaviors, and expectations, and then shaping the organization's offerings to meet those needs effectively. The goal is to build strong customer relationships based on satisfaction and loyalty.

Objective Achievement

In the marketing world, achieving organizational goals is essential. Marketing efforts should be aimed at accomplishing key objectives, such as profitability, growth, and market share. While the primary goal of any business is to generate profit, customer satisfaction must also be considered as an integral part of that success. Thus, a balance between short-term financial goals and long-term customer satisfaction is essential.

Effective Public Relations

The importance of public relations in marketing cannot be overstated. Effective public relations activities, such as positive interactions with the community and maintaining a strong corporate image, can significantly influence consumer perception and sales. Public opinion, shaped by leaders, influencers, and societal figures, can drive or dampen the success of marketing campaigns. Therefore, maintaining a positive public image is crucial for any organization.

Market Information and Research

A successful marketing strategy is based on solid market information and research. As customer preferences evolve, so should the products and services offered. It is essential for marketing managers to continuously research and gather information about market trends, consumer behaviors, and competitive activities. This knowledge allows businesses to adapt and innovate their offerings, ensuring they remain relevant and competitive in a dynamic market environment.

2.1.4. Marketing Mix & Its Components

The Marketing Mix, also known as the 4Ps, is a fundamental concept in marketing. It refers to the set of tools and strategies that organizations use to pursue their marketing objectives in the target market. The marketing mix encompasses four key components:

Product

The product component refers to the goods or services offered by a business to meet customer needs. This involves decisions related to the product design, quality, features, branding, and packaging. Businesses must ensure that their products are not only desirable but also offer value to the customer, with consideration for both functional and emotional benefits.

Price

The price component involves determining the right price point for the product, considering the perceived value, competition, and cost of production. Pricing decisions also include

strategies related to discounts, payment terms, and credit options. A well-thought-out pricing strategy helps businesses position their products effectively and appeal to the target market.

Place

The place refers to the distribution channels used to deliver the product to consumers. This includes decisions related to location, distribution networks, and the selection of intermediaries like wholesalers and retailers. A strong distribution strategy ensures that products are readily available to customers at the right time and in the right place.

Promotion

The promotion component involves all activities aimed at communicating the value of the product to the target audience. This includes advertising, sales promotion, personal selling, and public relations. Promotion strategies help businesses raise awareness, generate interest, and persuade consumers to make a purchase.

2.1.5. Components of Marketing Mix

The Marketing Mix consists of several key components that work together to deliver the desired results. These include:

Product Mix

The product mix refers to the variety of products that a company offers to meet customer needs. Decisions in this mix involve the product line, which consists of a range of related products, and product variety, including differences in quality, features, design, and branding. Additionally, aspects such as warranties and packaging are part of the product mix.

Price Mix

The price mix includes strategies related to setting the right price for the products and services. This involves pricing decisions based on factors like production cost, competitive pricing, and the perceived value of the product. The price mix also considers the payment terms, whether cash or credit, and the discounts offered to customers.

Place Mix

The place mix refers to the distribution channels and strategies used to make the product available to the customer. It includes the physical distribution systems, retail networks, and wholesalers that are involved in delivering the product. Effective place mix decisions ensure that products are easily accessible to the target market.

Promotion Mix

The promotion mix focuses on strategies used to communicate and promote the product to the

customer. It includes various activities like advertising, sales promotions, public relations, and personal selling. A well-executed promotion mix helps generate interest in the product, build brand awareness, and encourage customers to make a purchase.

2.1.6. Definition of Bank

A bank is a financial institution authorized by the government to accept deposits, offer loans, provide other financial services, and facilitate monetary transactions. Banks serve as intermediaries in financial transactions, and their primary function is the management and circulation of credit and money. The core activities of a bank include accepting time deposits and demand deposits, offering loans to customers, and making investments in various securities.

Banks generate profit from the difference between the interest rates they charge on loans and the rates they pay on deposits. A well-managed bank is essential for the smooth functioning of the economy, as it plays a crucial role in the economic development of a country. By facilitating trade, investment, and industrial growth, banks help drive national economic prosperity.

Banks are critical for managing and circulating credit, which is the lifeblood of the economy. However, the bank's decisions related to credit flow must be carefully monitored, as mismanagement can lead to financial instability, which impacts not only the bank itself but also the broader economy.

Summary: Banks act as financial hubs, enabling the flow of money and credit throughout the economy. Proper management of banking operations ensures economic growth and stability, helping businesses, governments, and individuals meet their financial needs.

2.1.7. Role of Banks and their Functions

"A financial intermediary accepting deposits and granting loans; offers the widest menu of services of any financial institution." – Rose, p-20, 2002

Banking is a vital industry that impacts the lives of individuals and the functioning of entire economies. Whether it's for acquiring a loan to purchase a car, financing education, seeking investment advice, or managing day-to-day finances through savings accounts and credit cards, banking serves as the cornerstone of economic activities. This sector, composed of thousands of firms globally, plays an essential role in fostering economic welfare. A healthy banking system directly correlates with a thriving economy.

In today's rapidly changing environment, banking is continuously evolving. Banks are

offering new services, adopting advanced technologies, consolidating into larger entities, and facing shifting regulatory frameworks. These transformations are driven by the need to adapt to global financial trends, and banks' ability to innovate while complying with these evolving regulations is crucial for sustaining their role in economic development.

The banking sector serves several critical functions, and its roles in economic development can be categorized into the following key areas:

A. The Intermediation Role

Banks serve as intermediaries by channeling savings, primarily from households, into loans for businesses. These loans are used to finance investments in new infrastructure, machinery, buildings, and other capital goods, contributing to business expansion and economic growth. In essence, banks convert the capital saved by individuals into productive investments for companies and entrepreneurs.

B. The Payments Role

Banks facilitate payments for goods and services, ensuring the smooth functioning of the economy. They issue and clear cheques, wire funds, and provide a platform for electronic payments. Additionally, banks play a role in distributing currency and **coins**, making them a central figure in day-to-day financial transactions.

C. The Guarantor Role

Banks also act as guarantors by standing behind their customers, providing assurance to creditors. This is typically achieved through the issuance of Letters of Credit or other financial instruments. In cases where customers are unable to fulfill their financial obligations, banks assume the responsibility of ensuring the debt is repaid.

D. The Risk Management Role

Banks assist their customers in preparing for potential financial risks, such as those related to property loss or health crises. Through various insurance products and risk management services, banks help individuals and businesses mitigate the financial impact of unexpected events.

E. The Saving/Investment Advisor Role

Banks serve as advisors for customers who seek to build and protect their savings and investments. By offering financial planning services, investment advice, and wealth management tools, banks help customers achieve long-term goals like retirement planning, education funding, and securing their financial future.

F. The Safekeeping/Certification of Value Role

Banks are trusted custodians of valuables. They provide safe deposit boxes for safeguarding important documents and assets. Additionally, banks offer services related to valuing and certifying the market worth of various assets, ensuring secure handling and preservation of client valuables.

G. The Agency Role

Many banks offer trust services where they manage and protect customer assets. They may act as fiduciaries in the management of trusts or help in issuing and exchanging **securities** on behalf of clients. This role is often handled through a bank's trust department, ensuring that clients' financial interests are protected and properly managed.

H. The Policy Role

Banks also play a significant role in the implementation of government policy. They act as channels for the government's efforts to regulate economic growth, manage inflation, and pursue broader social and economic goals. By monitoring and adjusting the flow of money and credit, banks can help stabilize and stimulate economic activity in line with government objectives.

Role of Banks in Nepal

Nepal, despite being rich in natural resources, is categorized as a developing nation. The banking sector plays a pivotal role in fostering economic development, especially in a country where approximately 80% of the population is engaged in agriculture. Over the years, Nepal's economy has experienced significant changes, particularly following the restoration of democracy. However, periods of armed conflict (from 2052 to 2063) and external factors, such as the global recession, have had a negative impact on the national economy.

The banking system in Nepal, however, remains a crucial pillar for domestic resource mobilization and the overall development of the country. Banks help to boost business confidence, encourage industrial growth, and provide credit to stimulate economic activities. They play a significant role in ensuring economic stability, particularly by helping businesses and individuals access financing, which supports growth and innovation.

Following the economic liberalization policies of the 1980s, which aimed to strengthen Nepal's financial sector, several commercial and joint venture banks were established to facilitate the economic transformation. The Commercial Bank Act of 1974 was a landmark development that allowed foreign banks to enter the Nepalese market, which further

increased competition and expanded financial services.

Despite challenges such as limited financial literacy and technical know-how in certain sectors, Nepal's banking industry has made significant strides in recent years. The introduction of modern banking services, such as online banking, mobile banking, and ATM networks, has expanded financial inclusion and provided greater access to banking for the general population.

In conclusion, banks in Nepal, as in other countries, are instrumental in providing critical financial services that support both individual and national economic development. They are key players in facilitating investments, managing risks, offering financial advice, and contributing to the economic growth of the nation. The ongoing reforms and liberalization of the financial sector are expected to further strengthen the banking system's role in Nepal's development trajectory.

2.1.8 Types of Banks

Banks play different roles depending on the services they provide, and their structure and ownership. There are various types of banks, each with distinct functions tailored to specific needs within the financial ecosystem.

Central Bank

The Central Bank is the primary banking institution of a country, responsible for managing the country's monetary policy, regulating the financial system, and overseeing the currency's issuance. It does not provide services directly to the general public but works on behalf of the government. The main roles of a central bank include:

-) Issuing and controlling the national currency (notes and coins).
-) Regulating money supply and interest rates to manage inflation and stabilize the economy.
-) Acting as a banker to the government.
-) Intervening in foreign exchange markets to stabilize the currency.
-) Managing foreign reserves.

In Nepal, the Nepal Rastra Bank (NRB) functions as the central bank, regulating and supervising other financial institutions in the country.

Commercial Banks

Commercial banks are the most common type of banks. They offer a broad range of services including savings accounts, checking accounts, loans, and trust services. These banks are primarily designed to serve businesses and individuals by providing essential financial

products. Commercial banks also play a critical role in supporting the economic development of a country by providing loans to industries, agriculture, and businesses.

Commercial banks in Nepal are typically shareholder-owned institutions, and they generate profits by charging interest on loans and providing services to customers. Shareholders invest in these banks and expect returns in the form of dividends.

Savings Banks

Savings banks were initially created to help low-income individuals and families save money in a secure place. These banks typically do not offer a wide range of services and focus primarily on encouraging saving habits. They accept small deposits from individuals and provide interest on savings accounts.

In some cases, savings banks may have restrictions on withdrawals, and overdraft facilities are not typically provided. Their primary purpose is to encourage savings, and they are usually limited to investing in safe assets such as government bonds and mortgages. These banks are more regulated to ensure that depositor funds are protected.

Investment Banks

Investment banks, also known as merchant banks, specialize in offering long-term capital and financial advice to businesses and industries. They focus on providing funding for large-scale projects, including mergers and acquisitions, issuing stocks and bonds, and offering advisory services to companies.

These banks are also involved in facilitating international trade by providing letters of credit and offering assistance in financing cross-border transactions. They help companies raise capital by underwriting new securities and guiding them through financial structuring.

Other Specialized Banks

Apart from the primary categories above, there are also development banks, cooperative banks, and microfinance banks that cater to specific sectors of the economy, such as small enterprises, rural development, and low-income households. Each of these specialized institutions has a unique function to support different parts of the market.

2.1.9 Acts for Banking and Financial Institutions

In Nepal, several acts regulate the operations of banks and financial institutions to ensure stability, proper functioning, and consumer protection.

Nepal Rastra Bank Act 1955 A.D.

The Nepal Rastra Bank Act establishes Nepal Rastra Bank (NRB) as the central bank of the

country. This act provides the legal framework for regulating and supervising all commercial banks and other financial institutions in Nepal. NRB serves as the authority for monetary policy, currency issuance, and regulation of the banking sector.

Commercial Bank Act 2031 B.S.

This act was enacted in 2031 B.S. (1974 A.D.) to govern and oversee the operations of commercial banks in Nepal. It provides guidelines on how commercial banks should function, including their financial practices, governance structures, and compliance with the central bank's regulations.

