

A STUDY ON EXPORT MARKETING OF NEPALESE READY
MADE GARMENT INDUSTRY

(With reference to Kathmandu Valley)

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RECOMMENDATION

This is to certify that the thesis

submitted by:

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Entitled:

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(With reference to Kathmandu Valley)

Has been approved by this department in the prescribed format of the faculty
of Management. This thesis if forwarded for examination.

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

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And find 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 degree of

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Needless to say, to error is human being. I am not exception from it. So I am responsible for some deficiencies that may have remained in this work.

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LIST OF ABBREVIATION/ACRONYMS

AGOA	:	African Growth and Opportunity Act
ATC	:	Agreement on Textile and clothing
CBI	:	Caribbean Basin Initiatives
CBTPA	:	Caribbean Basin Trade Partnership Act
CEO	:	Chief Executive Officers
EEC	:	European Economic Community
EFTA	:	European Free Trade Association
EU	:	European Union
FNCCI	:	Federation of Nepalese Chamber of Commerce and Industry
FTA	:	Free Trade Agreement
F.Y.	:	Fiscal Year
GAN	:	Garment Association of Nepal
GATT	:	Generalized Agreement on Tariff and Trade
GI	:	Garment Industry
GSP	:	Generalized System of Preference
HMG	:	His Majesty Government
ITC	:	International Trade Centre
L/C	:	Letter of Credit
LDC	:	Least Development Country
M.D.	:	Managing Director
M.S.	:	Mean Score
MFA	:	Multi Fiber Arrangement
MES	:	Minimum Efficient Scale
MFN	:	Most Favored Nations
MKIS	:	Marketing Information System
NAFTA	:	North American Free Trade Agreement
NRB	:	Nepal Rastra Bank
R & D	:	Research & Development
RMG	:	Ready Made Garment
SBU	:	Strategic Business Unit
SWOT	:	Strength, Weakness, Opportunity
TPC	:	Trade Promotion Centre
UNCTAD	:	The United Nation conference on Trade and Development
USA	:	United States of America
USTDA	:	United States Trade Development
WTO	:	World Trade Organization