

**A STUDY ON MARKETING OF FRUITS PRODUCT
IN KATHMANDU VALLEY**



**A Thesis By:
Ganesh Phuyal
Shanker Dev Campus
T.U. Regd. No.:7-1-999-526-99
Roll No.:124/063
Exam Roll No.:2608/065**

**To:
Office of the Dean
The Faculty of Management
Tribhuvan University**

**In Partial Fulfillment of the Requirement for the Degree of
Master of Business Studies (MBS)
Kirtipur, Kathmandu
August 2013**

RECOMMENDATION

This is to certify that thesis

Submitted by:

Ganesh Phuyal

Entitled

A STUDY ON MARKETING OF FRUITS PRODUCT

IN KATHMANDU VALLEY

*Has been prepared as approved by this department in the prescribed format of
faculty of management. This thesis is forwarded for examination.*

.....

Ass Prof.Ishwor Raj Lohani
(Supervisor)

.....

Prof.Dr. Kamal Deep Dhakal
(Head of Research Department)

.....

Ass.Prof.Prakash Sing Pradhan
(Campus Chief)

.....

Rajan K.C
(Supervisor)

VIVA-VOCE SHEET

We have conducted the viva voce examination of the thesis

Submitted by

Ganesh Phuyal

Entitled

**“A STUDY ON MARKETING OF FRUITS PRODUCT IN
KATHMANDU VALLEY”**

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

Viva-Voce committee:

Chairman of Research Department:

Member (Thesis Supervisor):

Member (Thesis Supervisor):

Member (External Expert):

Date :

DECLARATION

I hereby declare that the work reported in this thesis entitled “**A STUDY ON MARKETING OF FRUITS PRODUCT IN KATHMANDU VALLEY**” submitted to office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master of Business Studies (M.B.S) under the supervision and guidance of Ishwor Raj Lohani Associate Professor of Shanker Dev Campus and Mr.Rajan K.C .

.....

Ganesh Phuyal

Shanker Dev Campus

T.U. Regd. No.:7-1-999-526-99

Roll No.:124/063

Ecam Roll No.:2608/065

Date: August 2013

ACKNOWLEDGEMENT

This research study on “**A STUDY ON MARKETING OF FRUITS PRODUCT IN KATHMANDU VALLEY**” has been prepared to fulfill the particular requirement of the MBS program.

For this, I am greatly thankful to the management faculty of Shanker Dev Campus and all authors and researchers who have contributed to the area of my research. I further hope that I have interpreted their view and expression properly.

First of all, I would like to extend my special thanks to my thesis supervisor **Mr. Ishwor Raj Lohani**, Associate Professor of Shanker Dev Campus and **Mr. Rajan K.C**, for his valuable suggestion, supervision, kind guidance and constant inspirations throughout the process of the preparation and completion of the dissertation. I am also grateful to Mr. Prakash Shing Pradhan, Campus Chief of Shanker Dev Campus and Professor Dr.Kamal Deep Dhakal, Head of research Department for their valuable suggestion and co-operation added strength to write this thesis.

Lastly, my special thanks to my brother Krishni Giri who help me in supporting for the preparation of thesis. Thanks also go to my friends, staff of Shanker Dev Campus, and Tribhuvan University for their kind co-operation in completing this research.

Ganesh Phuyal

T.U. Regd. No.:7-1-999-526-99

Roll No.:124/063

Ecam Roll No.:2608/065

Shanker Dev Campus

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LIST OF ABBREVIATIONS

AEC	:	Agro Enterprise Center
B.S.	:	Bikram Sambat
C	:	Centigrade
CDM	:	Central Department of Management
CEDA	:	Centre for Economic Development and Administration
DAOK	:	District Agriculture Office Kathmandu
Etc.	:	Etcetera
Hec.	:	Hector
i.e.	:	That is
KKFWM	:	Kalimati/Kuleshwor Fruits Wholesale Markets
MBS	:	Master of Business Studies
Mt.	:	Metric Tones
No.	:	Numbers
Prod ⁿ	:	Production
Rs.	:	Rupees
T.	:	Ton
www	:	World Wide Web

CHAPTER- I

INTRODUCTION

1.1 Introduction of the study

Nepal one of the world's poorest and developing nation located between two economically powerful countries i.e. China and India having an area of 147,181 Sq. Km. The economy of a country is an agricultural base where 70% of total economically active population is engaged in this sector which contributes about 40% of GDP. For the development of the country prime attention should be given towards the development of agriculture sector. According to the estimation the population of Nepal is about 30.00 million. As a whole, Nepal is rich in natural gifts and natural resources, typical cultural diversification, unique traditional heritage and various ethnic groups. (Source: www.geographia.com/nepal/)

Fruits, a good source of vitamin and minerals required for human growth and health. It can be defined as the matured ovary and other flower parts associated with it. Human beings have been consuming fruits from the ancient times. Consumption of fruits increased with the development of human society. Due to the increasing health consciousness also increasing income level of the people, consumption of fruits now a days have grown significantly.

Geographically, Nepal is located between $80^{\circ} 4'$ and $88^{\circ} 12'$ East longitude and between $26^{\circ} 22'$ and $30^{\circ} 17'$ North Latitude. It is divided into three physiographical belts, the Terai (A plane that lies along the southern border of India between 75 meters and 300 meters above sea level). The Hill (a wide band of hills between 300 meters and to 3000 meters). The mountain (a rugged surface rising 3000 meters to 8848 meters). In the North only about 21% of the land is under cultivation of the total country's area. 17% falls on Terai, 63% in hills and 15% on mountain. Agriculture is the mainstay of nation's economy, which provides 75% of employment which account for about 35.1% (FY 2068/69) of nation gross domestic product (GDP) and two third of export earnings. But it is a

matter of great irony that more than 23.8% people are below poverty line, however it is beautiful country. (Source: www.geographia.com/nepal/)

Fruits are three types i.e. tropical (summer), temperate and citrus. The tropical fruits include banana, mango, guava, jackfruits, papaya, pineapple, litchi and coconut etc. Temperate fruits include apple, pear, palm, peach, apricot, persimmon pomegranates mode etc. The citrus fruits include orange, sweet orange, lime lemon and others.

On the basis of fruits cultivation, Nepal can be divided into following 4 zones:

1. Tropical Zone: It has high and hot temperature throughout the year except some periods in winter. The annual temperature exceeds 24°C these is no frost. It covers the whole Terai and lower valleys in the hills.
2. Sub-Tropical Zone: This region is cooler than the tropical area but it has distinct summer and mild frosty winter. Summer is long and humid. Generally altitude range is 1000m in to 1500m with and annual average temperature of 17° to 24°C lower mid-hills and low hills fall in this zone.
3. Mild-Temperature Zone: The climate in this zone is moderate throughout the year winter is not very sever. Altitude ranges from 1500 into 2000m. during winters the higher altitude may get show.
4. Temperate zone: This zone had a pronounced winter with frost. Snow occurs every years. It is cold throughout the year with an average annual being less than 10°C . The temperature in winter is below 0°C .

1.2 Background of Study

Kathmandu the capital district of Nepal is situated in the middle part of Mahabarat hilly region. It is one of the three districts of Kathmandu valley. It is situated at about 1340 meters above the sea level. Kathmandu valley has a temperate rainy climate but is influenced by the tropical monsoon system of weather of south east. Annual rainfall is about 1800mm in the north-western and South Eastern parts including Godavari. Elsewhere in the valley, it ranges

between 1300mm to 1600mm. The land of the district is one of the most fertile lands of the country.

Growing of fruits in Nepal is not of a recent origin. There are indigenous yet wild and cultivated fruits species in this country. They are reported to be observed from almost two centuries. More specially some of the important fruits species (mango, litchi, papaya, guava, mandarin etc.) were introduced and planted in orchards prior to the Rana Regime. During the Rana period i.e. 1845 A.D., many fruits orchards were established and fruits varieties introduced. Mall kings planted fruits trees in their palace compounds king Rana Bahadur Saha, prime minister Bhimsen Thapa and General Ranabir Thapa established various fruits garden like sera Bagaicha in Nuwakot, Khaitar Bagaicha in Kavre and fruits orchard located at Jalbire Kavre. During Rana Regime, various Rana prime ministers established various orchards in Nuwakot, Kavre and Trishuli. Some well-off residents of Kathmandu also planted fruits trees in their gardens located at Kathmandu and outside the Kathmandu valley. Slowly, fruits tree plantations spiral to terai regions to grow various types of fruits in tropical climate. Foundation for commercial fruits farming was established during the Rana Regime. First B.Sc.A.g. Graduate late Dibya Bahadur Basnyat brought fruits species of apple, mosami, mandarin, pineapple, banana, and persimmon etc.

1.3 Statement of the Problem

Among three cities of Kathmandu valley i.e. Kathmandu, Bhaktpur and Lalitpur, Kathmandu district is rapidly urbanizing region of the country, its marketing problem is much more complicated than in other parts of the country. Thus, we can conclude that there is the scarcity of fruits in artificial way. The farmers do not get fruit remunerative prices and the consumer does not get fruits of their choice with the best price. The prominent problem is therefore marketing fruits in systematic manner.

Since fruits are produced in the different ecological center of the country. First of all we are lacking the proper transportation facility, likewise the best quality of apple is grown in the Jumla and Marpha but we are still importing them from China and India. It is due to the problem of roads transportation. Similarly the fruits buying capacity of Nepalese is very low. The average consumption per person is only 60gm per day which is very low as compare to the other countries. Similarly the supply of the fruits is very irregular due to and has chakka jams. At first there is still lack of proper knowledge to produce fruits. Farmers are still engaged on the cereal production. They are not expert in the production of fruits. There is lack of proper production technology. At last there is no systematic marketing, lack of storage structures.

Thus post-harvest losses are very high in our country's context. This study would concentrate around the problems and stated in the following points.

- a. What are the opportunities and threats exist in marketing of fruits product in Kathmandu valley?
- b. What is the structure of fruit marketing network in Kathmandu valley?
- c. What are the major problems and prospects if fruits marketing in Kathmandu Valley?

1.4 Objectives of the Study

The study will proceed with the following major objectives.

1. To study and analyze the fruit market network in Kathmandu valley
2. To identify the problems and prospects of fruit marketing in Kathmandu valley
3. To provide suggestion to the concerned on the basis of study findings

1.5 Significance of the study

In Nepal a greater percentage of population is under nourishment. They are suffering from various diseases such problem can be removed by consumption summation of more and more fruits in daily diet since Kathmandu district is rapidly urbanizing it's marketing problem is more complicated than in the country as a whole. The fruits market valley is suffering from various marketing problems due to which a significant of fruits goes waste. Appropriate provision of marketing facilities help to minimize the imbalance between season and off season. It helps to smooth supply of fruits throughout the year and help to establish fixed price. Hence some concrete steps have to be taken improve production, distribution and marketing of fruits.

Fruits business is definitely spreading with the help of right marketing activates. Today we can find fruits business in every area of Kathmandu. So we can say that today they would have higher profits and markets.

1.6 Limitation of Study

Every study has to be conducted taking certain constraints. The limitations of this study can be listed as below:

1. The study has been based on the annual publication of fruits development directorate agro enterprises center (AEC) and Kuleshor fruits markets.
2. This study is limited only in Kathmandu valley and doesn't represent the whole picture of Nepal.
3. The accuracy of secondary data depends upon the annual report of fruits development directorate agro enterprises center (AEC), kuleshawor fruit Market and the reliability of the primary data depends upon the responses of respondents.

4. The sample size is relatively small and sampling procedure is judgmental. So it may not give the fact of this fruits market.
5. Researcher being a student has very limited time and resources.

1.7 Organization of the Study

The study has been classified to five chapters. The title of each of these parts is following:

Chapter I Introduction: The first chapter includes various aspects of present study like background of the study statement of the problem. Objective of the study, important of the study and the limitation of the study.

Chapter II, Review of Literature: The second chapter deals with the study of related books, Journals, research work which are already published and conducted by different fruits company.

Chapter III, Research Methodology: This chapter deals reaches methodology problem such as Research design nature of data, sources of data method and of analysis of data quantitative and qualitative tools and at last definition of key terms.

Chapter IV Presentation And Analysis of Data: The fourth chapter introduces the main aspect of and presentation of data with different statistical and financial tools and findings of the study.

Chapter V: Summary, Conclusion and Recommendation: Summary, Conclusion and Recommendations the fifth chapter presents summary, conclusion and recommendations.

CHAPTER-II

REVIEW OF LITERATURE

2.1 Introduction

The term literature review consists of two different words i.e. 'literature' and 'review'. The simple and common definition is; "the mirror of society". It reflects the reality of existing condition and review means re-examination of reconsideration. It also implies that survey or report of a subject. So, generally, literature review refers to the reconsideration of any fixed subject.

Here, literature review can be described mainly two ways, i.e. theoretical literature review and empirical literature review. Theoretical review is concerned with the theory of a subject. It is probably or possibly true, but not conformed or tested in practice. Empirical literature review is based on observation or experiment, which may be of the theory. It reflects the real situation of any subject or any place. It is an evaluative report of information found in the literature related to selected area of study. The review describes, summarize, evaluate and clarify this literature. Literature review gives a theoretical base for the research and helps the author to determine the nature of your research. Review of literature helps to discard the works which are irrelevant and helps to look critically on those works which are peripheral. A literature review is more than the search for information, and goes beyond being a descriptive annotated bibliography. Relationships between the literatures must also be identified and articulated, in relation to field of research.

The purpose of writing the literature review is to convey to the reader what knowledge and ideas have been established on a topic, and what their strengths and weaknesses are. The literature review must be defined by a guiding concept. It is not just a descriptive list of the material available, or a set of summaries.

A literature review is a text written by someone to consider the critical points of current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. Also, a literature review can be interpreted as a review of an abstract accomplishment. Most often associated with academic-oriented literature, such as a thesis, a literature review usually precedes a research proposal and results section. Its main goals are to situate the current study within the body of literature and to provide context for the particular reader.

2.2 Conceptual Review

A conceptual review is used in research to outline possible courses of action or to present a preferred approach to an idea or thought. A conceptual review gives the meaning of a word in terms of the theories of a specific discipline. This type of definition assumes both knowledge and acceptance of the theories that it depends on. Conceptual reviews are a type of intermediate theory that attempt to connect to all aspects of inquiry (e.g., problem definition, purpose, literature review, methodology, data collection and analysis). Conceptual review can act like maps that give coherence to empirical inquiry. Because conceptual frameworks are potentially so close to empirical inquiry, they take different forms depending upon the research question or problem.

Marketing

Marketing is the management process through which goods and services move from concept to the customers. It is the process of communicating the value of a product or service to customers, for the purpose of selling the product or service. It is a critical business function for attracting customers. Marketing includes coordination of product, price, place, and promotional strategy i.e. also called 4P's of marketing. It is based on thinking about the business in terms of customer needs and their satisfaction of needs. Marketing differs from selling, i.e.

selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about, and it does not, as marketing invariably does, view the entire business process as consisting of a tightly integrated effort to discover, create, arouse and satisfy customer needs. In other words, marketing has less to do with getting customers to pay for your product as it does developing a demand for that product and fulfilling the customer's needs. Marketing is a major activity area of modern economy and business. In general, marketing is related to buying and selling of goods and services. The term marketing is to mean mostly selling but marketing is not the selling job only. Selling is only a part of total marketing functions.

According to American Marketing Association : "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of idea, goods and services to create exchanges that satisfy individual and organizational objectives."

According to Philip Kotler: "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products and values with other."

In the opinion of W. J. Stanton : "Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying goods and services to present and potential customers."

Above all definitions are in broad dimension. The new concept of marketing gives more importance to the consumers' satisfaction rather than production and consumption aspects. It is mostly concern with what consumer need, what their attitude is to current product and prices, which they have to pay for them, whether they have marked preferences between one brand and another brand. We can conclude that marketing is the overall activities that are concerned to fulfill human needs and wants.

Functions of Marketing

The functions of marketing are as follows:

-) Researching
-) Buying
-) Product development and management
-) Production
-) Promotion
-) Standardization and grading
-) Pricing
-) Distribution
-) Risk bearing
-) Financing
-) After sales-service
-) Market Information

Customer Orientation

A firm in the market economy survives by producing goods that persons are willing and able to buy. Consequently, ascertaining consumer demand is vital for a firm's future viability and even existence as a going concern. Many companies today have a customer focus (or market orientation). This implies that the company focuses its activities and products on consumer demands. Generally, there are three ways of doing this: the customer-driven approach, the market change identification approach and the product innovation approach. In the consumer-driven approach, consumer wants are the drivers of all strategic marketing decisions. No strategy is pursued until it passes the test of consumer research. Every aspect of a market offering, including the nature of the product itself, is driven by the needs of potential consumers. The starting point is always the consumer. The rationale for this approach is that there is no reason to spend

R&D (research and development) funds developing products that people will not buy. History attests to many products that were commercial failures in spite of being technological breakthroughs. A formal approach to this customer-focused marketing is known as solution, information, value, access. This system is basically the four Ps renamed and reworded to provide a customer focus. The SIVA (Solution, Information, Value and Access) Model provides a demand/customer-centric alternative to the well-known 4Ps supply side model (product, price, placement, promotion) of marketing management.

Product		Solution
Promotion		Information
Price		Value
Place (Distribution)		Access

4 P's of Marketing

Product Decision

The term product refers to tangible, physical products as well as services. The example of product decision to be made in marketing are: brand name, functionality, styling, quality, safety, packaging, warranty and accessories & services.

Price Decision

A price is a value that will purchase a finite quantity of a goods or services. Pricing is the process of determining what a company will receive in exchange for its product. In marketing the pricing decisions to be made include pricing strategy (skim, penetration), retail price, wholesale pricing, volume discount, cash and early payment discount, seasonal pricing, bundling, price flexibility and price discrimination.

Place (Distribution) Decision

It is about getting the products to the customer. The place (distribution) decision include distribution channels, market coverage (inclusive, selective or exclusive distribution), specific channel members, inventory management, warehousing, distribution centers, order processing, transportation, reverse logistics etc.

Promotion Decision

The another p's of marketing i.e. promotion in context of the marketing mix represents the various aspects of marketing communication, i.e. the communication of information about the product with the goal of generating a positive customer response. The marketing communication decision regarding the promotion mix include promotional strategy (push, pull), advertising, personal selling and sales force, sales promotion, public relation and publicity and marketing communications budget.

