

**AN ANALYSIS ON MARKETING STRATEGY OF DAIRY
DEVELOPMENT CORPORATION**

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A Thesis Submitted to

Office of the Dean

Faculty of Management

Tribhuvan University

**In Partial Fulfillment of the requirement for the Degree of
Master of Business Studies (MBS)**

Kirtipur, Kathmandu

April, 2019

RECOMMENDATION

This is to certify that the Thesis

Submitted By :

Tuka Devi Acharya

Entitled :

**AN ANALYSIS ON MARKETING STRATEGY OF DAIRY
DEVELOPMENT CORPORATION**

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

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Prof. Dr. Bhoj Raj Aryal
(Thesis Supervisor)

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Prof.Dr. Sanjay K. Shrestha
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VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis presented by

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AN ANALYSIS ON MARKETING STRATEGY OF DAIRY DEVELOPMENT CORPORATION

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

Master's Degree in Business Studies

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Date:

DECLARATION

I hereby declare that the work reported in this thesis entitled "**An Analysis on Marketing Strategy of Dairy Development Corporation**" submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement of the Master's Degree in Business Studies (MBS) under the supervision of my thesis supervisor of Prof. Dr. Bhoj Raj Aryal, Prof. of Central Department of Management.

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Tuka Devi Acharya
Researcher

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ABBREVIATIONS

AMA	:	American Marketing Association
B.S.	:	Bikram Sambat
DDC	:	Dairy Development Corporation
IT	:	Information Technology
MBS	:	Master of Business Studies
PE	:	Public Enterprise
STP	:	Standard Price
SWOT	:	Strength, Weakness, Opportunity and Threats
USP	:	Unit Selling Price
WFP	:	World Food Programme