

CHAPTER-I

INTRODUCTION

1.1 Background

Nepal is a small Himalayan kingdom in south Asia. It is a landlocked country with India to the East, West and South and the Tibetan Region of Peoples Republic of China in the North, thus referred as a ‘Sandwich’ between two giant nations. Kathmandu is the capital city. The total area of the country is 147181 square km with 885km across the country (east, west) and 193km from north to south. The country is situated between 80° 04’ and 88° 12’ east and 26° 22’ and 30° 27’ north, along with the southern slopes of the Himalayas. The climate varies sharply with altitude. Ecologically it is divided into 3 broad regions. The Mountains, Hills and Terai, constituting 35, 42, 23 per cent of the total land area respectively. The total population is 23.4 million with an annual growth rate of 2.25%. The population density is high at about 600% per km of arable land. Although Nepal has implemented 9 development plans, Human Development Indicators are very low for Nepal. Nepal ranks 143rd out of 162 countries in terms of Human Development Index (HDI). Similarly its ranks on the gender related development index (GDI) is very low (119) and the GDI value is 0.479. It is one of the least developed countries in the world. The basic occupation here is agriculture. We all know that there is no limitation of human need. The necessities of human beings are increasing for different types of goods and services. As a result, many organizations and business houses have been opened and are competing to provide superior products and service to the customers. It is not easy to produce goods and services without capital. Capital is one of four components of production (Capital, Labour, Land and Management). Capital formation was very difficult in those days when there were no any formal institutions established for financing money. However, in the modern age it is very easy due to establishment of various financial institutions. The first institution involved in monetary transaction in the world was commercial bank that was established in Venice of Italy in 1157.

Introduction of Bank

In general terms, a bank is an organization, the major function of which is to deal in money and credit. The main business of a bank is to pull the scattered idle deposits from the public and channel for productive use. It collects deposits and invests or lends to those who stand in need of money. Bank can be a person, company or a firm, with a place of business, and must be involved in credit creation. The business of modern day bank is not just confined in borrowing deposits and lending advances only, it performs list of other financial activities which can immensely contribute to achieve industrial and commercial progress of every country. As per R.S.Sayers; “Bank is an institution whose whole deposits are widely accepted in settlement of other people debts”. There are different types of banks:

-) Saving Banks
-) Commercial Banks
-) Industrial Banks/ Development Banks
-) Land Mortgage/ Land Development Banks
-) Indigenous Banks
-) Central/Federal/National Banks
-) Co-operative Banks
-) Exchange Banks
-) Consumers Banks

Commercial Banks being the subject of the study are those banks which are established with an objective to help businessmen. These banks collect money from general public and give short-term loans to businessmen by way of cash, Credit, overdraft etc. Commercial banks provide various services like collecting cheque, bill of exchange, remittance of money from one place to another place. The policies regarding deposits, loans, rate of interest, etc. of these banks are controlled by the central bank. These banks pool together the savings of the community and arrange for their productive use. In the process of such intermediation, commercial banks use the fund raised from sources into

different assets with a prime objective of profit generation as an administrative assistance. According to Commercial Bank Act 2031, "Commercial Banks are those banks which are established under this act to perform commercial function." The commercial banks pool together the savings of the community and arrange for their productive use. They supply financial needs of modern business.

Commercial Banking is one of our oldest industries. The first bank was organized in 1782 before the adoption of our federal constitution and many of the banks that were organized in 1800s are still in operation. Commercial Banks are very important for the development of national economy. They accept public saving as deposits and advance them as loans to the persons, parties or business organizations that require capital. "The saver is rewarded by the payment of interest on his savings which are safe and in highly liquid form. Their pooled funds are made available to businesspersons who may use them for the expansion of their productive capacity and to consumers for such items as housing and consumer good". Therefore, their primary functions are accepting deposits from public and firms and to extend credits to worthy borrowers. Bank lending is very important to the economy for it makes possible the financing of agricultural, commercial and industrial activities of the nation. Bank loans use to manufacturers make possible the purchase of raw material and machinery and the employment of labour, which can be used in producing goods demanded by industry, government and the consumer in time. Comparative cost and national endowments have made trader imperatives within the country and around the globe. Since buyer and sellers alive apart, neither the seller can dispatch the goods without obtaining money nor can buyer remit money without receipt of goods. Similarly, many big concerns have many branches in many countries of the world. That means the world is going to multinational trade. This is possible due to commercial bank's services of financing of foreign trade as issue of letter of credit, exchanging foreign currencies.

Commercial Bank is defined in the Commercial Bank Act, 2031 as "A commercial Bank means bank which deals in exchanging currency, accepting deposit, giving loans and doing commercial transactions. Bank is an establishment for the custody of money received from or on behalf of its customers, its essential duty is to pay their drafts on it, and its profit arises from its use of the money left unemployed by them.

Thus, a bank means a financial institution established for the transaction of money. It deals with money and credit activities. It accepts a deposit from public and lends money to the borrower as a loan. It also creates credit and exchanges the foreign currency. It is established to fulfill certain objectives such as to facilitate public economic interest, to advance loans for the development of agriculture, industries and trade and to provide banking services to the public.

The first formal commercial bank of Nepal is Nepal Bank Ltd. Which was established on 30th Kartik, 1994 B. S. Secondly, the government of Nepal set up 'Rastriya Banijya Bank', which came into operation in 2022 B.S. After a long term gap the first joint venture bank named Nepal Arab Bank Ltd. (NABIL) was established in 2041 B.S. under Company Act, 2021 and Commercial Act, 2021 and 2053 and Commercial Bank Act, 2031. The door is opened now for the establishment of commercial banks with new policy relating to commercial bank issued by Nepal Rastra Bank considering that banning of entrance is not favorable in the liberal and market oriented economic environment and to create the competitive environment. Therefore, it is expected that the numbers of commercial banks will be merged in future.

According to new policy issued by NRB, the paid up capital of new opening commercial bank at national level must be Rs. 1000 million. Similarly, Rs. 500 million must be the paid up capital for the new commercial bank, which is opened with one function area in all the places of the Kingdom except

Kathmandu valley. If the newly opened bank is joint venture with foreign bank or financial institution it is permitted to open new commercial banks with head office at Kathmandu valley contracting 3 years management with 67 percent investment of foreign such institution, the ratio of ownership of share will be 7:3 between founder and public respectively.

The Commercial Banks has its own role and contribution in the economic development. It is a resource for the economic development; it maintains economic confidence of various segments and extends credit to people.” Though the commercial banks were established with the concept of supplying short-term credit and working capital need of industries, they have been providing long-terms loans for up to 15 years. After the enforcement to lend to priority and deprived sector, these banks initiated to provide credit to small and cottage industries, agricultural sectors. In context of Nepal, there are several commercial banks established in here and all are functioning under tough political environment with cut-throat competition. However, according to NRB; there were a total of 277 Banking Institution in Nepal till mid 2011;

-) Commercial Banks - 31
-) Development Banks - 87
-) Finance companies - 79
-) Micro Finance Developmental Banks - 21
-) Saving and Credit Cooperatives - 15
-) NGO (Financial Intermediaries) – 45

However there are 32 Commercial Banks in Nepal at Present.

Table 1.1

	Name of Banks	Established Year
1	Nepal Bank Limited	1994.07.30
2	Rastrya Banijya Bank Limited	2022.10.10
3	Nabil Bank Limited	2041.03.29
4	Nepal Investment Bank Limited	2042.11.16
5	Standard Chartered Bank Limited	2043.10.16
6	Himalayan Bank Limited	2049.10.15
7	S.B.I. Bank Limited	2050.03.23
8	Nepal Bangladesh Bank Limited	2050.02.23
9	Everest Bank Limited	2051.07.01
10	Bank of Kathmandu Limited	2051.11.28
11	Nepal Credit and Commercial Bank Limited	2053.06.28
12	Lumbini Bank Limited	2055.04.01
13	Nepal Industrial and Commercial Bank Limited	2055.04.05
14	Machhapucchre Bank Limited	2057.06.17
15	Kumari Bank Limited	2056.08.24
16	Laxmi Bank Limited	2058.06.11
17	Siddhartha Bank Limited	2058.06.12
18	Agricultural Development Bank Limited	2024.10.07
19	Global Bank Limited	2063.09.18
20	Citizens Bank Limited	2064.01.07
21	Prime Commercial Bank Limited	2064.06.07
22	Bank of Asia Limited	2064.06.25
23	Sunrise Bank Limited	2064.06.25
24	Development Credit Bank Limited/Grand Bank Nepal Limited	2065
25	NMB Bank Limited	2065
26	Kist Bank Limited	2066.01.24
27	Janta Bank Limited	2066
28	Mega Bank Limited	2066
29	Commerz and Trust Bank Limited	2067
30	Civil Bank Limited	2067
31	Century Bank Limited	2068
32	Sanima Bank Limited	2068

Marketing: Marketing may be defined as a set of human activities directed at facilitating and consummating exchanges. Marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Strategy: Strategy needs to be followed by the entire organizations for achieving their objectives. A strategy is a plan of action designed to achieve a vision. Corporate strategy is concerned with the overall purpose of scope of the business to meet stakeholder expectation.

