

IMPACT OF SALES PROMOTION ON SALES OF COLD DRINKS

(COMPARATIVE STUDY OF COCA-COLA AND PEPSI-COLA IN DHARAN MUNICIPALITY)

A Thesis

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Submitted to

Office of the Dean

Faculty of Management

Tribhuvan University

In partial fulfillment of the requirements for the

Degree of Master's Business Studies (M.B.S.)

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May, 2014

RECOMMENDATION

This is to certify that the thesis submitted by

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Entitled

**Impact of Sales Promotion on sales of cold drinks (Comparative study of Coca- Cola
and Pepsi-Cola in Dharan Municipality)**

has been prepared as approved by this department in the prescribed format of the Faculty of Management and is forwarded for examination.

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VIVA-VOCE SHEET

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I 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 requirements for the Master's Degree of Business Studies (M.B.S)

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Date: 1st July 2014 (2071/3/17)

DECLARATION

I hereby declare that the thesis **A Study on Impact of Sales Promotion on sales of cold drinks (Comparative study of Coca-Cola and Pepsi-Cola in Dharan Municipality)** submitted to Mahendra Multiple Campus, the faculty of management, Tribhuvan University is my original work done for the partial fulfillment of requirements for the Master's Degree of Business Studies (M.B.S.) under the supervision of Mr. Dipendra Karkilecturer.

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ACKNOWLEDGEMENT

This research **Impact of Sales Promotion on Sales of Cold Drinks (Comparative Study of Coca-Cola and Pepsi-Cola in Dharan Municipality)** has been prepared for the partial fulfillment of the requirements of the Master of Business studies.

This thesis is the result of my visit, consult, observation and self-evaluation. It is the collection of data and information that I know and I learnt during data collection.

I am gratefully indebted to Head of the Department Mr. Rajendra Sharma, my respected teacher as well as my supervisor Mr. Dipendra Karki, for his valuable time, idea and guidelines for me, in the entire period of research preparation. I would like to express my sincere thanks to the library staffs of my campus and the concerned organization Bottlers Nepal Limited, Varun Beverage Pvt. Ltd, and personnel also deserve my cordial thanks for their kind support. I want to pronounce the words of gratitude to all my friends, teachers and campus staff for their assistance in my thesis work and provided me continuous inspiration as well as contribution for my academic achievement. Last but not least, I want to express my thanks to all the authors, whose books, journals and thesis paper have been consulted during the preparation of this thesis. I am thankful to Mr. Shyam Sapkota, Mr. Sanjiv Dhungana for their meaningful assistance and special thanks to Mr. Ramesh Shrestha for his cooperation in computer work while preparing this thesis.

Thanking you.

Shila Dhungana

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ABBREVIATIONS

BOGOF	Buy One Get One Free
Co.	Company
CRM	Customer Relationship Management
H ₁	Alternate hypothesis
HBL	Himalayan Bank Ltd.
H ₀	Null hypothesis
IMC	Integrated marketing communication
Ltd.	Limited
NBL	Nepal Bottlers Limited
NCRC	National Cash Register Company
Pvt.	Private
VBPL	Varun Beverage Pvt. Ltd.