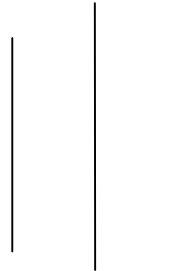
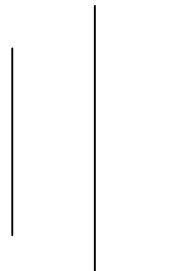


IMPACT OF SALES BUDGET IN THE PROFITABILITY OF UNILEVER NEPAL LIMITED



A Thesis Submitted By

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Submitted to:

Office of the Dean
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***In Partial fulfillment of the requirement of the Master's Degree in Business
Studies (M.B.S)***
March (2012)

RECOMMENDATION

This is to certify that the thesis:
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“Impact of Sales Budget in the Profitability of Unilever Nepal Limited”

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DECLARATION

I here by declare that the work reported in this thesis entitled, **“Impact of Sales Budget in the Profitability of Unilever Nepal Limited”** submitted to the office of the Dean, Faculty of Management, and Tribhuvan University in my original work done in the form of partial fulfillment for the requirement of Master of Business Studies under the guidance and supervision of Mr. Shanker Raj Joshi and Mr. Joginder Goet, Associate Professor Shanker Dev Campus, TU.

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Lastly, I do not want to state this research report is complete and perfectly satisfactory. These may be various limitations and short comings. I am alone responsible for all those.

Bijay Sharma

TABLE OF CONTENTS

Acknowledgement

List of Tables

List of Figure

CHAPTER-I INTRODUCTION

| | Page No. | |
|-------|---|----|
| 1.1 | General Introduction | 1 |
| 1.2 | Evolution of Industry in Nepal | 2 |
| 1.3 | Brief Overview of Unilever Nepal Limited | 6 |
| 1.3.1 | Introduction | 6 |
| 1.3.2 | The Corporate Purpose of UNL | 7 |
| 1.3.3 | The Corporate Social Responsibility | 8 |
| 1.3.4 | Safety, Environment and Energy Conservation | 9 |
| 1.3.5 | Personnel Program in UNL | 10 |
| 1.4 | Statement of Problem | 10 |
| 1.5 | Objectives of Study | 11 |
| 1.6 | Limitation of Study | 11 |
| 1.7 | Significance of Study | 12 |
| 1.8 | Organization of Study | 13 |

CHAPTER-II REVIEW OF LITERATURE

| | | |
|-------|--|----|
| 2.1 | Conceptual and Theoretical Framework of the Study. | 15 |
| 2.1.1 | Concept of Managerial Budgeting | 15 |
| 2.1.2 | Profit | 16 |
| 2.1.2 | Planning | 18 |
| 2.1.3 | Control | 19 |

| | | |
|----------|---|----|
| 2.1.4 | Profit Planning and Control | 20 |
| 2.1.5 | Role of Profit Planning | 21 |
| 2.1.6 | Fundamentals of Profit Planning and Control | 22 |
| 2.1.7 | Purpose of Profit Planning and Control | 26 |
| 2.1.8 | Advantage of Profit Planning and Control | 26 |
| 2.1.9 | Obstacles to Effective Planning | 27 |
| 2.1.10 | Profit Planning and Control Process | 28 |
| 2.1.11 | Development of Budgeting | 35 |
| 2.1.12 | Objectives of Budgeting | 36 |
| 2.1.13 | Feature of Good Budgeting | 37 |
| 2.1.14 | Classification of Budgets | 38 |
| 2.1.15 | Sales Budget/Sales Plan | 39 |
| 2.1.15.1 | The Primary Purpose of Sales Plan | 40 |
| 2.1.15.2 | Development of Comprehensive Sales Plan | 40 |
| 2.1.15.3 | Considerable Factor of Sales Plan | 41 |
| 2.1.15.4 | Strategic and Tactical Sales Plan | 41 |
| 2.1.15.5 | Forecasting | 43 |
| 2.1.15.6 | Different Between Planning and Forecasting | 44 |
| 2.1.15.7 | Components of Comprehensive Sales Planning | 46 |
| 2.1.15.8 | Developing of a Comprehensive Sales Plan | 47 |
| 2.1.16 | Cash Flow Plan | 48 |
| 2.1.17 | Budgetary Control | 49 |
| 2.1.18 | Problem and Limitation of Budgeting | 50 |
| 2.1.19 | Cost Volume Profit Analysis | 51 |
| 2.1.20 | Break Even Point Analysis | 53 |
| 2.1.21 | Application of BEP in Sales Budgeting | 55 |
| 2.2 | Review of Previous Research Work | 55 |

