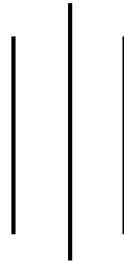


**SALES PROMOTION AND ITS IMPACTS
ON SALES OF COLD DRINKS**

(A CASE STUDY ON SALES OF COCA-COLA IN KATHMANDU VALLEY)



Submitted By:

LINA KUMARI MANDAR

ROLL NO.131

EXAM ROLL NO.40299

T.U.Reg.NO.7-2-3-95-2004

POST GRADUATE CAMPUS, BIRATNAGAR



A thesis submitted to:

OFFICE OF THE DEAN

FACULTY OF MANAGEMENT

TRIBHUVAN UNIVERSITY

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS OF
THE DEGREE OF MASTER OF BUSINESS STUDIES (MBS).**

BIRATNAGAR

2069



TRIBHUVAN UNIVERSITY
POST GRADUATE CAMPUS
BIRATNAGAR, NEPAL

RECOMMENDATION

THIS IS TO CERTIFY THE THESIS:

SUBMITTED BY

LINA KUMARI MANDAR

ENTITLED

**SALES PROMOTION AND ITS IMPACTS ON SALES OF COLD DRINKS
(A CASE STUDY ON SALES OF COCA-COLA IN KATHMANDU VALLEY)**

**HAS BEEN PREPARED BY THIS DEPARTMENT IN THE PRESCRIBED
FORMAT OF FACULTY OF MANAGEMENT. THIS THESIS IS FORWARD FOR
EXAMINATION.**

.....
MR.DEV RAJ SHRESTHA
(THESIS SUPERVISIOR)

.....
PRO.DR.YADAV PRASAD KOIRALA
(HEAD OF RESEARCH DEPARTMENT)

.....
MR.BALLAV PD.POUDEL
(CAMPUS CHIEF)



TRIBHUVAN UNIVERSITY
POST GRADUATE CAMPUS
BIRATNAGAR, NEPAL

VIVA-VOICE SHEET

We have conducted the Viva-Voice of the thesis

Submitted by:

LINA KUMARI MANDAR

Entitled:

SALES PROMOTION AND ITS IMPACTS ON SALES OF COLD DRINKS (A CASE STUDY ON SALES OF COCA-COLA IN KATHMANDU VALLEY) and found the thesis to be original work of the student written according to the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the requirement of MASTER'S OF BUSINESS (M.B.S)

Viva-Voice committee

Head, Department :-.....
Member (Thesis Supervisor) :-.....
Member (External Expert) :-.....

DECLARATION

I hereby declare that the work done in thesis entitled “Sales Promotion and Its Impacts on Sales of Cold Drinks” submitted to Post Graduate Campus, Faculty Tribhuvan University, is my own created work reported in the form of partial fulfillment of the requirement of Master’s of Business Studies (M.B.S) course under the guidance of respected teacher supervisor Mr. Dev Raj Shrestha of Post Graduate Campus.

.....
LINA KUMARI MANDAR
Researcher
T.U. Regd. No : 7-2-3-95-2004
Class Roll No :131

ACKNOWLEDGEMENT

I express my sincere gratitude to all the authors and learned personalities, whose writing have been cited in this study. I also express my sincere gratitude to those authors whose writings though are not cited but helped and inspired me in making my vision clear and reaching on conclusion.

I extend my deep sense of indebtedness to my respected supervisors MR. Dev Raj Shrestha for their precious guidelines, inspiration and suggestion thoroughly during the period of this research. Without his valuable insight, I would not think of accomplishment of this thesis. I acknowledge my profound gratitude to the personnel of Coca-Cola-Cola Ltd. for the cooperation shown and providing necessary data.

I want to give thanks for the staff members of P.G campus Library who provided the reference and reading materials during the period of research.

Finally, I would like to express my sincere gratitude to my family members, all my friends for their assistance, timely encouragement in every step.

LINA KUMARI MANDAR

TABLE OF CONTENTS

PAGE NO.

VIVA-VOCE SHEET

LETTER OF RECOMMENDATION

DECLARATION

ACKNOWLEDGEMENT

TABLE OF CONTENTS

LIST OF TABLE

LIST OF FIGURES

LIST OF ABBREVIATIONS

CHAPTER I

INTRODUCTION

1.1 Background.....	1-7
1.1.1 Meaning.....	3
1.1.2 Ways of Promotion/Mode/Terminologies.....	5
1.1.3 Introduction of Nepal Bottlers ltd.(NBL Coca-Cola).....	6
1.2 Statement of Problem.....	8
1.3 Objective of the study.....	8
1.4 Signification of the Study.....	9
1.5 Limitation of Study.....	9
1.6 Organization of the Study.....	10