Company Act 2053 B.S.

The Company Act outlines the legal framework under which companies, including banks, must operate. It provides rules on the formation, management, and regulation of companies in Nepal, ensuring that banks cannot operate as sole proprietorships and must adhere to corporate governance practices.

Bank and Financial Institution Act 2063 B.S.

This act regulates the operations of all banks and financial institutions in Nepal. It includes specific rules on the types of institutions that can operate, their capital requirements, operational standards, and consumer protection measures. It is regularly updated to accommodate new developments in the banking sector and to ensure compliance with international financial standards.

2.1.10 Commercial Banks

Commercial Banks are financial institutions that offer a wide range of services, including the acceptance of deposits, provision of loans, and support for businesses. These banks are the backbone of the banking system, providing essential financial products to individuals, companies, and governments.

Functions of Commercial Banks

1. To Accept Deposits: Commercial banks provide various types of deposit accounts for individuals and businesses:
 -) Current Account: Mainly used for day-to-day transactions, often with no interest.
 -) Saving Account: Designed for saving money with interest paid on the balance.
 -) Fixed Deposit Account: Offers higher interest for deposits made for a fixed term.
 -) Call Deposit Account: Allows withdrawal with short notice, offering interest.
 -) Foreign Deposits Account: Special accounts for holding foreign currencies.

2. **To Provide Loans:** Banks offer loans to individuals, businesses, and industries. These loans are typically secured with collateral and are used for various purposes like housing, business expansion, and trade financing.
3. **To Purchase Bills/Letters of Exchange:** Banks facilitate international trade by purchasing bills of exchange and letters of credit, which serve as payment guarantees for buyers and sellers.
4. **To Transfer Money:** Commercial banks offer money transfer services for individuals and businesses, both locally and internationally.
5. **To Serve Agency Functions:** Banks may act as agents for their clients, such as paying bills, collecting checks, and handling investments on behalf of clients.
6. **To Work for Foreign Currency Exchange:** Banks handle foreign currency exchanges for individuals and businesses engaging in international trade.
7. **To Open Letters of Credit:** Banks provide letters of credit to facilitate secure transactions in international trade by guaranteeing payment for goods or services.
8. **To Help in Issuing Capital:** Commercial banks assist companies in raising capital by underwriting public offerings of stocks or bonds and advising on financing strategies.

Commercial banks in Nepal have been instrumental in supporting the country's economic development, particularly since the establishment of the first commercial bank, Nepal Bank Ltd., in 1994 B.S. Other important banks like Rastriya Banijya Bank were established to further strengthen the banking system and offer financial services to the public and businesses.

2.1.11 Commercial Banks in Different Parts of Nepal

Updated List with Merged Commercial Banks

S.N.	Bank Name	Operation Date	Head Office	Merger/Current Status
1	Nepal Bank Limited	1937/11/15	Kathmandu	Active
2	Rastriya Banijya Bank	1966/01/23	Kathmandu	Active
3	Agriculture Development Bank Ltd.	1968/01/02	Kathmandu	Active
4	Nabil Bank Limited	1984/07/16	Kathmandu	<i>Merged with Nepal Bangladesh</i>

S.N.	Bank Name	Operation Date	Head Office	Merger/Current Status
				<i>Bank in 2022</i>
5	Nepal Investment Megha Bank Limited	1986/02/27	Kathmandu	<i>Merged with Himalayan Bank in 2023; renamed to “Himalayan Everest Bank”</i>
6	Standard Chartered Bank Nepal Limited	1987/01/30	Kathmandu	Active
7	Himalayan Bank Limited	1993/01/18	Kathmandu	<i>Merged with Nepal Investment Bank to form “Himalayan Everest Bank”</i>
8	Nepal SBI Bank Limited	1993/07/07	Kathmandu	Active (joint venture with SBI India)
9	Everest Bank Limited	1994/10/18	Kathmandu	Active
10	Nepal Credit & Commerce Bank Limited	1996/10/14	Rupandehi	Active
11	Lumbini Bank Limited	1998/07/17	Narayangarh	<i>Merged with Civil Bank in 2022</i>
12	NIC Asia Bank Ltd.	1998/07/21	Biratnagar	<i>Merged NIC & Asia Bank</i>
13	Machhapuchhre Bank Limited	2000/10/03	Pokhara	Active
14	Kumari Bank Limited	2001/04/03	Kathmandu	Active
15	Laxmi Sunrise Bank Limited	2002/04/03	Birgunj	Active
16	Siddhartha Bank Limited	2002/12/24	Kathmandu	Active
17	Global Bank Ltd.	2007/01/02	Kathmandu	<i>Merged with Janata, Civil, and Bank of Kathmandu to form Global IME Bank</i>
18	Citizens Bank	2007/06/21	Kathmandu	Active

S.N.	Bank Name	Operation Date	Head Office	Merger/Current Status
	International Ltd.			
29	Prime Commercial Bank Ltd.	2007/09/24	Kathmandu	Active
20	NMB Bank Ltd.	2008/06/05	Kathmandu	Active (post-mergers)

Everest Bank Ltd – Savings Account Schemes

Everest Bank Limited offers various savings accounts tailored to different groups, each with attractive benefits and facilities.

1. Sabai Nepali Ko Bachat Khata is designed for the general public, offering an attractive interest rate of 8.42% with no minimum balance requirement. Customers enjoy facilities such as a free cheque book on demand, and free mobile banking, internet banking, and debit card services for the first year.
2. Everest Share Lagani Bachat Khata targets individuals investing in public limited companies. This account provides an interest rate of 6.42% with zero minimum balance and facilities like free mobile banking, internet banking, debit card, and cheque book.
3. Everest Sahayatri Bachat Khata is intended for individuals receiving remittance income. It offers a 6.42% interest rate, requires no minimum balance, and includes free services for mobile banking, internet banking, debit card, and cheque book.
4. Everest Jestha Nagarik Khata focuses on senior citizens, providing a 6.42% interest rate with no minimum balance. Account holders receive free access to mobile banking, internet banking, debit card, and cheque book facilities.
5. Everest Normal Savings is available for individuals aged 18 years and above. This account offers a 6.42% interest rate, no minimum balance requirement, and free mobile banking, internet banking, debit card, and cheque book services.
6. Everest Nari Bachat Khata is exclusively designed for women aged 18 years and above. It provides a 6.42% interest rate with a minimum balance requirement of NPR 100 and includes free services such as mobile banking, internet banking, debit card, and cheque book.

Sanima Bank Ltd. – Savings Account Schemes

Sanima Bank Limited offers a variety of savings account schemes under two categories: premium tier accounts with higher interest rates and general savings accounts.

Premium Tier Accounts (High Interest: 8.42%):

1. Sarbashrestha Bachat Khata provides an attractive 8.42% interest rate, requiring a minimum balance of NPR 100,000. It offers free mobile banking, internet banking, debit card, and cheque book facilities.
2. Sarbashrestha Nari Bachat Khata is designed for women, offering the same 8.42% interest rate with a minimum balance requirement of NPR 25,000. Customers also receive free mobile banking, internet banking, debit card, and cheque book services.
3. Sarbashrestha Jestha Nagarik Bachat Khata targets senior citizens, offering an 8.42% interest rate with a minimum balance of NPR 25,000, along with free mobile banking, internet banking, debit card, and cheque book.
4. Life Savings Account offers a high-interest rate of 8.42% with a lower minimum balance of NPR 10,000 and includes free mobile banking, internet banking, debit card, and cheque book facilities.

General Savings Accounts (Interest: 6.42%):

5. Chamatkarik Bachat Khata – **General** is available with a 6.42% interest rate and no minimum balance requirement, providing free access to mobile banking, internet banking, debit card, and cheque book services.
6. Chamatkarik Nari Bachat Khata is tailored for women, offering a 6.42% interest rate without any minimum balance, and includes free mobile banking, internet banking, debit card, and cheque book.
7. Chamatkarik Jestha Bachat Khata targets senior citizens, also offering a 6.42% interest rate with zero minimum balance, along with free mobile banking, internet banking, debit card, and cheque book facilities.
8. Chamatkarik Bachat Khata offers a 6.42% interest rate, requiring a minimum balance of NPR 1,000, and provides free mobile banking, internet banking, debit card, and cheque book services.

2.1.12 Bank Marketing & Strategy

Bank Strategy

Strategy serves as the crucial bridge connecting an organization's internal capabilities with its goals. Whether in government agencies, private companies, non-profit institutions, schools,

or colleges, every organization develops strategies to meet specific objectives. For commercial banks, strategic planning primarily focuses on deposit collection and loan disbursement to ensure profitability. Banks act as service-driven organizations that gather deposits and lend them out to earn interest. Thus, their major strategic areas include:

-) Deposits Collection Strategy
-) Lending Strategy
-) Service Strategy

A. Deposits Collection Strategy

Deposits form the foundation of a commercial bank's resources. Banks mobilize funds by attracting deposits from various sectors, including:

-) Individuals
-) Businesses
-) Government and Non-Government Organizations (NGOs)
-) Educational institutions (schools and colleges)
-) Local markets

Deposits are categorized into two types:

1. **Interest-Bearing Accounts**
 - o Savings Accounts
 - o Fixed Deposit Accounts
 - o Call Deposit Accounts
 - o Foreign Deposit Accounts
2. **Non-Interest Bearing Accounts**
 - o Current Accounts

Since deposits are the lifeblood of banks, strategic efforts are made to design attractive schemes for different customer segments, ensuring a steady inflow of funds.

Comparative Deposit Strategy

-) Everest Bank Ltd. (EBL): One of Nepal's oldest and most reliable commercial banks, Everest Bank has a widespread branch network and offers a variety of savings products like *Sabai Nepali ko Bachat Khata*, *Share Lagani Bachat Khata*, *Nari Bachat Khata*, and *Jestha Nagarik Khata*. It provides competitive interest rates and additional benefits such as free cheque books, first-year free debit cards, and free mobile and internet banking services. The bank targets diverse groups like investors, remittance earners, women, and senior citizens, maintaining a high deposit ratio owing to its trusted services and diverse products.

-) Sanima Bank Ltd. (SBL): Established in 1998, Sanima Bank is a relatively newer entrant in the banking sector. It offers a range of savings accounts such as *Chamatkarik* and *Sarbashrestha* tailored for the general public, women, senior citizens, and high-net-worth individuals. The bank offers free digital services, free debit cards, competitive interest rates up to 8.42%, and facilities like ATM services, e-banking, locker services, and ABBS (Any Branch Banking Service). Although it is steadily gaining customer trust, Sanima Bank needs to introduce more innovative savings products and strengthen targeted marketing to further expand its deposit base.

B. Lending Strategy

The primary use of collected deposits is to provide loans to individuals and businesses, which generates the main income for banks through interest earnings. This income supports multiple financial obligations, including:

-) Paying interest to depositors
-) Employee salaries
-) Shareholder dividends
-) Administrative and operational expenses

Types of Loans Offered:

-) Overdraft
-) Personal Loan
-) Term Loan
-) Letters of Credit
-) Education Loan
-) Home Loan
-) Trust Receipt Loan
-) Hire Purchase Loan

Lending Strategy Techniques:

-) Offering competitive interest rates
-) Providing flexible repayment options
-) Diversifying the loan portfolio to minimize risk
-) Promoting loans targeted at sectors like: Agriculture, Education, Real Estate, Small and Medium Enterprises (SMEs)

Additionally, banks engage in promotional activities, customer awareness programs, and design sector-specific loan products to attract new borrowers and retain existing ones.

