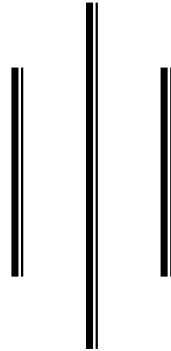


***A COMPARATIVE STUDY ON MARKETING, USAGE
TREND AND STATUS OF SPRITE AND DEW IN
JANAKPUR***



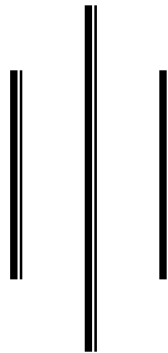
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SUBMITTED TO

TRIBHUVAN UNIVERSITY

FACULTY OF MANAGEMENT

THAKUR RAM MULTIPLE CAMPUS

BIRGUNJ, PARSA (NEPAL)

2009

RECOMMENDATION

This is to certify that the thesis

Submitted by
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Entitled

"A Comparative Study on Marketing, Usage Trend And Status of Sprite and Dew in Janakpur" *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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DECLARATION

I hereby declare that the work reported in this thesis entitled "**A Comparative Study on Marketing, Usage Trend And Status of Sprite and Dew in Janakpur**" submitted to the Office of Dean, Faculty of Management, Tribhuvan University is my original work done in the forms of partial fulfillment of the requirement of Master of Business Studies (MBS) under the Guidance of Dr. Deepak Shakya, Thakur Ram Multiple Campus Birgunj, Nepal.

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SOME ABBREVIATIONS USED

MNC'S	:	Multinational Companies
TNC'S	:	Transitional Corporations
FDI	:	Foreign Direct Investment
BNL	:	Bottlers Nepal Limited
POS	:	Point Of Sale
ETP	:	Effluent Treatments Plants
TCCQS	:	The Standards Of The Coca-Cola Quality
System		