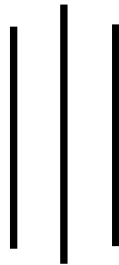


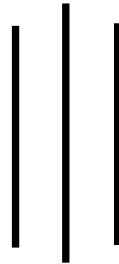
Market Analysis and Development for Sustainable Micro Enterprise Creation & Development

"Case Study of ELAM (An Informal Sector Enterprise Development and
Employment Generation Programme) of Bara and Parsa districts"



Submitted By:

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A Thesis Submitted to:

Office of Dean
Faculty of Management
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In partial fulfillment of the requirement of the degree of
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January, 2011



TRIBHUWAN UNIVERSITY
FACULTY OF MANAGEMENT
(M.B.S. PROGRAMME)
THAKUR RAM MULTIPLE CAMPUS
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Ref. No.: *Only Use for Thesis*

Date:

RECOMMENDATION

This is to certify that the thesis

Submitted By

Ajay Kumar Swarnkar

Entitled

**Market analysis and Development for
sustainable Micro Enterprise Creation and Development**

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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Date.....



VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis

Submitted By

Ajay Kumar Swarnkar

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**Market analysis and Development for
sustainable Micro Enterprise Creation and Development**

and found the thesis to be original work for the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement of Master's Degree in Business Studies (M.B.S.)

Viva-Voce Committee

Chairperson research committee:

Member (Thesis Supervisor) :.....

Member (External Expert) :.....

Date:.....

DECLARATION

I hereby declare that the work reported in this thesis entitled "**Market Analysis and Development for Sustainable Micro Enterprise Creation & Development**" Submitted to Office of Dean, Faculty of management, Tribhuban University, Thakur Ram Multiple Campus Birgunj is my original work. It is done in the form of partial fulfillment of the requirements for the master of Business Studies (M.B.S) under the supervision and guidance of **Dr. Deepak Shakya**, lecturer.

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Table of Contents

Recommendation

Viva- Voice Sheet

Declaration

Acknowledgement

Table of Contents

List of Tables

List of Charts

Abbreviation

Chapter one

1.	Introduction	1-7
1.1	Background:	1
1.2	Statement of problem	2
1.3	Objective of the study:	4
1.4	Significance of the study	4
1.5.	Limitation of the study.	7
1.6	Research Methodology	7
1.7.	Organization of the study	7

Chapter Two

2.	Literature Review	9-33
2.1	Definition of micro Enterprise	9
2.2	Informal Sector Micro Enterprise	10
2.3	Importance and advantage of micro enterprises	10
2.4	Constraints and opportunity of micro enterprises in Bara and Parsa	11
2.5	Meaning of Marketing:	12
2.6	Marketing concept for Micro Enterprises.	15
2.7	The differences between selling and marketing concept in terms of micro enterprises.	16
2.8	Micro enterprises and Marketing Research.	17
2.9	Micro enterprises and Marketing plan.	19
2.10	Micro Enterprise and Marketing mix.	20

2.11	Micro Enterprise and Elam (An Informal Sector Enterprise Development and Employment Generation Programme).	22
2.11.1	Origin of Elam	22
2.11.2	Results of the Elam	22
2.11.3	GED/ SYOB Business Model.	23
2.12	Concept of Enterprise Service Providers (ESP)	25
2.12.1	Rationale of ESP Development	26
2.12.2	ES!' Development	26
2.12.3	ESP Identification and Selection	26
2.12.4	Major Criteria Used for Selection of ESP	27
2.12.5	Goal (Development Objective)	27
2.12.6	Operational Objectives:	27
2.12.7	Outputs and Activities	28
2.12.8	Target Clients/Main Component of Elam programme:	29
2.12.9	Working Approach	30
2.12.9.1	Growth Enterprise Development (GED)	30
2.12.9.2	Start Your Own Business (SYOB)	31
2.12.9.3	Identification and Selection	31
2.12.9.4	Motivational and Business Planning Workshop	32
2.12.9.5	Termination of the GED/SYOB clients	33

Chapter Three

3. Research methodology of the study	34-40	
3.1	Introduction.	34
3.2	Research design	34
3.3	Nature and Sources of data.	35
3.4	Sampling.	35
3.5	Population	35
3.6	Sampling unit	37
3.7	Sampling size	37
3.8	Sampling method	39
3.9	Data collection procedure	39
3.10	Method of data processing and analysis	40

Chapter Four

4.	Presentation and Data Analysis.	41-49
4.1	Presentation and data analysis	41
4.2	Knowledge of the specified market	42
4.3	Supply of product and services in defined market and customer	43
4.4	Practices of market segmentation.	44
4.5	Location identification and environment analysis.	45
4.6	Assistance of Enterprise Service Provider (ESP) for marketing research.	46
4.7	Preparation of marketing plan for business starts up.	47
4.8	Sources of information for marketing research.	47
4.9	Considerable factor for sustainable market.	48
4.10	Constraint and challenge of market analysis and Development to micro entrepreneurs.	49
4.11	Best business practices for micro enterprise and Self employment.	49

Chapter Five

5.	Summary, Findings, Conclusion and Recommendation	52-73
5.1.	Summary	52
5.1.1	Market Analysis and Development (MA& D) for micro enterprise in Elam	52
5.1.2	Primary Marketing Strategy	53
5.1.3	Future Marketing strategy in Elam	53
5.2.	Findings and Conclusion:	54
5.2.1	Marketing in Micro-Enterprise Development.	54
5.2.2	Marketing Strategy in Elam programme for micro entrepreneurs.	54
5.2.3	Utilizing Local Resource	55
5.2.4	Entrepreneurial Marketing	56
5.2.5	Marketing research and sub-sector studies	56
5.3.	Conclusion	57

5.3.1	Sub Contracting Business Model	59
5.3.1.1	Key Elements of Sub-contracting	61
5.3.1.2	Key Stakeholders of sub-contracting business modalities.	62
5.4	Recommendations:	63
	BIBLIOGRAPHY	
	QUESTIONER	

List of Tables

Table-1	Total Population of the study	36
Table-2	Types of Enterprises providers	67
Table-3	Sampling data of micro entrepreneurs form Bara and Parsa District Research study	38
Table-4	Sampling Data of Enterprise Services Providers from Bara and Parsa District	39

List of Figures

4.2	Knowledge of specified of the market.	42
4.3	Supply of product and services in defined market and customer	43
4.4	Practices of market segmentation	44
4.5	Location identification and environment analysis	45
4.6	Assistance of enterprise service provider for marketing research	46
4.7	Preparations of marketing plan for business starts up	47

ABBREVIATION

APS	Area Potential Survey
BMO	Business Member Organization
CCC	Counseling, Coaching and Consulting
EBO	Economy Business Organization
ESP	Enterprise service provider
FGD	Focus Group Discussion
GED	Growth of Enterprise Development
LTM	Learning Through Monitoring system
MIS	Marketing Research System
MA&D	Market Analysis & Development
NGO	Non –Governmental Organization
PEC	Personal Entrepreneurial Competency
SYOB	Start your on Business