Marketing Research:

Marketing research is a systematic inquiry undertaken to help resolve a specific marketing problem. Its purpose is to guide marketing decisions by generating information. The purpose is to provide alternative for making choice. Marketing research is the function that links the consumer, customer, and public to the marketer through information-information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

Market Targeting

The main reason an organization uses market targeting is to give more power to its brand. When a business knows exactly to whom it will sell and what compels those individuals to buy, it is better able to create advertising campaigns that communicate the brand message effectively. Ultimately, this typically ends up giving sales a boost, driving up revenue and profits. Organizations also use these methods when they want to get an idea of how much of something they'll sell. These predictions are especially important for purchase managers, who are responsible for buying whatever the company needs to operate, and inventory managers, who track what the organization has on hand so that it is able to meet consumer demands. They also matter to production supervisors, who have to schedule operations based on what purchase and inventory executives do. Overall, picking a limited number of target groups provides a degree of focus that streamlines most of what a company does, making operations more cost-effective. That efficiency is not completely free, however. Segmenting and figuring out which group might produce the highest number of sales requires an enormous amount of research, which businesses have to spend money to complete.

Market Segmentation

A market consists of customers with needs to satisfy, money to spend and willingness to buy the products. No product can satisfy the needs of all the customers in the market. Customer varies in terms of needs, characteristics, buying behavior, purchasing power and preferences. Market segmentation is the process of dividing the total market into large homogeneous groups of customers who share similar needs and characteristics. Market segmentation implies dividing total market into groups, the groups should be large enough for marketing purposes, the group should be homogeneous with same preference, the customer in a group should have similar needs and characteristics.

According to Philip Kotler: "Marketing segmentation is the act of identifying and profiling distinct groups of buyers who might prefer or require varying products and marketing mixes."

Limitation of Marketing

The concept of marketing is all about achieving organizational goals through meeting customer needs better than competitors. Three things should happen when a company is implementing a marketing concept:

1. Company should define its offering based on its customer needs
2. All staff in the company should accept the responsibility for customer satisfaction
3. Company believes that by providing customer satisfaction, it can achieve its goals, e.g. profit and etc.

Well said, but marketing has its limitation. The limitation mainly comes from those three things above that may not be fulfilled totally. If staff don't buy in the concept due to conflicting interest, it is also hard to achieve what we preach in marketing concept. E.g. Union workers may insist of a pay increase to make the pricing less competitive. The business world is not perfect. Marketing concept is a guidepost to business; its implementation is dependent upon an array of factors affecting the organization.

About Fruits production and marketing in Kathmandu Valley

The horticultural crops, citrus fruits occupy a major share in the country. The major citrus fruits are mandarin, sweet orange and lime. The citrus fruits in Nepal are good in quality, taste, color and freshness. However, these fruits could not fetch a good international market because of rotting that occurs due to wrong methods of fruits harvesting. The fruits are harvested by shaking the tree branches. The fruits are often damaged while falling on the ground. Such impacts cause scratches and damage which ultimately causes rotting due to the fungus

attack. Fruit picking is a major problem in Nepal as the citrus trees in Nepal are of tall variety. Planting varieties of citrus fruits takes some 30 years for better harvest. It is not an easy operation. Hence citrus fruit harvester is a present day need in Nepal. Besides harvesting storage, grading, packing and transporting are the other major problems in the post- harvest stage. Majority of Nepalese people have fragmented and scattered land. The increasing population growth and normal family separation further decrease the land size. In this country, over 50% of the farmers households own land less than 1 hectare where fruits farming that need a large spacing is rarely possible. The small land size undulated and step topography have also under appropriated the value of fruits and hence the production as well as. The economic status of the rural mass is very low. They cannot go for planting of fruits trees that require heavy initial investment as well as it requires high level of care and management practices regularly and continuously as the initial stage. This high initial cost has distracts farmers from fruits, plantations. In one hand, small farmers receive inadequate loans for farming while on the other hand; they are not sure of quality of their product, its marketing and dispose. Above all, for them, food grains (cereal and millets) are more important than the fruits to sustain their exercise.

The fruit in Nepal can broadly be grouped into three categories as sub-tropical, tropical (or summer) fruits and winter fruits (deciduous fruits). In term of production the tropical fruits are the most dominating one and then come the citrus fruits followed by the deciduous fruits. In the tropical fruits category the production of mango has biggest shares. Similarly, the mandarin orange has the biggest share in citrus production category and apple is major item in deciduous fruits category. Ranking each fruits in the total production of fruits, the mango shows the biggest share of production (20%), and then follows mandarin orange (16 %), banana (11 %), sweet orange (6 %), apple (7 %) litchi (3.2 %) and lemon (0.67 %) among the major fruits.

The vivid geography and topography available in this country are natural boon to create climatic diversities accommodating enormous bio-diversities including fruits species that require from a cool to hot and from dry to humid conditions. Several types of soil are available in Nepal. Some are suitable for growing agriculture crops while others are not for fruits species. They need 2 to 3 m deep soils with sufficient available nutrients. But except in valleys, the hilly tracts and undulating yet sloppy area with marginal land types do not contain sufficient mineral nutrients to support tree growth. Fruits trees planted in these soils do not produce a desirable harvest unless they are supplemented with adequate manure and fertilizer. In some area where farming is done intensively with fertilizer application, such practices have resulted into poor soil condition due to the unbalanced use of chemical fertilizers.

Horticultural crops such as mango, banana, pineapple, litchi, guava, tomato, potato, radish, brinjal, okra, chilli, cauliflower, cabbage, cucurbits, taro, coconut, and arecanut are successfully grown on the plains. Mid hills having altitudes of 651 to 1,800 amsl are suitable for the cultivation of citrus, pears, peaches, plums, persimmons, chestnuts, tomatoes, potatoes, beans, sweet peppers, cabbages, cauliflower, radishes, turnips, carrots, leafy vegetable crops, coffee and tea. Similarly, apples, walnuts, almonds, carrots, cauliflower, cabbages, beans and potatoes are the main horticultural crops of the high hills of Nepal. Production and postharvest technologies differ across the country, and thus postharvest losses in various horticultural crops and production regions are affected accordingly. In horticulture, fruits growing and production system require appropriate technologies based on scientific details. But today, most farmers in Nepal use traditional ideas or concepts and adopts decades old methodologies for an example, fruits trees are still grown in places where cereals cannot require manure and fertilization, that irrigation is not essential for fruit trees, that once fruits trees are planted they fruits automatically without care, etc. unless the farmers are well

convinced and motivated for growing fruit trees by using scientific technologies, fruits growing as a business is likely to occur.

In Nepal over 2% of the world's flowering plants are found though it occupies only 0.1 % of the world land mass. The northern range (Himalayas) is covered with snow over the year, where the highest peak of the world, the Mount Everest, stands. Gorgeous mountains, high peaks, hills, valleys and lakes capture the middle range (Hill). The southern range (Terai) is genetic plain of alluvial soil and consists of dense forest area. Having diversified physiographic zones, it has 6 bioclimatic zones ranging from tropical to the alpine, it has accommodated six bioclimatic region ranging from tropical to Naval zones and eleven sub-zones. This categorization more or less corresponds to the physiographic division of Nepal into Terai, Siwalik, Mid hill, High Mountains and high Himalayas as developed by Land Resources Mapping Project (LRMP) 1986.

The Kalimati Wholesale Market is one of the biggest and busiest fruit and vegetable wholesale markets run by the government in Kathmandu proper. Approximately 308 tons of fruits and vegetables enter this market on a daily basis. Transactions at this market are valued at 50–60 lakh NRS (USD85,714.29). Fruits and vegetables which originate in different parts of the country are traded at this market. Price control is based on supply and demand. Other markets are therefore both directly and indirectly affected by this market. Fourteen other markets are operational in different parts of the country. The Kalimati Wholesale Market is supplied with vegetables originating from Kavre, Dhading, Bhaktapur, Kathmandu, Chitwan, Makawanpur, Sarlahi, Bara and Rautahat districts, while its fruits supplies originate from Mustang, Rasuwa, Jumala, Dhading, Tanahu, Gorkha, Ramechhap Syangja, Lumjung, Nawalparasi, Chitwan and Jhapa districts. Fruits and vegetables are also imported from India, China, Bhutan and New Zealand. Farmers and middle-men cannot trade directly at this market. They must either sell their produce to wholesalers or take a fixed commission based on rates from the trader and sell to him. Nepal currently produces the majority of

produce sold in that market. The Kuleshwor Wholesale Market of Kathmandu deals mainly with fruits. Fruits coming to this market originate primarily from India. Between 15 and 20% of the market demand at this market is met by Nepalese produce. Nepalese production is seasonal, while there is a continuous flow of produce from India. Traders in both the Kalimati and Kuleshwor markets sell Indian produce as commission agents and charge a 7 to 10% commission, while Nepalese produce, in general, is sold on the basis of market price. Few farmers are involved in trading product. Contract farming is not practiced.

Kathmandu district lies in the 73rd position on the basis of area but lies in the first position on the basis of population of density. The total area of Kathmandu is 41,202 hectares. Geographically, eastern, northern and western side is covered by mountainous region and at the southern side, plain agriculture lands are found. This district is at the altitude of 1262 to 2032 m from the sea level. The shape of this district seems to be 'L' since it is expanded from east to west and turned towards south. The broader of Kathmandu district touches the seven districts. Bhaktpur, Lalitpur, Shindhupalchowk, Kavrepalanchowk, lies in the east. Dhading, Nuwakot and Makawanpur lies in the west. Shindhupalchowk and Nuwakot and in the north and Lalitpur, Bhaktpur and Makawanpur in the south. The three high mountains Nagarjun, Chandragiri and Shivapuri and lies in this district. The area of this district is spread over 27^o27' to 28^o49' northern longitude and 85^o10' to 85^o32' eastern latitude. Kathmandu is the headquarter of the country. This capital city has one metropolitan city and several village development committees.

Newari people are indigenous inhabitant of the valley. The dense of population in this city is very high since, the people from other districts come to settle in this district for having greater access to services. The valley has high racial and religious diversity. Majority of the people living here are Hindu, Buddhist come in second, the other religious too are found here but they address small segment of the population. If the population of the valley grows in the same way then it will

be doubled within coming 10 years. Now a day mostly there are single families than the joint. The scarcity of water, heavy environmental pollution, low mutual understanding, dust garbage's problem, rising inflation rate are the major problem facing by the people of the valley.

Kathmandu has a pleasant sub-tropical cool climate summer (June-August) is warm to hot (March-May). An autumn (Sept-Nov) is warm during the day and cool in the night. Winter (Dec-Feb) is cold with minimum temperature of about 0⁰C but most sunny during the days. The annual rainfall is about 1300 mm. The temperature and status of rainfall of any reason symbolize the condition of crop farming and its consciences. Kathmandu district lies in the central mountainous region, near the Himalayas. So, in the winter season the climate becomes very cold. In the summer season climate is warm but not too hot. The maximum temperature is 32⁰C in the month of Jestha-Ashad and minimum temperature is - 0⁰C in Poush-Magh.

Various fruits species and their introduced varieties in Nepal:

Apple	Golden delicious, Red delicious, Red June, Jonathan, Granny Smith, Rome Beauty, Benony, Fuji, Anna, Vered, Katja, Cripsin, Tropical Beauty, Winter Delicious, Worecester Foreman, Tydeman Early, Tydeman Late, Red Gold, Stark, Crimson, Rich-A-Red, Yellow Newtown, King of Pippin, Kashmiri, Ambri, Idared, Mutzu, Brahmley's Seedling, Starking Decidious, Winter Banana, Russet, Cox's Orange Pippin, Stengenbug, Topred, Galia Beauty, Ruby Spur, Golden june, Hi-Hearly, Lutz-Golden, Red Rome Beauty, Ed Gould Golden and Rootstocks Series of M, Mm and Emla
Sweet	Mosambi, Malta Blood Red, Ruby, Shamauti, Washington Navel, Pineapple, Hamlin, Jafa, Sagudhi

Plum	Green Gaze, Meriosa, Santa Rosa, Methley, Formosa, Stanley, Burbank, Shiro, Florentia, Oishi Wase, Satusma
Pear	Bartlett, Pharping, Chojuro, Kosui, Hosui, Shinko, Anjou, Okusankichi, Williams, Bon, Shinsui, Kirsuci, Winter Nelice, Bomri, Williams, Conference, Packhams, Comice, Patal, Havana.
Walnut	Hartley, Payne, Thin shell, Ashley, Franquette, Black Walnut, Northern Californian
Almond	Ne-Plus-Ultra, Non Pareil, Mission, Thin Shell
Grape	Kyoho, Olympia, Steuben, Tano Red, Himrod, Thompson Seedless, Pusa Seedless, Delaware, Muscat Bailey-A, Delight, Beauty Seedless, Benizuiho, Champion, Jakaranda, Pirobella, Campbell Early
Strawberry	Cambridge Vigour, Ca,bridge Favorite, Red Gauntlet
Kiwi fruits	Hayward, Allisopm, Abott, Tomri, Matsuw
Mandarin	Kinnow, Fewtrell's Early
Permission	Fuyu, Hiratane Nashi, Zero, Hachiya
Banana	William Hybrid, Dwarf Cavendish, MAlbhog, HARichhal, Chinia Champa, Robusta, Basrai Dwarf, Dhusre, Nungre, Beaula Kera, Jhapari, Manthan, Mortaman, Cyathia, Alpan, Ballah-Ballaha, Kothia.
Orange	Valencia late
Lemon	Eureka, Lisbon, Pant-1

Pomegranate	Bedana, Kandari, Ganesh
Guava	Lucknow-49, Allahabadi Safeda, Local, Van Retior, Jiwanpuri, Allahabad Safeda, Lucknow-49, Red Fleshed, Apple, Gauva Seedless, Chittidar
Litchi	Early Seedless, Early large Red, Rose Scented, Calcutta, Late Large Red, Muzaffarpur
Papaya	Washington, Honey Dew, Coimbatore-1, Ranchi Dwarf, Pusa Dwarf, Pusa Delicious, Pusa Nanha
Cherry	Nepoleon, Satomishiki, Takasago, Bigara Joborey, Colt, Bigarreau, Noreau, Vittoria.
Loquat	Golden Red, Matchless
Mango	Bombay Green, Bombay yello, Maldah, Dasherri, Langra, Calcuttia, Krishnabhog, Fazil, Jardalu, Chausa, Alphano, Sabre, Mallika, Neelam, Amrapali
Grape fruits	Hamlin
Pineapple	Giant kew, Queen, local
Sapata	Baramasi, Larfe Calcuttia, Cricket Ball
Jack fruits	Rudrakshi
Alona	Banarasi
Macadamia	Keauhou, Ikaika, Kakea, Keqor, Bond 23, Kona 333, Boumont
Advocado	Feurte, Hass, Ethinger, Reod, West Indian, Mexican, Gautemalan, Topa, Topa, Rahan-1

Coconut	Kerala Dwarf, Singapuri, Hajari
Arecanut	Hazari, Asami, Singapure

(Source: Dhakal and Bastakoti, 2012)

Almost, all of the highways originated from Kathmandu. But in some of the village development committee transportation facilities are available only in winter. However, most of the village development committees of the district have graveled roads and concrete roads. Because of the transportation facility, the sector of agriculture is too developed. Commercially total roads length is 804 km (including concrete, graveled and non-graveled road). 40% of the total agriculture land is irrigated in Kathmandu. For the irrigation facility district irrigation office and local people have joint effort.

In Nepal Agriculture marketing is a private business. In all the policy level marketing has not been accorded a pivotal role in the increase of agriculture production. This implies an earlier nation among policy makers that if there is a product it will find its own market. As marketing was neglected serious studies of agriculture marketing has started only recently.

Among three categories of fruits in Nepal the tropical fruits are the most dominating one; however, the citrus fruits and apple are considered to be promising item of this category. Both these items and the total fruit have shown the positive trend in term of production growth for last five years. Similarly, the demands for total fruits are also ever increasing and are expected to surpass the domestic production till foreseeable future too. Also, mango with increasing trend in production level and with reasonable level of industrial use shows some significance in fulfilling domestic need. This crop, however, needs to be concentrated into bigger size pockets to produce required quantity of desirable quality and variety. Further, banana is also showing its potentiality for expansion. The fruit marketing of Nepal comprises of both domestic as well as external

(exports, imports) marketing. External marketing is mainly with India, Tibet, Bhutan and Bangladesh. In fruit marketing, generally high marketing cost incurred due to high transportation cost and the cost due to damage incurred during the transportation. Similarly, the post-harvest losses are quite high mainly due to improper method of harvesting, packaging, and storage of fruits.

The domestic demand for the processed fruits and vegetables in Nepal seems substantial. The major items are jams, jellies, marmalades and pastes, and orange juice. There are reports that Nepal has earned substantial amount of foreign exchange from the exports of processed fruits too. This clearly indicates the market opportunity for processed Nepalese fruits in both the domestic and exports markets. However, there are only few number of industries that utilize domestic raw materials to meet their total demand. The key constraints have been reported as the non-availability of raw material or the required quality and variety of raw materials, higher price of domestic raw materials, small scale of scattered production, unfavorable tariff structure and several policy issues etc. (Source: http://www.mof.gov.np/economic_policy/pdf/Constraints_Approaches.pdf)

Beginning from the 26th December 1997, the wholesale price of vegetable traded in Kalimati Fruit and Vegetable Market are collected early in the morning and afternoon. The arrival of each commodity is estimated every-day. Daily prices are published in the notice board and bulletin daily. Besides the volume of arrivals the prices are published through its weekly, monthly and annual bulletins. The collected wholesale price of selected vegetables in Kalimati Wholesale market is aired in the next morning by Radio Nepal. The cost of broadcasting daily prices is borne by ABMDD (Agriculture Bulletin Marketing Development Directorate). The wholesale traders and collectors are major target groups of information system. It is capable of catering their need. The central information system is weak and has even no linkages with districts and thus has by-passed major producers.

Research and development work in horticulture is being carried out by (NARC) Nepal Agriculture Research Council, and ministry of Agriculture and cooperative

through department of Agriculture (DOA). At present horticulture research division is the apex body under NARC system to formulate policy and strategies in horticulture research. There are 3 horticulture research stations located at Jumla, Dalilekh and Pokhara. There are several ARS (Agriculture Research Stations) i.e. Jarahara, RARS Parwanpur, RARS Lumle, ARS Nepalgunj and Surkhet.

The Nepal Agriculture Research Council (NARC) is the sole agent responsible for fruit research. Only a little research has been done in fruit crops to solve technical problems which the growers are facing. There is also a total lack of coordination between research and development.

Every district agriculture extension office has horticulture extension staff but they are completely deprived of technical backstopping. The number of deciduous fruit specialists is very limited in the country. Horticulturists working in extension have very limited access to information on new horticulture technologies and they are not exposed to any specialized training.

Structure of Fruits Marketing Network in Kathmandu Valley

Distribution is the means for getting the product to the target market. It involves marketing channels and physical distribution. It makes product accessible to the channel members and customers. Distribution merely concerned with physical movement of fruits from one place to another either by means of transport or by labor. Distribution can be done either directly or through the independent middleman or agencies who have significant role in distribution system. The general principles is that a right place through appropriate distribution system.

