

**"MARKET POTENTIAL ANALYSIS OF CARS,
IN KATHMANDU VALLEY WITH A FOCUS ON
TATA INDIGO"**



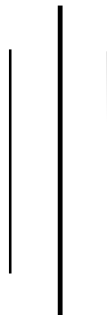
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A Thesis

Submitted to:

Office of the Dean
Faculty of Management
Tribhuvan University



In partial fulfillment of the requirement for the
Degree of Master of Business Studies (M.B.S.)

Kathmandu, Nepal
February, 2010

RECOMMENDATION

This is to certify that the Thesis

Submitted by:

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Entitled:

**"MARKET POTENTIAL ANALYSIS OF CARS, IN
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has been prepared as approved by this Department in the prescribed format of the Faculty of Management. This thesis is forwarded for examination.

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VIVA- VOCE SHEET

We have conducted the viva-voice examination of the thesis presented

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Entitled:
"MARKET POTENTIAL ANALYSIS OF CARS, IN
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And found the thesis to be the original work of the student and written
according to the prescribed format. We recommend the thesis to
be accepted as partial fulfillment of the requirement for
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DECLARATION

I hereby declare that the work reported in this thesis entitled “Market Potential Analysis of cars in Kathmandu valley, with a focus on Tata Indigo” submitted to Shanker Dev Campus ,Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business study (M.B.S.) under the supervision of Dr. Narayan K. Pradhan, Shanker Dev campus.

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This research work is an attempt to analysis the Market Potentiality of Cars in Kathmandu Valley. An attempt has been made to explore the potential theoretically as well as empirically. A manager of marketing should have well defined estimates of the market potential of his new and existing product.

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ABBREVIATIONS

%	Percentage
&	And
A.D.	Annodomini
B.S.	Bikram Sambat
GDP	Gross Domestic Product
i.e.	That is
Ktm.	Kathmandu
LCV	Large Chassis Vehicle
M.D.	Managing Director
MCV	Medium Chassis Vehicle
Mkt	Market
N/A	Not Available
No.	Number
S.No.	Serial Number
SCV	Small Chassis Vehicle
Vs.	Verses
WTO	World Trade Organization