Loans Offered by Different Commercial Banks

Sanima Bank Ltd. – Loan Products

Loan Type	Key Features
Education Loan	NPR 0.3M–10M; flexible repayment; age 18–70 years
Personal Loan	Max NPR 1.5M (OD up to 0.5M); term loan/OD; tenure up to 5 years
Auto Loan	Tenure up to 15 years; 50% of VAT bill for petrol/diesel, 80% for electric
Loan Against Property	NPR 0.4M–80M; up to 70% of market value
Employer's OD Loan	New/existing businesses; up to NPR 1M
Commercial Agriculture & Livestock Loan	Max NPR 100M; NRB subsidy available
Deprived Sector Loan	Simple process; all branches; competitive rate

Everest Bank Ltd. – Loan Products

Loan Type	Purpose & Features
Mortgaged Loan (Personal)	Personal/business use or refinancing; tenure up to 15 yrs (installment), 1 yr (OD); counseling provided
Education Loan	Covers all education-related expenses in Nepal/abroad; up to 80% of cost; tenure up to 15 yrs
Loan Against FD	Up to 90% of FD or NPR 1M max; instant disbursement via digital channels
Hire Purchase Loan	For new/used vehicles or takeover from other banks; tenure up to 5 years; grace period up to 6 months
Auto Loan	New/used vehicles or loan transfer; tenure up to 7 yrs; 50% of vehicle price (80% for EVs)
Home Loan	Land/building purchase, renovation, refinancing; up to 25 yrs; 50% FMV (inside KTM), 60% (outside)
Professional Loan	Non-asset based; for salaried professionals (doctors, teachers, lawyers, etc.); tenure up to 5 yrs

Analysis: Strategic Lending Focus

Due to Nepal’s political instability and economic uncertainties, commercial banks are shifting towards low-risk, short-term retail lending such as:

-) Home Loans
-) Auto Loans
-) Education Loans
-) Professional and Personal Loans

These products ensure quicker returns, lower default risk, and higher service penetration compared to long-term or large corporate loans.

Key Observations

Criteria	Sanima Bank Ltd.	Everest Bank Ltd.
Range of Products	Moderate variety, more focused on business/agri sectors	Very diverse—caters to students, salaried professionals, property buyers, etc.
Loan Tenure	Up to 15 years	Up to 25 years (home loans), others mostly 5–15 years
Collateral Options	Strong on property-based lending	Offers both collateral-based and non-collateral-based loans (e.g., Professional Loan)
Ease & Speed	Offers competitive rates and simplified processing	Promotes fast approvals, digital disbursement (Loan Against FD), and extensive branch availability

2.5 Service Strategy of Commercial Banks

In today’s competitive banking environment, commercial banks aim to retain and attract customers by offering a wide array of value-added services, improving convenience, accessibility, and customer satisfaction.

1. Bill Payment Facilities

Banks provide utility bill payment services including: Telephone, mobile, electricity, water bills, etc. These services save customers’ time and reduce the need to visit multiple service providers.

2. Card Facilities

A. Debit Cards: Linked to the customer's bank account, used for purchases and ATM withdrawals.

Features:

-) Usable in Nepal & India
-) 24/7 service access
-) Over 100,000 POS terminals & 5,000 ATMs
-) No interest or penalty fees
-) PIN change and balance enquiry facility
-) Secure electronic transactions
-) Free usage at own bank's ATMs & POS

B. Credit Cards: Allow customers to make purchases on credit (pay later model).

Features:

-) Valid globally
-) No need to maintain an account at issuing bank
-) Competitive charges & interest
-) Used for online/offline purchases and cash withdrawals
-) Instant recharge from any branch
-) Enhances customer convenience and status

Almost all commercial banks in Nepal now provide both debit and credit card services.

3. Mobile/Internet Banking

With digital transformation in banking, most banks have launched mobile and internet banking apps that allow customers to:

-) Check balance
-) Transfer funds
-) Pay bills
-) Issue drafts
-) Access mini statements

4. Remittance Services

With a large Nepali diaspora abroad, **remittance** is a vital service provided by banks. Nepal receives around Rs. 200 billion annually in remittance (NRB data).

Popular Remittance Channels:

-) Everest Bank Ltd: *Everest Remit*
-) Sanima Bank Ltd: *Sanima Remit*

-) Most other banks: Partner with *Western Union Money Transfer*

Comparison Snapshot

Service Category	Sanima Bank Ltd.	Everest Bank Ltd.	Common Services
Bill Payment	Limited details available	Not specified	BoK, NIBL, Laxmi, etc. lead
Debit/Credit Cards	Yes	Yes	All major banks offer
Internet/Mobile Banking	Sanima iConnect	Available (details not listed)	Widely offered
Remittance	Sanima Remit	Everest Remit	Most use Western Union too

Strategic Importance of Services

Commercial Banks are not only focusing on deposits and lending but are now emphasizing service delivery through:

-) Digital platforms (e-banking)
-) Financial products (cards, loans)
-) Convenience tools (bill pay, remittance)

These strategies help banks retain customers, build brand loyalty, and reduce operating costs while adapting to customer expectations in the digital age.

Marketing Strategy of Commercial Banks

Marketing strategy is essential for businesses to compete and thrive in today's global market. It involves a series of planned decisions to achieve marketing objectives and gain a competitive edge.

Definitions:

-) "Marketing Strategy is the complete and unbeatable plan designed specifically for attaining the marketing objectives of the firm.— *Ramaswamy & Namakumari (1988)*
-) "The strategic marketing plan develops broad marketing objectives and strategies based on an analysis of the current market situation." *Dr. Agrawal (2000)*
-) "Market-oriented strategic planning is the managerial process of developing and maintaining a viable fit between the organization's objectives, skills, and its changing market opportunities."— *Kotler (1991)*

Key Components of Marketing Strategy

a. Selecting the Target Market

Different products and services cater to different customer segments based on:

-) Age, gender, income level, region, religion, etc.
-) Example: Banks offer specialized accounts such as:
 - o Griha Laxmi Bachat Yojana (targeted at women)
 - o Children Education Funds (targeted at parents)

b. Assembling the Marketing Mix

The Marketing Mix (Product, Price, Place, Promotion) must be tailored:

-) New products need more promotion
-) The focus must be on both **profitability** and **customer satisfaction**

2.4 Review of Related Studies

To provide a solid foundation for the present research, several previous studies have been reviewed. These studies offer insights into the marketing strategies, deposit mobilization, and customer service approaches adopted by commercial banks in Nepal, particularly focusing on Everest Bank Limited and Sanima Bank Limited. The key studies are summarized below:

1. Thapa, D. & Kandel, Y. (2024). Marketing Strategy for Financial Institutions in Nepal – Journal of Business and Social Sciences Research.

This study explored the strategic marketing practices of various financial institutions in Nepal. It emphasized the importance of customer-centric services, the use of digital platforms, and personalized financial products. The study identified five major factors essential for an effective marketing strategy, namely: understanding customer needs, promotional activities, customer satisfaction, employee motivation, and data-based decision-making. These findings are highly relevant to the current study as they shed light on the broader strategic framework of Nepali banks, including Everest Bank and Sanima Bank.

2. Karn, B. (2019). Marketing Strategies of Commercial Banks of Nepal with Reference to Civil Bank and Sanima Bank Ltd. – EasyChair Preprints.

This research focused on analyzing the marketing strategies used by Civil Bank and Sanima Bank. It applied the 7Ps of marketing mix—Product, Price, Place, Promotion, People, Process, and Physical Evidence—to assess their approach. The study concluded that service quality and personalized customer service were prioritized over aggressive physical expansion. It also highlighted the importance of digital banking and loyalty-based services, providing valuable insight into Sanima Bank’s strategic focus.

3. Pradhan, R. M. (2013). A Study of Product Marketing Strategy of Newly Established Commercial Banks in Nepal – Thesis, Thakur Ram Multiple Campus, TU.

This thesis compared the product marketing strategies of Janata Bank Nepal Ltd. and Sanima Bank Ltd. It found that Sanima Bank focused heavily on digital service delivery, promotional offers, and segmented banking products tailored to specific customer groups. The study recommended greater emphasis on brand communication and digital media for more effective customer engagement.

4. Shrestha, M. & Aryal, R. (2022). Comparative Study on Deposit Mobilization of Nepal Bank Limited and Sanima Bank Limited – Journal of Kathmandu BernHardt College.

This paper analyzed the deposit mobilization strategies of Nepal Bank and Sanima Bank from 2011 to 2020. It found that Sanima Bank used innovative schemes, attractive interest rates, and digital services to attract depositors. The research indicated a strong relationship between loan disbursement and deposit mobilization, reflecting the bank's efficiency in fund utilization and customer trust.

5. Adhikary, A. (2021). Deposit Mobilization of Nepalese Commercial Banks: A Comparative Study of Everest Bank Limited and Siddhartha Bank Limited – Thesis, Faculty of Management, TU.

This study focused on deposit collection trends in Everest Bank and Siddhartha Bank. It evaluated the financial performance over five fiscal years and found that Everest Bank has a stable deposit base due to its strong brand, consistent interest policies, and broad service network. The findings are significant for understanding Everest Bank's position in the market and its conservative yet effective approach to marketing and service delivery.

6. Koirala, R. (2015). A Report on Product Analysis of Various Banks in Nepalese Market – Independent Study.

This study analyzed the deposit schemes, card services, and customer responses in various banks. It showed that most deposit products are designed for middle-class families, and banks rely heavily on promotional schemes like lotteries to attract customers. It also highlighted the growing adoption of internet and mobile banking services in commercial banks, including Everest and Sanima.

7. Thapa, A. (2018). The Strategic Marketing Plan of Nepal Bangladesh Bank Ltd. – Research Report.

Although focused on Nepal Bangladesh Bank, this study offered relevant insights on how commercial banks design and implement strategic marketing plans. It emphasized the role of media advertising, customer-focused products, and service differentiation. These findings

provide a useful reference point for comparing the strategic approaches of Everest and Sanima Banks.

8. Pradhan, B. (2021). A Study on Deposit Collection and Its Utilization in Bank of Kathmandu Limited – Case Study.

This research analyzed the deposit collection strategies of Bank of Kathmandu, providing a comparative understanding of how different banks mobilize and utilize funds. Though it doesn't focus directly on Everest or Sanima, its findings help contextualize the deposit-side strategies employed by similar banks in Nepal's competitive financial landscape.

9. Koirala, R. (2015). Product Analysis of Various Banks in the Nepalese Market – Independent Research Report.

This study was aimed at analyzing the various deposit products and customer services offered by commercial banks in Nepal. The research focused on understanding different types of banking cards, evaluating deposit schemes, and collecting customer feedback regarding service quality.

Objectives:

-) To analyze various deposit products and schemes offered by banks.
-) To study the types and usage of debit and credit cards.
-) To understand customer satisfaction and feedback regarding banking services.

Findings:

-) Most deposit schemes were designed to attract middle-class families.
-) Several products were specifically tailored for particular segments, such as children and women.
-) Promotional tools included lottery schemes to incentivize savings.
-) Internet and mobile banking services were commonly available across banks.

Recommendations:

-) Commercial banks should extend their focus toward lower-income families, especially in a country like Nepal with a large low-income population.
-) Efforts should be made to minimize imperfect competition in the market.
-) Banks should introduce more diverse products with attractive incentives to remain competitive.

10. Thapa, A. (2018). Strategic Marketing Plan of Nepal Bangladesh Bank Ltd. – Research Report.

Though centered on Nepal Bangladesh Bank Ltd., this study presents relevant insights into how Nepali commercial banks formulate and implement marketing strategies. It explores

service offerings, promotional activities, and future planning, providing a useful framework for comparison with Everest Bank and Sanima Bank.

Objectives:

-) To analyze the current marketing strategies of the bank.
-) To evaluate the products and services provided to customers.
-) To understand customer feedback and assess future marketing plans.

Findings:

-) The bank offered a wide range of services to various customer segments, including specialized accounts like Grihani Bachat Khata and Saving Plus Deposit Scheme.
-) Digital services such as internet banking and debit cards were readily available.
-) Competitive loan schemes with reasonable interest rates were offered.
-) Promotions were conducted through diverse media such as television, newspapers, radio, and hoarding boards.

Recommendations:

-) Banks should focus more on segmented marketing strategies by addressing the specific needs of diverse customer groups.
-) Higher returns on savings could help attract more depositors.
-) A more comprehensive approach to promotion involving multiple media channels should be adopted.

Strategic Marketing Plan Components:

-) **Target Market & Positioning:** Understand specific market segments and tailor offerings accordingly.
-) **Product:** Innovate and introduce new financial products regularly.
-) **Service:** Ensure fast, efficient, and high-quality service delivery.
-) **Price:** Keep pricing and fees affordable and competitive.
-) **Place:** Expand banking services across the nation, including rural areas.
-) **Promotion:** Utilize integrated marketing communications involving print, electronic, and outdoor media.