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve sustainable competitive advantages. It focuses on the following:

-) Current product/current market
-) Current product/new market
-) New product /current market
-) New product/new market

Marketing Mix: Product, Price, Promotion and Physical Distribution is an important part of Marketing Strategy. It helps to achieve that 'Unique Selling Proposition' and delivers benefits to your customers. It also helps in SWOT (Strength, Weakness, Opportunity and Threat) analysis, make the most of strength forces and fight against the unfavorable forces in a business environment. No business can do without a proper Marketing Strategy. It is absolutely important for smooth functioning and to meet the future challenges of any business.

1.2 Significance of the Study

Study of commercial banks is of great use to us, the students who belong to the Management Faculty as it is one of the most important aspects of economic study. Commercial Banks play a vital role in uplifting the economic status of our country. It is via the study of the commercial banks we get to know the amount of people who are carrying out business transactions, the volume of transaction, the frequency of transaction and the monetary involvement in the transaction. Besides commercial banks, the basic topic is "marketing strategy" of commercial banks which helps us understand, in practical terms, about the strategy that these banks adopt in order to enhance their sales and uplift their

goodwill. The advertisement media they use, their tag lines, their slogans, their products, their interest rate in deposits, interest rate in borrowings, their marketing area coverage, the media they prefer, the achievements they have earned etc.

1.3 Statement of the Problem

Nepal facing political instability since the past 10-15 years has affected all most all the business sectors of which banking isn't an exception. We all know that Nepal isn't economically sound and on top of it, the deteriorating condition of our country makes banking sector a victim of it. The frequent load setting, lockouts, strikes, threats from various gang/parties and several other disturbances are making it very difficult for banking sectors to survive. Besides this, the always quarrelling political parties impose their own rules and regulations whenever they are in power. So, as a result, the economical policies change as per the government parties. The burning example of it is Nepal Rastrya Bank changing its rules for commercial banks every now and then.

Besides political instability, the competition inherent in the market is again another threat for commercial banks. We see that a lot of commercial banks are emerging these days, especially in major towns like Kathmandu/Biratnagar/Pokhara etc. Moreover every bank is trying its hand in increasing the number of branches. This really creates a dilemma for the general people as they get confused with which bank to prefer and which not to. Meanwhile the number of financial institutions and co-operatives are also increasing day by day. These institutions provide a bigger rate of return to common people as compared to commercial banks and their loan providing process is also easy, at least when it comes of collateral they aren't as skeptic as the commercial banks. To sum up, they provide loan in an easy basis and in turn easily fascinate the common people who are in need of loan and their interest rate in general accounts is high as compared to commercial banks, which draw a lot of deposit from the general public.

Nepal being a developing country hasn't been able to develop its remote areas especially in the hills and other far western places. So a lot of people living there are deprived from banking habits as majority of them are uneducated. Besides illiteracy, these places are poor in infrastructure, due to which banks can't be opened in these places and even if some are opened, no workers want to work there.

1.4 Limitations of the Study

The study regarding the Marketing Strategy of Commercial Banks in Nepal has dealt with a lot many things however it lacks in some aspects as well. Following are the limitations of the study.

-) The study concentrates only in the marketing strategy of commercial banks.
-) The use of questionnaire and personal visit was made to acquire necessary data. Lack of appropriate database may constrain the result.
-) Only the marketing strategy of commercial banks of Kathmandu valley was taken into consideration. So it doesn't represent the whole country.
-) Most of the data used in the study are Primary supported by Secondary data.
-) Most of the primary data are extracted from Sample Survey Method.

1.5 Objectives of the Study

-) To analyze the marketing strategies of the commercial banks.
-) To analyze the marketing/advertising methods used for making such strategies successful
-) To analyze the competition inherent in the market of commercial banks.
-) To analyze the views of CEOs and Marketing Executives regarding their strategies and implementation of the same

-) To analyze the strength/weakness/opportunities/threats of such policies
-) To analyze customer's feedback
-) To ascertain the effectiveness of such policies
-) To observe brand awareness.

1.6 History of Banking in Nepal

The history of banking in Nepal is believed to be started from the time of Prime Minister Ranoddip Singh in 1877 A.D. He introduced many policies for financial and economic reform. The Tejarath Adda was established at that time and its basic purpose was to provide credit facilities to the general public at a very concessional interest rate. The Tejarath Adda disbursed credit to the people on the basis of collateral of gold and silver. All employees of government were also eligible for this type of loan which was settled by deducting from their salary. Tejarath Adda extended credit only; it didn't accept deposits from the public but the real banking started with the establishment of Nepal Bank Limited in 1994 B.S. which was founded by Juddha Shumsher. It was the first bank of Nepal. Its main function was to provide loans and accept deposits. Later Nepal Rastrya Bank was established as a Central Bank in 2013 B.S. The bank was completely government ownership bank and it also started to issue notes since 2016 B.S. Then after this several commercial banks have been established in the recent years.

1.7 Organization of the Study

In Organization of the study, we study this thesis by dividing into five chapters. They are:

Chapter – I Introduction

The introduction chapter covers introduction, background of the study, statement of problem, objective of the study, significance of the study, limitation of the study and design of the study.

Chapter – II Review of Literature

This chapter focuses on review of literature. It contains the conceptual framework and past research literature relevant to materials management and/or this study. It deals in detail about the basic subject matter of the thesis, about marketing, marketing strategy etc. it explains who, what, when , where, how etc of the thesis.

Chapter – III Research Methodology

This chapter deals with research methodology to be adopted for study consisting introduction, research design, population and sample, nature and sources of data, data collection procedures, research variables and tools and techniques implied.

Chapter – IV Data Presentation and Analysis

This chapter deals with presentation, analysis and interpretation of data collected and processed for the study. It pictures the purpose of the study. It is basically a chapter which deals with data. This chapter also deals with the topics on the basis of which the data are collected.

Chapter – V Summary, Conclusion and Recommendations

This chapter covers summary, conclusion and recommendation of this research.

In addition to above, Bibliography and appendices are given at the last for references.

CHAPTER-II

REVIEW OF LITERATURE

2.1 Introduction

Review of literature is a careful consideration regarding the subject matter of the study, to analyze what are the aspects of the subject matter; what is wrong with it and what can be done for the improvement. It includes an analysis of all the published material on the subject matter and a personal opinion of the same.

2.2 Marketing Introduction

The traditional concept of marketing defined marketing as a process in which goods and services are produced by producers; distributed to distributors and finally consumed by the customers. However the definition of marketing has undergone a wide change. It is not limited to product, promotion and sales. It is compressive. It includes the following items.

Ideas

Ideas are conceived as to find out what kind of goods and services and which goods and services are to be produced. This is the conceptual phase in the marketing process.

Plans and Programmes

Plans and programmes are prepared and executed to materialize the idea in the form of actual goods and services. This is the planning and executional phase in marketing process.

Price

Prices are prescribed on the basis of various criteria under prevailing conditions. Promotional activities are undertaken to bring the goods and services to the notice of consumers and effect and expand sales. Advertising

and various other promotional devices are adopted. This is the pricing and promotional phase in marketing process.

Exchange

The above mentioned activities culminate in exchanges. Goods are sold to consumers at prices as determined. This is the exchange phase in marketing.

Consumption

Goods and services produced and sold must be able to satisfy consumers' tastes and preferences. This is the consumption phase in marketing process.

Feedback

Marketing process doesn't end with consumption. It has to be assessed whether or not the consumers are satisfied as desired. This is the assessment and feedback phase in marketing process.

Stanton defines marketing as *“A total system of business activities designed to plan price, promote and distribute want satisfying product to target markets in order to achieve organizational activities”*.

2.3 Elements of Marketing

Marketing has the following elements:

2.3.1 Market

It can be defined on various bases, following table explains it.