Marketing Channels

Various marketing intermediaries make up a marketing channel. They make the flow of products smooth. The typical marketing channels for fruits marketing can be viewed as:

1. Indian Grower -> Indian Trader -> Nepalese Trader (Commission agents) -> Retailers-> Vendors-> Consumer
2. Indian Grower -> India Trader -> Nepalese Trader (Wholesaler) -> Retailers-> Vendors -> Consumers
3. Nepalese Produce -> Grower -> Commission Agent/Wholesaler-> Retailer -> Consumer
4. Grower —> Retailer —> Consumer
5. Grower —> Consumer

80% of the produce marketed in Nepalese markets involves commission agents/wholesalers while only 20% is marketed through grower retailer transactions.

The distribution system refers to the institutions who are involved in the process of supplying the goods from producers to consumers or from one party to another party. Channels of distribution don't contain only procedures and customers but also include others like agent/contractors etc. the channel of distribution consists of different marketing institutions some of the marketing institutions in case of fruits marketing are as follows:

- 1. Producers:** Farmers are the producer of the fruits willing to supply fruits in market. They supply varieties of fruits to the target market. They may involve themselves in selling the fruits directly to the consumer market, for selling fruits to the retailers, for selling to wholesalers or commissions agents etc.
- 2. Wholesalers:** They are the middleman between farmers and next party may be retailer or consumer. This institution does not have the role in production of fruits but has a great role in the supply of fruits in the market. The maintain balanced supply of the fruits. Wholesalers buy fruits from the farmers or

through the commission agent and sell it to the retailers. Most of the wholesalers in Kathmandu buy fruits from out of the valley. The wholesalers fix the profit margin.

3. **Pre-Harvest Contractor:** These are the people who visit field to field for purchasing the fruits in advance. Those people make arrangement to buy the fruits before harvesting it. Wholesalers and the retailers also act as pre-harvest contractor. Now a days the pre-harvest contractors are increasing and farmers who do not have means of transport of whole farm is really at a far distance from the market prefer to sell their products to the pre-harvest contractors.
4. **Commission agent:** An agent who works for gaining commission is called commission agents. Commission agents collect fruits either from the field or in the assembly market and sell them on commission basis. Commission agent received money for selling fruits which add cost to the fruits.
5. **Retailers:** Retailers are the parts of the fruits marketing through which most of the consumers get the fruits. Retailers buy fruits from farmers, wholesalers, commission agents or pre-harvest contractors and fix some margin and sell it to the market in case of the city, like Kathmandu retailers are two types. They are shopkeepers and hawkers.
 - a. **Shopkeeper:** Shopkeeper are those types of the retailers who have their own fix shop and sell fruits there. Here some shopkeeper has got permanent shop but some of them sell on the side of road. Most of them have their own price, which is generally fix for a day but they may change the price seeing their neighbor's shopkeepers.
 - b. **Hawkers:** They are the sellers of fruits who sell it from place to place. In the beginning most of the hawkers are from the Terai region but now a days the people of the valley and other places are also working as hawkers. They do not have fix price. They change the price from place to place and fix the price according to their convenience.

The marketing system of Kathmandu is not well organized and it needs improvements. The main ways of fruits distribution in Kathmandu are as follows:

1. Producers-Wholesalers-Retailers-Consumers

Two level channels consists of two types of intermediaries. They are wholesalers and retailers. In this channel producer sells its products to wholesalers and wholesalers sell the products to a large number of retailers in different markets. Then retailers sell the products to ultimate consumers. This is the most traditional channel. In this type of marketing system the time taken by the fruits to reach to the consumers is long.

2. Producers –Consumers

It is also known as zero level channels. It is direct marketing channel. This channel is the shortest and simplest of the choices available. Generally fruits move from producer known as farmers to consumer without involvement of any intermediary party. Generally the producers of the leafy fruits sell their products to the markets. In this case the selling is as mentioned below:

1. Door to door selling: the producers themselves sell it to the consumers.
2. Mail order marketing: Catalogues or mail are sent to consumers and the marketing activities is performed.
3. Telemarketing: Telephone is used for marketing of products directly with consumers.
4. Online marketing: Computer and telecommunication network are used for marketing of the products.

3. Producer-Retailers-Consumers

In this channel consumer have the convenience of viewing or testing the product at the retail outlet. The distribution cost is low in this channel but the order size need to be large. In this system producers sell their products to the retailer and the retailers sell these to the consumers taking some profit. The producers of banana, orange etc. are involved in this system.

4. Producer-Wholesaler-Hawker-Consumers

In this system the farmers sells their products to the wholesaler, whole sellers take some profit and sell to the hawker. Hawker takes some profit and sells to consumers. It is indirect or the longest channel of distribution. Especially this channel is used by companies entering foreign markets.

In this system the time taken by the fruits to reach the consumer is long and consumer pay high price for fruits. Different types of fruits are sold in this way.

Customers are not getting the good fruits though they pay good sum of money for the purpose because of not having proper marketing policy. There are many reasons responsible for that. Some of them are lack of proper storage, lack of good seeds, lack of right information, lack of capital, lack of cultivating, curing harvesting, storing, grading technology and technique etc.

The improvements in marketing is beneficial to the producer the consumer both. The fruits markets in Kathmandu are not well managed so not only the consumer but also the products are affected. Due to the lack of proper market some of the farmers even take their products to neighboring districts Lalitpur and Bhaktpur early in the morning. Following arrangements are regarded necessary for the promotion of the fruits marketing.

Most of the fruits markets are in the open place on the side of the road, so when it rains, there are other climatic conditions likewise the sellers get problems and also the consumers. So there should be shed or other proper management for them.

For the benefits of the producers, retailers and consumers marketing information system may be implemented so that they will get all information including price. If the producer, retailers, and consumer have proper market information they should know about demand and supply of market it helps them for marking further strategy.

The farmers also face problems due to the lack of the proper transportation system. The perishable fruits get rotten due to lack of the transportation proper facilities of the bases of other vehicles can be arranged. In Kathmandu most of the places have transportation facility and some places have to improve. Because of the difference in taste, quality, shape, color, perishable nature, adaptability and yield per unit area some fruits crops or their varieties are more popular and give better income than others.

2.3 Literature Review of Previous Studies

Marketing is an important activity to create and satisfy the customer needs. It is in emerging phase in Nepalese business context. The different tools and techniques of marketing have in use in Nepalese context. Review of research conducted in this field at past is most for studying the prospects of fruits marketing in Kathmandu valley. Research entitled "A Study on Marketing of Fruits Product in Kathmandu Valley" has not been made. But so many researches have been made in the separate area of marketing. Most of the researches have been done in the area of vegetable marketing, floriculture enterprising, vegetables and fruits market survey, post-harvest management and so on, these content covers small part of fruits marketing. Prepared researched on these areas are taken into consideration an attempt has been done to review of some dissertation and study related to the

research title. The chapter has made attempt to review the research work on marketing of vegetables and fruits in Kathmandu valley.

Review of Published Report

A Final Report on Product Chain Study Banana, Biratnagar, Nepal, October

2008: This report was submitted to Department of Agriculture, Commercial Agricultural Development Project submitted by Full Bright Consultancy, Maitidevi, Kathmandu. This report talks about commercial cultivation of banana in orchard is found in three Tarai districts in the Project area i.e. Jhapa, Morang and Sunsari all are on the east of the Koshi river. The report summarizes that the majority of cultivators sell their product to pre-harvest contractors in advance and the harvesting and preparation for market is done by the contractors. Bunches are harvested, assembled and transported as such without dehanding. The wholesale commission traders at the consumer markets prepare the bunches for sale to the retailers. The bunches are staked in smoke houses for inducing uniform ripening before they are exhibited for sale to the retailers on the day to follow. The supply quantity and prices are found to vary according to season. The farmers and the orchard contractors reported that the price for early season harvest of banana is higher, and after the month of November the demand for Malbhog variety banana in the market goes down as ripening during that time is a problem. The farmers try to arrange their production such that their harvest as early as possible, if possible before July when the demand in the market is high and so is the price.

Market Watch-16, Jointly produced by WFP Nepal in collaboration with the Agri-business promotion and marketing development directorate, federation of Nepalese Chamber of Commerce and Industries (FNCCI) and Consumer's Interest Protection forum, July 2009:

The Market Watch-16 is special supplement on fruit and vegetable price developments. The country experienced rapid increases in vegetable and fruit prices in recent months and compared to same period one year ago. This is the case for wholesale and retail prices. The key

factors causing price increases are poor crop production caused by drought has been the main cause for reduced supply in the consumer markets. Bandhs and strikes have further exacerbated the supply situation. Poor supply, increasing demand and poor market mechanisms are believed to be the underlying cause for dramatic price increases.

The report on High Mountain Agribusiness and Livelihood Improvement Project, published in August 2010 concludes that the rapid and positive feedback on the himali project and in particular, the agribusiness grants selection criteria and application requirements, demonstrates a high level of interest from the private sector and full endorsement of the requirement for participation in the mountain agribusiness development component.

A Final Report Volume 1: Main Report published in November 2003 by Agri-food Consulting International LLC, prepared for His Majesty's Government of Nepal and Asian Development Bank. The outputs of this component include demand-driven investments related to infrastructure, technology, marketing and information and capacity development. Qualifying services or investment programs would not normally be financed by a bank, even to borrowers with substantial collateral, good credit ratings and proven commercial track records. These investments in services or infrastructure would either (a) benefit more than one party by their direct implementation; or (b) being risky and innovative in nature will, if successful, probably stimulate imitation by other parties, thus helping to move the commercialization of the agricultural sector in the EDR upwards to a higher general level. They are 'promotional' or 'developmental' investments or programs, and the commercial agriculture fund, co-financing of them will accordingly be in grant form.

A Study on constraints and approaches for developing market access and vertical linkages in high value agriculture is published in 2006 by Thapliya Jagan Nath, Agriculture Specialist, under the guidance of the Confederation

of Nepalese Industries (CNI). The study is conducted with overall objective to identify the high value agriculture, their status in term of production and demand, development constraints and probable approaches especially focusing on market access and establishing vertical linkages. The six promising high value agriculture commodities or commodity groups identified for the study are fruits, vegetables, vegetables seeds, non-timber forest products and livestock products like milk and buff meat. These commodity or commodity groups showed relatively promising growth in recent years in terms of production, market demand and exports. The study is based on the secondary and or tertiary information like published reports, data books and other publications; however, rigorous consultations and discussions were held with the experts working in the related field, CNI officials and various experts (individuals /institutions) in the workshops in the process of preparing the report.

The second survey report on vegetable and fruits markets survey in Kathmandu area was published in 1978. The report indicates that the quality and quantity of vegetables and fruits, monthly mean prices, availability and places of origins of different types of vegetables and fruits available in Kathmandu valley.

The third survey vegetable marketing in Kathmandu valley report was published in January 1991. The prices levels of three markets i.e. Ashan and Purano Baneshwor (both in Katmandu district) and Mangal Bazar of Lalitpur district were compared on the basis of monthly average prices per product per market.

A Report about Postharvest Management of Fruit and Vegetables in Nepal was published by Shashi Adhikari, Acting Program Director, Postharvest Management Directorate; Lalitpur reveals the potential to produce a variety of fruits and vegetables for international market. Limited levels of production, small land holdings, poor postharvest management, poor physical facilities, and inadequate modern technologies and skills, pose major constraints to the fruit

production and marketing sector. There is the need for strategic planning by the government to assure that product conforms to market requirements. In this regards, awareness must be created among consumers, growers, traders, middlemen wholesalers and the general public. Competitive cultivars and quality standards must be met by exporters. Trade must also be encouraged. Market information is essential for the decision making process.

The report on vegetable marketing in Kathmandu valley was published in June 1985 by Ishwori Bhattarai. The overall situation of vegetables marketing in Kathmandu valley is still under developed and inefficient. The study reveals the context of marketing regarding fruits and vegetable products. Market information is collected through various means and utilized in deciding time, market place and volume of supply by the farmers. Farmers have utilized the marketing information provided by Radio Nepal, newspapers, telephone, neighbors and friends and market center observation (in advance). Farmers display prices of Kalimati wholesale market aired through Radio Nepal as selling prices of wholesalers at the market centers. The information broadcasted through Radio Nepal include only selling price of wholesalers, not their buying price. Farmers making marketing decisions according to this information were confused as the prices they receive are actually different from the broadcasting prices. Moreover there is adequate information relating to area, production, prices marketing facilities movement of vegetables within the country. The study is also in limited scale for the adequate supply of vegetables there will be the proper technology, pricing, supply and research will be needed.

A Final Evaluation Report on Kalimati Wholesale market Project, published in September 2000, the study conclude that the market established under the project is being heavily used and is reasonably well managed. The market was designed for a quite different form of price formation and trading from that currently taking place. A more appropriate market with a larger capacity could have been constructed at a lower cost. The market is likely to have contributed

only marginally to meeting the two Project's development objectives and to have brought only very limited benefits to the intended beneficiaries. Nepalese fruits and vegetable producers, consumers and women traders.

Relevance of Market Information System to Environment Protection published by Bishnu D. Awasthi published in 2007, the findings of the report was market information is an important facilitating function in a marketing system. It facilitates marketing decision, regulates the competitive market processes and facilitates marketing mechanisms. To increase consumption it is necessary to develop marketing channels. After production, marketing is the most important function, which consists of assembling, processing and distribution of marketable surplus. An efficient marketing information system can manage for timely delivery of product, reduce marketing cost and increase production and productivity and make the market yard healthy and hygienic. The existing practices of vegetable marketing system consists only the collection of selling price of different vegetables and fruits, volume of arrival and source of origin. Fruits and vegetables are bulky and perishable by nature and need immediate disposal in the market having with clean and proper packaging. If it is not properly done, it generates wastes in the market and pollute the locality. Efficient vegetable market information system can minimize the waste induced problems in the vegetable markets. Environmental policies are influenced by economic, social, and political forces. To ensure that the execution of these policies protects human health and ecosystems effectively and efficiently, scientific and technical information need to be an integral consideration from the earliest stages of policy making.

A Study on Domestic Market of Medicinal and Aromatic Plants (MAPs) in Kathmandu Valley published in November 2004, published by Winrock International BDS/Maps, the report concludes, among all categories of Non timber Forest Products, medicinal and aromatic plants are of special significance to the Nepalese economy because of their value to the local collectors, the small

traders, herb retailers, Ayurvedic practitioner, Ayurvedic companies and essential oil producers/exporters. The market of MAPs is expanding day by day and this is an opportunity as well as a challenge for a more sustainable, efficient and equitable management of these resources. It is beyond doubt that the country and the people involved in medicinal herbs utilization will benefit highest if finished consumer products can be produced with the available or cultivable raw material. The priority of the country should be to market such products. The domestic market for traditional medicine should not be ignored. For this government should have specific policy for the promotion of the domestic companies. Import of such products is to check if that product replaces the domestic products. Nepal has been regarded as a leading supplier since quite a long time. But the recorded information on the status of this resource is crucially lacking. Continuous MAPs inventory, action plan development and its monitoring is one of the main means to arrive at a better planning for sustainable management of the resources. There is an increasing trend in the production of traditional medicines. But the share taken by the domestic products is minimal. Some Ayurvedic practitioners guess that the domestic production fulfills 15% of the consumption (Amatya, 2000). From the present study it is known that the data on the import or domestic production of traditional Ayurvedic medicines has not yet been compiled in detail.

Review of Published Dissertation

A Thesis on study of Floriculture enterprises in Kathmandu valley is published in 1998 by Dhakal Ram Mani, The main finding of the study is less production of florid product, lack of study, research and proper systematic marketing of florid product.

The study of vegetable marketing in Bhaktapur district is conducted in 2007 by **Shrestha Mohan Krishna** it conducts to find out real condition of vegetable market as the demand of vegetable is higher than production but there is lack of

storage, structure as such as well as not proper organizational support by municipality and the main problem is towards farmers by ultimately price fluctuation.

Offseason vegetables marketing channels of small growers: A case of Yampaphant, Tanahun, Nepal, published in September 2008 by Shrestha

Buddhiman, A study was conducted to analyze the marketing channels for off-season vegetables in Yampaphant of Tanahun district in 2007/2008. 25 off-season vegetable growers, 10 vegetable retailers from Damauli, and Dumre market, 5 middlemen and wholesalers were selected, interviewed with semi-structure questionnaires and analyzed. Existing marketing channels in the studied area were direct selling, selling to middlemen, and producer to consumers, farmers to retailers to consumers, farmers to farmers' group to retailer to consumers, farmers to middlemen to retailers to consumers and farmers to cooperative to retailers to consumers. Out of them, producer-middlemen-retailer consumer was most common which share 60% of vegetable marketing in the study area. Marketing margin was higher by Rs.0.5/kg in organized producer in cooperative market than unorganized producers of Yampaphant, Tanahun. The most common production constraints faced by farmers in the study area were outbreak of disease, lack of regular irrigation facility, inadequate insect and pest control measures (biological and chemical), insufficient supply of pure/hybrid seed and chemical fertilizers and inaccessibility of credit facility.

Comparison of Farm Production and marketing cost and benefit among selected vegetable pockets in Nepal, a study by Pokhrel Deepak Mani, PhD

published in June 2010, In vein of exploring vegetable production and marketing related problems that could have hindered farmers from getting potential benefit, the study evaluates farm performances in selective vegetable pockets of Kabhrepalanchok, Sindhupalchok and Kaski districts. It describes farm strategies on pre and post-harvest crop management, explores marketing channels and

mechanisms of commodity transfer and price formation and assesses farm benefits of selective crops. Study method is based on exploration of processes and costs of production and marketing following observations and short interviews with local farmers in small groups, local traders in market centers and local informants. Marketing channels are explored, farm profits and shares on wholesale prices explained through cost-benefit assessments and prospects of vegetable production and marketing described.

2.4 Research Gap

There is a gap between the present research and the previous researches. The previous researches had been conducted in the area of vegetable marketing, floriculture enterprising, vegetables and fruits market survey, post-harvest management and so on. These studies doesn't consider the prospectus of fruits marketing in Kathmandu Valley. To fulfill the gap in present knowledge the research study about fruit marketing problem and prospect in Kathmandu valley is one of unique and importance topic. Various research studies have been done by different researcher in the world. Since this type of research work were not worked out in this topic in Nepal. So, I found the topic worth reaching. The present research study has tried to explore the problem and prospect of fruit marketing in Kathmandu valley.

This study will provide new insights to the future researchers, scholars, businessmen, fruits-wholesaler and retailer, government and many others for academic as well as policy perspectives.

CHAPTER-III

RESEARCH METHODOLOGY

3.1. Introduction

Methodology is a set of methods and techniques to analyze the problems. It contains the logical procedure the researcher intends to follow in details. It includes both the study design and the measurement procedure. The procedure for obtaining information and the ways of measuring main variables are explained in methodology. This is a micro study which includes explorative, descriptive and analytical framework to analyze the fruits markets problems and prospect in case of study area.