11. Pradhan, B. (2078 B.S.). Deposit Collection and Utilization in Bank of Kathmandu Ltd. – Case Study.

This case study explored the mechanisms of deposit collection and fund utilization at Bank of Kathmandu Ltd. It analyzed how the bank sources deposits, manages investment strategies, and designs schemes for targeted customer groups.

Focus Areas:

-) To examine how the bank collects deposits from individuals, businesses, and other banks.
-) To study how collected funds are utilized through loans, investment in bonds, and stock markets.
-) To evaluate the marketing schemes used for deposit mobilization.

Findings:

-) Bank of Kathmandu collected funds through public deposits and interbank borrowing.
-) Funds were mainly utilized via loan disbursement and investment in secure financial instruments.
-) Targeted schemes such as *Kopila Bachat Yojana*, *Sajilo Bachat Khata*, and *Grihini Bachat* were introduced for children, housewives, and specific demographic groups.
-) The bank's branches were largely limited to urban and semi-urban areas.
-) Marketing activities were present but insufficient, lacking aggressive promotional outreach.

Recommendations:

-) The bank should expand its services to rural and underbanked areas to ensure financial inclusion.
-) Greater efforts are needed to design schemes for diverse income groups and communities.
-) Deposit collection and fund mobilization strategies should be enhanced to maximize financial efficiency.
-) Marketing efforts must be improved using the full scope of the marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence).

These studies offer a comprehensive overview of the various approaches taken by commercial banks in Nepal regarding marketing strategy, customer targeting, product development, and digital transformation. The present research distinguishes itself by conducting a comparative analysis of the marketing strategies of Everest Bank Limited and Sanima Bank Limited, incorporating both qualitative and quantitative aspects that have been partially overlooked in previous works.

Summary & Strategic Insights

Banks in Nepal are increasingly:

-) Segmenting their market (targeting women, children, rural communities)
-) Using product differentiation and pricing strategies

-) Expanding digital services and enhancing accessibility
-) Employing strategic promotions using media

However, there's room for improvement in:

-) Inclusive outreach (especially rural and low-income areas)
-) Consistent and creative marketing
-) Balancing profitability with social responsibility

2.3 Research Gap

This research stands out from previous studies because it focuses on some important areas that have not been properly explored before. Even though there have been several studies on commercial banks in Nepal, many of them focused on general banking services or specific banks only. This study, however, digs deeper and tries to highlight some missing aspects that are important in today's competitive banking environment.

Here's how this research is different:

1. **Comparative Market Study of Commercial Banks in Nepal:** Most past studies focused on a single bank or product. This research compares multiple banks operating in Nepal to understand how they perform in the market and compete with each other.
2. **Strategy of Different Banks in the Market:** Instead of just listing what banks offer, this study looks at the strategies each bank uses to attract and retain customers. This includes how they promote their services and how they position themselves in the market.
3. **Study of Loan and Deposit Schemes:** While other studies may have mentioned deposit and loan products, this research gives detailed attention to these schemes. It analyzes how attractive these schemes are and how they're being marketed to different customer groups.
4. **Comparison of Marketing Strategy of Everest Bank Limited and Sanima Bank Limited:** This part of the research is quite unique. By comparing two specific and popular banks—Everest Bank and Sanima Bank—it provides a clear picture of how their marketing strategies differ, which one is more effective, and why.
5. **New Services Launched by Commercial Banks:** With the rise of digital banking, many new services like mobile banking, internet banking, and remittance products are being introduced. This study covers those innovations and looks at how well they're being adopted and promoted by the banks.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

Research is defined as a systematic and objective process undertaken to discover new insights, validate existing knowledge, and develop general principles or theories that help in understanding specific phenomena. According to the Dictionary of Social Science, research refers to "a systematic and objective attempt to study a problem for the purpose of deriving general principles." This approach involves the collection, analysis, and interpretation of data to draw meaningful conclusions.

In the context of this study, the primary objective is to examine and evaluate the marketing strategies of Everest Bank Limited and Sanima Bank Limited—two leading commercial banks in Nepal. The study focuses on their efforts to attract customers, promote financial products, enhance digital services, and maintain a competitive edge in the dynamic banking industry. This chapter outlines the methodological framework adopted for the study, including research design, population and sample, data sources, collection techniques, and tools for analysis.

3.2 Research Design

This research employs a combination of descriptive and analytical research designs. The descriptive aspect focuses on identifying and explaining the existing marketing strategies of the selected banks, while the analytical component compares the effectiveness of those strategies based on observed data. This dual approach ensures a comprehensive understanding of marketing practices, their implementation, and their impact on customer engagement and business performance.

3.3 Population and Sample

The population of this study includes all commercial banks operating in Nepal. However, a purposive sampling method was employed to select two banks—Everest Bank Limited and Sanima Bank Limited. These institutions were chosen due to their strong market presence, innovative marketing strategies, and increasing popularity among customers. Their contrasting approaches to marketing provide an ideal basis for comparative analysis.

3.4 Nature and Sources of Data

Both primary and secondary data were used in this study:

- J Primary Data: Collected through structured questionnaires and semi-structured interviews with customers, employees, and marketing officials of Everest Bank and Sanima Bank. These data provided direct insights into customer satisfaction, marketing effectiveness, and service quality.
- J Secondary Data: Sourced from annual reports of the banks, publications from Nepal Rastra Bank, banking journals, previous research studies, newspapers, magazines, official websites, and advertisements. These sources offered supporting information for a deeper contextual and financial analysis.

3.5 Data Collection Techniques

Data collection for this research involved multiple techniques:

- J Questionnaires: A structured questionnaire was designed to capture customer opinions on service satisfaction, marketing awareness, and product preferences.
- J Interviews: Conducted with bank officials and marketing personnel to gain insight into internal strategies and operational challenges.
- J Observation: Field visits to bank branches were made to observe customer service practices, promotional displays, and the overall banking environment. This added a practical and observational component to the data collection.

3.6 Data Gathering Procedures

Primary data were gathered by directly visiting different bank branches and interacting with both staff and customers. Structured and unstructured interviews were conducted to gather qualitative feedback. Additionally, an unstructured questionnaire was used to clarify situational contexts and gain the views of bank officials.

Secondary data were collected from reputable sources such as financial journals, annual bank reports, Nepal Rastra Bank's publications, newspapers, bank brochures, and the Central Library of Tribhuvan University. Relevant data were filtered, organized, and tabulated for analysis. A research diary was maintained to record significant findings and insights during the process.

3.7 Tools and Techniques Used for Analysis

The collected data were processed using various analytical tools:

- J Descriptive Statistics: Percentages, frequencies, and averages were used to interpret customer responses.
- J Comparative Analysis: Used to identify differences and similarities between the marketing strategies of the two banks.
- J Content Analysis: Applied to qualitative interview responses to extract themes and strategic insights.
- J SWOT Analysis: Strengths, weaknesses, opportunities, and threats of both banks were assessed to evaluate their competitive positioning.
- J Graphs and Diagrams: Pie charts and bar diagrams were used to visually present data for better clarity and understanding.

3.8 Scope of the Study

This study is focused on the marketing strategies of Everest Bank Limited and Sanima Bank Limited as of the fiscal year 2024/25. Areas of emphasis include deposit and loan schemes, promotional activities, customer service innovations, digital banking services, and market positioning. The geographic scope is primarily urban, covering major cities where both banks have strong operations. The findings are intended to reflect current trends and provide strategic insights relevant to the present financial landscape.

3.9 Period Covered

The study considers data and developments from the past three years, with particular focus on current and recent strategies implemented in the 2024/25 fiscal year. The use of up-to-date and real-time data ensures the relevance and applicability of the research findings.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

Banking institutions primarily function as service-oriented businesses, where the quality of service, customer relationship, and market presence determine overall success. In today's dynamic and highly competitive financial environment, it is crucial for banks to continuously analyze market trends and customer behavior to stay ahead. A well-crafted marketing strategy not only helps in building a strong customer base but also plays a vital role in the growth and sustainability of the bank.

The role of the marketing department, particularly the marketing head, is significant in this regard. Making timely and strategic decisions is essential, as a single misstep can result in the loss of potential customers to competitors. Therefore, banks need to be proactive, innovative, and customer-focused in their marketing efforts.

To attract more customers and encourage deposit growth, commercial banks are adopting a variety of marketing strategies. These may include offering competitive interest rates, introducing customer-friendly products and services, investing in promotional campaigns, enhancing digital banking experiences, and building strong brand recognition. Both Everest Bank Limited and Sanima Bank Limited, like many other commercial banks in Nepal, have been implementing such strategic marketing approaches to expand their market share and improve customer engagement.

This chapter aims to present and analyze the data related to the marketing strategies of these two banks, highlighting how they influence customer preferences and deposit growth. For example:

4.2 Marketing Strategies Adopted by Commercial Banks

In the present-day financial sector, intense competition has compelled commercial banks to adopt innovative and customer-centric marketing strategies. These strategies are designed not only to attract new customers but also to retain the existing ones by offering enhanced value and convenience. Some of the notable strategies include:

A. Inner Bank Decoration

The physical environment of a bank plays a significant role in influencing customer perception. In response to increasing competition, many banks have started focusing on enhancing their interior decoration. A well-designed and aesthetically pleasing banking space

contributes to a positive customer experience. This strategy is aimed at creating a welcoming and professional environment, thereby encouraging customers to feel more comfortable and confident while conducting their financial transactions.

B. Fast and Efficient Service

In today's fast-paced world, customers place a high value on time. Recognizing this, banks have prioritized the delivery of quick and efficient services. Streamlining service delivery processes, adopting digital technologies, and reducing wait times are some of the initiatives banks have undertaken to improve service speed. Fast service not only improves customer satisfaction but also strengthens customer loyalty in the long run.

C. Attractive Incentive Schemes

To attract deposits and enhance customer engagement, banks are increasingly offering a variety of incentive-based schemes. These may include lucky draws, prize offers, and reward-based deposit schemes. For instance, Everest Bank Limited has launched a special deposit program where depositors have the opportunity to win a house. Such schemes serve as powerful promotional tools that encourage customers to deposit more funds and stay committed to the bank.

D. Value-Added Facilities and Services

To meet the evolving needs of customers, banks are diversifying their range of services beyond traditional banking. They now offer value-added services such as internet banking, mobile banking, ATM and credit card facilities, utility bill payments, 365-day banking services, evening and holiday counters, school and college fee payments, air ticket bookings, and more. These services provide convenience and enhance customer satisfaction by offering easy access to banking facilities at any time.

4.3 Customer Survey

To gather primary data for the study, the researcher conducted a survey by visiting various branches of the selected banks. Structured questionnaires were distributed to both customers and bank officials. The survey aimed to assess their opinions, experiences, and satisfaction levels regarding the marketing strategies adopted by the banks.

