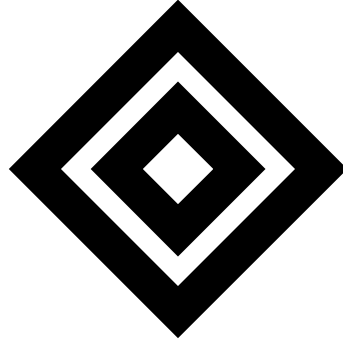


A STUDY ON MARKETING OF BRICKS



A Thesis Submitted By:

Safala Tamrakar

Patan Multiple Campus

Patan Dhoka, Lalitpur

T.U. Regd. No: 7-22-56-30-7-2000

Second Year Exam Roll No. 1389

Campus Roll No:37/061

A Thesis Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

In the partial fulfillment of the requirement

for the degree of

Master of Business Studies (M.B.S.)

◆◆ Patan Dhoka Lalitpur ◆◆

July, 2010

DECLARATION

I hereby declare that the work reported in the thesis entitled, “**A study on Marketing of Bricks**” submitted to Patan Multiple Campus” Faculty of Management Tribhuvan University, is my original work done in the form of Partial fulfillment office requirements of Masters Degree in Business Studies (M.B.S) under the supervision of **Mr. Bishnu Gopal Khimbaja**.

Safala Tamrakar

Researcher

Campus Roll No: 37/061

Second Yr. Exam Roll No:1389

Subject: RECOMMENDATION

This is to certify that the thesis

Submitted by

Safala Tamrakar

Entitled

“A Study on Marketing of Bricks”

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

.....
Mr. Bishnu Gopal Khimbaja
Thesis Supervisor

.....
Mrs. Krishna Badan Nakarmi
Campus Chief

.....
Mr. Bishnu Gopal Khimbaja
Co-ordinator
MBS Programme

Date:

ACKNOWLEDGEMENT

This thesis entitle “A study on marketing on bricks” has been prepared in partial fulfillment for the degree of Masters of Business studies (MBS) under the supervision of **Mr. Bishnu Gopal Khimbaja**, lecturer. It is my privilege of getting help and co-operation from different persons. It is not possible to enumerate the names of all of them. However, it will be matter of injustice if I forget the names of these personalities whose valuable suggestion and co-operation escorted to complete this thesis report.

First and foremost, I would like to offer special thanks to **Mr. Bishnu Gopal Khimbaja** for his proper suggestions. I would like to thank all the owner of brick factories for their full support in providing all the necessary data, which helped in preparing this thesis report. I could not remain without thanking to my teachers and lectures who all helped me during my study of MBS and during preparation of this thesis report. I especially appreciate my uncle **Mr. Krishna Prasad Tamrakar** (Chairman of Bhaktapur Brick Factory Ltd.), **Dr. Narendra Bahadur Maharjan** (Chairman of Harisiddhi Brick and Tile Factory Ltd.) , **Ms. Rajana Karanjit**, **Mr. Sanjay Prakash Shahi**, **Mr. Dhirendra Tamrakar** and my family who always created the environment for my success.

I am thankful to the librarians and especially to **Mrs. Bel Maya Tamrakar** of TU kirtipur for providing me with related books and thesis and the entire teacher involved these who made me capable of writing this thesis. I alone am responsible for whatever weakness it may still contain.

Safala Tamrakar

Researcher

Date:

TABLE OF CONTENT

Recommendation
Viva-voce sheet
Declaration
Acknowledgment
List of Tables
List of figures
List of Abbreviation

Chapter 1: INTRODUCTION	PAGE NO.
1.1 Background	1
1.2 Focus of the study	5
1.3 Statement of the problem	7
1.4 Significance and importance of the study	8
1.5 Objectives of the study	9
1.6 Limitation of the study	9
Chapter 2: REVIEW OF LITERATURE	
2.1 Conceptual Review	10
2.1.1 Marketing	10
2.1.2 Marketing mix	11
2.1.3 The Marketing Environment	13
2.1.4 Marketing Research	14
2.1.5 Marketing Information System	15
2.2 Review of Production and Price	16
2.2.1 Product	16
a. Decoration	16
b. Measurements of bricks and joints	18