3.2. Research Design

Descriptive research design is selected for the study to find out actual condition of fruits marketing. Relevant data and information required for the study are collected, evaluated and analyzed systematically to draw final conclusion. Structured and unstructured interview, primary data collection, secondary data collections were done to analyze present problems and prospects of fruits marketing.

3.3. Types & Sources of Data

Both primary and secondary data have been used for the present study. The primary data and information were collected through the field survey, questionnaire, interview, discussion, and observation. The respondents for the study are shopkeeper, producer and consumer from different areas of the valley. The secondary data has been collected from different published and unpublished sources. The secondary data were collected from Agro Enterprises Centre, District Agriculture Office booklets, unpublished dissertations and published

articles. To identify the problems and prospects of fruits marketing in Kathmandu valley more focus is given to primary data collection and analysis.

3.2.1.Primary Data

Primary Data are collected through survey at Kalimati Fruits and Vegetable Center, Kuleshwor fruits markets, individual inter-view with the wholesalers, retailers, consumers and farmer.

3.2.2.Secondary Data

The data which is collected already by someone may be published or unpublished are secondary data type. The sources include different types of newspaper and magazine, different bulletin, report from Kalimati fruits and vegetable Center, Kuleshwor Wholesale Fruits market and District Agriculture Office.

The following secondary sources have been tapped for the collection of the required data and information.

1. Kalimati Fruts and Vegetable Center
2. Food and Agricultural Marketing Service Department
3. Kuleshwor Fruits Market
4. District Agriculture Office
5. Other including the books, articles, reports, research studies and publications published by the various authorities.

3.2.3.Questionnaire

The structured and unstructured questionnaires are used in the study for collection of data from the consumer and retailers.

3.2.4.Observation

The observation method was also done in course of preparation of the report. Consumers and retailers were closely notice from direct observation for the collection of the data.

3.2.5.Interview

A direct conversation between marketers, consumer was done in order to collect various data and information. The consumers, farmers, retailers, wholesaler were interviewed on random basis.

3.2.6.Sample

The sample selected for the purpose of the study is fruits markets in the municipality. Total 100 questionnaires were distributed to collect the data from consumer. And total of 100 questionnaires has been distributed to the retail and wholesale business for purpose of data collection.

3.4. Methods of Data Collection.

Structured questionnaire, unstructured questionnaire, interviews methods, observation methods were conducted for the collection of the data. The data and information has been collected from both primary and secondary sources.

3.5. Methods of Data Analysis and Presentation

The data collected from different sources using different methods is analyzed to derive the findings of the study. Each part of the information were organized, classified, analyzed and described mathematically and statistically. The data have been analyzed using a various statistical and mathematical tools and techniques such as percentage, charts, tables, graph etc.

CHAPTER -IV

PRESENTATION AND ANALYSIS OF DATA

4.1. Introduction

The objective of this chapter is to analyze and interpret the collected data so to fulfill the objectives of the study. The data has been collected from the different questionnaire distributed to consumer and the marketers. The collected data from this questionnaire has been analyzed on basis of tabulation of data, graphical presentation, percentage methods and other statistical methods.

To meet the objectives of the research 200 questionnaire, 100 questionnaires for consumers and 100 questionnaires for sellers were distributed in Kathmandu valley. Consumer discussions and seller's discussion, observation as well as interview were also made for achieving the objectives of the study. The collected information was tabulated, analyzed and presented in proper tables. Tables were developed based on question were arranged in a descriptive way.

4.2. Empirical Investigation

An empirical investigation has been conducted in order to find out various aspects of fruits marketing in Kathmandu Valley from the experience of real life situation. Collecting the answer from the distribution of questionnaire has been a major activity. A total 200 sets of questionnaire were distributed to the sellers and consumers, from which the answers has been analyzed and tabulated. The questionnaire either for a yes/no response or asked or ranking the choice, according to the number of alternatives were 1st choice was most important and the last, the least important for the analysis purpose choice were assigned weight according to number of alternatives.

4.3. Data Presentation and Interpretation

4.3.1. Analysis of Secondary Data

The secondary data has been collected from District Agriculture Office Katmandu (DAOK), Agro Enterprise Center (AEC) Kalimati, Kuleshwor Fruits Wholesale Markets (KKFWM), etc.

As per the fruits production data received from District Agriculture Office Kathmandu (DAOK) following major fruits were import in Kathmandu.

Table 1 : Fruit Import in Kathmandu Valley

Prodⁿ in MT

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Grape	34.44	87.28	100.915	90.623	115.239	100.35
Orange	3675.092	3382.855	4858.35	4000.25	4205.78	4570.25
Water melon	255.20	240.72	192.675	200.875	190.35	210.57
Mango	148.055	236.995	226.045	250.31	270.639	240.12
Mausmbi	165.745	270.878	396.52	400.435	420.157	400.39
Sweet orange	14.37	39.5	15.8	40.6	45.7	50.25
Pineapple	103.521	188.445	167.337	170.57	190.237	180.357
Cucumber	4285.44	5087.834	7103.46	6783.57	7000.29	7155.78
Jack fruit	375.48	652.62	669.82	700.13	720.47	750.235
Nibuwa	16.635	7.3	78.18	90.258	70.35	50.87
Chaksi	32.84	4.2	52.8	55.48	42.36	49.70
Pear	173.825	141.435	145.688	150.27	170.82	160.372
Papaya	419.118	465.697	494.776	485.41	490.37	496.96
Lapsi	170.66	108.42	148.83	160.37	150.85	180.57
Apple	282.12	496.457	698.721	710.92	700.87	750.54
Banana	117.97	278.606	470.602	500.52	490.87	520.257
Guava	1.2	8.8	31.95	40.833	60.34	50.43
Lemon	2519.595	1972.88	1591.89	1943.54	2463.72	1932.65

Source: Agro Enterprises Centre, 2068/69

Major varieties of fruits are either imported from domestic place of Nepal or from foreign country i.e. India and China etc. Apple, Orange, Pineapple, Pear, Guava etc fruits are basically imported from India. Basically Banana, Mango, Lapsi, Watermelon, Sweet Orange, Lemon are imported from different areas of the

country. Similarly Apple, Grape, Pear, Banana and other fruits are imported from China. For example Apple are available in Helambu, Jumla, Manang, Mustang, Jomsom, Sweet orange is available in Sindhuli, Banana were available in Terai, Mango are available in Terai and Mid hold area of the nation also orange are available in Dhunkata and Sindhuli, Bardibas and Kaski as well as.

4.3.1.1. Apple Import in Kathmandu Valley

The following table shows apple import in Kathmandu valley.

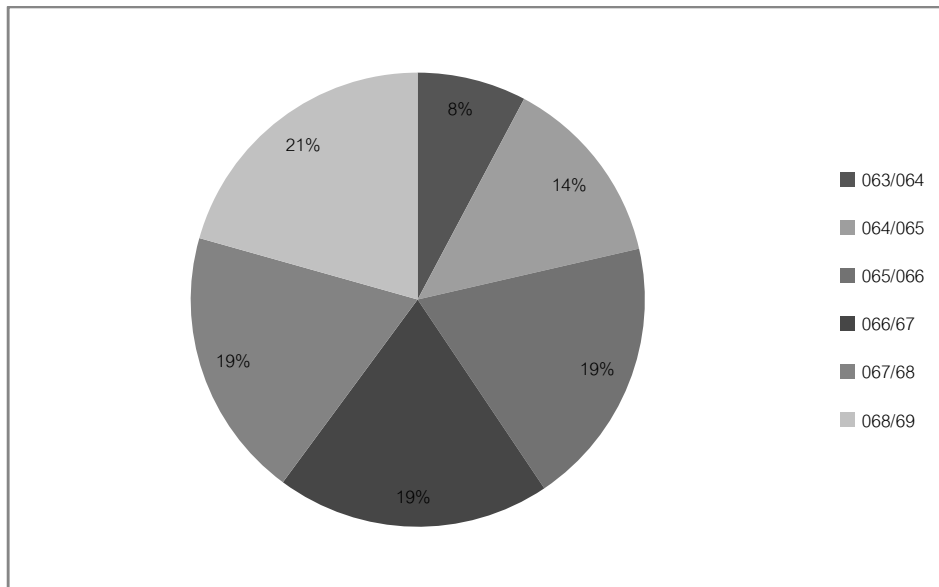
Table 2 : Apple Imported in Kathmandu Valley (Mt)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Apple	282.12	496.457	698.721	710.92	700.87	750.54

Source: Agro Enterprises Centre, 2068/69

Table 2 presents the Import of the apples in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is annual variations in the imports. The import was highest in 068/69 (750.54 Mt) and lowest in 2063/064 (282.17Mt). From this table we can say that the demand for apple is increasing, it is due to increase in population, health awareness of people, increase in purchasing capacity of people.

Figure 1: Apple Imported in Kathmandu Valley (Mt)



4.3.1.2. Banana Import in Kathmandu Valley

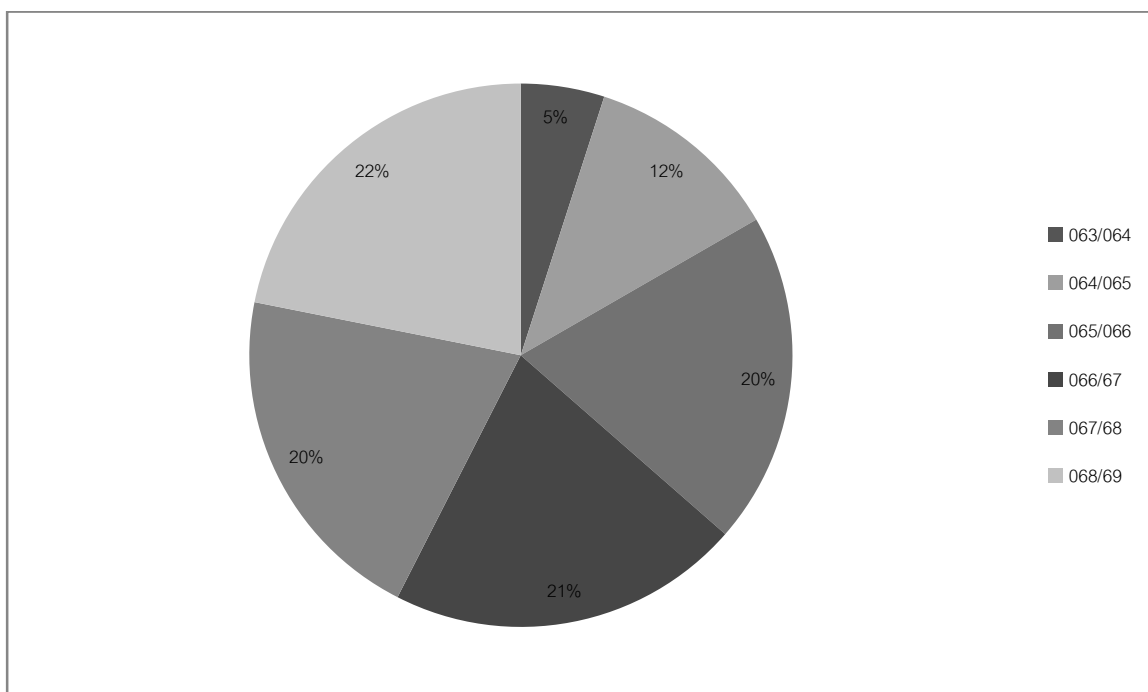
Table 3 : Banana Imported In Kathmandu Valley (Mt)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Banana	117.97	278.606	470.602	500.52	490.87	520.257

Source: Agro Enterprises Centre, 2068/69

Table 3 presents the Import of the Bananas in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that annual variations in the imports. The import was highest in 068/69 (470.602 Mt) and lowest in 2063/064 (117.97Mt). Overall the demand for banana is increasing although it has been decreased in year 2067/68. The increase in income of people, increase in health awareness of people, large availability of banana was main reason.

Figure 2: Banana Imported In Kathmandu Valley (Mt)



4.3.1.3. Lemon Import in Kathmandu Valley

The following table shows Lemon import in Kathmandu valley.

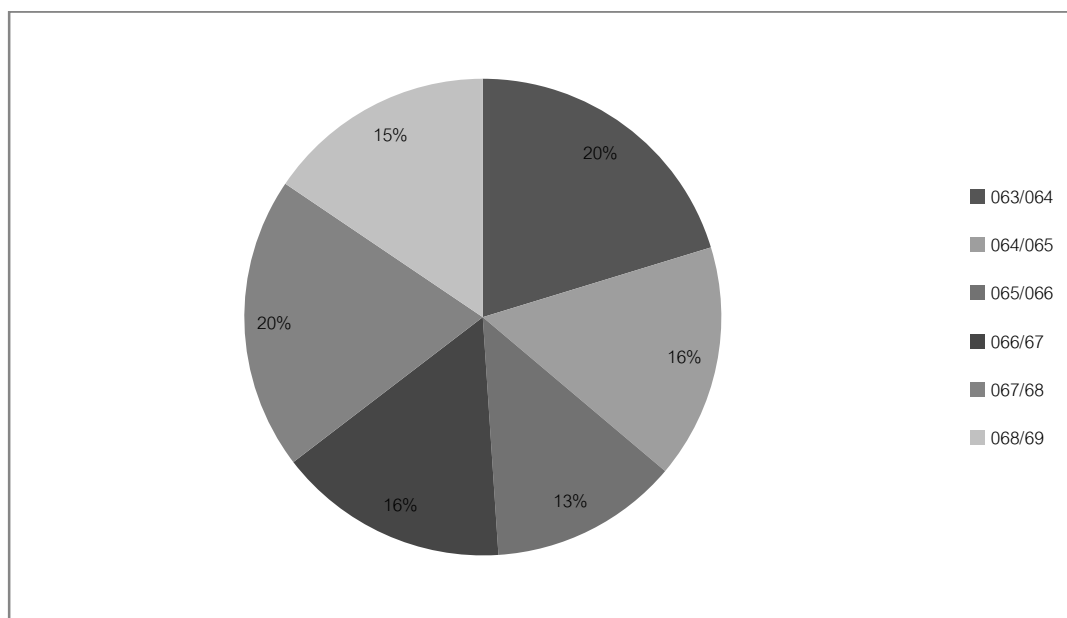
Table 4: Lemon Import in Kathmandu Valley (Mt)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Lemon	2519.595	1972.88	1591.89	1943.54	2463.72	1932.65

Source: Agro Enterprises Centre, 2068/69

Table 4 shows that Import of the lemons in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that annual variations in the imports. The import was highest in 063/064 (2519.595 Mt) and lowest in 2065/066 (1591.89 Mt). There was fluctuation in demands for lemon. It was mainly due to lack of cold storage, availability of lemon in the market, perishable nature of the product.

Figure 3: Lemon Import in Kathmandu Valley (Mt)



4.3.1.4. Mango Import In Kathmandu Valley

The following table shows mangos import in Kathmandu Valley.

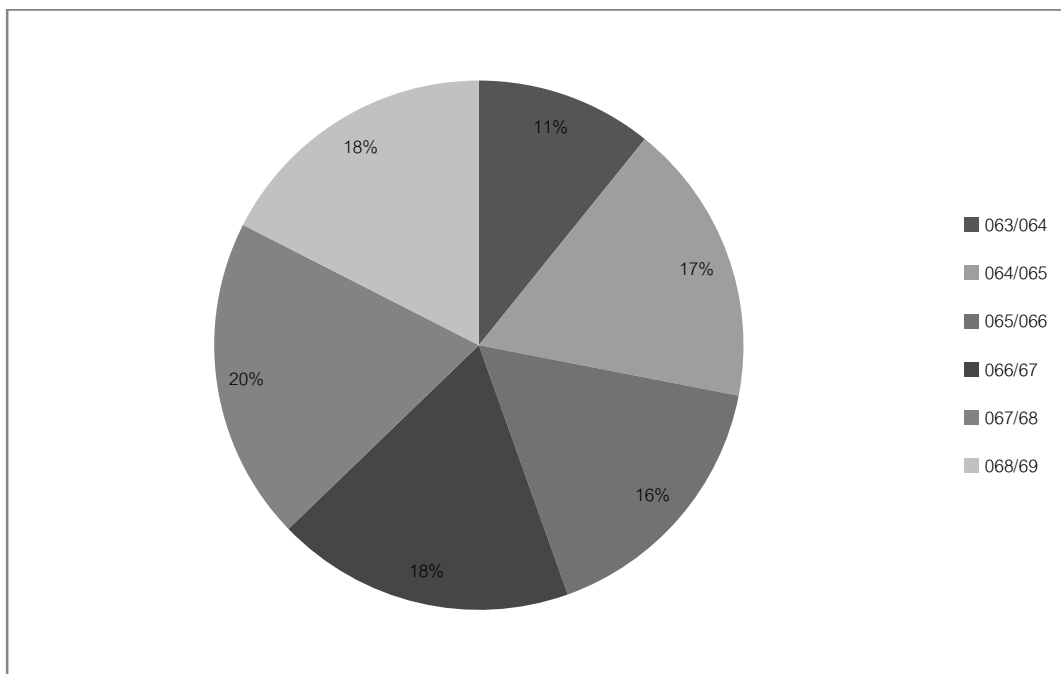
Table 5: Mango Import in Kathmandu Valley (Mt)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Mango	148.055	236.995	226.045	250.31	270.639	240.12

Source: Agro Enterprises Centre, 2068/69

Table 5 presents the Import of the Mangoes in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is annual variations in the imports. The import was highest in 2067/68 (270.639 Mt) and lowest in 2063/064 (148.055 Mt). There was fluctuation in demand for mango, it is due to seasonal nature available in particular season only and it was also the perishable nature.

Figure 4: Mango Import in Kathmandu Valley (Mt)



4.3.1.5. Grape Import In Kathmandu Valley

The following table shows mangos import in Kathmandu Valley.