4.3.1 Awareness of Banking Products

To understand how customers learn about the products and services offered by commercial banks, a survey was conducted among 100 individuals from diverse age groups and backgrounds. The objective was to identify the most effective communication channels

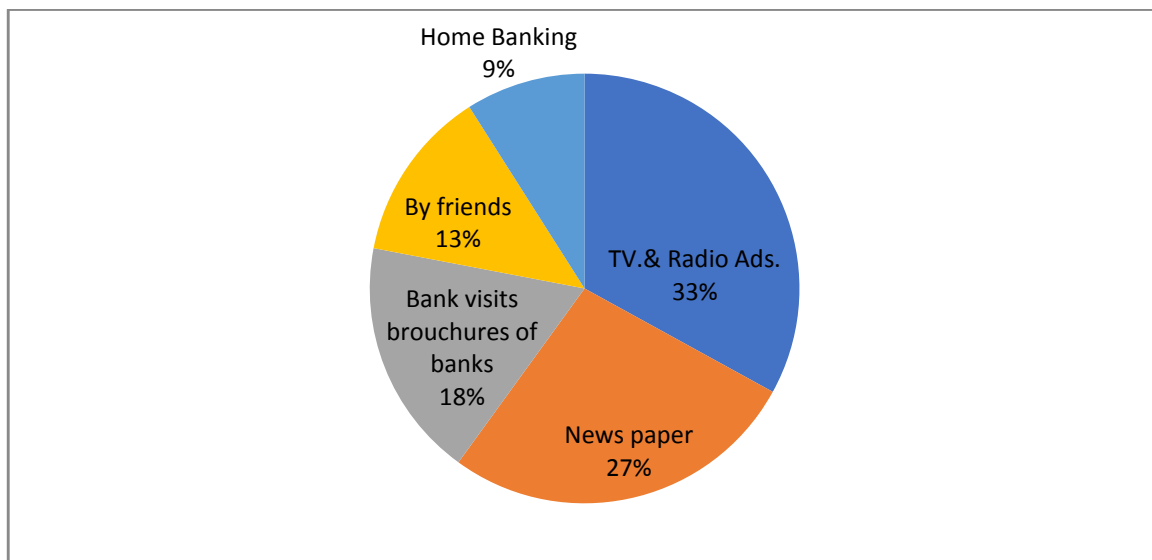
through which customers receive information regarding newly launched banking products. The results of the survey are presented below:

Table No. 4.5: **Customers Know through Media about Banking Products**

S.N.	Medium	No. of Respondents
1	Television and Radio Advertisements	33
2	Newspapers	27
3	Bank Visits / Brochures	18
4	Word of Mouth (Friends)	13
5	Home Banking	9
	Total	100

Source: Field Survey, 2025

Figure 4.8 : Advertisement of banks



The data shows that television and radio advertisements are the most influential mediums, with 33% of respondents relying on them to stay informed. Newspapers also play a significant role, accounting for 27% of responses. A noteworthy portion of customers still gain awareness through direct bank visits and brochures (18%), while word of mouth (13%) and home banking (9%) represent smaller yet relevant sources of information.

These findings highlight the continued importance of traditional media in reaching customers, while also indicating the need for banks to strengthen personal communication and digital engagement strategies.

The products launched by different commercial banks are primarily promoted through daily newspapers, television, and radio. Based on the survey findings, it can be concluded that advertising through newspapers and broadcast media (TV and radio) is an effective and beneficial strategy for banks. These channels remain the most trusted and widely accessed sources of information among customers, helping banks successfully reach their target audience and promote new services.

4.3.2 Reason of visiting Bank

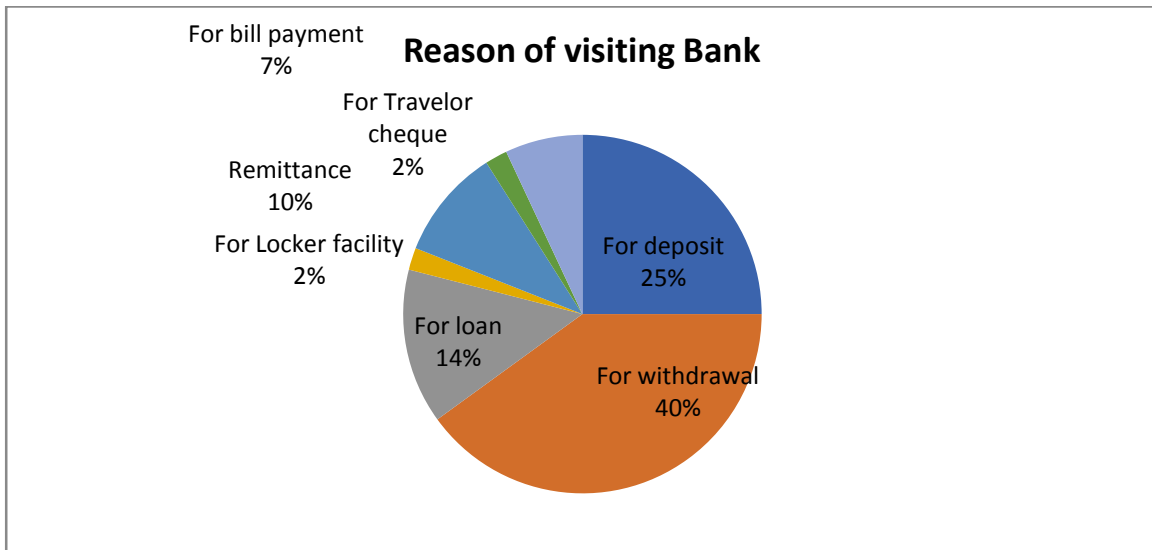
In this survey, researcher want to know that why the customers go to Bank? Banks provide a wide range of services to their customers, including deposits, withdrawals, loans, locker facilities, traveler’s cheques, remittance services, and bill payment options. To understand the primary reasons why customers visit banks, the researcher conducted a field survey of 100 customers from various banks. The findings of the survey are summarized below:

Table No. 4.6 Reason for Visiting Banks

S.N.	Reason	No. of Customers
1	For Deposits	25
2	For Withdrawal	40
3	For Loan	14
4	For Locker Facility	2
5	For Remittance	10
6	For Traveler’s Cheque	2
7	For Bill Payment	7
	Total	100

Source: Field Survey, 2025

Figure No.: 4.9 Reason of visiting Bank



Based on the survey, the researcher found that the majority of people visit banks primarily for deposits and withdrawals. Out of 100 respondents, 25% stated they visit the bank for depositing funds, while 40% reported they go to the bank for withdrawals. This supports the understanding that banks continue to serve as key institutions for fund collection and disbursement.

The data clearly reveals that cash withdrawals are the most common reason for visiting banks, followed by deposits and loan-related services, which account for 14% of customer visits. Other services, such as remittance, bill payments, locker facilities, and traveler's cheques, are accessed less frequently.

These findings indicate that while banks are evolving to offer a wide range of services, they are still predominantly used for traditional financial transactions such as cash handling and loan processing. Nonetheless, the presence of diverse service usage reflects the banks' increasingly multifunctional role in addressing the varied needs of their customers.

4.3.3 Reason for Depositing Money in Banks

To understand the motivation behind customers depositing their money in banks, a survey was conducted among 100 individuals from the general public. The purpose was to identify the key reasons why people choose to keep their savings in financial institutions instead of holding cash or using alternative methods of saving.

Respondents were asked: "Why do you deposit your money in the bank?"

The responses collected are presented in the following table:

Table No.:4.7 Reasons for Depositing Money in Banks

S.N.	Reason	No. of Respondents
1	For Safety of Money	20
2	To Earn Interest	5
3	Easy Withdrawals and Payments	25
4	Habit of Saving	35
5	For Loan Eligibility in the Future	15
	Total	100

Source: Field Survey, 2025

The survey results reveal that the most common reason for depositing money in banks is the habit of saving, cited by 35% of respondents. This is followed by the need for easy withdrawals and payments (25%) **and** loan eligibility in the future (15%). Safety of money, although often considered the main motivation, was selected by only 20%, and earning interest was cited by the smallest group (5%).

These findings suggest that modern banking customers value not only safety and returns but also financial discipline, accessibility, and strategic benefits such as loan access. This reflects a shift toward more diversified and practical reasons for engaging with formal banking systems, reinforcing the role of banks in supporting financial planning and day-to-day convenience.

4.3.4 Services of the Bank That Attract People

To identify which banking services are most appealing to customers, the researcher conducted a survey among 100 individuals in and around the premises of selected banks. As customer needs are dynamic and continuously evolving, it is essential to understand which services are currently drawing the most attention and satisfaction.

Respondents were asked: "Which services of the bank attract you the most?"

The responses obtained from the field survey are presented below:

S.N.	Service Offered	No. of Respondents
1	Loan Facilities	25
2	ATM and Mobile Banking	30

S.N.	Service Offered	No. of Respondents
3	Interest on Deposits	5
4	Online Banking	30
5	Customer Service and Support	5
6	Locker Facilities	5
	Total	100

Source: Field Survey, 2025

The survey findings indicate that ATM and Mobile Banking and Online Banking are the most attractive services for customers, each cited by **30%** of respondents. This highlights the growing reliance on digital banking platforms and the importance of convenience and accessibility in modern banking.

Loan facilities also remain a significant attraction, with 25% of respondents showing interest, reflecting the continued need for credit and financial support from banking institutions.

Services such as interest on deposits, customer service, and locker facilities were selected by a smaller proportion of respondents (5% each), suggesting that while they are valued, they are not the primary drivers of customer attraction.

Overall, the results reflect a shift in customer preferences toward digital services and loan-related products, emphasizing the importance for banks to continue investing in technology-driven solutions and personalized financial offerings to remain competitive and meet evolving customer expectations.

4.3.5 Attraction for Bank

To understand what aspects of a bank's environment and offerings attract customers, the researcher conducted a survey among 100 individuals. The aim was to identify which features, beyond financial services, influence a customer's perception and preference for a particular bank.

Respondents were asked: "What attracts you most when you visit a bank?"

The responses are presented below:

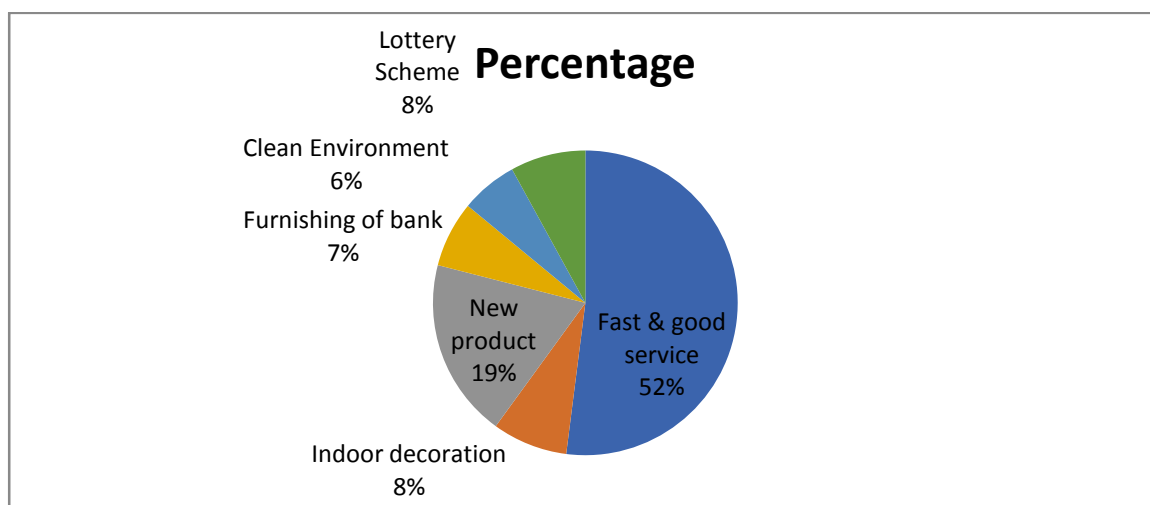
Table No. 4.8: Attraction for Bank

S.N.	Facilities	No. of People
1	Fast & Good Service	52
2	Indoor Decoration	8
3	New Product	19

S.N.	Facilities	No. of People
4	Furnishing of Bank	7
5	Clean Environment	6
6	Lottery Scheme	8
	Total	100

Source: Field Survey, 2025

Figure No.: 4.10: Attraction of bank



The survey results show that fast and good service is the most attractive feature of a bank for the majority of customers, with 52% of respondents citing it as the main factor. This highlights the importance of efficient and customer-friendly service delivery in the banking sector.

New product offerings also play a significant role, drawing the interest of 19% of respondents. This suggests that customers value innovation and new financial solutions.

Other factors such as indoor decoration, lottery schemes, furnishing, and a clean environment received fewer responses, each ranging between 6% and 8%. While these features are less dominant, they still contribute to creating a positive and welcoming atmosphere within the bank.

Overall, the findings emphasize that while the physical environment and promotional schemes are appreciated, it is the quality of service that ultimately determines customer attraction and satisfaction.

4.3.6 Using Internet Banking

In the age of information technology, digital access to financial services has become

increasingly important. Most commercial banks in Nepal have developed their own websites, offering a wide range of online services. Through these platforms, customers can access information about bank products, services, strategic plans, staff, branch locations, and more. One of the significant developments in recent years is the introduction and expansion of internet banking. This service allows customers to carry out various banking transactions remotely, enhancing convenience and efficiency.