c.	Qualities of Bricks	18
d.	Classification of Bricks	18
e.	Clay bricks	21
f.	Tests	22
g.	Brick Manufacturing process	25
2.2.2	Type of kiln	27
2.2.3	Vertical Shaft Brick Kiln Technology in Nepal	28
a.	Main Advantages of VSBK Technology	29
b.	Benefits to Entrepreneur Through VSBK	29
c.	Benefits for Brick Workers Through VSBK	31
2.2.4	Brick Quality	31
2.2.5	Color of Fired Bricks	31
2.2.6	Promoting bricks	32
2.2.7	Place: Distribution and Transportation	32
2.2.8	Pricing Policy of Public Interprises in Nepal: A case Study of Harisiddhi Brick &Tile Factory Ltd.	33
2.2.9	Brick making industry in Bhaktapur	35
2.2.10	Demand and Supply	35
2.3	Review of Related Studies	36
2.4	Review of Journal	39

Chapter: 3 RESEARCH METHODOLOGY

3.1	Research Designs:	41
3.2	Population and Sample	42
3.3	Sources of Data	42
3.4	Analysis Techniques	43

Chapter: 4 PRESENTATION AND ANALYSIS OF DATA

4	Introduction	44
4.1	Buying purpose of local brick	45
4.2	Brick as only alternative for construction	46
4.3	Local brick against Chinese Brick	47
4.4	Suggestions on improvement in local brick.	49
4.5	Price fluctuation	50
4.6	The most effective promotional tool	57
4.7	Role of depot agencies Distribution Pattern	65
4.8.i	Impact of depot agencies on consumers	73
4.8.ii	Impact of depot agencies on producers	74
4.9.	Difficult part of business	75
4.10	Suggestions to solve	76
4.11	Cut throat competition	76
4.12	Competent to prevent brick factory's pollution	77
4.13	Cost- benefit Analysis	77
4.14	Social responsibility	77
4.15	Employment generation	80
4.16	Major Findings	82

Chapter: 5 SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1	Summary	85
5.2	Conclusions	86
5.4	Recommendations	

LIST OF TABLES

TABLE NO.		PAGE NO.
4.1	Buying Purpose of local bricks	45
4.2	Brick as only alternative for construction	46
4.3	Local brick against Chinese brick	48
4.4	Suggestions on improvement in local brick	49
4.5(i)	Awareness of price fluctuation from consumer	50
4.5(ii)	Buyer at high price	51
4.5(iii)	Reason for buying high price season	52
4.5(iv)	Bargaining Acceptance	53
4.5(v)	Bargaining Range	54
4.5(vi)	Reason for price fluctuation	55
4.5(vii)	Suggestions in pricing	57
4.6(i)	Knowing the location of the suppliers	58
4.6(ii)	Attractive to counter	59
4.6(iii)	Decisive point	60
4.6(iv)	Most effective promotional tool	61
4.6(v)	Difficulty in finding location of brick suppliers	62
4.6(vi)	Most effective promotional tool (Depot agents)	63
4.6(vii)	Most effective tool (Producer)	64
4.7(i)	Promoting brick with other products	66
4.7.2(i)	Delivery of brick at the spot consumer wants	67
4.7.3(i)	Difference in delivery and buying place	68
4.7.3(ii)	Delivery time	69
4.7.4(i)	Number of broken bricks delivered	71
4.7.4(ii)	Use of broken bricks	72
4.7.8(i)	Impact of depot agencies on consumers	73

4.8(i)	Impact of depot on producers	74
4.9(i)	Difficult part of the business	75
4.11(i)	Cut throat competition	76
4.14(i)	Contribution on Social welfare	78
4.16	Advice on brick marketing	80

LIST OF ABBREVIATION

B.S.	: Bikram Sambat
NG	: Nepal Government
M.B.S.	: Master of Business Studies
M.I.S.	: Marketing Information System
MOF	: Marketing of Finance
MOI	: Ministry of Industry
NGO	: Non Government Organization
NS	: Nepal Standard
VSBK	: Vertical Shaft Brick Kiln
DA	: Development Alternatives
IEM	: Institute of Environmental Management
SDC	: Swiss Agency for Development and Co- Operation
HBTF	: Harisiddhi Brick & Tile Factory Ltd.