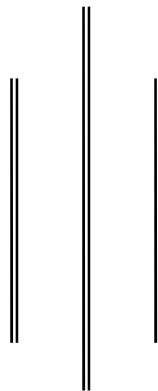


**A Study on Sales Planning and its impact on Profitability of  
Nepal Telecom Limited.**

**Submitted By:  
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**A Thesis Submitted to:  
Office of the Dean  
Faculty of Management  
Tribhuvan University**

***In Partial fulfillment of the requirements for the  
Degree of  
Master of Business Studies (M.B.S.)***



**Kathmandu, Nepal  
July, 2011**

# RECOMMENDATION

This is to certify that the thesis

Submitted by:

**Bikash Koirala**

Entitled:

**Sales Planning And Its Impact On Profitability Of Nepal Telecom**

*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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# VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis prepared

By:

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## **SALES PLANNING AND ITS IMPACT ON PROFITABILITY OF NEPAL TELECOM**

*And found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment for the Degree of Masters of Business Studies (M.B.S.)*

### Viva – Voce Committee

Head, Research Department .....

Member (Thesis Supervisor) .....

Member (External Expert) .....

## **DECLARATION**

I hereby declare that the work reported in the thesis entitled “ SALES PLANNING AND ITS IMPACT ON PROFITABILITY OF NEPAL TELECOM" ” submitted to Shanker Dev Campus, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirement of the Degree of Master of Business Studies (M.B.S.) under the guidance and supervision of Mr. Prakash Singh Pradhan, Associate Professor of Shanker Dev Campus, Tribhuvan University.

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I have tried to cover all the possible matters that I felt, important to sum up the “*Sales Planning and its Impact on Profitability of Nepal Telecom.*” I am hopeful that this task will be helpful to the students of business studies & to those who want to make further researchers under this topic.

Mr. Bikash Koirala  
Researcher  
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## ABBREVIATION

A/c	Account
ADSL	Asymmetric Digital Subscriber Line
AS	Actual Sales
BE	Break Even
BEP	Break Even Point
BFS	Bureau Fax Service
BO	Branch Office
BS	Bikram Sambat
CDMA	Code Division Multiple Access
CM	Contribution Margin
CMPU	Contribution Margin per unit
CO	Company
CRBT	Caller Ring Back Tone
CTD	Cell and Time Discount
CV	Coefficient of Variation
DXC	Digital Cross Connect
FC	Fixed Cost
Fy	Fiscal Year
GDP	Gross Domestic Product
GM	General Manager
GNP	Gross National Product
GPRS	General Pocket Radio Service
HMG	His Majesty Government
HO	Head office
HPPC	Hindering Profit Planning Control
HRMS	Human Resource Management System
i.e	That is
ISDN	Integrated Service Digital Network
ISP	Internet Service Provide
ITS	International Telegraph Service
IVR	Interactive Voice Response
MMS	Multi Media Message Service

MOS	Margin of Safety
MVPN	Mobile Virtual Private Network
NPAT	Net Profit After Tax
NTC	Nepal Telecom Company
NTTS	National Trunk Telephone Service
OYT	Own Your Telephone
PCO	Public Call office
PEs	Public Enterprises
PF	Provident Fund
PPC	Profit Planning & Control
PV	Profit Volume
PV	Profit Volume
ROI	Return on Investment
RTS	Rural Telecom Service
SIM	Subscriber Identification Module
SMS	Short Message Service
TS	Telex Service
TTC	Telecom Training Center
TU	Tribhuvan University
UK	United Kingdom
US	United State
USSD	Unstructured Supplementary Service Data
VC	Variable Cost