To assess the usage of internet banking, the researcher conducted a field survey and asked the question: "Do you use internet banking services?"

The responses are summarized below:

Table No.: 4.9: People on Internet Banking

Response	No. of People	Percentage (%)
Yes	37	37
No	63	63
Total	100	100%

Source: Field Survey, 2025

The survey data reveals that 37% of respondents use internet banking services, while the remaining 63% do not. This indicates a relatively low level of adoption among the surveyed individuals, suggesting that while internet banking is gaining traction, a majority of customers still rely on traditional banking methods.

Factors such as digital literacy, trust in online security, and access to internet facilities may influence these adoption rates. Additionally, some customers might prefer face-to-face interactions with bank staff, which could explain the lower usage of internet banking.

Given the increasing role of digital technology in financial services, banks may consider further efforts to promote internet banking, such as improving user interfaces, enhancing security features, and offering educational resources to encourage wider usage

4.3.7 Customer Satisfaction with the Banking Services

To assess customer satisfaction with banking services, the researcher conducted a survey at Everest Bank Limited (EBL) and Sanima Bank Limited (SBL). The aim was to gather insights into the perceptions of customers regarding the quality of services provided by these two banks.

Respondents were asked: "Are you satisfied with the services provided by the bank?"

The results of the survey are presented in the table below:

Table No. 4.10: People's Perception on the Function of Banks

Perception	EBL	SBL
Satisfied	46	36
Partially Satisfied, Need Improvement	39	50
Unsatisfied	13	11
Frustrating	2	3
Total	100	100

Source: Field Survey, 2025

The survey results indicate that a significant number of customers are generally satisfied with the services provided by both Everest Bank Limited (EBL) and Sanima Bank Limited (SBL), with **46%** of EBL customers and **36%** of SBL customers expressing full satisfaction. However, a notable percentage of customers in both banks indicated that there is room for improvement. Specifically, 39% of EBL customers and 50% of SBL customers reported being partially satisfied, highlighting the need for continuous service enhancements.

A relatively smaller proportion of customers at both banks are unsatisfied (13% at EBL and 11% at SBL), and an even smaller group expressed frustration due to factors such as service delays or issues with loan management (2% at EBL and 3% at SBL).

The data suggests that while customers generally express satisfaction with the banks, there are areas for improvement, particularly concerning loan services. Customers with loans have voiced concerns about increasing interest rates, which has led to dissatisfaction and even frustration for some.

4.3.8 Expectations regarding New Product (Scheme)

To identify customer expectations and preferences for new banking products, a survey was conducted among 100 individuals at the premises of Everest Bank Limited (EBL) and Sanima Bank Limited (SBL). The goal was to gather insights into which types of new schemes would attract customers in the current market scenario.

Respondents were asked: "What kind of new product or scheme would you like banks to introduce?"

The survey results are presented below:

Table No. 4.11 People's Desire for New Products

Product (Scheme)	No. of People
Good Interest in Saving Account	32
Good Interest in Fixed Deposit	29
Scheme with Gift	24
Scheme with Lottery	15
Total	100

Source: Field Survey, 2025

The survey findings indicate that a majority of people are particularly interested in better interest rates on saving accounts (32%) and fixed deposits (29%). This shows that in the current financial environment, returns on savings are a key motivating factor for customers when considering new banking products.

In addition, 24% of respondents showed interest in schemes that offer gifts, while **15%** favored lottery-based schemes. Although these incentive-based schemes do not appeal to the majority, they still hold potential to attract a specific customer segment, especially those who are more responsive to promotional offers and rewards.

Overall, the results suggest that while people prioritize financial benefits like higher interest rates, there is also room for banks to innovate with creative schemes to appeal to niche markets. Banks could leverage this feedback to design customer-focused products that combine value, incentive, and engagement.

4.3.9 Customers Benefit due to Competition in the Banking Sector

To understand public perception regarding the impact of competition among banks, a survey was conducted among 100 individuals. The objective was to assess whether people believe that competition in the banking sector leads to better outcomes for customers.

Respondents were asked: "Do you think competition among banks benefits customers?"

The responses are detailed below:

Table No. 4.12 Effect of Competition Among Banks

Response	No. of People
Yes	53
No	22
Don't Know	18
Can't Say	7
Total	100

Source: Field Survey, 2025

The survey shows that **53%** of respondents believe that competition among banks **benefits customers**, mainly by providing more product options, better services, and improved interest rates. This group perceives competition as a positive force that drives innovation and customer-centric offerings.

However, **22%** of respondents believe that competition does **not benefit customers**, expressing concerns that **unhealthy competition** may lead to instability in the financial sector. They argue that excessive focus on attracting customers through short-term incentives could divert financial resources into **unproductive or risky areas**, ultimately harming economic growth.

Additionally, 18% of respondents said they don't know, and **7%** were undecided, suggesting a need for greater public awareness about the broader implications of banking competition.

Overall, while a majority of customers see competition as a positive trend, the data also highlights the importance of maintaining healthy and regulated competition to ensure sustainable growth and customer protection in the banking industry.

4.4 SWOT Analysis of Commercial Banks in Nepal

A SWOT analysis is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats faced by an organization. In the context of commercial banks in Nepal, this framework helps in understanding the internal capabilities and external challenges within the competitive banking environment.

Strengths

Commercial banks in Nepal possess several strengths that have contributed to their growing customer base and overall positive reputation in the financial sector. One of the most prominent strengths is their effective marketing strategies, which are designed to target

diverse demographic groups based on age, gender, occupation, and financial needs. This targeted approach has enabled banks to attract and retain a wide variety of customers.

In addition, banks provide a range of convenient and customer-centric services, such as fast and efficient service delivery, clean and well-maintained banking environments, lottery schemes, locker facilities, ATM services, and mobile/online banking. These offerings have been identified in customer surveys as key reasons for choosing a particular bank.

The presence of highly qualified and motivated staff also contributes to operational excellence, improving customer satisfaction and enabling banks to provide personalized financial solutions. Moreover, many banks have built a strong goodwill and brand reputation, giving them a competitive edge in the market. Their ability to attract potential customers through service reliability and product diversification further enhances their market strength.

Weaknesses

Despite their strengths, commercial banks in Nepal face several internal challenges. One major weakness is the intense competition among banks, which often leads to excessive expenditure on promotional activities and marketing campaigns. While such competition may benefit consumers, it can strain the banks' financial and operational resources.

Another common issue is the lack of adequate infrastructure, such as parking spaces, especially in urban branches. Additionally, customers frequently report dissatisfaction due to long queues and overcrowded counters, which hinder service efficiency. These operational inefficiencies reduce the overall customer experience and pose a risk to brand loyalty.

Opportunities

The banking sector in Nepal continues to present numerous opportunities for growth and innovation. With the increasing adoption of digital banking services and rising financial literacy among the population, banks have the chance to expand their product offerings and improve customer engagement.

Opportunities also lie in the development of new financial schemes, personalized loan packages, and savings options that align with evolving customer preferences. As identified in customer surveys, there is a demand for better interest rates, value-added services, and innovative deposit schemes (such as products linked with gifts or lotteries), which can help banks reach untapped market segments.

To seize these opportunities, banks must develop dynamic marketing strategies that are flexible and responsive to changing market conditions, customer behavior, and technological advancements.

Threats

The commercial banking sector in Nepal operates in a volatile environment influenced by both internal and external threats. One of the major threats is the growing number of competitors, which increases pressure on pricing, interest rates, and service quality. While competition may drive innovation, it can also lead to unsustainable practices if not properly regulated.

Furthermore, frequent changes in government policies, monetary regulations set by Nepal Rastra Bank (NRB), and broader macroeconomic conditions pose risks to the stability and predictability of banking operations. There is also the potential for product or scheme failure, especially when new initiatives are not well-researched or fail to meet customer expectations. Finally, cybersecurity risks, though not yet a dominant concern in all segments, are emerging as a significant threat with the rise of digital banking and internet-based services.

In conclusion, while commercial banks in Nepal demonstrate significant strengths and opportunities for sustained growth, they must remain vigilant in addressing their internal weaknesses and external threats. A strategic balance of innovation, customer service, risk management, and regulatory compliance will be key to maintaining their competitive position in the evolving financial landscape.

4.4.1 SWOT Analysis of Everest Bank Limited (EBL)

Everest Bank Limited (EBL) stands as one of the oldest and most established financial institutions in Nepal. Over the years, the bank has built a strong reputation and market presence. However, with the rapidly evolving dynamics of the banking industry and increasing competition from newly emerging banks, EBL faces both opportunities and challenges. The following SWOT analysis outlines the current strategic positioning of EBL.

Strengths

EBL benefits from a range of strengths that contribute to its competitive edge in the banking sector:

- J Strong Marketing Strategy: The bank employs effective marketing approaches aimed at attracting a wide demographic—including customers of various ages, genders, and professions—thereby helping it to maintain a broad market reach.
- J Extensive Network: With 385 branches, 275 branchless banking points, 61 extended counters, and 3 international contact offices, EBL ensures accessibility across Nepal. This expansive presence significantly increases its ability to serve a large customer base.

- J ATM Accessibility: Numerous ATM booths spread across different regions offer customers easy access to cash and basic banking services, enhancing convenience and satisfaction.
- J Stable Management: The bank enjoys internal stability with minimal conflict in its leadership, allowing policies and decisions to be implemented efficiently and smoothly.
- J Experienced Workforce: As an older institution, EBL possesses a seasoned and knowledgeable workforce, which adds to its operational strength.
- J Strong Financial Position: The bank has a solid capital base and channels its loans into credible, secure sectors, ensuring financial health and sustainability.
- J Positive Reputation: The longstanding goodwill of the bank continues to attract a large number of potential customers, reinforcing its market position.

Weaknesses

Despite its strengths, EBL also faces several internal limitations that may affect its competitive performance:

- J Lack of Innovative Products: Compared to emerging banks, EBL lacks attractive and modern financial schemes, which may limit its appeal to younger or tech-savvy customers.
- J Uncompetitive Deposit Interest Rates: The relatively low interest rates on deposits can discourage new customers from opening accounts with the bank.
- J Limited Recruitment Transparency: The absence of an open recruitment policy may result in a workforce that lacks competitive edge and diversity.
- J Weak Human Resource Policies: The bank's current HR framework does not sufficiently motivate or support career growth for employees, potentially reducing job satisfaction and productivity.
- J Centralized Decision-Making: With strong management control and limited staff autonomy, employee ownership and initiative appear to be lacking.

Opportunities

EBL is well-positioned to leverage several promising opportunities for growth and development:

- J Large Deposit Base: The bank's strong deposit foundation presents ample opportunity for expanding credit services and investment in growth sectors.
- J Low Non-Performing Assets (NPA): The bank maintains a low level of NPAs, reflecting sound credit quality and enabling confident lending practices.

- J Credibility-Driven Deposits: Even with lower interest rates, the trust and reliability associated with EBL continue to attract new deposits.
- J Potential for Scheme-Based Expansion: Introducing innovative and customer-focused schemes—even on a small scale—can lead to significant deposit mobilization.
- J Favorable Interest Margins: The existing gap between deposit and lending rates offers potential for enhanced profitability if the bank increases its scale of operation.

Threats

The bank also faces several external threats that may challenge its market position:

- J Intensifying Market Competition: The emergence of dynamic competitors with innovative schemes may lead to customer attrition if EBL fails to modernize its offerings.
- J Stagnant Marketing Policies: The lack of fresh and aggressive marketing strategies may hinder the bank’s ability to attract new clientele in a competitive environment.
- J Regulatory Risks: Shifts in government policy, monetary regulations, and directives from Nepal Rastra Bank (NRB) can affect the bank’s operations and strategy.
- J Human Resource Drain: Inadequate compensation, limited career development opportunities, and a rigid organizational culture may lead to the migration of experienced professionals to other institutions.
- J Risk of Product Failure: The possibility of newly introduced products or services failing to meet market expectations remains a constant concern in a rapidly evolving banking landscape.