Table 2.1
Classification of Market

Time basis	Very short period; short period; long period; very long period market
Function basis	General;specialized;graded;sample market
Volume basis	Retail; wholesale market
Competition basis	Perfect; imperfect and monopoly market.
Seller position basis	Primary; secondary; terminal
Delivery basis	Spot and future market
Subject basis	Commodity; service and financial
Control basis	Regulated, unregulated
Goods basis	Consumer market, producer market
Area basis	Local, regional, national and international

The word market has been derived from the Latin word, “marcatus” which means a shopping place. In general meaning, it is a common place where buyers buy and sellers sell.

But market has a different meaning in science of marketing. It doesn't necessarily denote a place or a shopping centre. Chapman rightly defines market in the following words, “the term market refers not necessarily to a place but always to a commodity or commodities and buyers and sellers of the same who are in direct competition with one another. Thus we can derive a conclusion from this definition that it refers to a mechanism of exchange for buyers and sellers to effect mutual transactions, exchange may be ongoing or upcoming. Ongoing exchange means existing transactions. Upcoming exchange means potential market consists of actual and potential buyers and sellers. Money or instruments of money are used to effect transactions at prices as fixed.

2.3.2 Customers

There are Basically Two types of Customers.

Institutional and non-Institutional

Institutional Customers

Institutional customers are those who purchase goods for sales to final consumers for organizational utilization, or for processing purposes. E.g. Wholesale firms, manufacturing establishments etc.

Non-Institutional Customers

These customers buy for direct consumption outright. Whatever goods are purchased by them, they are neither resold nor processed. They are directly consumed or used up.

When it comes of banks, its customers are the general people and various other financial and non-financial companies who open an account in or take loans from these banks or who utilize the various services provided by the commercial banks.

2.3.3 Demand

Drive leads to demand. Professor Bober rightly defines demand as “various quantities of a given commodity or service which consumers buy in one market in a given period of time at various prices of related goods”. It is the concept of demand.

Since demand is based on want, it must also be simultaneously accompanied like want by willingness and ability to pay. There can be no demand in the absence of willingness and ability to pay. It is related to specific price and specific period of time. Because commodities are demanded at a price during a specific period of time. It depends on income level of the person concerned. Price of related goods and services are high, demand for goods and services concerned tend to remain low.

Thus the concept of demand has following elements:

-) Willingness to pay,

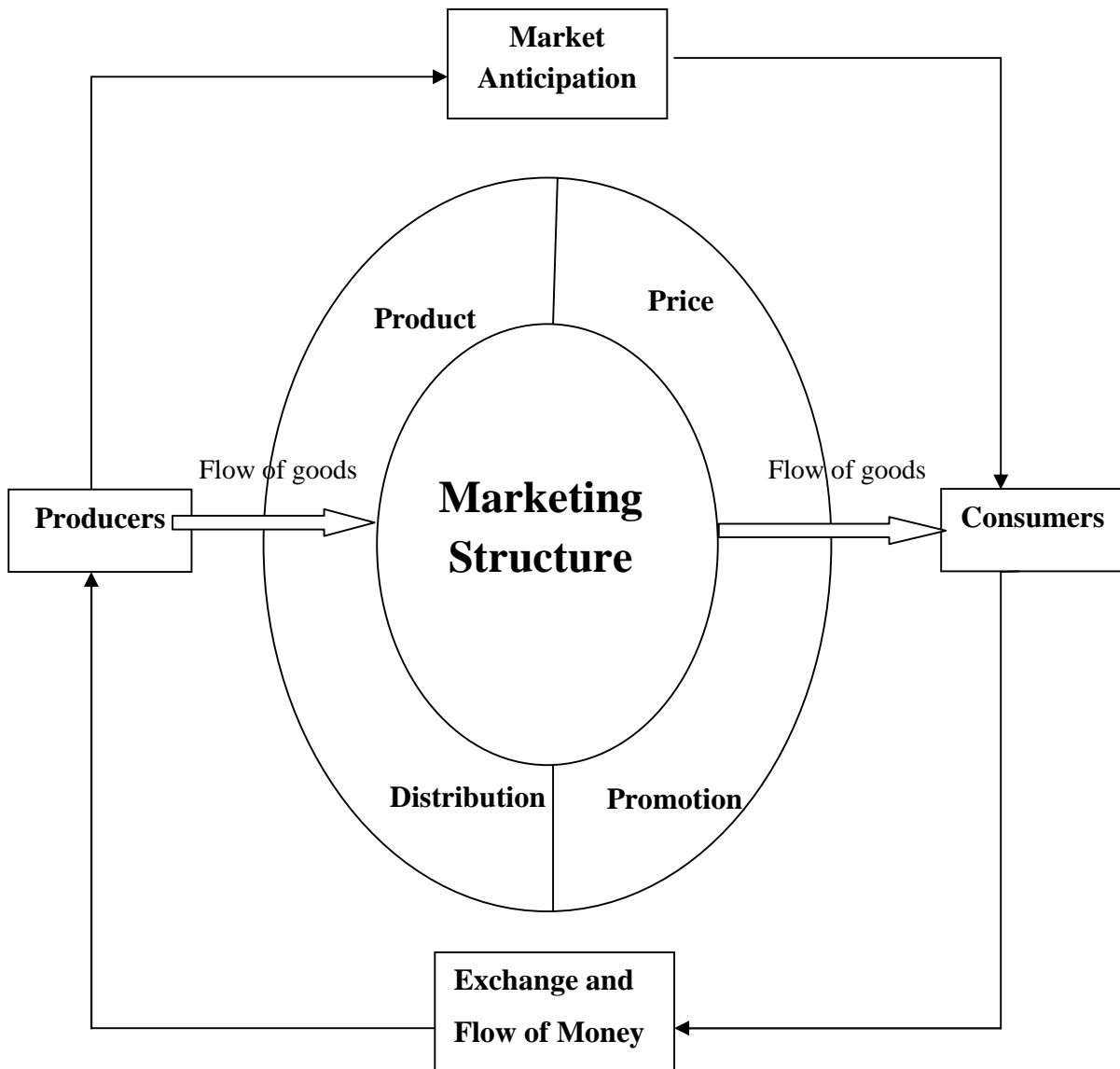
-) Ability to pay
-) Price level
-) Period of time
-) Income level
-) Prices of related goods and services.

2.3.4 The Marketing Process

Marketing process is the flow of products from producers to consumers. It is the mechanism through which goods produced reach consumers. In other words, it is a link mechanism between producers and consumers.

Figure 2.1

The Marketing Process



This is the diagrammatic representation of the structure of marketing process as outlined above. It shows that there is flow of goods from producers to consumers through marketing mix. This is the market offer. When it reaches the consumers, there is exchange and flow of money to producers. The process starts with market anticipation and production of goods accordingly.

2.4 Marketing Mix

Marketing Mix is the mixture of 4Ps of Marketing. They are:

-) Product
-) Price
-) Promotion and
-) Physical Distribution

2.4.1 Product

Product is the stuff of marketing. It is the pivot of all marketing activities. Production, Distribution, Transportation, Warehousing and all other buying and selling activities revolve round products. According to Philip Kotler and Armstrong, “A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, places organizations and ideas. A product has the following features

Want Satisfying

There are various kinds of human wants. Every product satisfies a human want.

Tangible/Intangible

A product could be either tangible or intangible. Physical products are tangible in nature e.g. furniture, clothing, sofa, books etc. But services are intangible products. Services of workers, experts, consultants and various professionals are intangible.

Integrated

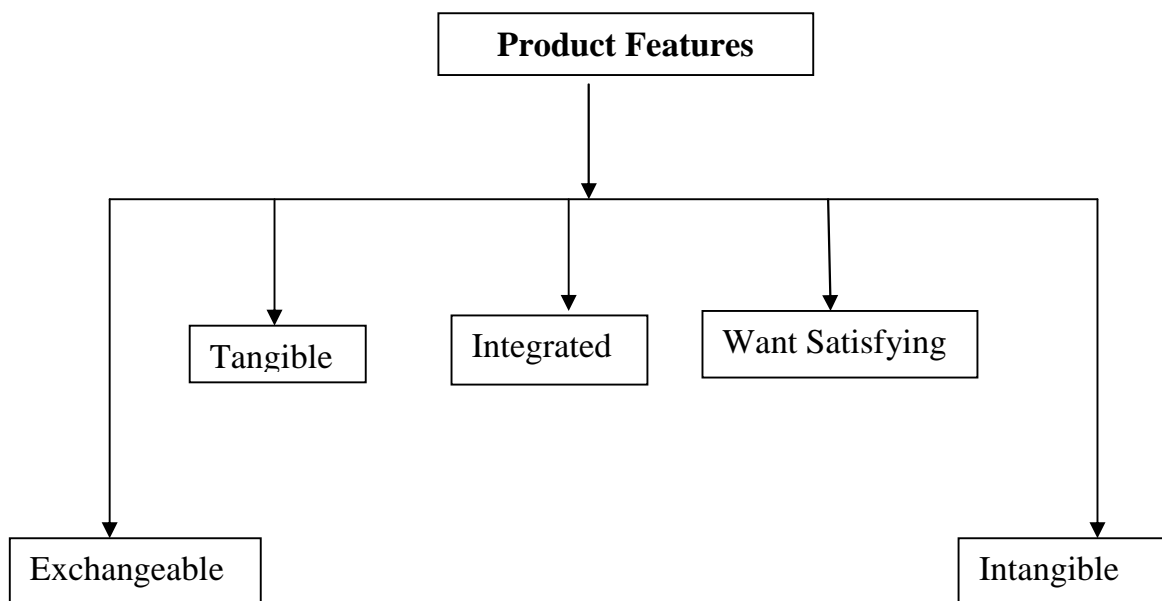
There may be integration of tangible and intangible characteristics in a product. When a tangible product is accompanied by an intangible service, there is integration.