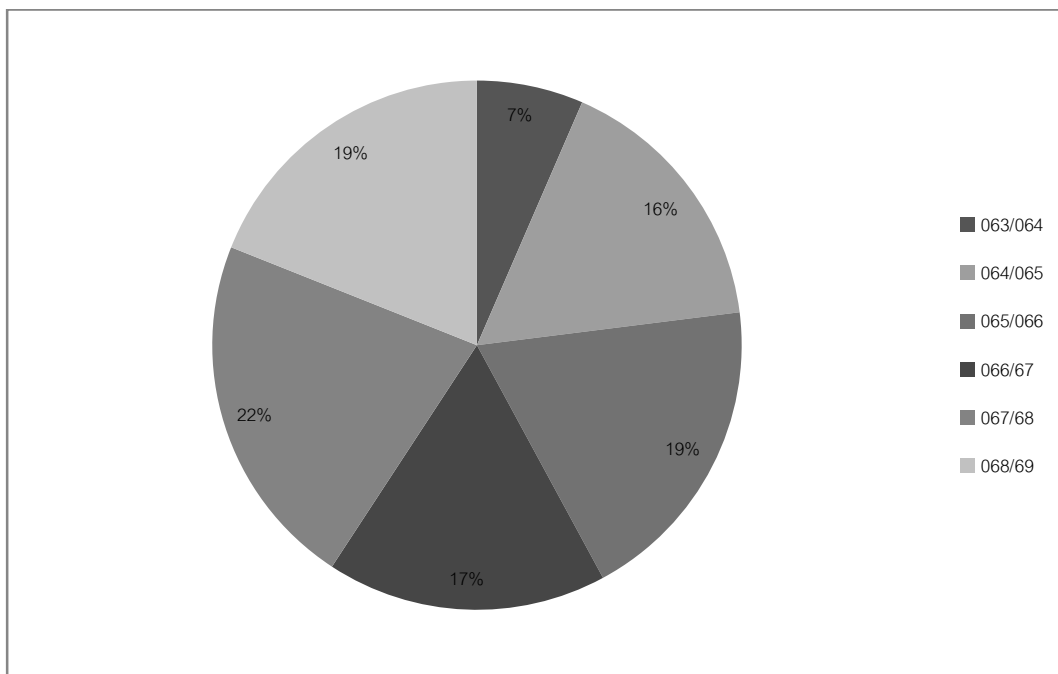
Table 6: Grape Import in Kathmandu Valley (Mt)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Grape	34.44	87.28	100.915	90.623	115.239	100.35

Source: Agro Enterprises Centre, 2068/69

Table 6 presents the Import of the Grapes in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there are annual variations in the imports. The import was highest in 2067/68 (115.239 Mt) and lowest in 2063/064 (34.44 Mt). There was fluctuation in demand for grape; it is due to unavailability of the products and also the price factor.

Figure 5: Grape Import in Kathmandu Valley (Mt)



4.3.1.6. Orange Import in Kathmandu Valley

The following table shows orange import in Kathmandu Valley.

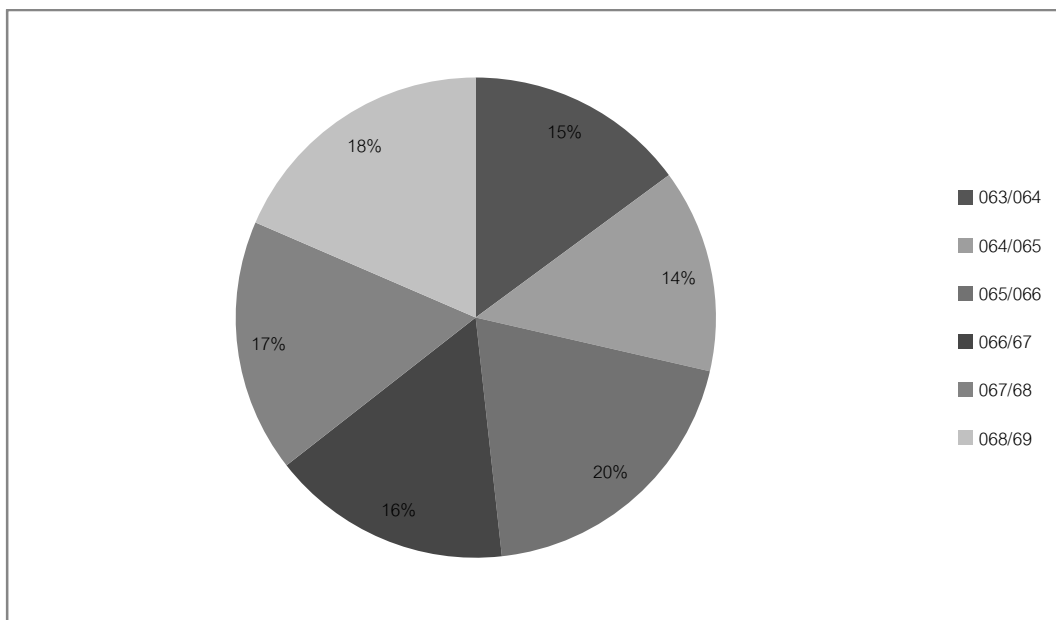
Table 7: Orange Import in Kathmandu Valley (Mt)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Orange	3675.092	3382.855	4858.35	4000.25	4205.78	4570.25

Source: Agro Enterprises Centre, 2068/69

Table 7 presents the Import of the oranges in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is annual variations in the imports. The import was highest in 2064/065 (4858.35 Mt) and lowest in 2064/065 (3382.855 Mt). The demand for orange is increasing. The large availability of orange, and cheap nature of the product was the main reason.

Figure 6: Orange Import in Kathmandu Valley (Mt)



4.3.1.7. Watermelon Import in Kathmandu Valley

The following table shows watermelon import in Kathmandu Valley.

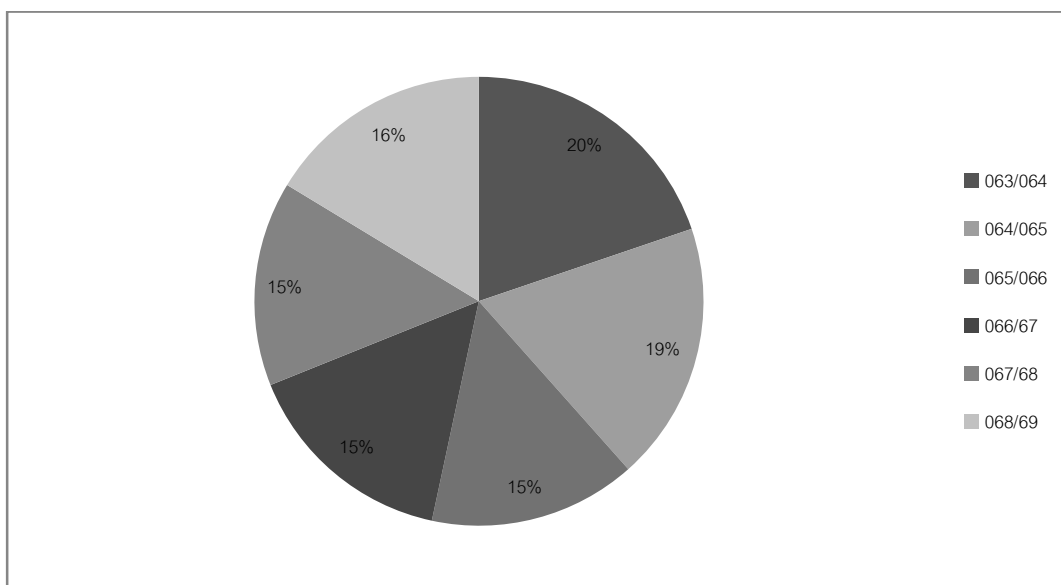
Table 8: Watermelon Import in Kathmandu Valley (Mt)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Watermelon	255.20	240.72	192.675	200.875	190.35	210.57

Source: Agro Enterprises Centre, 2068/69

Table 8 presents the Import of the Watermelon in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is annual variations in the imports. The import was highest in 2064/065 (240.72 Mt) and lowest in 2067/68 (190.35 Mt). Overall the imports for watermelon is increasing, it is due to increase in demand. Availability of watermelon in summer time is the main reason of increased in demands.

Figure 7: Watermelon Import in Kathmandu Valley (Mt)



4.3.1.8. Mausambi Import in Kathmandu Valley

The table below shows Mausambi import in Kathmandu Valley.

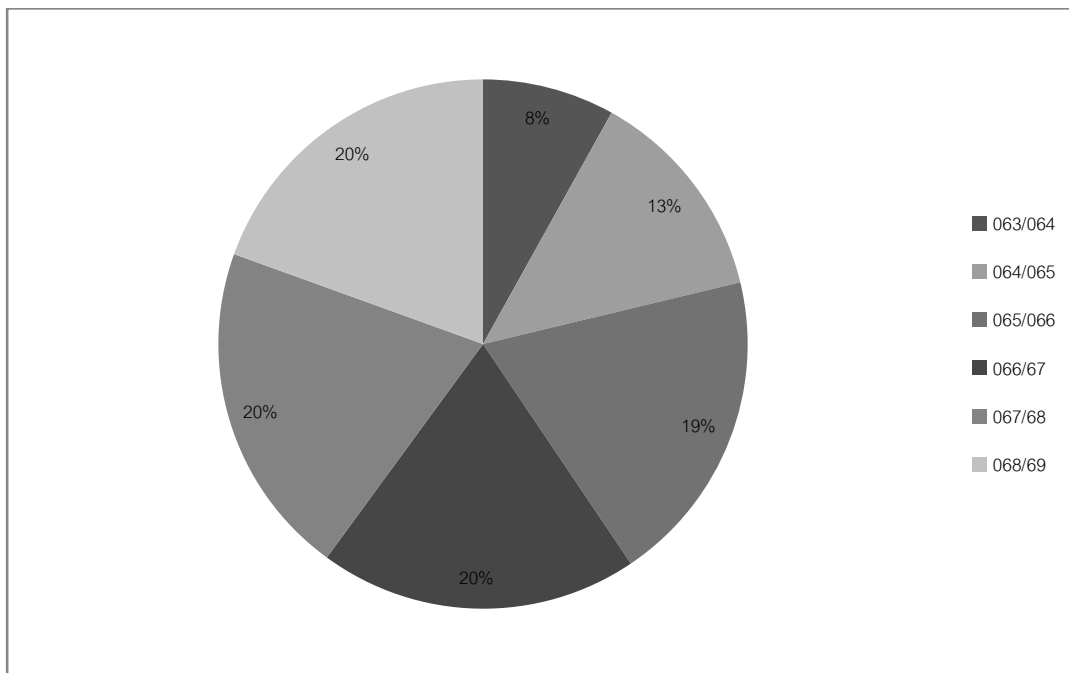
Table 9: Mausambi Import in Kathmandu Valley (Mt)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Mausmbi	165.745	270.878	396.52	400.435	420.157	400.39

Source: Agro Enterprises Centre, 2068/69

Table 9 presents the Import of the Mausambi in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is annual variations in the imports. The import was highest in 2067/68 (420.157 Mt) and lowest in 2063/064 (165.745 Mt). There were fluctuations in imports of Mausambi. The fluctuations was due to people preferences, products availability and income level of the people.

Figure 8 : Mausambi Import in Kathmandu Valley (Mt)



4.3.1.9. Sweet Orange Import in Kathmandu Valley

The table below shows Sweet Oranges import in Kathmandu Valley.

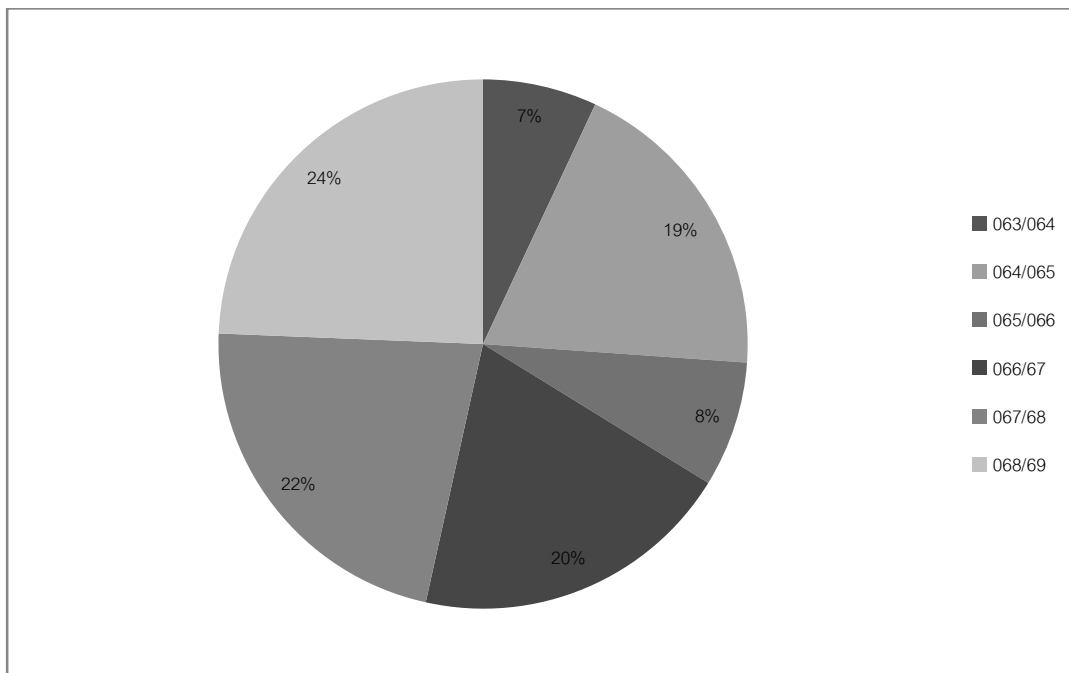
Table 10: Sweet Orange Import in Kathmandu Valley (Mt)

Item name	063/06	064/065	065/066	066/67	067/68	068/69
	4					
Sweet orange	14.37	39.5	15.8	40.6	45.7	50.25

Source: Agro Enterprises Centre, 2068/69

Table 10 presents the Import of the Sweet Oranges in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is annual variations in the imports. The import was highest in 2068/69 (50.25 Mt) and lowest in 2063/064 (14.37 Mt). There were increased in imports of Sweet Orange. The reason was due to people taste and preferences, products availability and income level of the people.

Figure 9: Sweet Orange Import in Kathmandu Valley (Mt)



4.3.1.10. Pineapple Import in Kathmandu Valley

The following table below shows Pineapple import in Kathmandu Valley.

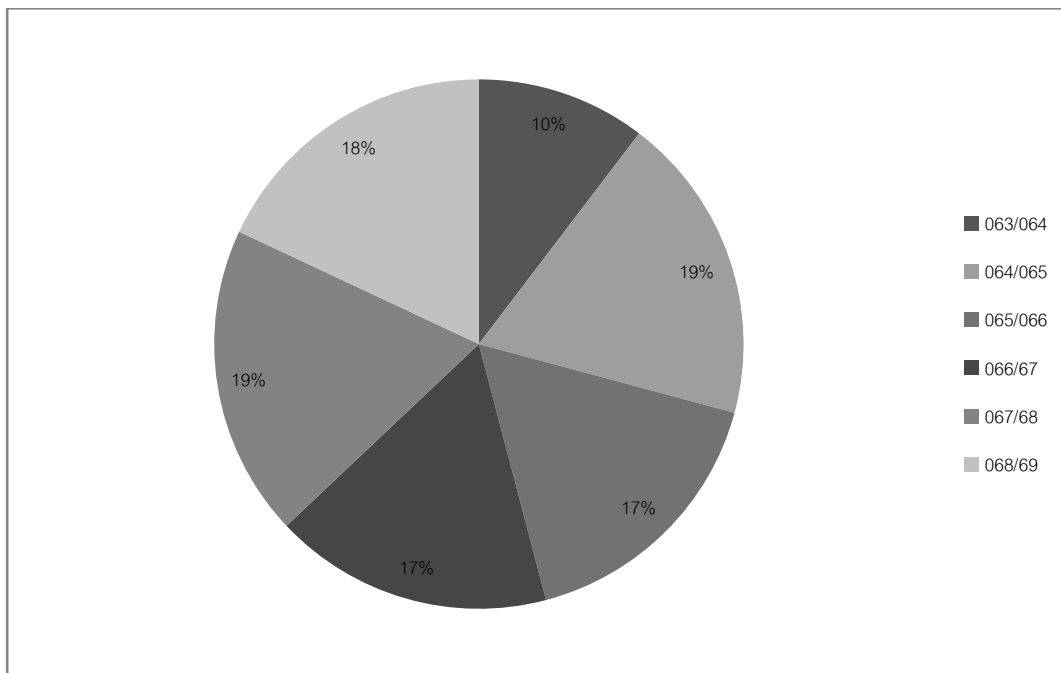
Table 11: Pineapple Import in Kathmandu Valley (Mt.)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Pineapple	103.521	188.445	167.337	170.57	190.237	180.357

Source: Agro Enterprises Centre, 2068/69

Table 11 presents the Import of the Pineapple in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is annual variations in the imports. The import was highest in 2067/68 (190.237 Mt) and lowest in 2063/064 (103.521 Mt). The above shows the fluctuations in the imports of pineapple. The reason was due to products availability and income level of the people.

Figure 10: Pineapple import in Kathmandu Valley (Mt)



4.3.1.11. Cucumber Import in Kathmandu Valley

The following table below shows Cucumber import in Kathmandu Valley.

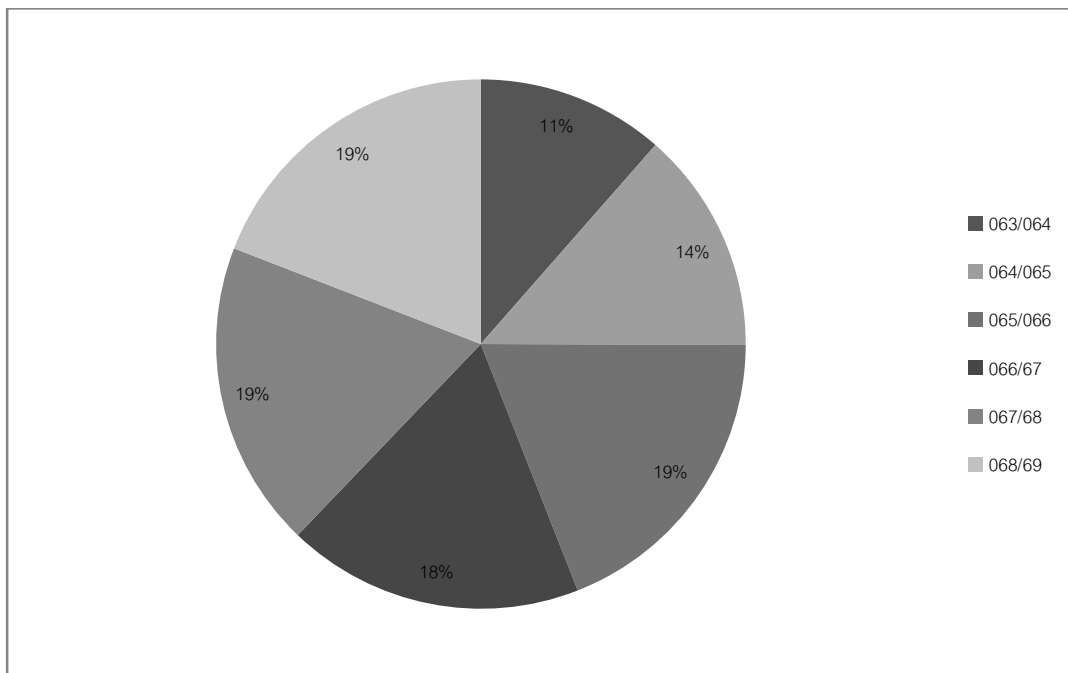
Table 12: Cucumber Import in Kathmandu Valley (Mt.)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Cucumber	4285.44	5087.834	7103.46	6783.57	7000.29	7155.78

Source: Agro Enterprises Centre, 2068/69

Table 12 presents the Import of the Cucumber in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is annual variations in the imports. The import was highest in 2068/69 (7155.78 Mt) and lowest in 2063/064 (4285.44 Mt). There were increased in imports of Cucumber. The reason was due to people taste and preferences, variety of uses of products, inexpensive nature of the product.