EBL continues to be a strong player in Nepal’s banking sector, backed by its legacy, reach, and financial stability. However, to maintain its competitive edge and sustain long-term growth, the bank must address internal inefficiencies, adopt innovative products, strengthen its HR policies, and proactively respond to market changes. Strategic adaptability and customer-centric reforms will be critical to EBL’s future success in an increasingly dynamic financial ecosystem.

4.4.2 SWOT Analysis of Sanima Bank Limited (SBL)

Sanima Bank Limited (SBL) is a relatively newer entrant in the Nepalese banking industry but has quickly gained market credibility due to its efficient operations and progressive strategies. Despite its recent establishment, the bank has demonstrated significant growth and expansion. However, in an increasingly competitive market, SBL faces several strategic challenges. The following SWOT analysis outlines its current internal capabilities and

external environment.

Strengths

Sanima Bank has leveraged its dynamic approach and modern strategies to build a strong foundation. Key strengths include:

- J Effective Deposit Strategy: The bank has implemented robust deposit mobilization strategies, enabling it to accumulate competitive deposit volumes despite being a newer institution.
- J Widespread Network: With 359 branches, 106 extended counters, 81 branchless banking locations, and 473 ATMs across the country, the bank has succeeded in expanding its services nationwide, enhancing accessibility and customer reach.
- J Sound Financial Position: Compared to other new banks, SBL has a relatively strong deposit base and balanced lending practices.
- J Transparent Recruitment Policy: An open and merit-based recruitment system allows the bank to attract qualified and competent staff, strengthening its human capital.
- J Timely Innovation: Sanima Bank has consistently introduced new and relevant strategies aligned with market demands.
- J Employee and Shareholder Motivation Programs: The bank actively engages stakeholders through various motivational initiatives, fostering a positive organizational culture.
- J Balanced Interest Rates: Maintaining a healthy spread between deposit and lending rates supports both customer satisfaction and profitability.

Weaknesses

While Sanima Bank has made significant strides, it also faces certain internal limitations:

- J High Exposure to Private Sector Lending: The bank's loan portfolio is heavily concentrated in private sector lending, limiting diversification and increasing potential risk.
- J Limited Capacity for Large-Scale Projects: Despite growth in deposits, the bank still struggles to mobilize enough capital to fund major infrastructure or industrial projects.
- J Inefficient Product Promotion: Although the bank launches innovative schemes, the high cost of advertising and limited outreach strategies have hindered effective market penetration.
- J Infrastructural Limitations: In comparison to older, more established banks, SBL faces physical infrastructure challenges, such as narrower counters, limited parking facilities, fewer ATM booths, and less appealing interior setups.

Opportunities

Sanima Bank is well-positioned to capitalize on several growth opportunities:

-) Visionary Management: The willingness of the management to adopt best practices and drive improvement opens avenues for long-term success.
-) Rising Deposit and Credit Trends: The consistent upward trend in both deposits and lending indicates growing customer trust and increasing financial activity.
-) Untapped Market Areas: A significant portion of Nepal remains underserved by formal banking institutions. Expanding operations to rural and remote areas can increase customer outreach and generate new deposits.
-) Market Fluidity: The evolving nature of the Nepalese financial market creates room for innovation, allowing SBL to introduce unique products and gain a competitive edge.

Threats

Despite its potential, Sanima Bank is also exposed to various external risks and threats:

-) Intense Market Competition: The increasing number of commercial banks and aggressive marketing by rivals pose a constant risk of customer attrition.
-) Customer Loyalty Volatility: Large business houses often maintain multiple banking relationships and may consolidate their transactions with competitors offering better schemes.
-) Workforce Instability: There is a recurring risk of experienced staff leaving the bank for better career prospects elsewhere.
-) Product Failure Risk: Without continuous innovation and competitive schemes, the bank runs the risk of its products underperforming in the market.
-) Economic and Regulatory Challenges: Nepal's fragile economy and the frequent changes in regulatory guidelines by Nepal Rastra Bank (NRB) pose systemic risks to consistent growth and compliance.

Sanima Bank Limited has emerged as a promising institution within a relatively short time, thanks to its expansive reach, customer-oriented strategies, and modern banking practices. However, to sustain this growth trajectory, it must continuously adapt to the competitive landscape, address its infrastructural gaps, and ensure strategic investment in innovation and human resources. By capitalizing on opportunities and mitigating potential threats, Sanima Bank can strengthen its position as a leading player in Nepal's financial sector.

4.5 Major Findings

1. Market Position, Brand Value, and Customer Confidence

EBL has earned significant trust and credibility over the years and has positioned itself as one of the top commercial banks in Nepal. It ranks as the second-largest in deposit collection, largely due to its long-standing presence, widespread branch network, and perceived safety among customers.

On the other hand, SBL, though comparatively new, has gained momentum by targeting niche customer needs with innovative deposit schemes. It is emerging as a dynamic and customer-responsive institution in the competitive banking landscape.

2. Marketing and Promotional Strategy

EBL primarily relies on its goodwill, stability, and reputation, while also expanding its reach by launching select savings schemes (e.g., *KetaKeti Bachat Khata*, *Afnai Bachat Khata*) and facilitating services such as internationally usable VISA cards.

SBL, however, adopts a more aggressive marketing approach with diverse and frequent product launches (e.g., *Samridhi Nischyep Yojana*, *Sunaulo Nischyep Yojana*) and a focus on digital and retail banking, which has helped it rapidly grow in terms of customer base and market presence.

3. Service Network and Infrastructure Development

EBL has a significant competitive advantage due to its extensive physical infrastructure with 385 branches, 275 branchless banking points, and numerous ATMs across Nepal. This network allows the bank to serve a wide range of customers, especially in rural and semi-urban areas.

SBL, while newer, has strategically expanded with 359 branches and 473 ATMs, showing impressive growth in a short time. Its focus on extending reach in underserved areas is helping it carve a niche and compete effectively.

4. Remittance and Technology-Based Services

EBL's offering of VISA cards usable in India and other cross-border services has enhanced its appeal among businesspeople and travelers.

SBL introduced *SBL Remit*, which has become an effective tool in attracting remittance flows and expanding the customer base among migrant families.

5. Deposit vs. Lending Strategy Comparison

EBL enjoys a larger deposit base (almost three times that of SBL), which allows it to lend more and invest in diversified, low-risk sectors including government securities, financial institutions, and reputed private organizations.

SBL, despite a smaller deposit pool, shows a higher deposit growth rate and focuses heavily on private sector lending and large-scale projects like hydropower, tourism, and cement industries. This gives it high growth potential but exposes it to higher risk.

6. Media and Communication Channels

Traditional media like radio, newspapers, and television remain the most widely used advertising platforms for both banks. However, digital transformation is slow, and both institutions are encouraged to utilize social media, mobile apps, and targeted online campaigns to connect with younger demographics.

7. Customer Behavior and Service Usage Patterns

The majority of customers primarily utilize banks for deposit and withdrawal purposes. Services like internet banking, insurance-linked products, and locker services are underutilized due to lack of awareness and digital literacy.

Customers prioritize trust and security over high-interest rates. Hence, banks with long-standing credibility continue to attract deposits even with less competitive returns.

8. Customer Preferences for Product Innovation

Survey findings reveal that most customers prefer higher interest on savings and fixed deposit accounts. A smaller segment of the population is interested in schemes offering gifts or lotteries.

This highlights the need for banks to balance traditional offerings with innovative schemes to cater to both conservative and modern customer segments.

9. Effect of Market Competition on Customer Experience

Over 50% of surveyed customers believe that increased competition among commercial banks benefits customers through better product options and services.

However, some view the competition as unhealthy, potentially driving banks toward high-risk investments or excessive promotional costs, which may impact long-term sustainability.

10. Internet Banking and Digital Adoption

Usage of internet banking is still limited in Nepal due to digital illiteracy, especially among the older population. However, the younger generation is increasingly using online banking features.

Banks must work toward simplifying digital interfaces, enhancing cybersecurity, and increasing digital banking literacy among customers to fully leverage the potential of internet banking.

CHAPTER FIVE

SUMMARY AND CONCLUSION

5.1 Summary

Commercial banks are foundational pillars in any economy, acting as catalysts for financial growth by mobilizing public savings and directing them toward productive investments. They contribute not only to economic development through credit facilitation but also enhance the financial well-being of individuals and businesses by offering a wide range of services. In Nepal, the role of commercial banks has become increasingly significant due to the expanding economy and growing financial literacy. Among them, Everest Bank Limited (EBL) and Sanima Bank Limited (SBL) have emerged as influential players, each adopting distinct marketing strategies to maintain and grow their market share.

This research was conducted with the aim of analyzing and comparing the marketing strategies adopted by EBL and SBL. As competition intensifies within Nepal's banking sector, it has become essential for banks to implement dynamic, customer-centric strategies to attract and retain clients. This study sought to explore how these two banks have responded to the changing financial landscape, technological advancements, and evolving customer expectations.

To address the research objectives, a thorough review of relevant literature was undertaken. This helped build a solid foundation for understanding the theoretical and practical aspects of marketing in the banking industry. The research employed both primary and secondary data sources. Primary data was collected through field surveys and questionnaires, while secondary data was obtained from bank reports, journals, financial statements, and authorized websites. Statistical and analytical tools such as percentages, charts, SWOT analysis, and comparative analysis were used to examine the data.

The study found that EBL, as one of the older and more established banks in Nepal, enjoys strong brand credibility and customer trust. Its extensive branch network, experienced staff, and conservative yet effective strategies have contributed to a stable growth pattern in both deposits and lending. EBL's marketing focus has been on safety, service quality, and brand reliability rather than aggressive promotional campaigns. The introduction of customer-friendly schemes like *KetaKeti Bachat Khata* and *Afnai Bachat Khata*, along with VISA card facilities accessible in India, has also supported its position in the market.

On the other hand, SBL, being a relatively new entrant in the commercial banking sector, has adopted a more innovative and aggressive approach to marketing. With the launch of schemes such as *Samridhi Nischyep Yojana* and *Sunaulo Nischyep Yojana*, and a focus on expanding its branch and ATM network, SBL has been able to rapidly grow its customer base. The bank has also implemented open recruitment policies and motivational programs, enabling it to hire competent staff and create a strong internal culture.

Despite having a smaller deposit base compared to EBL, SBL has demonstrated higher growth percentages in deposits and loans over the past five years. This highlights the effectiveness of its marketing strategies in attracting new customers and gaining market share. SBL has also shown commitment to investing in large-scale projects in sectors like hydropower, tourism, and manufacturing, reflecting its focus on strategic expansion.

The analysis revealed that while both banks are operating in the same regulatory and economic environment, their strategic approaches differ. EBL emphasizes stability and quality lending, whereas SBL focuses on innovation and aggressive market penetration. This diversity in strategy is largely influenced by the banks' age, market positioning, and customer base.

The research also identified broader challenges in Nepal's banking sector, such as high liquidity due to remittance inflows, low interest rates, technological barriers among rural populations, and the ongoing need for digital transformation. Customers remain highly influenced by factors like service quality, brand credibility, and accessibility, with many prioritizing trust and security over interest rates or product variety.

In conclusion, both EBL and SBL are responding actively to the evolving market through tailored marketing strategies. EBL leverages its reputation and conservative growth model, while SBL seeks to expand aggressively through new products and customer-focused innovations. The future of Nepal's banking sector remains promising, provided that financial institutions continue to innovate, digitize, and adapt to the changing expectations of their customers while maintaining compliance with regulatory standards.