Exchangeable

A product can be exchanged. It may be tangible/intangible or integrated. Whatever may be its nature, it is amenable to exchange transaction. It has price and can be sold and purchased at that price. Thus a product is a conglomeration of the following features:

Figure 2.2

Product Features



In context of commercial banks, every banks have their own products; of their own kind. However the nature of the product is the same but their features varies.

A customer is free to choose whichever product he feels like. Every product has its own pros and cons; a customer can select a suitable one according to his desire and capacity.

2.4.2 Price

Price is an amount of money necessary to be spent per unit of goods. It is a relation value between money and goods. It is the exchange value of goods in terms of money.

In context of banking, a price could be determined on the basis of minimum balance for opening an account or closing charges etc. this has been depicted in the diagram below.

The below table shows the list of factors which are considered by customers before banking with any commercial banks. All these factors include “the price aspect” in them.

Table 2.2

Minimum balance and interest rate for schemes designed for Ladies.

Banks	Scheme(for Ladies)	Minimum Balance	Interest Rate	Gifts
Bank of Kathmandu	My Choice A/C	1000	4.5%	Free hand bag
Standard chartered Bank	Diva A/C	25000	3%	Free ATM for a year
Kumai Bank	Subhalaxmi A/C	1000	5.5%	Teej gifts
Laxmi Bank	Women Saving A/C	500	4.5%	Bhatbhateni club card
Bank of Asia	Nari Bachat Khata	1000	5%	Free ATM for a year

Above table lists the minimum balance and interest rate for a/c schemes specially designed for ladies in different banks

2.4.3 Place

Place is an important factor of marketing mix. Marketing activities are carried out in a specific place. In the absence of a suitable place, marketing activities

can't foster. A marketing firm can't progress if it is placed in a remote place but will definitely prosper if it is placed in an urban area. Similarly, restaurants and pubs can prosper in urban areas but for resort and cottage countryside areas are good.

Place is equally important in context to commercial banks as well. We see that all commercial banks are in competition with each other for increasing the number of their branches. Most of them have their head office in Kathmandu and branch office in major cities of Nepal. This helps to establish banking habits among all the people in the country.

2.4.4 Promotion

Various devices are necessary to be adopted for promotion. These devices are the tools of promotion. These are the components which consist mainly of advertising, publicity, sales promotion, public relation and personal selling.

Promotion

-) Advertising
-) Publicity
-) Sales Promotion
-) Public Relation
-) Personal Selling

2.4.4.1 Advertising

According to American marketing association, advertising is any paid form of non-personal presentation and promotion of ideas, goods and services of an identified sponsor. It is a promotional device for mass communication on a wide scale. Magazines and newspaper, radio and television are its media. Information on nature and quality of the product concerned, its producer, its uses and availability, its price etc is published in the media. Customers become familiar with the product through these media.

Commercial banks take help of advertising in marketing of their products. We hear a lot of banking products that are advertised in radio, television etc. every bank has its own tagline, which is highlighted in the advertisements. And every bank has its own logo which is a unique feature of the concerned bank.

Table: 2.3

Tag lines of all the 32 Commercial Banks

S. N.	Bank	Tag Line
1	Nepal Bank Limited	Nepal Ko Pahilo Bank
2	Rastriya Banijya Bank	Tapai Ko Afnai Bank
3	Nabil Bank	Your Bank At Your Service
4	Nepal Investment Bank Limited	Truly A Nepali Bank
5	Standard Chartered Bank	Here For Good
6	Himalayan Bank Limited	The Power To Lead
7	Nepal S.B.I. Bank	Bissuddha Banking Aru Kehi Hoina
8	Nepal Bangladesh Bank	The Bank For Everyone
9	Everest Bank	Consistent, Strong , Dependable
10	Bank Of Kathmandu	We Make Your Life Easier
11	NCC Bank	Mero Bank
12	Lumbini Bank	Lumbini Bank Limited
13	NIC Bank	Complete Financial Solution
14	Macchapucchre Bank	Service With Personal Touch
15	Kumari Bank	Banking Par Excellence
16	Laxmi Bank	Passion For Excellence
17	Siddhartha Bank Limited	Bank At Your Prosperity
18	Agricultural Development Bank Ltd.	Tapai Hami Ko Ghar Angan Ko Bank
19	Global Bank	The Bank That Cares
20	Citizens Bank	Your Partner For Progress
21	Prime Commercial Bank	Sharing Dream Changing Life
22	Bank Of Asia	Growing Together
23	Sunrise Bank	Rising To Serve
24	Grand Bank Nepal Limited	Helping To Reach Destiny Together
25	NMB Bank	Customer Care: Our Religion
26	Kist Bank	Power To Succeed
27	Janta Bank	Tapai Sangai Cha Sadhai
28	Mega Bank	Hello Dekhi Hi Samma
29	Commerz And Trust Bank	Relations Redefined
30	Civil Bank Limited	Thinking Forward Moving Forward
31	Century Bank	Saral Banking Sabai Ko Lagi
32	Sanima Bank	Banking Simplified

Features of Advertising

- Ñ Persuasion
- Ñ Mass appeal
- Ñ Mass media
- Ñ Non-personal
- Ñ Identification
- Ñ Quick and effective

Objectives of Advertising

-) Persuasion
-) Brand loyalty
-) Competition
-) Introduction of new product
-) Guidance
-) Product image
-) Goodwill and reputation
-) Distribution channel
-) Memory aid

Classification of Advertising

Media Basis

- Print Media
- Electronic Media
- Display Media

Area Basis

- Local
- National

Target Basis

- Consumer
- Industrial
- Trade Channel

Functional Basis

- Product
- Institutional

2.4.4.2 Publicity

Publicity is any communication about an organization, its product, or policies through the media that is not paid for by the organization. It has the following features:

-) Information
-) No payment
-) Mass appeal
-) Mass media
-) Unbiased
-) Independent
-) Non-commercial

2.4.4.3 Sales Promotion

Sales promotion is a diverse collection of incentive tools, mostly short term, designed to stimulate quicker and or greater purchase of particular products/services by consumers or the trade. It has the following features.

-) Incentive tools
-) Short period
-) Larger sales
-) Consumer benefit

2.4.4.4 Public Relation

It is a form of promotion to create, develop and maintain a bright public image of an organization in the community so that the reputation or goodwill of the seller acts as a good selling point to promote sale of goods under competition. “Thus public relation is a means of building public image.”

2.4.4.5 Personal Selling

It is a process of informing customers and persuading them to purchase products through personal communication in an exchange transaction.

2.5 Brand and Branding

A particular product is given a specific name and symbol. This is what is known as a brand. AMA (American Marketing Association) defines it in the following way: a brand is a name, term, symbol or design or a combination of them which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors

-) A brand is an identity
-) It gives product its own individuality
-) It is a distinction
-) It consists of a name and a mark.
-) Mark is usually in the form of symbols and designs.

Even in terms of commercial banks, they have their own logo and motto which distinguishes them from the rest. It is said that the older the brand name, the more reliable the bank is. And international brands like standard chartered etc. are given more preferences and are reliable when it comes of banking. Governmental brands like ADBL, Rastrya Banijya Bank, etc. are preferred more by the common people.

2.6 Use of Advertising Media by the Commercial Banks

It is very clear to us that commercial banks these days are facing a lot of competition. In such a situation, it is very important that they constantly remind the common people about their existence and about their scheme so that the general people won't forget them. Nothing can serve them better than advertising tools in such a case. Various advertising tools are opted by commercial banks to ensure their effectiveness. Some are listed below.

