

**A STUDY ON BRAND PREFERENCE OF
INSTANT NOODLES IN NEPAL BASED ON
HETAUDA MUNICIPALITY**

BY

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A
thesis

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Faculty of Management
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business studies (MBS).

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Declaration

I hereby declare that the research work reported in this thesis entitled :*"Brand preference of instant noodles in Nepal, A case study of Hetauda Municipality, Makwanpur"* Submitted to office of dean, faculty of management, Tribhuvan University, is my independent work done in partial fulfillment of the requirement for the degree of master of Business studies(MBS). Under the supervision of Mr. Bijayakrishna Shrestha, lecturer and Mr. Yam Silwal, Assistant lecturer of Makwanpur multiple campus, Hetauda.

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Recommendation

It is certified that Mr. Arjun Prasad Chaulagai has continuously and coherently performed this thesis on "Brand preference of instant noodles in Nepal: A Case Study of Hetauda municipality, Makawanpur", Under our guidance and supervision. He has properly enacted the course on research methodology.

This thesis meets all the requirements as prescribed by the faculty of management, Tribhuvan University. It is forwarded for examination.

We recommend this thesis for necessary approval.

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Viva-voce sheet

The thesis submitted by Arjun Prasad Chaulagai intitled "Brand preference of instant noodles in Nepal, A case study of Hetauda municipality, Makawanpur", has been written according to the prescribed format and the thesis has been accepted as a partial fulfillment of the requirements for the degree of master in business studies (MBS).

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Acknowledgement

This thesis has been prepared to meet the partial fulfillment of MBS of the newly implemented curriculum design of Tribhuvan University of Nepal. This is "A study on brand preference of Instant noodles in Hetauda.

It gives the great pleasure to submit this thesis to the Makawanpur Multiple campus as per the rules laid out by the Tribhuvan University, in order to receive the degree of post graduate.

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List of Abbreviation

| | | |
|--------|---|-------------------------------------|
| B.S. | : | Bikram Shambat |
| C.G. | : | Chaudhary Group |
| ISO | : | International Standard Organization |
| LTD. | : | Limited |
| M.S.G. | : | Monosodium Glutamate |
| N.S. | : | Nepal Standard |
| Pvt | : | Private |
| T.U. | : | Tribhuvan University |
| USA | : | United State Of America |