Figure 11: Cucumber Import in Kathmandu Valley (Mt.)



4.3.1.12. Jack Fruit Import in Kathmandu Valley

The following table below shows Jack Fruits import in Kathmandu Valley.

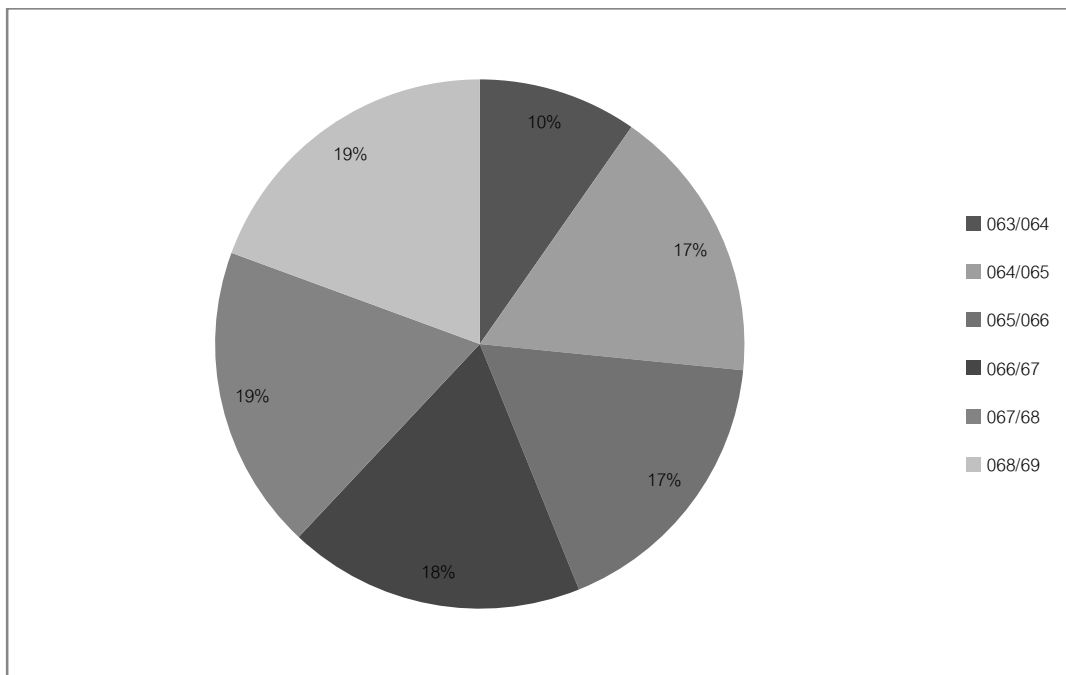
Table 13: Jack Fruits Import in Kathmandu Valley (Mt.)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Jack fruit	375.48	652.62	669.82	700.13	720.47	750.235

Source: Agro Enterprises Centre, 2068/69

Table 13 presents the Import of the Jack Fruits in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is annual variations in the imports. The import was highest in 2068/69 (750.235 Mt) and lowest in 2063/064 (375.48 Mt). There were increased in imports of Jackfruits. The reason was due to people taste and preferences, inexpensive nature of the product.

Figure 12: Jack Fruits Import in Kathmandu Valley (Mt.)



4.3.1.13. Nibuwa Import in Kathmandu Valley

The following table below shows Nibuwa import in Kathmandu Valley.

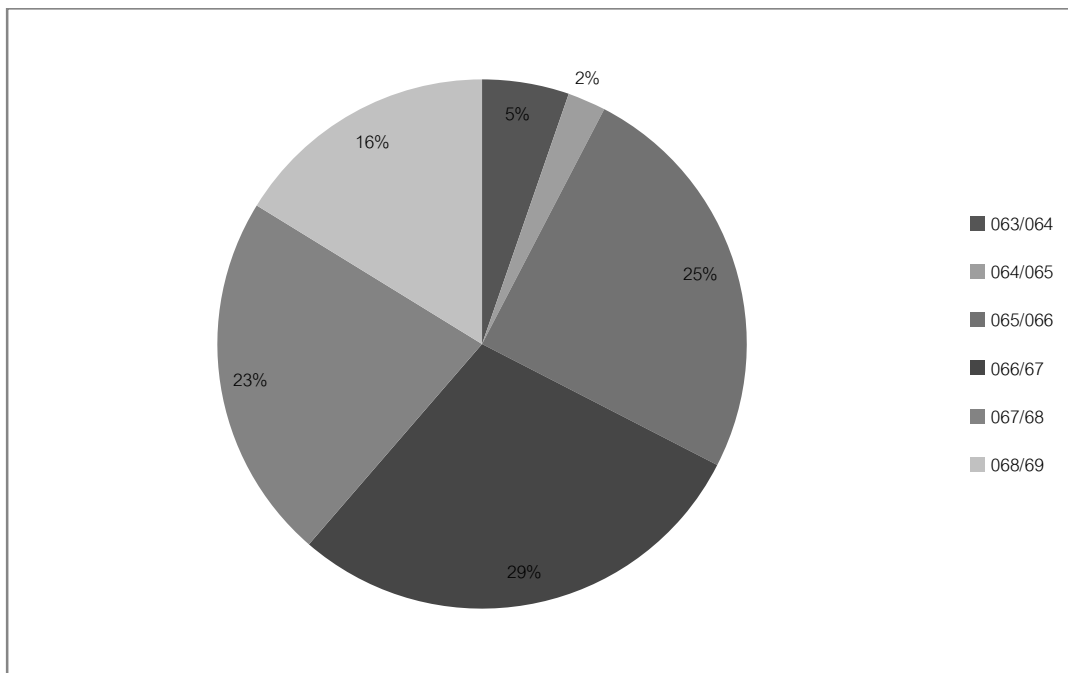
Table 14: Nibuwa Import in Kathmandu Valley (Mt.)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Nibuwa	16.635	7.3	78.18	90.258	70.35	50.87

Source: Agro Enterprises Centre, 2068/69

Table 14 presents the Import of the Nibuwa in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is annual variations in the imports. The import was highest in 2066/67 (90.258 Mt) and lowest in 2064/065 (7.3 Mt). There were fluctuations in imports of Nibuwa. The reason was due to variety of uses of products.

Figure 13: Nibuwa Import in Kathmandu Valley (Mt.)



4.3.1.14. Pear Import in Kathmandu Valley

The following table below shows Pear import in Kathmandu Valley.

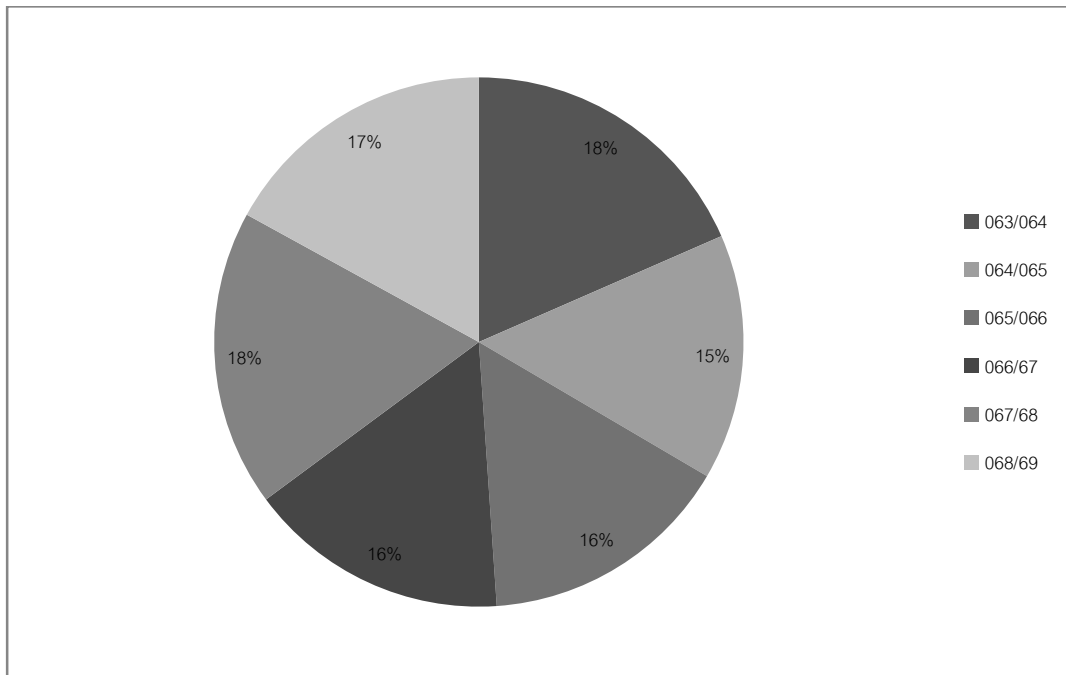
Table 15: Pear Import in Kathmandu Valley (Mt)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Pear	173.825	141.435	145.688	150.27	170.82	160.372

Source: Agro Enterprises Centre, 2068/69

Table 16 presents the Import of the Pear in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is an annual variation in the imports. The import was highest in 2063/064 (173.825Mt) and lowest in 2064/065 (141.435 Mt). There was variation in imports of pear. It was mainly due to unavailability of fruits, taste and preferences of product.

Figure 14: Pear Import in Kathmandu Valley (Mt)



4.3.1.15. Papaya Import in Kathmandu Valley

The following table below shows Papaya import in Kathmandu Valley.

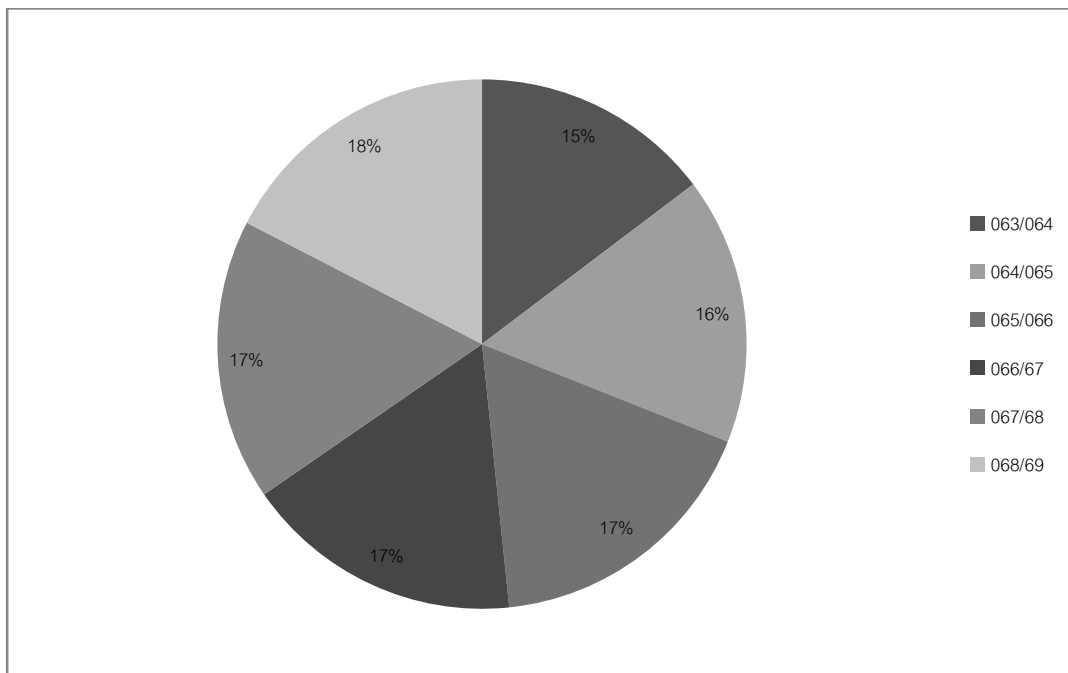
Table 16: Papaya Import in Kathmandu Valley (Mt)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Papaya	419.118	465.697	494.776	485.41	490.37	496.96

Source: Agro Enterprises Centre, 2068/69

Table 17 presents the Import of the Papayas in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is an annual variation in the imports. The import was highest in 2068/69 (496.96 Mt) and lowest in 2063/064 (419.118 Mt). The imports of papaya were average in valley it is due to availability of products in every season.

Figure 15: Papaya Import in Kathmandu Valley (Mt)



4.3.1.16. Guava Import in Kathmandu Valley

The following table below shows Guava import in Kathmandu Valley.

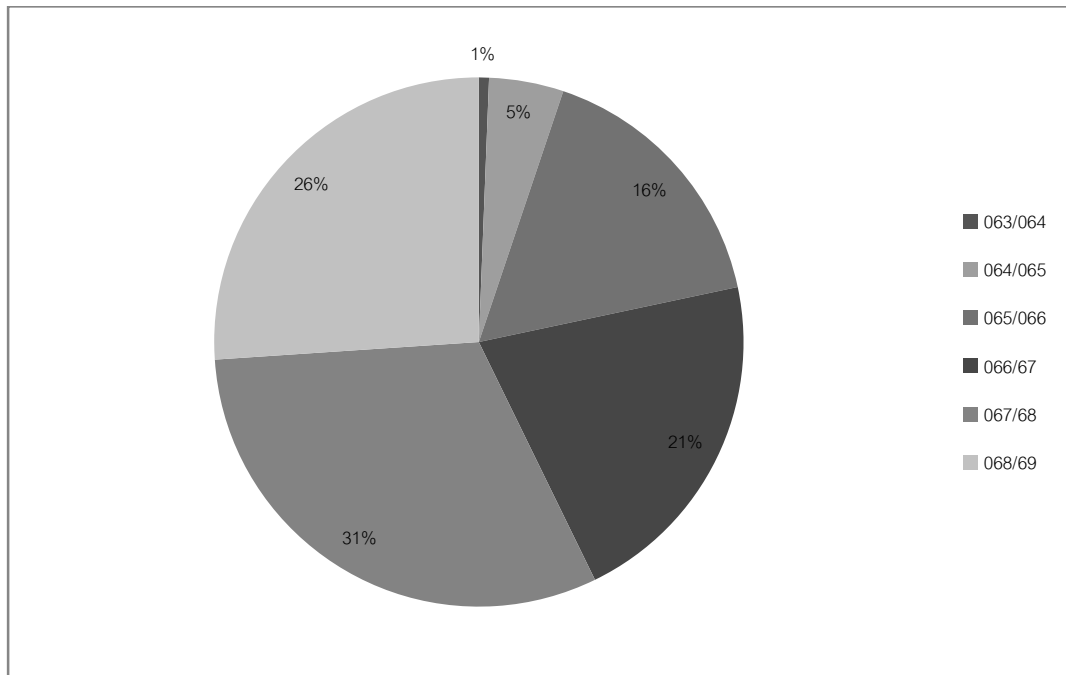
Table 17: Guava Import in Kathmandu Valley (Mt)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Guava	1.2	8.8	31.95	40.833	60.34	50.43

Source: Agro Enterprises Centre, 2068/69

Table 18 presents the Import of the Guava in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is an annual variation in the imports. The import was highest in 2067/68 (60.34 Mt) and lowest in 2063/064 (1.2 Mt). From this table we can say that the demand for guava is fluctuating, it is due to availability of the products.

Figure 16: Guava Import in Kathmandu Valley (Mt)



4.3.1.17. Lapsi Import in Kathmandu Valley

The following table below shows Lapsi import in Kathmandu Valley.

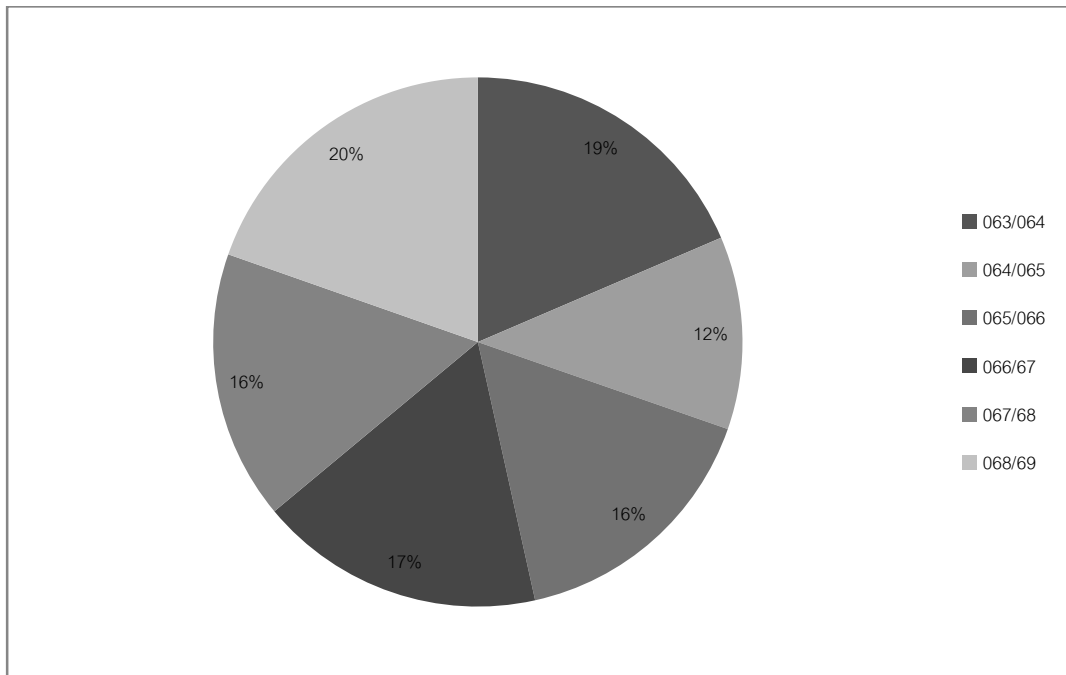
Table 18: Lapsi Import in Kathmandu Valley (Mt)

Item name	063/064	064/065	065/066	066/67	067/68	068/69
Lapsi	170.66	108.42	148.83	160.37	150.85	180.57

Source: Agro Enterprises Centre, 2068/69

Table 19 presents the Import of the Lapsi in Kathmandu valley between 2063/064 and 2068/69 B.S. The figure shows that there is an annual variation in the imports. The import was highest in 2068/69 (180.57 Mt) and lowest in 2065/066 (148.83 Mt). The table above shows increases in imports of lapsi at the valley, it is due to variety of uses of the product.

