

A Study on Consumer Preference Towards Pepsi and Coca Cola

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RECOMMENDATION

This is to certify that the Thesis

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Entitled:

Consumer Preference towards Pepsi and Coca Cola.

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

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VIVA -VOCE SHEET

We have conducted the viva voce sheet examination of the Thesis

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and found the thesis to be original work of student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements of the

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Researcher

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Used Abbreviations

MNC'S :	Multinational Companies
TNC'S :	Transitional Corporations
FDI :	Foreign Direct Investment
BNL :	Bottlers Nepal Limited
POS :	Point Of Sale
ETP :	Effluent Treatments Plants
TCCQS:	The Standards Of The Coca-Cola Quality System