

**A STUDY ON MARKET POSITION OF
PANTHI DAIRY IN POKHARA**

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RECOMMENDATION

This is to certify that the thesis:

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PANTHI DAIRY IN POKHARA**

*has been prepared as approved by this department in the prescribed
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written according to the prescribed format. We recommended the thesis to be
accepted as partial fulfillment of the requirements for
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LIST OF ABBREVIATIONS

A.D.C.	:	Agriculture Development Centre
A.M.A.	:	American Marketing Association
B.S.	:	Bikram Sambat
D.D.C.	:	Dairy Development Corporation
F.M.	:	Frequency Modulation
F.O.B	:	Free on Board
F.Y.	:	Fiscal Year
G.D.P.	:	Gross Domestic Product
K.G.	:	Kilogram
Ltr.	:	Liter
M.B.S.	:	Master of Business Studies
N.D.	:	Nepal Dairy
P.(Ltd.)	:	Private Limited
P.D.D.C.	:	Pokhara Dairy Development Corporation
S.E.O.	:	Search Engine Optimization
T.U.	:	Tribhuvan University
T.V.	:	Television
V.D.C.	:	Village Development Committee