2.6.1. Hoardings

The idea is very simple, just place a big hoarding board in the middle of the market and everybody will turn their head around to see what is the content of the board. All most all commercial banks have used this method of advertising. We see hoarding boards in front of all the branches of commercial banks. They are big, colorful and attractive. They provide information instantly. Some distinctive hoardings are:

-) Everest Bank's digital wall clock hoarding on their branch office Baneshwor is a very distinctive hoarding board.
-) Rastrya Banijya Bank's big hoarding board in their central office; Ramshah Path very quickly gives information about all the types of loans they provide and their interest rates too.
-) Janta Bank's hoarding board in their branch office; Baneshwor is also a big, nice and attractive one.
-) Nepal Investment Bank's hoarding board on the sky bridge opposite to Bir Hospital constantly remind people about the bank. NIBL'S Rs.1 Saving A/C scheme also had many hoardings and posters on the town that was really effective.

2.6.2 Radio

Radio is the most portable and widely used device. This is so effective that it conveys messages even in the remotest place. All most all the commercial

banks have had their jingles broadcasted via radio. Some of them are mentioned below:

- J One of the frequent and oldest jingles is of NIC Bank, which comes from Hits F.M. after every 15 minutes, which gives a social message against the use of drugs. This is a very nice way of advertising (for a social cause) and is really appreciable.
- J Bank of Kathmandu advertised its “Sunya Maujdat ma Sabai ko Lagi Bachat Khata” via Image F.M. and Kantipur F.M. which fetched a lot of customers to the bank. The scheme is no longer in use but people still come to the bank looking for that particular scheme.
- J Janta Bank’s corporate advertisement having jingled as “ankai anka ma” is the most popular advertisement these days that comes from all the F.M. Stations.
- J Lumbini Bank advertises its Platinum Bachat Khata from Hits F.M. on a frequent basis. A
- J Janta Bank’s Jestha Nagarik Bachat Khata advertisement comes from all the radio station, in which offers a free subscription of a newspaper for six months, to its customers for the particular account.
- J S.B.I. Bank’s corporate advertisement comes in Radio Adhyatma Jyoti.
- J Himalayan Bank’s Normal Saving A/C and SME loan advertisement comes in NTV and Kantipur TV.
- J Everest Bank has recently launched a welcome advertisement on the eve of Teej, greeting women. The advertisement comes from all the radio stations.
- J Everest Bank’s Freedom Saving A/C scheme’s advertisement comes in Image and Kantipur fm.

2.6.3 TV

TV is a device which is viewed by almost all of us. Every house has a TV in it. We watch TV every day. We get audio as well as visual effect from TV. So it

is the most powerful device for advertisement. All commercial banks have used TV as a medium to advertise their products. Following is a list of some.

- J Corporate advertisement of Rastrya Banijya Bank comes in the program “Atha Ko Artha” from Nepal Television.
- J S.B.I. Bank’s corporate advertisement comes in the show called “Aviyan” that is broadcasted via NTV.
- J Standard Chartered Bank has casted Sneha Rana (a well known socialite) for the TV commercial of their ‘Divya Account’, which is especially designed for ladies.
- J Lumbini and Machapuchhere Bank advertise their products through TV scrolls.
- J Sanima Bank has recently become an ‘A’ class bank and they have advertised the same in a TV commercial casting MAHA JODI i.e. Madan Krishna Shrestha and Hari Bansha Acharya.
- J Bank of Kathmandu’s Chetansil Yuwa Bachat Yojana scheme’s animated advertisement is considered very effective, this features a PIGGY BANK which is free in the scheme, and this has attracted a lot of kids and many parents come to the bank searching for the a/c.
- J Himalayan banks “Normal Account” advertisement comes in NTV and Kantipur TV.
- J Everest bank recently launched a welcome advertisement on the eve of Teej, greeting women. The advertisement comes from NTV and Kantipur TV.

2.6.4 Newspaper

Newspaper is the basic source of advertisement. Almost all the people in Nepal go through newspaper every day. So if there are advertisements in newspaper about banks, schemes etc, people will definitely get to know and they might go for any of the mentioned banks to fulfill their needs.

- J NIC bank holds a little space in the front page of The Himalayan Times to inform about ‘daily exchange rates’

-) Kumari Banks these days neither uses radio, nor TV, but they stick with newspaper and magazine for their advertisement.
-) Corporate advertisement of Standard Chartered Bank comes in Newspaper and Magazine.
-) Everest Bank sometimes gets its logo printed in the Business column of The Himalayan Times.

2.7 Commercial Banks for our Welfare

Commercial banks are not just there for carrying business and earning profit. Commercial banks have become a part of our day to day life. They not only help in upgrading the economic sector of our country but also help in uplifting our social lives and fulfilling our demands.

2.7.1 Social Service

Commercial banks are a part of our society and they are all set to serve the society for a social cause. There are many fairs like book fairs, educational fairs, techno fairs, IT fairs etc in which banks also participate. They sponsor such fairs for the betterment of our society. A lot of banks organize “blood donation programmes”.

Bank of Kathmandu takes special initiatives to aware people about its Kopila Bachat Scheme (especially designed for children) and at the same it informs people about “birth registration of children”, “couple’s marriage registration” etc. it has launched an awareness programme in the countryside places of Bhaktapur.

BOK also has a special a/c scheme called Gramin Mahila Khata which is targeted for women from less developed areas like Bhaktapur, Kailali, Bardiya etc. It launches programmes in which the staffs of the banks participate and raise awareness regarding the same.

In many places we see that small garden/parks being constructed and a small hoarding board of the bank which constructed it being installed. One example is of Kist Bank. It created a small garden just opposite of Tribhuvan International Airport and placed a big hoarding board of its “Nar-Nari Bachat Khata” above the garden and a small board which explained that the garden was maintained by Kist Bank.

NIC bank’s advertisement against drug use that comes from Hits Fm in every break period is really appreciable.

In this way banks advertise about their existence/about their products and at the same time help our society prosper.

2.7.2 A Part of Our Day to Day Life

Commercial Banks, no wonder have become a part of our day to day life. We don’t just get attached to commercial banks for savings or depositing money but also for some emotional aspects. For e.g., if we want to start a new business but we don’t have sufficient money, then we go to take loans from banks. Banks provide us educational, housing, festivity and many other types of loans which helps us become emotionally secured.

2.7.3 Service

Only advertisement isn’t enough. Banks have to render their finest service to draw customers. Service is the most important thing when it comes of commercial banks. A bank’s reputation and goodwill-all depends on the service it renders. If a bank can provide good service; the walking customers will surely bring other customers to the bank. But if it fails to provide good service, then the customer who had once opened an account in the bank will close his a/c sooner or later. So service is the most important thing to be considered by commercial banks. While providing service, the staffs of the concerned bank shouldn’t take bias judgment. They shouldn’t prioritize the heavy deposit

customers and neglect the ones with less deposit. Because we never know how rich a customer is, just by his looks. They should give equal importance to all the customers.

Many people in Nepal are uneducated, illiterate, who don't know how to read and write. Such people too might come to the bank to save their hard earned money. Such people should be treated properly, their forms should be filled and they should be given explanation about whatever they don't understand.

Commercial banks have become very serious regarding "rendering service" these days. They provide evening counter service and they are even open on public holidays like dashain and tihar. Banks these days are open on Saturdays as well. After all they have to give their best in order to survive the tough competition...

2.7.4 Surprises/Gifts

Interest rate alone now has become an old story, bank these days provide us with gifts and hampers. There are at least one or two scheme in almost all the banks that surprises its customers with gifts.

-) NIBL: free cake on the birthday of its child customers(children a/c scheme)
-) Kumari Bank: free hamper of pencil and notebook at the time of a/c opening(children a/c scheme)
-) BOK: free water-bottle to kids at the time of a/c opening(Kopila Bachat Scheme)
Free piggy bank to students at the time of a/c opening (Chetansil Yuwa Bachat Yojana)
-) BOK: free handbag to women at the time of opening /c (my choice women saving scheme)

Such gifts might sound childish but they are very effective.

2.7.5 Branch Extension

Branch extension is one of the targets of commercial banks. They want to extend their branch all over Nepal. Even remote places like Humla, Jumla have commercial banks in them. Because of branch extension, a lot of people have become employed; this has led the country to prosperity. Besides this even the people in the remote areas have easy access to banking. Now they don't have to come to an urban area for opening an account. This has led to great change in the day to day lives of people in those remote areas.