Figure 17: Lapsi Import in Kathmandu Valley (Mt)



4.3.2. Analysis of Primary Data

The primary data was collected from distribution of questionnaire in the market. During the period of distribution of questionnaire, it were randomly distributed to the respondents i.e. to consumer as well as to the seller who were different in age, sex, and education as well as the social status and differ in religious aspects. Some questionnaire were distributed and collected by personal contact and some were visited in Kalimati and Kuleshwor wholesale markets. The total 100 questionnaire were distributed to the consumer but only 96 were respondents back. Similarly, in case of sellers out of 100 questionnaires distributed 94 reply was found.

4.3.2.1. Consumer Response

Among the distributed 100 questionnaire only 96 were returned back from the consumer, so the respondents were 96%. They are presented in table below:

4.3.2.1.1. Time of Fruits Purchase by the Consumers

Table 19: Time of Fruits Purchase by the Consumes

Particulars	Respondents	Percentage
Once in a week	56	58.33
Daily	28	29.167
Twice in months	12	12.5
Total	96	100

Source: Field Survey, 2068/69

By the table 20, it is clear that 56 respondents or 58.33% said that they buy fruits once a week, whereas 28 respondents or 29.167% said daily and 12 respondents or 12.5% said that they buy fruits only twice in a month. Thus, it is clear that highest percentage of consumers buy fruits once in a week in Kathmandu valley.

By analysis the above figure, it is found that most of the consumers buy fruits in weekly basis.

Figure 18: Time of Fruits Purchase by the Consumes

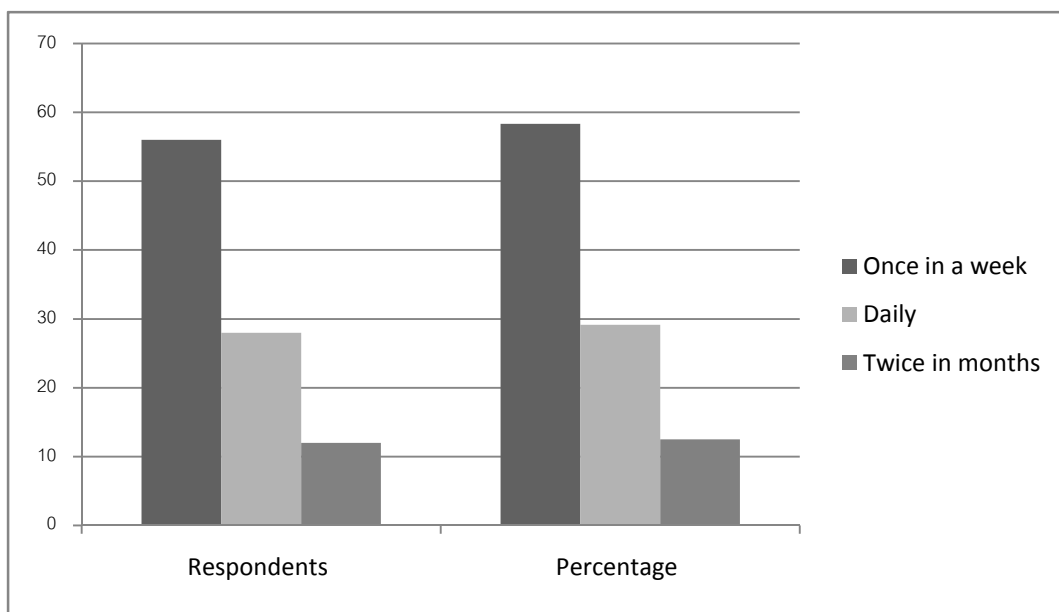


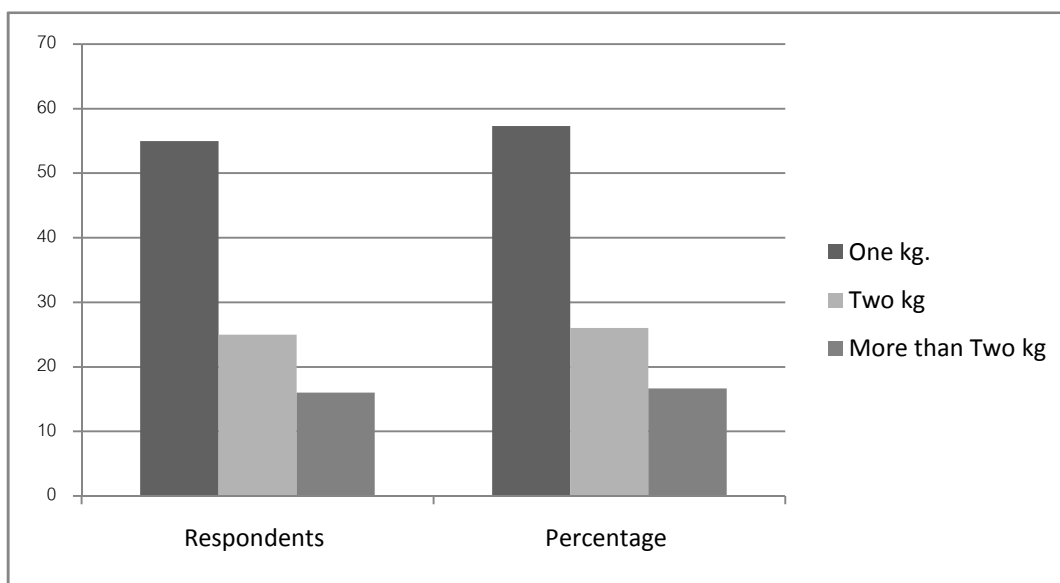
Table 20: Quantity of Fruits Purchase by Consumers

Particulars	Respondents	Percentage
One kg.	55	57.29
Two kg	25	26.04
More than Two kg	16	16.67
Total	96	100.00

Source: Field Survey, 2068/69

According to the table 21, it can be noticed that 55 respondents i.e. 57.29% buy fruits 1 kg. and 25 respondents i.e. 26.04% buy 2 kg, 16 respondent or 16.67% buy more than 2kg of fruits.

Figure 19: Quantity of Fruits Purchase by Consumers



4.3.2.1.2. Percentage of Income Spent in Fruits Purchase by the Consumers

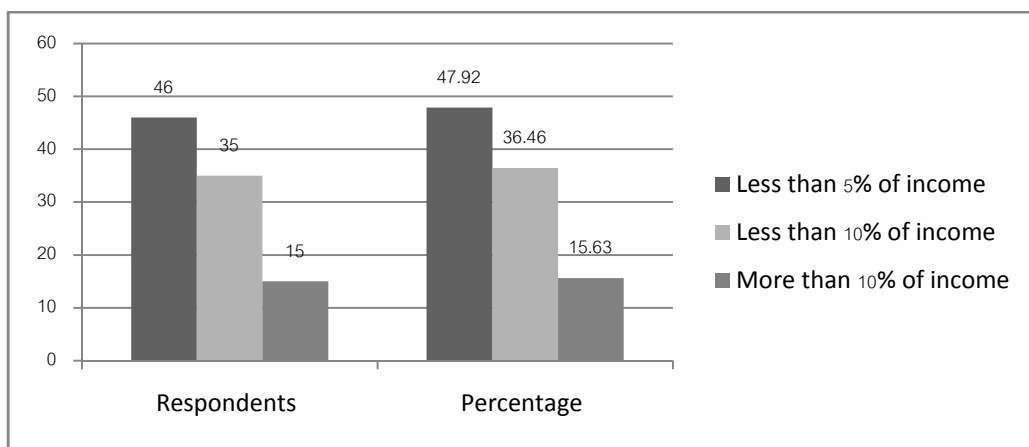
Table 21: Percentage of Income Spent in Fruits Purchase by the Consumers

Particulars	Respondents	Percentage
Less than 5% of income	46	47.92
Less than 10% of income	35	36.46
More than 10% of income	15	15.63
Total	96	100

Source: Field Survey, 2068/69

In Table 22, it is found that most of the consumer spent less than 5% of their income in fruits purchasing i.e. 46 respondents or 47.92% said that they spend less than 5% of their income in fruits buying, 35 or 36.46% respondents spent less than 10% of income and 15 or 15.63% of the respondents spend more than 10% of their income on purchasing the fruits. The table can be shown in the following figure:

Figure 20: Percentage of Income Spent in Fruits Purchase by the Consumers



4.3.2.1.3. Basic Reason to Consume Fruits

Table 22: Basic Reason to Consume Fruits

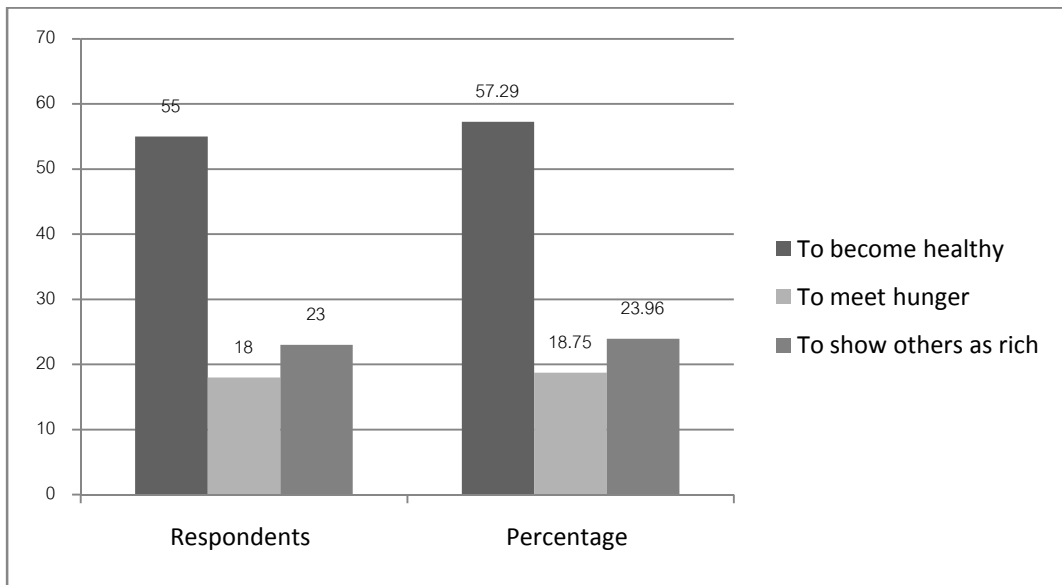
Particulars	Respondents	Percentage
To become healthy	55	57.29
To meet hunger	18	18.75
To show others as rich	23	23.96
Total	96	100.00

Source: Field Survey, 2068/69

Table 23, analysis of above table show 55 respondents or 57.29% said that reason for consuming fruits is to become healthy, secondly 18 respondents or 18.75% of respondent said to meet hunger and least 23 respondents i.e. 23.96% show others rich. It can be notified that 57.29% or 55 respondents feel that to consume fruits is to become healthy.

The above table can be shown in the following graph:

Figure 21: Basic Reason to Consume Fruits



4.3.2.1.4. Main Problem of Not Getting Desired Types of Fruits

Table 23: Main Problems of Not Getting the Desired Types of Fruits

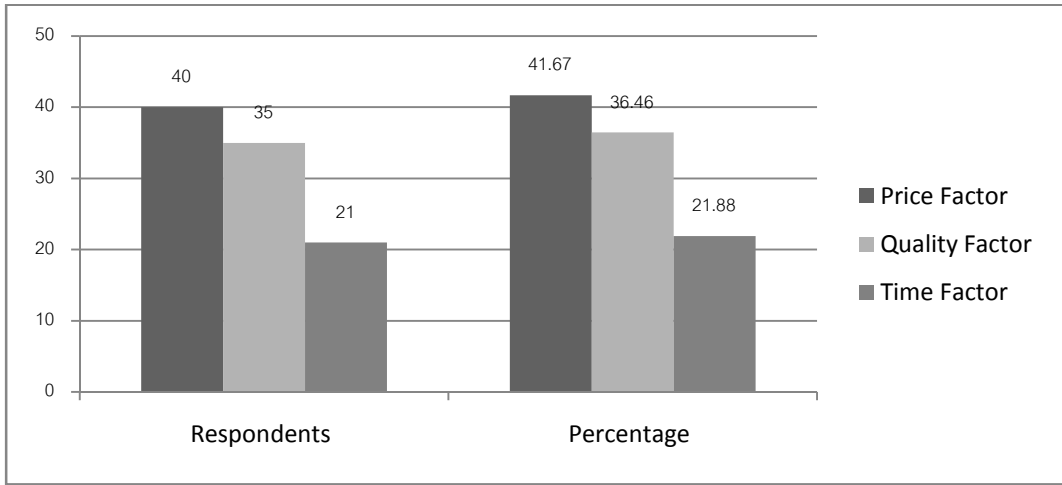
Particulars	Respondents	Percentage
Price Factor	40	41.67
Quality Factor	35	36.46
Time Factor	21	21.88
Total	96	100.00

Source: Field Survey, 2068/69

From the table 24, 40 respondents i.e. 41.67% said that their main problem of not getting the desired types of fruits is due to price factor. Similarly, 35 respondents or 36.46% said quality and at last 21 respondents or 21.88% by the time aspect. Thus, it can be result at more respondents feel price is the limiting factor.

The above table can be shown in the following table.

Figure 22: Main Problems of Not Getting the Desired Types of Fruits



4.3.2.1.5. Preference of Fruits among the Consumers

Table 24: Preference of Fruits Among Consumers

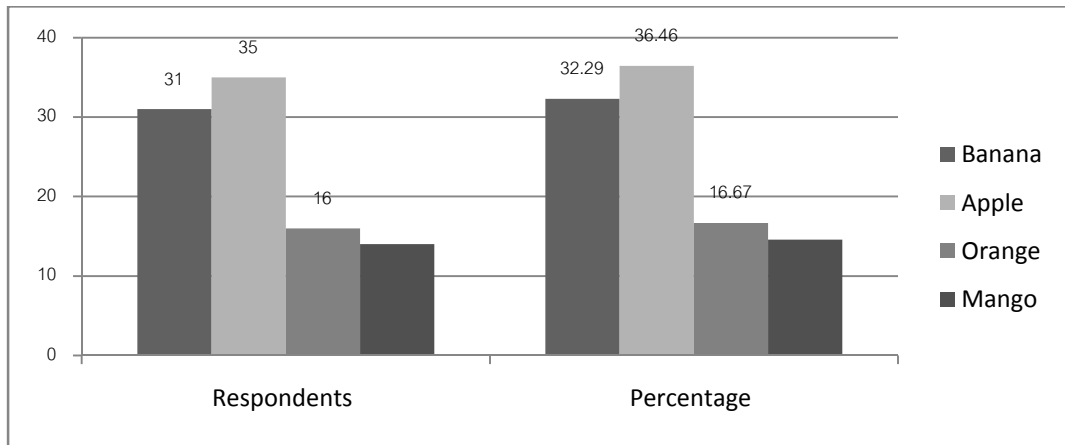
Particulars	Respondents	Percentage
Banana	31	32.29
Apple	35	36.46
Orange	16	16.67
Mango	14	14.58
Total	96	100

Source: Field Survey, 2068/69

According to the table 25, among the fruits consumers 31 or 32.29% of the respondents prefer Banana where 35 or 36.46% of the respondents prefer apple, likewise 16 or 16.67% of respondents prefer orange and at last 14 respondents or 14.58% prefer mango. Thus it can be said that apple is the most preferred fruits among respondents.

The above table can be show in the following graph:

Figure 23: Preference of Fruits Among Consumers



4.3.2.2. Sellers View

Among the distributed 100 questionnaire 94 is return back, so the respondents percentage is 94%.

4.3.2.2.1. Fruits Selling in the Markets by the Fruits Sellers

Table 25: Time of Fruits Selling in the Markets by the Fruits Sellers

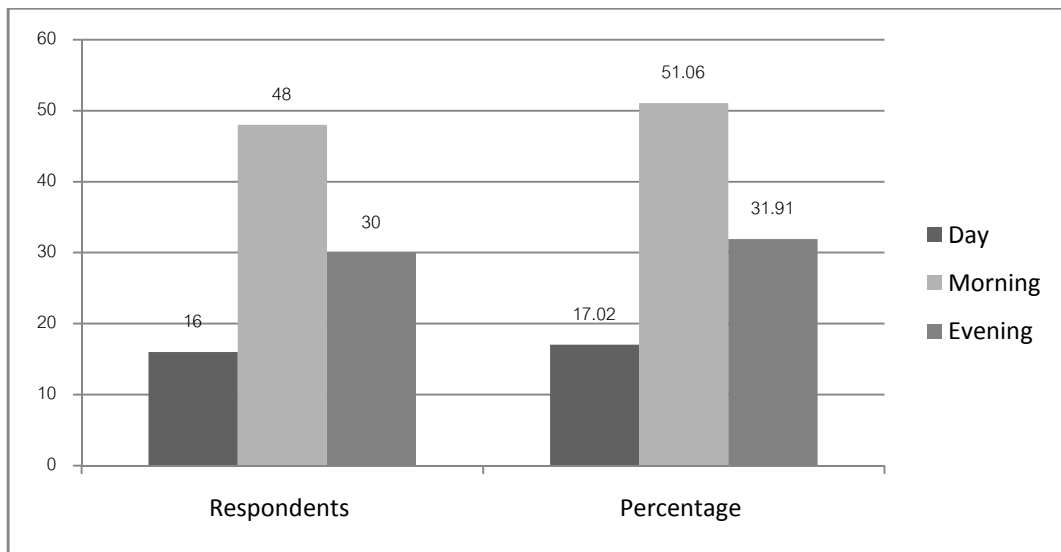
Particulars	Respondents	Percentage
Day	16	17.02
Morning	48	51.06
Evening	30	31.91
Total	94	100.00

Source: Field Survey, 2068/69

According to the table 26, 48 respondents or 51.06% sells fruits in the morning, 30 respondents i.e. 31.91% sell in the evening and 16 or 17.02% sells at day time. Thus it can be concluded that morning is the prime time to sell fruits.

The above table can be shown in the following graph. The most peak time for fruits selling in the morning.

