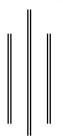
A STUDY OF

PRODUCT MARKETING STRATEGY

OF NEWLY ESTABLISHED COMMERCIAL BANKS IN NEPAL

(A Special reference of Janata Bank Nepal Ltd. & Sanima Bank Ltd.)



Submitted by

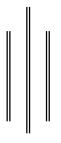
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In partial fulfillment of the requirement for the Master's Degree in Business Studies (MBS)

Birgunj, Nepal

May, 2013

RECOMMENDATION

This is to certify that the thesis

Submitted by

Reema Maiya Pradhan

Entitled

A STUDY OF PRODUCT MARKETING STRATEGY OF NEWLY ESTABLISHED COMMERCIAL BANKS IN NEPAL

(A Special reference of Janata Bank Nepal Ltd. & Sanima Bank Ltd.)

1 1 11	Department in the prescribed format of Faculty of
Management. This thesis is forwarded fo	r examination.
Dr. Deepak Shakya	Dr. Deepak Shakya
(Thesis Supervisor)	(Head of Research Department)
-	•

Lalan Dubedi (Campus Chief) Thakur Ram Multiple Campus

VIVA- VOCE SHEET

We have conducted the viva-voce examination of the Thesis

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Reema Maiya Pradhan

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And found the Thesis to be the original work of the student written in accordance with the prescribed format. We recommend the Thesis to be accepted as partial fulfillment of the requirement for the Master's Degree of Business Studies (MBS)

Viva - Voce Committee

Head, Research Department:	
Member (Thesis Supervisor):	
Member (External Expert):	

Date:

DECLARATION

I hereby, declare that the thesis entitled "A STUDY OF PRODUCT MARKETING STRATEGY OF NEWLY ESTABLISHED COMMERCIAL BANKS IN NEPAL(A Special reference of Janata Bank Nepal Ltd. & Sanima Bank Ltd.)" submitted to Research Department of Thakur Ram Multiple Campus Birgunj, T.U., is my original work done in the form of partial fulfillment of the requirements for the Masters of Business Studies (MBS) under the supervision of Dr. Deepak Shakya, Reader, Thakur Ram Multiple Campus, T.U.

Reema Maiya Pradhan

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LIST OF ABBREVIATIONS

AD : Anno Domini

B.S. : Bikram Sambat

EPS : Earning Per Share

FY : Fiscal Year

JBNL : Janat Bank Nepal Ltd.

NRS : Rupees

SaBL : Sanima Bank Ltd.

Sq. Km. : Square Kilometer