2.8 MARKETING STRATEGY:

A marketing strategy is a process or model to allow a company or organization to focus limited resources on the best opportunities to increase sales and thereby achieve a sustainable competitive advantage. Marketing strategy is formulated in the following steps. The word 'Marketing Strategy' includes two words in it, *marketing* and *Strategy*.

2.8.1 Marketing is a process by which needs and desires of common people are identified and steps are taken to fulfill them accordingly. The chartered institute of Management (CIM) defines Marketing as "*Marketing is the management process for identifying, anticipating, and satisfying customers' requirements profitably*"

Likewise Kotler and Armstrong define marketing as "*Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others*"

2.8.2 Strategy is the direction and scope of an organization over the long term: which achieves advantage for the organization through its configuration of resources within a challenging environment, to meet the needs of markets and to fulfill stakeholder's expectation

Strategies exist at several levels in any organization - ranging from the overall business (or group of businesses) through to individuals working in it.

-) **Corporate Strategy** - is concerned with the overall purpose and scope of the business to meet stakeholder expectations. This is a crucial level since it is heavily influenced by investors in the business and acts to guide strategic decision-making throughout the business. Corporate strategy is often stated explicitly in a "mission statement".
-) **Business Unit Strategy** - is concerned more with how a business competes successfully in a particular market. It concerns strategic decisions about choice of products, meeting needs of customers, gaining advantage over competitors, exploiting or creating new opportunities etc.
-) **Operational Strategy** - is concerned with how each part of the business is organized to deliver the corporate and business-unit level strategic direction. Operational strategy therefore focuses on issues of resources, processes, people etc.
-) **Marketing strategy** is the key to the ongoing success of any company/organization. Marketing Strategy provides with the information about what products and services are to be offered to the general customers. it also sets targets for limiting expenses and provides an opportunity for the organization to evaluate how much money the organization need to spend on marketing as well as the expected result .

2.8.3 How Strategy is Managed - Strategic Management

In its broadest sense, strategic management is about taking "strategic decisions" - decisions that answer the questions above.

In practice, a thorough strategic management process has three main components, shown in the figure below:

Figure: 2.3

Strategic management process



2.8.4 Strategic Analysis

This is all about the analyzing the strength of businesses' position and understanding the important external factors that may influence that position. The process of Strategic Analysis can be assisted by a number of tools, including:

PEST Analysis - a technique for understanding the "environment" in which a business operates
Scenario Planning - a technique that builds various plausible views of possible futures for a business
Five Forces Analysis - a technique for identifying the forces which affect the level of competition in an industry
Market Segmentation - a technique which seeks to identify similarities and differences between groups of customers or users
Directional Policy Matrix - a technique which summarizes the competitive strength of a business operations in specific markets
Competitor Analysis - a wide range of techniques and analysis that seeks to

summarize a businesses' overall competitive position

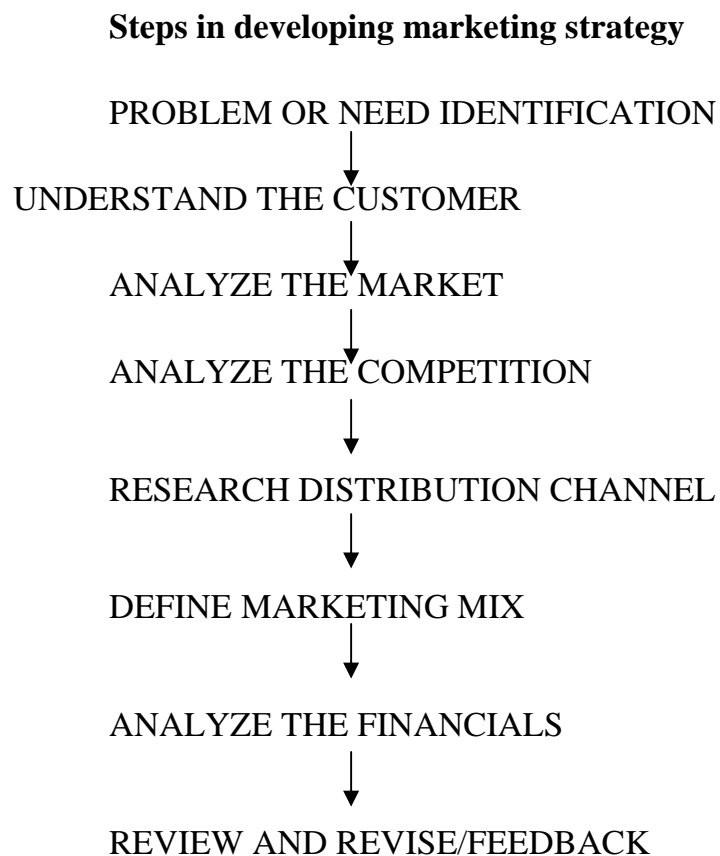
Critical Success Factor Analysis - a technique to identify those areas in which a business must outperform the competition in order to succeed

SWOT Analysis - a useful summary technique for summarizing the key issues arising from an assessment of a business "internal" position and "external" environmental influences.

2.8.5 Steps of Marketing Strategy

Marketing strategy is formulated in the following steps.

Figure: 2.4



The table is expressed by the diagram as well.

Figure: 2.5

Steps in developing marketing strategy



The steps are defined below:

Step1: Problem or Need Identification:

The first step is need reorganization. In this step a bank identifies the needs of a certain class of people. And then steps are taken accordingly. For example before launching any kind of product, a bank first recognizes the need in the market and then only steps are taken accordingly.

Step2: Understand the Customers:

The second step is to understand the customers. After identifying the need, the class of people or the category of people who have that need is identified. For example, if there is a need of a certain type of new account, then the bank has to find out for which category of people the scheme is designed for, if the scheme is for kids then bank has to develop minimum value and interest rate accordingly. Similarly name of the scheme should also go hand in hand.

Step3: Analyze the Market:

The third step is to analyze the market. Analyzing market means to study about the market. What kind of people are there in the market, the occupational classification of people, their living standard, their income etc all are studied before developing a new scheme. If there are many people in the middle class category then the minimum balance will be kept within the reach of the common, middle class people.

Step 4: Analyze The Competition:

The third step is to analyze the competition that is there. This is a difficult process because every organization has their own internal policies which are not let out to others. So in such a case, if any bank has to study about its competitors, then it studies in brief, the websites of various banks and there by generate new policies.

Step 5: Research Distribution Channel:

The fifth stage is to research about the distribution channel. This is generally applicable in case of manufacturers, producers, and sellers, but in case of banking, it implies the banking outlets or branches that will sell the product. For example, Bank of Kathmandu has recently launched Gramin Mahila Bachat Khata, which is designed especially for the women of less developed area as compared to Kathmandu Valley. So out of all the Bok Branches, only

few are supposed to sell the product. Branches like Bhaktapur, Dadeldhura, Jumla, Guleriya etc are responsible for selling the Gramin Mahila Bachat.

Step6: Define Marketing Mix:

The sixth step is to define Product, Price, Promotion and Place. Price, promotion and place all depends on product. For example, if a bank has to promote its account which is designed especially for kids then it has to keep high rate of interest as compared to other schemes, likewise for promoting the product, it has to carry out stalls and marketing activities in schools, and other areas where they might meet people who are already married and have children.

Step7: Analyze the Financials:

The seventh step is to analyze the financials. Everything has to be financially planned. Budget should be allocated for all kinds of marketing activities. Marketing strategy of all banks should allocate a specified amount of budget and should work accordingly. If there is a need of excess /extra marketing then extra budget should be allocated. The advertising expenses should not be more than the profit earned.

Step 8: Review/Revise/Feedback:

The eighth and the final step is to review and revise the overall steps. All the above mentioned steps are analyzed and evaluated. The outcome of the strategy is also evaluated and calculated. Also feedback is obtained from the general customers. If they give positive feedback then the product is highlighted even more and if there are any negative feedbacks then steps are taken to improve them.

2.8.6 Marketing Plan

Figure: 2.6



Marketing Plan

Marketing strategy is the way we make sure that we are getting the maximum impact from our limited marketing budget and time.

-) Start with our business goals; these are the highest level of objectives of the business, or mission or statement.
-) Next comes the marketing strategy: the high level rules that will govern what marketing efforts you focus on.
After you have defined the marketing strategy, the marketing mix needs to be defined. Marketing mix is all about deciding about product, price place and distribution.
-) Then the final step is writing a marketing plan, which will describe the specific, detailed marketing activities that you plan on engaging into achieve the marketing strategies and business goals.

The first step in developing a marketing strategy that drives significant business research is to make sure that the companies fully understand the market by doing some research: market size and growth, competitors, complementors and customers.

