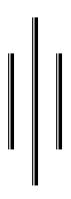
PRESENT SCENARIO OF POULTRY FEED INDUSTRIES IN KATHMANDU VALLEY

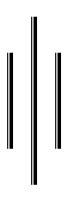


By

Surendra Bahadur Basnet Shankar Dev Campus, Kathmandu

Roll No: 146/065

T.U. Reg. No: 16682-89



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

A Thesis Submitted to:
Office of the Dean
Faculty of Management
Tribhuvan University

Kathmandu, Nepal March, 2013

RECOMMENDATION

This is to certify that the Thesis Submitted by: Surendra Bahadur Basnet

Entitled:

PRESENT SCENARIO OF POULTRY FEED INDUSTRIES IN KATHMANDU VALLEY

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

	Prof. Dr. Kamal Deep Dhakal	Asso. Prof. Prakash Singh Pradhan
Mr. Achyut Raj Bhattarai	(Head of Research Department)	(Campus Chief)
(Thesis Supervisor)		

VIVA-VOCE SHEET

We have conducted the viva-voce of the thesis presented

By

Surendra Bahadur Basnet

Entitled:

PRESENT SCENARIO OF POULTRY FEED INDUSTRIES IN KATHMANDU VALLEY

And found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for the

Degree of Master's in Business studies (M.B.S.)

DECLARATION

I, hereby, declare that the work reported in this thesis entitled "PRESENT SCENARIO OF POULTRY FEED INDUSTRIES IN KATHMANDU VALLEY" submitted to office of the Dean, Faculty of Management, Tribhuvan University, is my original work done for the partial fulfillment of the requirement for the Masters of Business Studies (MBS) under the supervision of Mr. Achyut Raj Bhattarai of Shanker Dev Campus, Putalisadak, Kathmandu.

.....

Surendra Bahadur Basnet

Researcher
Roll No: 146/065
Shanker Dev Campus
T.U. Regd. No. 16682-89

Date: - March, 2013

ACKNOWLEDGEMENT

This is an attempt to present thesis entitled "PRESENT SCENARIO OF

POULTRY FEED INDUSTRIES IN KATHMANDU VALLEY" prepared for

partial fulfillment of the requirement for the Degree of Master of Business Studies

(MBS) is an outcome of continuous and immeasurable cooperation and support of

several hands. I would like to express my heartfelt gratitude to all for their support.

I express my sincere honor and special sense of gratitude to my academic

supervision, Mr. Achyut Raj Bhattarai for their generous guidance, thoughtful

encouragement and brilliant insight throughout this research work.

I am extremely indebted to my parents and brothers who have contributed their

valuable time and resources in making me what I am now. I am grateful to all

sample poultry feed industries, University Central Library, Shanker Dev Campus

Library. I am indebted to the sources of inspiration of all known and unknown

authors and writers from whom; I gathered a great impetus to the completion of

this thesis.

Due thanks and appreciations go to my Teachers and all the family members who

despite many inconveniences provide me with a suitable environment throughout

the study period.

Surendra Bahadur Basnet

Roll No: 146/065

Shankar Dev Campus

Kathmandu, Nepal

TABLE OF CONTENTS

		I	Page No.
Reco	mmend	ation	i
Viva	-voce S	heet	ii
Decla	aration		iii
Ackn	owledg	rement	iv
Table	e of Cor	ntents	V
List	of Table	es	viii
List	of Figur	es	ix
Abbr	eviation	1	X
Chap	oter-I:	Introduction	1-8
1.1	Backg	ground of the Study	1
1.2	Lives	tock in Nepal	2
1.3	Stater	ment of the Problem	3
1.4	Objec	etives of the Study	4
1.5	Limit	ations of the Study	5
1.6	High	light of the Study	5
1.7	Signif	ficant of the Study	6
1.8	Organ	nization of the Study	7
Chap	oter-II:	Literature Review	9-32
2.1	Conce	eptual Framework	9
	2.1.1	Concept of Marketing	9
	2.1.2	Marketing Mix	10
	2.1.3	Segmentation Variables for Consumer Market	12
	2.1.4	Marketing Strategy	13
	2.1.5	Marketing Control	13
2.2	Conce	ept of Poultry	14
	2.2.1	Evolution of and Development of Poultry Farming in No	epal 14
	2.3.2	Local Chicken	17
	2.2.3	Poultry Production	18
	2.2.4	Animal Feed and Poultry Feed Producers	20