CHAPTER II

REVIEW OF LITERATURE

2.1 Concept of Sales Promotion.....	11-31
2.1.1 Sales Promotion and Advertising.....	23
2.1.2 Sales Promotion and Personal Selling.....	24
2.1.3 Advertising Specialties.....	26
2.1.4 Sales Promotion Visa Vis Dealer & Sales Personal.....	27
2.1.5 Advertising & Merchandising Allowances.....	28

2.1.5.1 Co-Operative Advertising	29
2.1.5.2 Contests	30
2.1.5.3 Sales force Meeting.....	30
2.1.5.4 Sales Brochures.....	31
2.1.5.5 Trade-Shows & Exhibits.....	31
2.2 Promotion Environment in Nepal.....	32
2.3 IMC. The New Promotional Concept.....	36
2.4 Review of Related studies	39

CHAPTER-III

RESEARCH METHODOLOGY

3.1 Research Design.....	44
3.2 Nature and Sources of Data.....	44
3.3 Population and Sampling.....	45
3.4 Data Collection Procedures.....	45
3.5 Data Analysis Tools.....	46-49
3.5.1 Statistical Tools	46
3.5.2 Graphical Tools	47

CHAPTER - IV

PRESENTATION AND ANALYSIS OF DATA

4.1 Presentation	50-64
4.1.1 Respondents' Profile.....	50
4.1.2 Consumers Cold Drink Drinking Habit and Behavior.....	52
4.1.3 Sales Promotion of Cold Drinks (Coca-Cola).....	56
4.1.4 Media Graphic.....	61
4.1.5 Retail Shopkeeper's Opinion.....	64
4.2 Trends of Sales of Coca-Cola Group.....	69-84
4.2.1 Sales Data of Coke.....	70
4.2.2 Sales Data of Fanta.....	76
4.2.3 Sales Data of Sprite.....	82
4.3 Sales Promotion Expenses of Coca-Cola Group.....	88

4.4 Impact of Sales Promotion.....	93-96
4.4.1 Regression Analysis of the Data.....	94
4.4.2 Analysis of the Result of Regression.....	94
4.5 Findings of the Study.....	95

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary.....	97
5.2 Conclusion.....	100
5.3 Recommendations.....	101

BIBLIOGRAPHY

APPENDIXES

QUESTIONNAIRE

LIST OF TABLE

	Page No.
1 Classification of Respondent.....	45
2 Demographic Analysis.....	50
3 Age Level of Respondents.....	51
4 Education Level of Respondents.....	52
5 Drink Habits.....	53
6 Drinking Frequency.....	53
7 Brand Preference.....	55
8 Popularity of Promotion	56
9 Aware of Promotion.....	57
10 Effectiveness of the Promotional Tool.....	58
11 Interest on Promotion Contents.....	59
12 Participation in Contents.....	60
13 Win Prizes.....	60
14 Encourage to Consumer More.....	61
15 Brand Switching.....	61
16 Habit on Watching Programs.....	62
17 Media on Advertisement.....	62
18 Interest on Advertisement.....	63
19 Media Selection.....	63
20 Know About Promotional Task.....	65
21 Aware of Promotion.....	65
22 Encourage to sales Value.....	67
23 Taken Parts on Contents.....	68
24 Win Prizes.....	68
25 Effectiveness of Sales Promotion.....	69
26 Effective of Sales Promotion on Sales.....	69
27 Sales Data of Coke.....	70
28 Sales Data of Fanta.....	76
29 Sales Dara of Sprite.....	82
30 Sales Promotion Expenses of Coca-Cola Group.....	88

LIST OF FIGURES

	Page No.
1. Marketing Mix.....	12
2. Promotional Mix.....	13
3. Structure of Environmental Influence.....	34
4. Age Level of Respondents.....	51
5. Education Level of Respondents.....	52
6. Drinking Frequency.....	54
7. Brand Preference.....	55
8. Aware of Promotion.....	57
9. Effectiveness of the Promotional Contests.....	58
10. Interest of Promotional Contests.....	59
11. Media on Advertisement.....	62
12. Media Selection.....	64
13. Aware of Promotion.....	66
14. Encourage to Sales Value.....	67
15. Graphical Analysis of Sales Data of Coca.....	71-75
16. Graphical Analysis of Sales Data of Fanta.....	77-81
17. Graphical Analysis of Sales Data of Sprite.....	83-87
18. Graphical Analysis of Sales Promotion Expanses of Coca-Cola Group	89-93

ABBREVIATIONS

H_0 = Null Hypothesis

H_1 = Alternate Hypothesis

IMC= Integrated Marketing Communication

Mgmt = Management

NBL = Nepal Bottler's Limited

TV= Television