2.9 Competitor Analysis

Competitor Analysis is an important part of the strategic planning process. This revision note outlines the main role of, and steps in, competitor analysis

2.9.1 Why Bother To Analyze Competitors?

Some businesses think it is best to get on with their own plans and ignore the competition. Others become obsessed with tracking the actions of competitors. Many businesses are happy simply to track the competition, copying their moves and reacting to changes.

Competitor analysis has several important roles in strategic planning:

-) To help management understand their competitive advantages/disadvantages relative to competitors
-) To generate understanding of competitors' past, present (and most importantly) future strategies
-) To provide an informed basis to develop strategies to achieve competitive advantage in the future
-) To help forecast the returns that may be made from future investments (e.g. how will competitors respond to a new product or pricing strategy?)

2.9.2 Sources of information for competitor analysis

Davidson (1997) described how the sources of competitor information can be neatly grouped into three categories:

-) **Recorded data:** this is easily available in published form either internally or externally. Good examples include competitor annual reports and product brochures;

-) **Observable data:** this has to be actively sought and often assembled from several sources. A good example is competitor pricing;
-) **Opportunistic data:** to get hold of this kind of data requires a lot of planning and organization. Much of it is “anecdotal”, coming from discussions with suppliers, customers and, perhaps, previous management of competitors.

The table below lists possible sources of competitor data using Davidson’s categorization:

Recorded Data	Observable Data	Opportunistic Data
Annual report & accounts	Pricing / price lists	Presentation/speeches
Press releases	Advertising campaigns	Trade shows
Newspaper articles	Promotions	Sales force meetings
Analysts reports	Tenders	Seminars / conferences
Regulatory reports	Patent applications	Recruiting ex-employees
Government reports		Discussion with shared distributors
		Social contacts with competitors

In his excellent book [Even More Offensive Marketing], Davidson likens the process of gathering competitive data to a jigsaw puzzle. Each individual piece of data does not have much value. The important skill is to collect as many of the pieces as possible and to assemble them into an overall picture of the competitor. This enables you to identify any missing pieces and to take the necessary steps to collect them.

2.9.3 What businesses need to know about their competitors?

The tables below lists the kinds of competitor information that would help businesses complete some good quality competitor analysis.

You can probably think of many more pieces of information about a competitor that would be useful. However, an important challenge in competitor analysis is working out how to obtain competitor information that is reliable, up-to-date and available legally (!).

What businesses probably already know their competitors

-) Overall sales and profits
-) Sales and profits by market
-) Sales by main brand
-) Cost structure
-) Market shares (revenues and volumes)
-) Organization structure
-) Distribution system
-) Identity / profile of senior management
-) Advertising strategy and spending
-) Customer / consumer profile & attitudes
-) Customer retention levels

What businesses would really like to know about competitors

-) Sales and profits by product
-) Relative costs
-) Customer satisfaction and service levels
-) Customer retention levels
-) Distribution costs

-) New product strategies
-) Size and quality of customer databases
-) Advertising effectiveness
-) Future investment strategy
-) Contractual terms with key suppliers
-) Terms of strategic partnerships

What business organization already know and what they ought to know appears like a gap which they should fulfill in an organized manner.

2.10 Vision and Mission of some Commercial Banks in Nepal

2.10.1 Nepal Investment Bank Limited

vision:

Our Vision is to be the most preferred provider of Financial Services in Nepal”

Mission Statement:

To be the leading Nepali bank, delivering world class service through the blending of state-of-the-art technology and visionary management in partnership with competent and committed staff, to achieve sound financial health with sustainable value addition to all our stakeholders. We are committed to do this mission while ensuring the highest levels of ethical standards, professional integrity, corporate governance and regulatory compliance.

Strategic Objectives :

To develop a customer oriented service culture with special emphasis on customer care and convenience

-) To increase our market share by following a disciplined growth strategy
-) To leverage our technology platform and pen scalable systems to achieve cost-effective operations, efficient MIS, improved delivery capability and high service standards
-) To develop innovative products and services that attracts our targeted customers and market segments

-) To continue to develop products and services that reduce our cost of funds
-) To maintain a high quality assets portfolio to achieve strong and sustainable returns and to continuously build shareholders' value
-) To explore new avenues for growth and profitability

2.10.2 NIC Bank Limited

Vision:

To become one of the most respectable banks in Nepal based on honorable conduct and long-term financial performance.

Mission:

To become a leading bank in Nepal by providing complete financial solutions to our customers, superior value to our shareholders and promising growth opportunities to our employees.

2.10.3 Kumari Bank

Vision:

Our vision is to be the preferred financial partner to our customers, a center of career growth to our employees, and to maximize our shareholders' value, while contributing to our nation's financial sector and to its economic welfare.

Mission :

Our mission is to deliver innovative products and services to our customers, use these innovative products to achieve financial inclusion, and do so by exemplifying good corporate governance, proactive risk management practices, and superior corporate social responsibility.

2.10.4 Bank of Kathmandu

Vision:

To become a significant contributor to the economic development of Nepal by distinguishing the Bank as an efficient, competitive, safe and top-quality financial

institution.

Mission Statement:

To offer financial services and become the "Bank of Choice" by dedicating the progress and growth of the institution to the community, customers, employees and stockholders by:

-) Promoting economic growth and becoming a caring corporate citizen
-) Providing excellent customer services by offering personalized quality services and products
-) Including modern technologies of banking that add value to customer services
-) Following strict risk-control mechanisms
-) Enhancing shareholders value
-) Providing challenging career and learning opportunities for our employees

2.10.5 Everest Bank Limited

Vision:

-) To position it as a progressive & customer friendly bank providing financial and other related services.
-) To cater to various segments of society using advanced technology.
-) To be committed to excellence in corporate values.

Mission

-) To provide excellent professional services & improve its position as a leader in the field of financial related services.
-) To build & maintain a team of motivated and committed workforce with high work ethos.
-) To use the latest technology aimed at customer satisfaction & act as an effective catalyst for socio-economic developments.

2.10.6 Himalayan Bank Limited

Vision:

Himalayan Bank Limited holds of a vision to become a **Leading Bank of the country** by providing premium products and services to the customers, thus ensuring attractive and substantial returns to the stakeholders of the Bank.

Mission:

The Bank's mission is to become preferred provider of quality financial services in the country. There are two components in the mission of the Bank; **Preferred Provider and Quality Financial Services**; therefore we at HBL believe that the mission will be accomplished only by satisfying these two important components with the Customer at focus. The Bank always strives positioning itself in the hearts and minds of the customers.

2.10.7 Nepal S.B.I. Bank Limited

Vision and Mission:

Over the years, we have grown larger and stronger - in terms of business, geography and resources. This was achieved by relying on the fundamentals. Our achievements are founded on basic banking norms - quality, consistency and transparency of capital base, sound liquidity, a robust risk management framework coupled with the practice of good corporate governance and above all the tireless focus on customer satisfaction.

2.10.8 Nepal Bangladesh Bank Limited

Vision:

To be the number one business group in Nepal with clean image, highest integrity, dependable, and financially sound company.

2.10.9 NCC Bank Limited

Vision:

Bankers with the quality service strive for expansion with profitability professionalism and personalized banking services.

Mission:

We at NCC Bank, our goal is to provide a wide range of banking services and products in the emerging socio-economic environment within and outside the country maintaining high standards of integrity and efficiency with excellence.

2.10.10 Laxmi Bank Limited**Vision:**

-) Provider of most integrated financial services
-) Key player and a thought leader in the retail financial services
-) A bank with the best asset book
-) Best IT capability
-) Preferred employer in the financial sector

Mission:

We are committed to excellence in delivery of entire gamut of financial services in order to achieve sound business growth and maximize stakeholder values by embracing team spirit, progressive technology and good corporate governance.

2.10.11 Agricultural Development Bank Limited**Vision:**

To be a Mass-based Complete Bank serving from Urban to Rural.

Mission:

To deliver comprehensive banking solution strengthening its extensive network.

Objective:

-) To adopt market driven strategy,
-) To obtain sustained and competitive return on investment.
-) To provide quality banking service

CHAPTER- III

RESEARCH METHODOLOGY

3.1 Introduction

Research means to search or study about a phenomenon. The word “research” is composed of two words “re” and “search” where “re” means “repeatedly” and “search” means to “investigate or find”. Research methodology is a way to systematically solve the research problem. It refers to the various sequential steps that are to be adopted by a researcher during the course of studying the problem with certain objectives.