Figure 24: Time of Fruits Selling in the Markets by the Fruits Sellers



4.3.2.2.2. Quantity of Fruits Sold by the Sellers

Table 26: Quantity of Fruits Sold by the Sellers

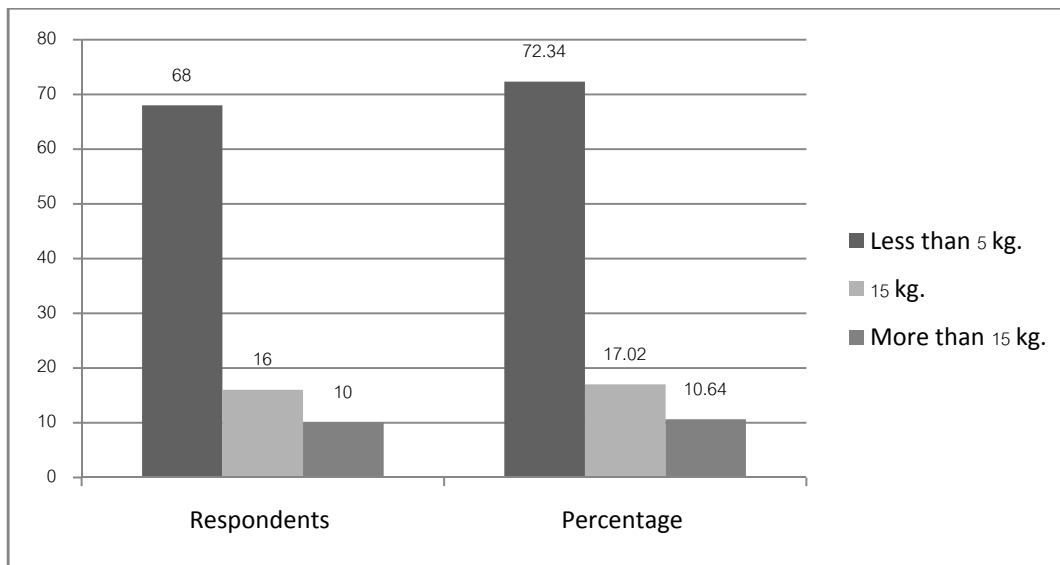
Particulars	Respondents	Percentage
Less than 5 kg.	68	72.34
15 kg.	16	17.02
More than 15 kg.	10	10.64
Total	94	100.00

Source: Field Survey, 2068/69

According to the table 27, 68 respondents or 72.34% of respondents said that they sell 5 kg. at a time and 16 respondents or 17.02% sell 15 kg. of fruits at a time and at last 10 or 10.64% of respondents sells more than 15 kg. of fruits at a time. Thus it can be found that the 5 kg. is the most selling quantity.

The above table can be shown in the following graph.

Figure 25: Quantity of Fruits Sold by the Sellers



4.3.2.2.3. Fruits coming from Different Places

Table 27: Fruits coming from the Different Places

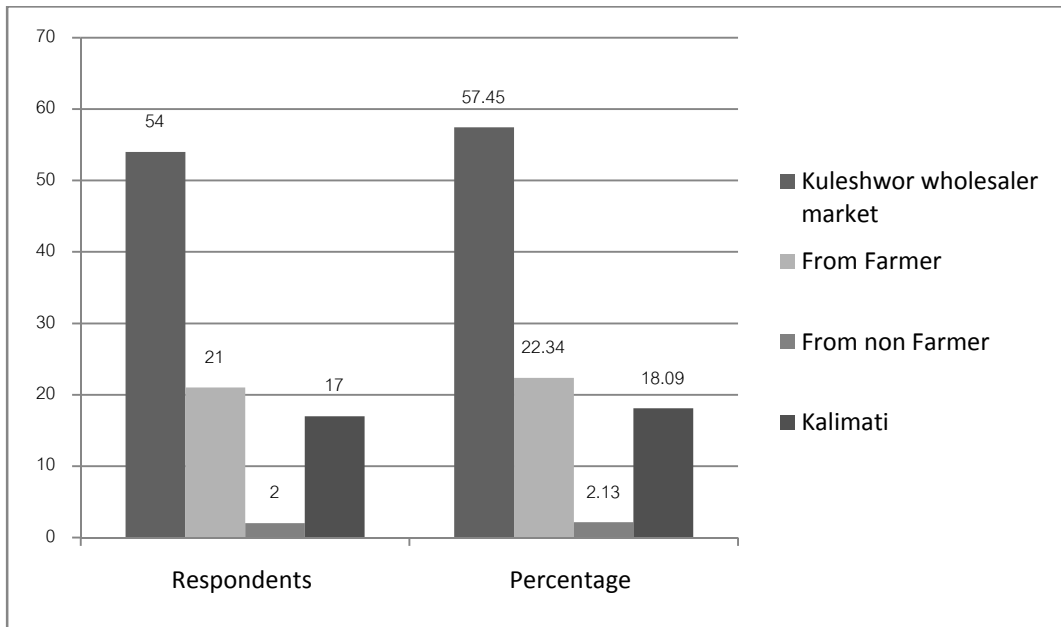
Particulars	Respondents	Percentage
Kuleshwor wholesaler market	54	57.45
From Farmer	21	22.34
From non Farmer	2	2.13
Kalimati	17	18.09
Total	94	100.00

Source: Field Survey, 2068/69

According to the table 28, 54 or 57.45% of respondents said that they brings fruits from Kuleshwor wholesaler market followed by 21 or 22.34% from Kalimati similarly 2 respondent or 2.13% brings fruits from non-farmer at last 17 or 18.09% brings from farmers. Thus, it can be concluded that Kuleshwor markets is the potential place of fruits buying.

The table can be shown in the following graph:

Figure 26: Fruits coming from the Different Places



4.3.2.2.4. Basic Problems of the Sellers

Table 28: Basic Problems of the Seller

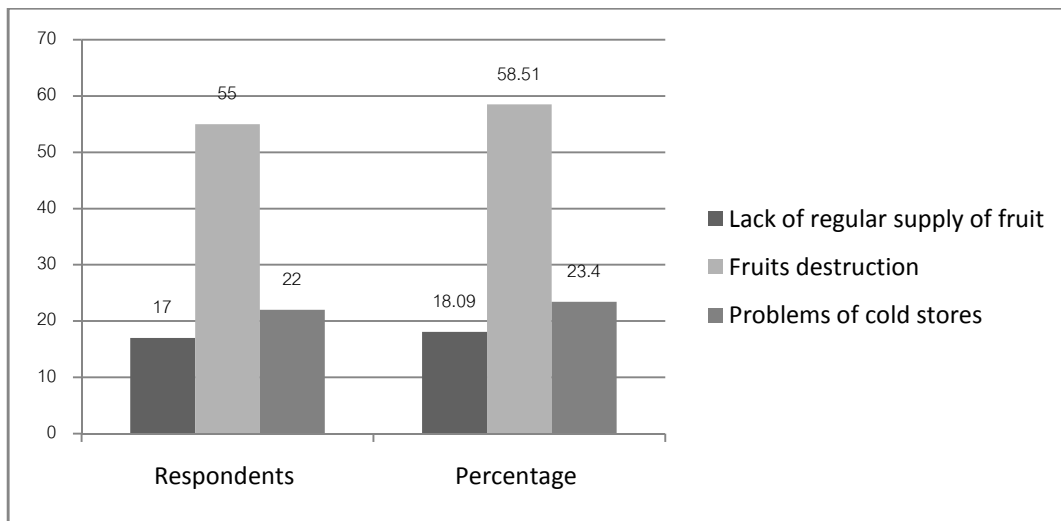
Particulars	Respondents	Percentage
Lack of regular supply of fruit	17	18.09
Fruits destruction	55	58.51
Problems of cold stores	22	23.40
Total	94	100.00

Source: Field Survey, 2068/69

According to the table 29, 55 or 58.51% of the respondents feel that fruits destruction is the main problem. Similarly, 22 or 23.40% of respondents said that their problem cold storage and at last 17 or 18.09% of the respondents said that their problems is the lack of regular supply. Thus it is clear that fruits destruction is the main problem of sellers.

The above table can be shown in the following graph.

Figure 27: Basic Problems of Sellers



4.3.2.2.5. Prospects of Fruits Market in Future

Table 29: Prospect of Fruits Market in Future

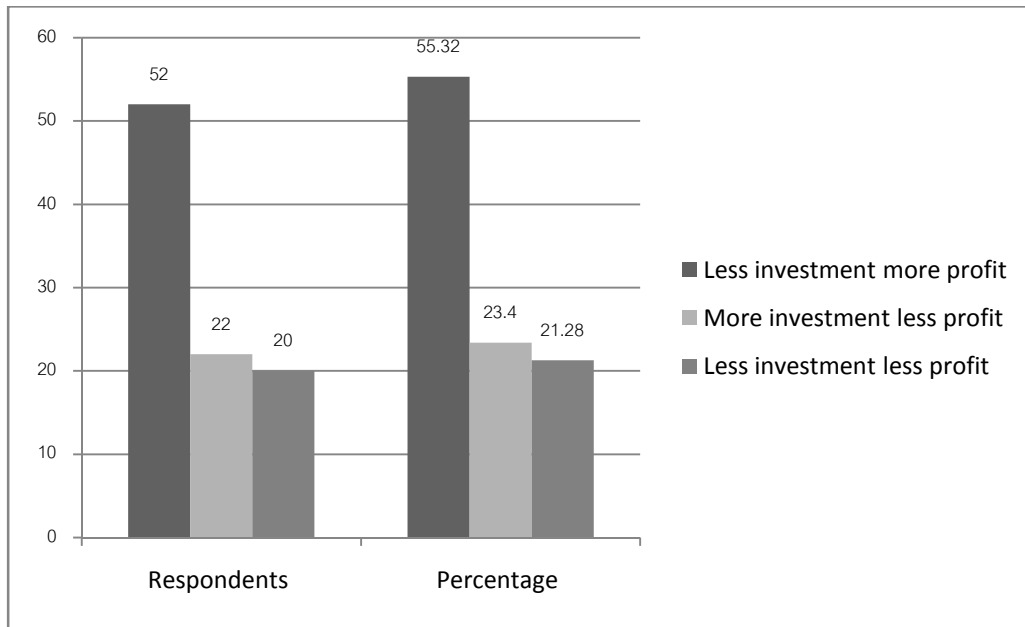
Particulars	Respondents	Percentage
Less investment more profit	52	55.32
More investment less profit	22	23.40
Less investment less profit	20	21.28
Total	94	100.00

Source: Field Survey, 2068/69

By the table 30, factors it was found that 52 or 55.32% of the sellers said that in fruits business it has less investment and more profit. Similarly, 22 or 23.40% of respondents said it has more investment and less profit and at least 20 or 21.8% of the respondents said that it has less investment and less profits. Thus, it can be concluded that in fruits business, it has less investment and more profit. So the future of fruits business is bright.

The above table can be shown in the following graph:

Figure 28: Prospect of Fruits Market in Future



4.4 Major Findings of the Study

-) Cucumber, Orange, and lemon are the highly demanded fruits in Kathmandu valley. Compare with others fruits items those item were highest quantitatively imported in Kathmandu valley.
-) The consumption of fruits by the consumer or the respondents is in weekly basis by more than 58.3 % and daily by 29.167%.
-) The quantity of fruits purchased by the consumer is 2 kg at a time by 26.04 % followed by 1 kg by 57.29 percentages.
-) 47.92% of respondents invest less than 5 percentages of income whereas 36.46% of respondents invest more than 10% of their income similarly 15.63% of respondent invest more than 15% of their income.
-) The main problems of consumer of not getting the desire types of fruits is price factor i.e. 41.67% where as 36.46% of respondent claim that quality factor is major problems in buying fruits similarly 21.88% respondents claims that time is the major factors for not getting the desired type of fruits.

-) Majority of consumer i.e. 36.46% of the respondents preferred apple for consumption.
-) The quantity of fruits sold by the seller at a time is 5 kg. average i.e. 72.34% of the respondents sells less than 5kg of fruits. 17.02% of the respondents sells 15kg of fruits.
-) The supply of fruits is from mainly the Kuleshwor Fruits wholesalers markets i.e. 57.45% followed by the farmers 22.34% followed by non-farmers i.e. 2.13% and from Kalimati fruits markets is 18.09%.
-) The competition among the fruits sellers is by the factor of price followed by level and belief.
-) The main problem of fruits selling is fruits destructions by different reason i.e. 58.9% followed lack of proper cold storage facilities i.e. 23.40% and then lack of regular supply i.e. 18.09%.
-) The prospect of the fruits market is increasing day by day it has low investment more profit and can take care of whole family without other profession.

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Summary

Fruits are one of the important energy container food items in our daily diet. For a good health everybody consumes fruits. So, there is more and more prospects and need of fruits marketing.

This research has conducted on a topic “A Study on Marketing of Fruits Product in Kathmandu Valley”. In the period of research, we visit different places and people for asking question in Kathmandu. We prepared two types of questionnaire, which 100 questionnaire were given in total out of which 96 was responded. Similarly, in case of sellers out of the 100 questionnaire distributed 94 questionnaires were returned.

The main objectives of the study is to find out the production, consumption, problem, prospect, demand, supply of the fruits similarly the basic prospects as well to provide the useful suggestions.

The main outcome of the study is as follows.

-) The consumers consume fruits 2 kg at a time.
-) The sellers have problem in selling fruits due to lack of proper cold storage, lack of export in production, lack of proper marketing channels and lack of proper infrastructure for market.
-) The consumers spent less than 5% of their income in fruits buying.

-) The low income level and less purchasing power of consumers effect the fruits consumption. There is competition among sellers in price and quality.
-) The increasing population and increasing demand for fruits clearly indicates the high potential market and prospects of fruits market in Kathmandu valley.

5.2. Conclusion

Fruits are one of the major catalyst for development of human body. So demand of fruits is increasing day by day. It fulfills nutritional needs. It provides each sources of different vitamins and minerals for the Nepalese people.

Nepal's economy based on agriculture. Fruits cultivation is a part of agriculture. The production of fruits can play important role for national economy and people's health. But the production of fruits is not in sufficient quantity as well as quality. Similarly, there are more problems in the proper distribution, storing, production and quality aspects. There are different types of problems regarding the fruits marketing within both sides i.e. within consumers as well as sellers. In case of consumers they have no sufficient ability to buy fruits, so price is the prime factor. In other hand the quality of the product as well as the timely unavailability of that product and another factors. Similarly on the part of the sellers there is lack of investment capacity. Competition is very high among sellers. There is more post-harvest losses in fruits due to its perishable nature and lack of proper cold storage facilities.

We come to conclude on the basis of this study that there still remain so many problems but fruits markets have a great potentiality. This study suggests that there are great prospects in fruits marketing particularly in Kathmandu valley. But there are so many problems that need to solve properly and timely. Thus the future of fruits marketing is very bright.

5.3. Recommendations

Fruits marketing is one of the need for the betterment of the health condition of people and managed urbanization, following are the recommendations.

-) The authorized agent for fruits is lacking in Nepal. So there is more flexibility in fruits pricing. There must be authorized agents so that the farmers, consumers and the sellers would be benefitted.
-) There is an only one whole-sale market of fruits in Kuleshwor in Kathmandu valley. The problems of fruits marketing is lacking of fixed and managed market. Fruits hawkers and fruits sellers on the side of road cheated to consumers, where they paid high price for fruits so that unmanaged market creates lots of problems. We should arrange the fixed and manage fruits markets at a stated place and time.
-) Government should make the proper policy for promotion of fruits market. Lack of government rules and regulations in one hand and flexible rules are seen in practice. So government policy should be stable and practiced.
-) Information plays a vital role for the development of each sector and it applies in the marketing field also. There is lack of information like market and price. So there should be proper information about the market.
-) Lack of storage facilities, farmers, consumers and retailers face a lot of problem. So there should be proper storage facilities.
-) The most of the farmers cannot afford the modern technology and good seeds in the lack of money, so the farmers should be given proper loan facility and financial support.

-) We must respect to farmers and encourages them to produce fruits. The government most have proper encouraging, policy and incentive provision to support and promote fruits cultivation.
-) We should make marketing planning and research for fruits marketing. We should identify the problems and markets within Nepal and abroad, so horticulture research centers should be established and strengthened.
-) There is lack of agriculture tours visits and exploring new markets. We can export fruits in other countries so, there must be government and institutional attempts for its proper promotion and marketing.
-) Fruits could be sold directly or through the middleman. Kathmandu faces sometimes lack of fruits by the lack of transportation facility. So there should be proper and regular arrangement of transportation.
-) The political instability also the major component for the fruits marketing Nepal. Strike, conflict, etc hamper the regular supply of fruits in Kathmandu. So there should be political stability and form stable government.

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APPENDIX –I

(For Consumer)

Dear Respondents,

I would like to bring to your king notice that I am doing study entitled "**A Study on Marketing of Fruits Product in Kathmandu**", for the partial fulfillment of the Master of Business Studies (MBS) under Shanker Dev Campus, Tribhuvan University, Nepal. Your information and responses based on the following questionnaire would be very much valuable. The information would be used for research purpose only and would be kept confidential.

Please give tick market () in the appropriate option in the following questions:

1. When do you buy fruits?
 - a) Once in a week
 - b) Daily
 - c) Twice a month
 - d) Other (Please specify)

2. How much fruits do you buy at a time?
 - a) 1 kg.
 - b) 2 kg.
 - c) More than 2 kg.
 - d) Other (Please specify)

3. From where do you by fruits?
 - a) Nearby shop
 - b) From Kalimati
 - c) From any place
 - d) Other (Please specify)

4. How much of your earnings do you spend in fruits?
a) Below 5% b) About 10% c) More than 10% d) Other (Please specify)

5. Why do you eat fruits?
a) For Better health b) To show other as rich c) To satisfy hunger
d) Other (please specify)

6. What Problem do you see in finding fruits of your choice?
a) Price Factor b) Quality Factor c) Time Factor d) Others

7. What is the tentative distance of the nearest fruits shop from your residence?
a) 5 minutes walk b) 15 minutes walk c) More than 15 minutes walk

8. Which of you Family member purchase fruits?
a) Father b) Mother c) Others

9. Which fruits are consumed more by your family?
a) Banana b) Apple c) Orange d)Mango e)Others

APPENDIX –II

(For Shopkeepers)

Dear Respondents,

I would like to bring to your kind notice that I am doing study entitled "**A Study on Marketing of Fruits Product in Kathmandu**", for the partial fulfillment of the Master of Business Studies (MBS) under Shanker Dev Campus, Tribhuvan University, Nepal. Your information and responses based on the following questionnaire would be very much valuable. The information would be used for research purpose only and would be kept confidential.

Please give tick mark () in the appropriate option in the following questions:

1. When do you sell more fruits?
a) Day time b) Morning c) Evening

2. How much fruits do you sell per day?
a) 5 kg. b) 15 kg. c) More than 15 kg

3. Where do you buy fruits?
a) Kalimati Market b) Small Shopkeepers c) General Stores
e) Others(Please specify)

4. What kind of customers do you have?
a) House/Consumers b) Large Retailers c) General Sellers e)
Others (Please specify)

5. What is the basis of competition among the shopkeepers?
a) Price b) Quality c) Honestly and Image
d) Others(Please Specify)

6. How is the loss due to transportation and quality reduction?
a) Negligible b) Substantial c) Quality Reduction d) No less e) Others
7. What is the size of your family?
a) 2-4 b) 4-6 c) 6 and above
8. Do you have any other occupation?
a) Yes b) No
9. What problems do you see in this occupation?
a) Perishable nature of fruits
b) Lack of purchasing power of consumers
c) Location factor for shop
d) Lack of cold storage facilities
e) Others
10. What Prospects do you see in the profession?
a) Less investment and high profit margin
b) High investment and less profit margin
c) High investment and high profit margin
d) Less investment and less profit margin
e) Others

APPENDIX –III



Local fruit shop Thapathali



Fruit shop Kalimati

