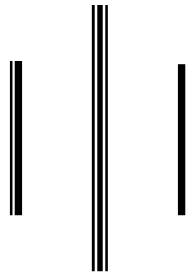


**MARKET POTENTIAL OF CARS IN KATHMANDU VALLEY
(With Special Reference on Daihatsu)**



A

Thesis

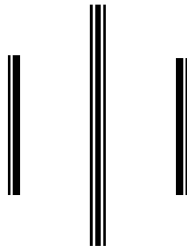
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SUBMITTED TO:

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In partial fulfillment for the requirements for the degree of Master of Business
Studies (MBS)

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April, 2011



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RECOMMENDATION

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SUBMITTED BY

KAMAL GHIMIRE

Entitled

MARKET POTENTIAL OF CARS IN KATHMANDU VALLEY
(WITH SPECIAL REFERENCE ON DAIHASTU)

has been prepared as approved by this Department in the prescribed format of 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 presented by

KAMAL GHIMIRE

ENTITLED

MARKET POTENTIAL OF CARS IN KATHMANDU VALLEY
(WITH SPECIAL REFERENCE ON DAIHASTU)

And found the thesis to be the original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for Master of Business Studies (MBS)

VIVA-VOCE COMMITTEE

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Member (Thesis Supervisor).....

Member (External Expert).....

Member (External Expert).....

Date: -

DECLARATION

I here declare that the work reported in this thesis entitled Market Potential of Cars in Kathmandu Valley (With special reference on Daihatsu) submitted to M.M. campus, Nepalgunj faculty of Management, Tribhuvan university, is my original work done in the form of partial fulfillment of the requirement for the Master's Degree in Business Studies (MBS) under the supervision of Chakra Bahadur Bom

Kamal Ghimire
MBS Second Year
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This research work is an attempt to analyze the Market Potential of Cars in Kathmandu Valley. An attempt has been made to explore the potential theoretically as well as empirically. A manager of marketing should have well defined estimates of the market potential of his new and existing products.

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Kamal Ghimire

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ABBREVIATIONS

AAP	:	Architectural Aluminum products
A.D.	:	Anno Domini
Co.	:	Company
DRP	:	Duty refund procedure
DTM	:	Department of Transportmanagement
GNP	:	Gross national profit
HH, Co.	:	Hansraj Hulas Chand and Company
MIS	:	Marketing information system
P. Ltd.	:	Private limited
SIC	:	Standard industrial classifications
SWOT	:	Strength, Weakness, Opportunity, Threat
U.S.	:	United State
4ps	:	Product, Place, Price, Promotion