

**"A Study On Marketing, Usage Trend And Status Of
Coke And Pepsi In Birgunj"**

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Some Abbreviations Used

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