5.2 Conclusion

Through the analysis of data collected for this research, several significant conclusions about the marketing strategies of Everest Bank Limited (EBL) and Sanima Bank Limited (SBL) have emerged:

1. **Full-Spectrum Banking Services:** Both EBL and SBL operate as full-fledged commercial banks, offering a comprehensive range of services designed to meet the diverse needs of their clientele. These services include various credit products such as credit and advances, working capital credit, consortium finance, trade finance (import/export), term credit, demand credit, letter of credit, bank guarantees, and bill purchases. These offerings ensure that the banks cater to both individual and corporate customers, facilitating growth in the country's trade, industry, and business sectors.
2. **Core Objectives and Economic Contribution:** The primary objectives of both banks are to maximize shareholder wealth, offer modern services to customers, support the central bank's monetary policies, and contribute to reducing poverty in Nepal. By achieving these objectives, both EBL and SBL are playing an essential role in the country's economic development. Their growth in deposits, loans, and overall banking services has had a direct positive impact on the national economy, helping improve financial inclusion and access to banking for the masses.
3. **Innovative Products and Customer-Centric Services:** Both banks have introduced an array of deposit and loan schemes that appeal to various customer segments. Their offerings include traditional savings accounts, fixed deposits, and a range of loan products that cater to personal and business needs. Furthermore, EBL and SBL provide several customer-centric services, such as ATM facilities, remittance services, locker facilities, and 365-day banking. These services ensure that customers can access their accounts and carry out transactions at their convenience, improving customer satisfaction and loyalty.
4. **Enhanced Communication and Transparency:** Both banks have made information about their services easily accessible through their websites and other digital channels. This transparency fosters trust and encourages potential customers to engage with the banks. Customers can now get detailed information about deposit rates, loan schemes, and other services without needing to visit a branch, thus making the process more convenient and user-friendly.
5. **Launch of Customer-Oriented Products and Incentives:** EBL and SBL have consistently launched new products that are highly tailored to meet customer needs. These include lottery schemes, incentive programs, and free debit cards, all designed to attract new customers and retain existing ones. The introduction of such products also positions the banks as forward-thinking institutions that prioritize customer satisfaction. Additionally, the ability to pay bills such as telephone and mobile bills directly through the bank's

platforms has enhanced their customer experience by providing a one-stop-shop for financial services.

6. **Customer Satisfaction with Credit Services:** A significant portion of credit customers from both banks report being satisfied with the services provided. However, there is a noticeable concern regarding the disparity between deposit and credit interest rates. While the banks have reduced deposit interest rates, credit interest rates remain high. Many customers have expressed that this imbalance makes it difficult for them to pay off their credit on time, leading to some dissatisfaction. This issue presents an area for improvement for the banks in terms of aligning their interest rates with customer expectations.
7. **Trust and Security as Primary Concerns for Customers:** Despite the competitive interest rates offered by new entrants in the banking sector, safety and security of funds remain the top priority for customers. This trust in established banks like EBL has helped them attract a larger number of deposits compared to newer banks. The goodwill and reputation that older banks have built over the years act as a crucial factor for customer retention and deposit growth. Newer banks, on the other hand, need to establish similar levels of trust and confidence to compete effectively.
8. **Risk Appetite in Lending:** SBL has tended to focus more on private sector lending, which is generally considered riskier compared to traditional lending to government or financial institutions. As a result, while this may yield higher returns, it exposes the bank to greater risk. On the other hand, EBL has adopted a more balanced approach, diversifying its lending portfolio to include a mix of safe and secure investments in both the private and public sectors. This strategic diversification helps mitigate potential losses and ensures the stability of the bank's financial position.
9. **Liquidity and Financial Strength:** Both EBL and SBL are in a strong financial position, demonstrating solid liquidity that enables them to meet the demands of their depositors effectively. This ensures that they can cater to both current and savings account holders without facing significant liquidity pressures. Their ability to provide these services while maintaining high levels of liquidity places them in a favorable position compared to other banks, especially smaller ones.
10. **Adoption of Modern Banking Technologies:** Both banks have embraced modern banking technologies, such as tele-banking, debit/credit card systems, and digital banking services. These innovations have allowed the banks to streamline their operations, provide more convenient services to their customers, and improve customer retention. As

banking continues to evolve, these technologies will become even more crucial in maintaining a competitive edge in the market.

11. **Intense Competition in the Market:** Both EBL and SBL face significant competition, not only from other established banks but also from newer entrants in the market. To maintain their position, both banks have adopted aggressive marketing strategies, launched innovative products, and upgraded their technological infrastructure. The banks' ability to adapt to this competition by offering unique products and services will be key to their continued growth and success in Nepal's rapidly evolving banking sector.
12. **Future Outlook for the Banking Sector:** The banking sector in Nepal holds strong potential for growth, as the government continues to support financial inclusion and modernization of the banking system. Both EBL and SBL are well-positioned to benefit from these changes, especially if they continue to innovate and cater to evolving customer needs. As more people in rural areas gain access to banking services, the market for these banks will expand, contributing further to the country's economic development.

In summary, the conclusion reinforces the importance of innovative marketing strategies **and** customer satisfaction in the competitive Nepalese banking sector. Both EBL and SBL have demonstrated their ability to adapt to challenges through the launch of new products, enhanced customer service, and adoption of modern technologies. However, there is still room for improvement in aligning deposit and lending interest rates, enhancing transparency, and ensuring long-term financial sustainability in a highly competitive market. Their continued success will depend on their ability to foster customer trust, maintain liquidity, and navigate the challenges posed by emerging competitors.

5.3 Implications

Based on the findings and conclusions drawn from this research on the marketing strategies of Everest Bank Limited (EBL) and Sanima Bank Limited (SBL), several implications have emerged that can guide future improvements and innovations in Nepal's commercial banking sector. These implications are crucial for enhancing customer satisfaction, strengthening market competitiveness, and ensuring long-term growth.

1. Increasing Deposit Mobilization through Customer-Centric Strategies

One of the key pillars for any commercial bank's sustainability is a strong deposit base. EBL and SBL, like all commercial banks, rely heavily on public deposits as their primary source

of funds. To strengthen this foundation, both banks must introduce a broader variety of savings schemes that cater to different income groups. This includes:

-) Reducing the minimum balance requirement to make account opening easier for small savers and entrepreneurs.
-) Offering customized savings options for migrant workers, including easier remittance transfers and family banking facilities.
-) Encouraging the use of digital wallets, mobile banking, and credit/debit cards to facilitate convenient and secure transactions. Such strategies would help attract untapped populations in rural and semi-urban areas, thereby expanding the deposit base significantly.

2. Adopt a Balanced and Efficient Lending Policy

Loans and advances remain the most important sources of income for commercial banks. However, poor credit evaluation and risk management can lead to a rise in non-performing assets (NPAs). Both EBL and SBL must:

-) Adopt a liberal yet cautious credit policy, ensuring that lending decisions are based on reliable risk assessments.
-) Focus on diversifying their loan portfolios to spread risk across sectors.
-) Strengthen their credit recovery mechanisms to reduce default rates.
-) Regularly update internal systems to monitor loan performance and respond swiftly to early signs of delinquency.

3. Embrace Innovative and Technology-Driven Marketing Approaches

In today's competitive banking environment, innovative marketing is essential for retaining and attracting customers. Both EBL and SBL should:

-) Leverage modern marketing techniques such as audiovisual ads, social media campaigns, informative websites, and customer-targeted newsletters.
-) Promote their digital services like internet banking, e-banking, mobile apps, and online customer support.
-) Expand into international banking innovations, offering services that support cross-border transactions, NRN (Non-Resident Nepali) services, and investment tools for diaspora communities. Such marketing efforts should not only create brand awareness but also highlight the ease and efficiency of banking with them.

4. Expand Branch Network for Wider Reach

A significant portion of Nepal's population still resides in underserved or unbanked areas.

Therefore, both banks should:

-) Strategically expand their branch network in rural and semi-urban areas.
-) Set up micro-branches or mobile banking units to reach remote locations with low operating costs.
-) Partner with local institutions or cooperatives for agent banking to deepen financial inclusion. This will not only mobilize idle funds from underbanked regions but also promote regional development.

5. Continuous Market Research for Strategic Planning

The banking sector operates in a dynamic market influenced by customer behavior, economic shifts, and technological changes. Therefore, both banks must:

-) Conduct frequent market research to understand changing customer expectations, competitive moves, and economic trends.
-) Use insights from these studies to update products, pricing, and promotional strategies.
-) Regularly assess customer satisfaction levels and gather feedback to address gaps in service delivery.

6. Improve Information Sharing and Transparency

Effective communication plays a vital role in maintaining customer trust. To enhance customer engagement, banks must:

-) Ensure that customers receive timely and accurate information about new products, changes in policies, and special offers.
-) Maintain transparent pricing on interest rates, fees, and charges.
-) Utilize both online platforms and in-branch communication to reach all types of customers with ease.

7. Introduce Incentives and Reward Schemes

Customers are more likely to stay loyal to banks that recognize and reward them. Both EBL and SBL can benefit by:

-) Launching incentive programs, such as cashback on transactions, gift items for frequent users, and discounts on banking services.
-) Running seasonal lotteries or bonus schemes for depositors and account holders.
-) Offering special benefits for senior citizens, students, and entrepreneurs to make banking more inclusive and personalized.

8. Rebalance Interest Rates for Greater Competitiveness

Interest rates remain a sensitive issue for both depositors and borrowers. Based on customer

feedback and market observations:

-) Banks should increase deposit interest rates moderately to attract more savers, especially amid rising competition.
-) Simultaneously, lending interest rates should be reviewed and potentially reduced, particularly for productive sectors such as agriculture, SMEs, and startups.
-) Transparent and competitive pricing will not only bring in more customers but also enhance goodwill in the market.

5.4 Final Insight

To remain resilient and grow in an increasingly competitive and technologically advancing market, both Everest Bank Limited and Sanima Bank Limited need to adopt a customer-first approach. This includes:

-) Expanding access,
-) Modernizing services,
-) Communicating clearly, and
-) Aligning products with evolving customer preferences.

By implementing the above strategies, these banks will not only improve their operational performance but also contribute meaningfully to Nepal's financial development and economic progress.

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Questionnaire for Research on Comparative Marketing Strategies of Everest Bank Limited and Sanima Bank Limited

(For Academic Purpose Only – All responses will be kept confidential)

Section A: Respondent Profile

1. **Name (Optional):** _____
2. **Gender:**
 Other Female Male
3. **Age:**
 Above 50 41–50 31–40 21–30 Below 20
4. **Occupation:**
 Other (Please specify): _____ Service Business Student
5. **Educational Qualification:**
 Master's and Above Bachelor's +2 Below SEE
6. **Which bank do you primarily use?**
 Other _____ Both Sanima Bank Limited (SBL) Everest Bank Limited (EBL)

Section B: Banking Behavior and Preferences

7. **What types of banking services do you mostly use? (Tick all that apply)**
 Other _____ Credit/Debit Card Remittance ATM Services Internet/Mobile Banking Fixed Deposit Loans Current Account Savings Account
8. **How long have you been a customer of the bank?**
 More than 6 years 4–6 years 1–3 years Less than 1 year
9. **What is your primary reason for choosing this bank?**
 Recommendations from others Promotional Offers Digital Banking Facilities Quality of Service Location/Accessibility Interest Rates Trust/Security
10. **Are you satisfied with the marketing strategies and customer engagement of your bank?**
 Very Dissatisfied Dissatisfied Neutral Satisfied Very Satisfied
11. **Which marketing tools have influenced your banking decisions the most?**
 Referral from Friends/Family Bank Events Website Information Social Media Promotions Newspaper Ads TV/Radio Advertisements

12. **Do you find the bank’s digital services (e.g., mobile banking, internet banking) effective and user-friendly?**

Partially No Yes

13. **Have you noticed any new promotional campaigns or schemes by the bank recently?**

No Yes

If yes, what was it about? _____

Section C: Opinion on Interest Rates, Customer Service & Technology

14. **How do you rate the current interest rate on deposits compared to other banks?**

Don’t Know Low Fair Very Attractive

15. **Do you feel the bank provides competitive interest rates on loans?**

Not Sure No Yes

16. **Rate the overall customer service of the bank.**

Poor Average Good Excellent

17. **Do you think the bank provides enough information about new products/services?**

Occasionally No Yes

18. **Are you aware of loyalty rewards, gifts, or lottery schemes offered by your bank?**

I don’t participate in such schemes No Yes

19. **How secure do you feel keeping your money in this bank?**

Insecure Somewhat Insecure Secure Very Secure

Section D: Suggestions & Feedback

20. **What improvements would you like to see in the bank’s marketing and customer service approach?**

21. **Do you have any specific suggestions to make banking services more customer-friendly or accessible?**

Thank you for your valuable time and input!