CHAPTER-III RESERCH METHODOLOGY

| | | |
|-----|---------------------------|----|
| 3.1 | General Introduction | 64 |
| 3.2 | Research Design | 64 |
| 3.3 | Data Collection Procedure | 65 |
| 3.4 | Period Cover | 65 |
| 3.6 | Research Variable | 66 |

CHAPTER-IV DATA PRESENTATION AND ANALYSIS

| | | |
|-------|------------------------------------|----|
| 4.1 | Introduction | 67 |
| 4.2 | Sales Budget | 69 |
| 4.3 | Cash Budget of UNL | 75 |
| 4.4 | Profit and Loss Account | 77 |
| 4.5 | Balance Sheet of UNL | 83 |
| 4.6 | BEP Analysis | 85 |
| 4.7 | Cost-Volume Profit analysis of UNL | 87 |
| 4.8 | Financial Analysis | 88 |
| 4.8.1 | Liquidity Ratio | 90 |
| 4.8.2 | Asset Management Ratio | 91 |
| 4.8.3 | Profitability Ratio | 92 |
| 4.9 | Major Findings | 94 |

CHAPTER-V SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

| | | |
|-----|----------------|----|
| 5.1 | Summary | 95 |
| 5.2 | Conclusion | 97 |
| 5.3 | Recommendation | 99 |

Appendices

Bibliography

LIST OF TABLE

| Table No. | Table Details | Page No. |
|-----------|---|----------|
| 2.1 | Break Even Analysis | 54 |
| 4.1 | Sales Budget and achievement | 69 |
| 4.2 | Statistical Report | 71 |
| 4.3 | Time Series analysis | 73 |
| 4.4 | Final Cash Budget | 75 |
| 4.5 | Profit and Loss account of UNL FY 067/068 | 77 |
| 4.6 | Actual Sales and Operating Profit/Loss | 78 |
| 4.7 | Profit and Loss account | 80 |
| 4.8 | Relationship Between Net profit with Actual Sales | 82 |
| 4.9 | Balance Sheet of UNL | 84 |
| 4.10 | Cost Classification of UNL | 86 |
| 4.11 | BEP in Rs, P/V Ratio and V/V Ratio of UNL | 87 |
| 4.12 | Financial Ratio of UNL | 89 |

LIST OF FIGURE

| Figure No. | Figure Details | Page No. |
|------------|--|----------|
| 4.1 | Sales Budget and achievement | 71 |
| 4.2 | Actual Sales and Operating Profit/Loss | 80 |
| 4.3 | Profit & Loss account | 82 |
| 4.4 | Actual Sales and Net Profit | 84 |

ABBREVIATION

ACP = Average Collection Period
A/R = Account Receivable
ARR = Accounting Rate of Return
BEP = Break- Even Point
B/S = Balance Sheet
C.A. = Current Assets
C.M. = Contribution Margin
C.L. = Current Liabilities
C.V = Coefficient of Variation
C.V.P = Cost Volume Profit
F.A = Fixed Assets
FC = Fixed Cost
F.Y = Fiscal Year
G.P = Gross profit
G.P.I.= Ghoseli Packing Industry
IRR = Internal Rate of Return
NEA=Nepal Electricity Authority
NPAT = Net profit after tax
NLL = Nepal Lever Ltd.
PEr = Probable Error of Correlation
PEs = Public Enterprises
PI = Profitability Index
P&L = Profit and Loss
P/V = Profit Volume
ROA = Return on Assets
ROCE = Return on Capital Employed
S.D. = Standard Deviation
Sr = Sell Rate
V. = Variable Cost Total
Vr = Variable Rate
V/V = Variable cost Ratio
x = Standard deviation of X
y = Standard deviation of Y