	2.2.5 Butchers Association	21
	2.2.6 Types of Poultry Feed	22
	2.2.7 Chemical Composition of Feeds	23
	2.2.8 Estimating Fibre Content of Feeds	23
	2.2.9 Estimation of Starch and Water Soluble Carbohydrates	23
	2.2.10 Assessing Protein Quality of Feed	23
	2.2.11 Assessment of Energy Value of Feeds	24
	2.2.12 Guidelines for Formulating Livestock Diets	24
	2.2.13 Assessing the Nutritive Value of a Novel Feed	25
2.3	Review of Previous Studies	25
2.4	Research Gap	31
Chap	ter-III: Research Methodology	33-37
3.1	Introduction	33
3.2	Research Design	33
3.3	Population and Sample	34
3.4	Period Covered	34
3.5	Nature & Sources of Data	34
3.6	Data Collection Procedure	35
3.7	Data Processing and Analysis Procedure	35
3.8	Data Analytical Tools	36
Chap	ter-IV: Data Presentation and Analysis	38-59
4.1	Types of Feed Production	38
4.2	Basic Input for Poultry Feeds	39
4.3	Production Aspect	41
4.4	Capacity Utilization of Production	45
4.5	Distribution Channel of Feed Industries in Kathmandu District	50
4.6	Types of Distribution Channel Strategy	51
4.7	Presents Market Prices of Different Feeds	52
4.8	Previous Prices of Poultry Feed	52
4.9	Increased Price of Feed during Five Year	54
4.10	Reason for Price Fluctuation	55

4.12 Advertisement Method and Media used by the Feed Industries	
in Kathmandu District	57
4.13 Major Finding of the Study	58
Chapter-V: Summary, Conclusion & Recommendations	
5.1 Summary	60
5.2 Conclusion	61
5.3 Recommendations	65
Bibliography	
Questionnaire	
Appendices	

LIST OF TABLES

	Pag	e No.
Table: 4.1:	Types of Poultry Feed Production	38
Table: 4.2:	Basic Input for Poultry Feeds	40
Table: 4.3:	Name of Raw Materials which are not Available	41
Table: 4.4:	Poultry Feed Production of Aadhunik Poultry Feed	
	Products Pvt. Ltd	42
Table: 4.5:	Poultry Feed Production of Quality Feed Product Pvt. Ltd.	42
Table: 4.6:	Poultry Feed Production of Valley feed Product Pvt. Ltd	43
Table: 4.7:	Poultry Feed Production of Kathmandu Feed Industries	
	Pvt. Ltd.	43
Table: 4.8:	Poultry Feed Production of Star Feed Products Pvt. Ltd	44
Table: 4.9:	Combined Percentage of Poultry Feed Industries	44
Table: 4.10	Capacity Utilization of Aadhunik Poultry Feed Product	
	Pvt. Ltd	45
Table: 4.11	Capacity Utilization of Quality Feed Product Pvt. Ltd.	46
Table: 4.12	Capacity Utilization of Valley feed Industries Pvt. Ltd.	47
Table: 4.13	: Capacity Utilization of Kathmandu Feed Industries	47
Table: 4.14	: Capacity Utilization of Star Feed Products Pvt. Ltd.	48
Table: 4.15	: Combined Capacity Utilization Percentage of Poultry	
	Feed Production Industries	48
Table: 4.16	: Channel used by the feed industries in Kathmandu district	50
Table: 4.17	: Present Prices of Different Poultry Feeds (per kg)	52
Table: 4.18	: Previous prices of poultry feed (per kg in Rs)	53
Table: 4.19	: Increment of Price or Percentage of Feeds in Five Years	55
Table: 4.20	: Advertisement User and Non-user Feed Industries	56
Table: 4.21	: Advertisement Method & Media Used by the Feed	
	Industries	57

LIST OF FIGURES

		Page No
Figure: 4.1:	Types of Poultry Feeds Productions	39
C	Combined Percentage of Poultry Feed Industries Combined Capacity Utilization Percentage of Poultry	45
T' 4.4	Feed Production Industries	49
Figure: 4.4:	Channel Used by the Feed Industries in Ktm Valley	51
Figure: 4.5:	Previous Price of Poultry Feeds	54
Figure: 4.6:	Advertisement User and Non-user Feed Industries	56

ABBROVIATION

% : Percent & : And

AD : Anno Domini

AGDP: Agricultural Gross Domestic Product

APFP: Adhunik Poultry Feed Product Private Limited

APP : Agriculture Perspective Plan

B.S. : Bikram Sambat

CDS: Customer Delivered Value

CO : Company

CV : Coefficient of Variance

F.Y.: Fiscal Year

ISO : International Standard of Organization

KFI: Kathmandu Feed Industries Private Limited

Ltd. : Limited

MBS: Masters in Business Studies

N : Number of Year

NFIA: Nepal Feed Industrial Association

Pvt. : Private

QFP : Quality Feed Product Private Limited

R : Correlation Rs : Rupees

S.No: Serial number

SD : Standard Deviation

SFP: Star Feed Product Private Limited

SN : Serial Number
UN : United Nation
US : United States

USA: United States of America

VDC: Village Development Commute

VFP: Valley Feed Product Private Limited

WTO: World Trade Organization