

**A CASE STUDY ON REVENUE GENERATION
OF
KANTIPUR PUBLICATION**

A Project Report

Submitted by:-

Jitendra Dahal

MBS 2nd year

Roll No: - 141/2063

Exam Roll No:-4786/2065

T.U. Registration No:-7-3-25-1231-2006

Nepal Commerce Campus

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RECOMMENDATION

This is to certify that the Project report

Submitted by:

Jitendra Dahal

Entitled:

A Case Study on Revenue Generation

Of

Kantipur Publication

Has been prepared as approved by this department in the prescribed format of the faculty of management. This project report is forwarded for examination.

.....
(Prof. Dr. Bihari Binod Pokharel)
Head of Research Department
And
Thesis Supervision

.....
Mr. Diwakar Pokharel
Campus Chief

Date:.....

DECLARATION

I hereby declaration that the term paper in this entitled “A case study on Revenue Generation of Kantipur Publication” submitted to the research department of Nepal Commerce Campus, faculty of management, Tribhuwan University is my original work done in the form of partial fulfillment of the requirements for the Master’s Degree of Business (MBS), under the supervision of professor Dr. Bihari Binod Pokharel, Nepal Commerce Campus.

Date:.....

.....

Jitendra Dahal

Roll No: - 141/2063

Exam Roll No: - 4786/2065

T. U. Regd. No. 7-3-25-1231-2006

Nepal Commerce Campus

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Mr. Jitendra Dahal

EXECUTIVE SUMMARY

The Management must know what the contribution margin is for each product line that is handled. Several factors affected profits. The selling price, the number of unit sold, and the unit variable costs. The total fixed costs and the combination in which the various product lines are sold. All these factors must be considered in profit planning.

The Main object of this project report is the comparative study on revenue generation on Kantipur publication and Kamana Prakashan. So this study was undertaken to evaluate various analysis like CVP analysis, Market trend analysis, Consumer behavior, analysis of scientific revenue generate techniques and sources. As per nature of study, secondary and primary data, with descriptive and analytical approach, studies sales revenue, PV ratio, safety of margin. Primary data were collected by direct interview with concerned employee of the both publication and observation in the field and questionnaire. Secondary data were drawn from various documents like annual report, journal published by the publication and concern authority.

Nepalese Medias sector is being the major industry in Nepal. The contribution of media sector in the overall national development is quite significant. Specially, this sector has helped in improving the balance of freedom in all sectors. It has also helped to solve our unemployment problem as it generates attractive job opportunities in media sectors.

We can observe the trend of Media development sector's arrival in Nepal is increasing trend from democracy to B. S. 2061. After that the trend started to decrease. The trend was gradually decreasing up to Janaanadolan Part 2. Since then, it started to increase now. The natures of the trend line is downward sloping due to political affects, but in total number of copies are increasing in various media house. Political event largely affects the media's negative impact but some rare case in Nepal; it is a sometime positive impact for selling newspaper quantity. According to the fact of current research, we can say that media house arrival largely depends upon different factors. Among such factors, political stability is measure one.

ABBREVIATIONS

CVP	= Cost Volume Profit
FM	= Frequency Modulation
FY	= Fiscal Year
ie	= That is
Kamana Prakashan	= Kamana Prakashan Pvt. Ltd.
Kantipur Publication	= Kantipur Publication Pvt. Ltd
NCC	= Nepal Commerce Campus
No.	= Number
NTV	= Nepal Television
Pvt. Ltd	= Private Limited
Rs	= Nepalese Rupees
TU	= Tribhuvan University
TV	= Television
UN	= United Nations

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