

Marketing strategies of lumbini sugar mill pvt ltd.

By

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Office of the Dean

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Recommendation

This to certify that the thesis

Submitted by:

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Marketing strategies of lumbini sugar mill pvt ltd.

Has been prepared as approved by this department in the prescribed format of faculty of management.
This thesis is forwarded for evaluation.

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VIVA –VOCE SHEET

We have conducted the viva voce examination of the thesis presented by

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And found the thesis to be original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for Master's degree in business studies (M.B.S.)

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Declaration

I hereby declare that the work reported in this thesis entitled "Marketing strategies of Lumbini sugar mill Pvt .Ltd." submitted to Bhairahawa multiple campus, faculty of management, Tribhuvan university is my original work done in the form of partial fulfillment of the requirement for the master's degree in business studies (M.B.S.) under the supervision of Narendra raj pandey Lecturer of Bhairahawa multiple campus.

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Researcher

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Abbreviations

TPC -	trade promotion centre
GDP -	gross domestic product
VDC -	Village development committee
LSM -	Lumbini sugar mill
STC -	Surya Tobacco Company
MOA-	Market opportunity analysis
MKIS-	Marketing information system
SCA -	Sustainable competitive advantage
ROA -	Return on Assets
SBU -	Strategic business unit
R&D -	Research and development
EDI -	Electronic data interchange
ATMs -	Automatic teller machine
SWOT -	Strength weakness opportunity & threat
EOQ -	Economic order quantity
ABC -	Always better control
CEO -	Chief executive officer
RMG -	Readymade garment
WTO -	world trade organization
USTAD-	United state trade development centre
ITC -	International trade centre
MICS -	Ministry of commerce and supply
QRs -	Quantitive Restriction
QTY -	Quantity
MT -	Metric ton
FY -	Fiscal year
KL -	kiloliter
TV -	television
SMEs -	Small and medium size enterprises
INT'L -	International
US -	united state
Govt -	Government