3.2 Research Design

It is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance (F.N. Kerlinger, Foundation of Behavioral Research)

It is the specification of methods and procedures for acquiring the information needed. In this study, historical as well as descriptive research design is adopted. This study is an exploratory type of study. The main aim of this study is to find out the market situation of commercial banks in Nepal. For this method Survey Research Design is adopted.

3.3 Types and Sources of Data

There are basically two types of data; primary and secondary

3.3.1 Primary Data

Primary data are the data collected by the researcher or through agent for the first time from related field and possessing original character are known as primary source (data). They are also called field source. For the collection of primary data, following methods can be adopted.

1) Direct Personal Investigation (or observation):

This method is also known as Observation. In this method, a person is observed and on the basis of observation, various data are collected.

Observations are of the following types:

-) Casual and scientific
-) Simple and systematic
-) Subjective and objective
-) Factual and inferential
-) Direct and indirect
-) Behavioral and non behavioral
-) Participatory and non-participatory

2) Indirect Oral Investigation (personal interview):

This method is also known as personal interview, in which concerned persons are approached and interviewed.

3) Telephonic Interviews: in this Method, Interview is Done Through Telephone.

The concerned person is phoned and in phone, questions are asked and data is collected on the basis of the answers given by the person interviewed.

4) Local Correspondents/Channel of Agency

In this method data is collected via channel of agency.

5) Schedules/Questionnaire through Enumerators

In this method, questionnaires are put forward and the candidates are supposed to fill up the form and thus data are collected on the basis of the answers they give.

Also in this method enumerators are sent to the respondents along with the schedules of questions or questionnaire to collect necessary information. The

enumerators explain the aim and object about an inquiry to the respondents and emphasize upon them to provide correct and useful replies.

6) Mailed Questionnaire: In this method, a set of questionnaire is prepared and they are mailed to the respective candidates. Data are thus collected on the basis of answers they give.

3.3.2 Secondary Data

Secondary sources refer to those data which are already gathered by others. Where data have been subjected to interpretation, they are referred to as coming from secondary sources. As this already exists, it is often cost and time effective to analyze it before looking for primary sources. The sources of secondary data can be divided into two groups: Internal and External. The Internal secondary data is found within the company. Sources of such data include sales information, accounting data and internally generated research reports. External Secondary Data is collected from sources outside the company. Such sources may include books, periodicals, published reports, data services and computer data banks. Secondary data is often in the form of raw data and published materials. However unpublished data such as records, reports, or statistics gathered or compiled by others prior to your study is also secondary data. Secondary data is thus defined as data collected earlier for a purpose other than the one currently being pursued. Secondary data can also be purchased in any cases from commercial research agencies. Scientists become well acquainted with the past work, which led them to their present research. It provides the researcher with a considerable amount of useful information.

3.3.3 Types of Secondary Data

1) Documents and Office Records: These are the documents that are there in the office in the form of records, souvenirs, annual reports, official forms, policies, guidelines etc.

2) **Survey:** Some surveys other than censuses are conducted regularly. Government departments and other public agencies carry out such survey to meet their specific requirements of policy making.

3.3.4 Sources of Secondary Data in Nepal

The government organizations like National Planning Commission, different Ministries and Departments, Central Bureau Of Statistics, Nepal Rastrya Bank; research agencies like National Productivity And Economic Development Centre, Centre For Economic Development And Administration, Trade And Export Promotion Centre, Federation of Nepalese Chamber Of Commerce and Industry and other research agencies carry out numerous studies on a regular basis.

3.4 Data Collection Procedure

Data for the study was collected using Primary as well as Secondary sources.

-) **Observation** was done as to find out which bank is popular among the people.
-) **Personal interview** was conducted with the banks staffs as well as customers.
-) **Surveys** done by different banks were studied.
-) **Periodicals**, published records, annual reports of all the commercial banks were taken into consideration.
-) **Questionnaire** was distributed to the customers as well as bankers.

3.5 Population and Sampling

The subject of the study includes “Marketing Strategy of Commercial Banks in Nepal”. So. all the 32 Commercial Banks were the subject matter of the study. However all the commercial banks have their head office located in Kathmandu valley and branch office outside the valley. So to find out the effectiveness of Marketing Strategy of these commercial banks, sample of Head office of all these banks and 50 out of 100 places (inside Kathmandu

valley) were taken into consideration. The population in the sample is the people belonging to different professions, age-group, income group, educational background and equally of both gender, male and female. The area covered in the study are : Pepsi cola, Koteshwor, Tinkune, Sinamangal, New Baneshwor, Old Baneshwor, Maitidevi, Anamnagar, Gaushala, Gyaneshwor, Durbarmarga, Thamel, Sorhakutte, Balaju, Gongabu, Maharajgunj, Samakhusi, Newroad, Ason and Kamalpokhari.

3.6 Data Processing and Analysis

Every questionnaire was thoroughly checked after the data collection and was found correctly filled up. The same responses of collected questionnaire were put in to one place under the respective heading and the total responses were counted. The total responses were presented in one master table with the help of the data of the master table, necessary presentation have been made for attaining the objectives of the study.

All the analysis is made on the basis of data as presented in the master table. Data is analyzed both descriptively and statistically. For statistical analysis, required tools such as simple mean, percentage, pie chart etc are adopted.

3.7 Data Presentation

To answer the research questions and to achieve objectives, information and data are systematically and properly analyzed. The collected information is concerned with the objectives of the study.

After the collection of data, they are interpreted in different headings. Purposes of the data are interpreted clearly in the form of pie chart, simple mean, and percentage, chi-square test according to the nature of data, either primary or secondary.

CHAPTER -IV

PRESENTATION AND ANALYSIS OF DATA

4.1 Introduction

This chapter deals with data presentation, analysis and interpretation of research methodology presented in third chapter. Data presentation and analysis are the central steps of the study. The main purpose of this chapter is to analyze and elucidate the collected data to achieve the objective of the study following the conversation of unprocessed data to an understandable presentation. The chapter deals with main body of the study. The data which we got on the master table is analyzed descriptively as well as statistically with the help of necessary tools related with it and presented them in an accurate and clear manner.

4.2 Consumer Behaviour

This research is mainly exploratory type, the first type of data are those from the survey conducted with the people who live in Kathmandu valley. Survey data was analyzed and interpreted from the response taken from the final consumers.

4.3 Consumer's Profile

The researcher took only 20 places between 100 sample sizes on his research by random sampling. The researcher's 100 questionnaires were distributed to the consumers who are from Kathmandu valley. Out of 100 questionnaires distributed, we have received 100% response.

4.4 Age wise Classification of Consumers of Commercial Banks

Customer of a bank can belong to any age group. A customer could either be a child or an old aged man. Below table shows the list of age-wise classification of consumers of commercial banks.

Table: 4.1

Age Group	No of SCB users		No of NIBL Users		No of HBL Users		No of BOK users		No of EBL Users		No of Other Bank Users	
	No	%	No	%	No	%	No	%	No	%	No	%
Under 20	6	6	5	5	2	2	2	2	2	2	3	3
20-40	20	20	8	8	10	10	8	8	4	4	10	10
Above 40	5	5	5	5	4	4	3	3	1	1	2	2
	31	31	18	18	16	16	13	13	7	7	15	15

Source: Field Survey

The above table shows that 6% of ‘under 20’ age group have their a/c in Standard Chartered Bank, 5% of them in Nepal Investment Bank Limited, 2% of them in Himalayan Bank, 2% of them in Bank of Kathmandu, 2% of them in Everest Bank Ltd. and 3% of them in other banks.

Similarly 20% of age group of between ‘20-40’ have their a/c in Standard Chartered Bank, 8% of them in Nepal Investment Bank Limited, 10% of them in Himalayan Bank, 8% of them in Bank of Kathmandu, 4% of them in Everest Bank and 10% of them in other banks.

Likewise 5% of age group of above 40 have their a/c in Standard Chartered Bank, 5% of them in Nepal Investment Bank Limited, 4% of them in Himalayan Bank, 3% of them in Bank of Kathmandu, 1% of them in Everest Bank Limited and 2% of them have their a/c in other banks.

4.2 Occupation wise Classification of consumers of commercial Banks

People belonging to different occupation have their a/c in banks. Following table lists out occupation wise classification of consumers of commercial banks.

Table: 4.2

Bank Occupation	SCB		NIBL		HBL		BOK		EBL		Others		Total
	No	%	No	%	No	%	No	%	No	%	No	%	%
Business	22	22	10	10	7	7	3	3	2	2	5	5	49
Service	8	8	4	4	3	3	2	2	1	1	2	2	20
Students	3	3	3	3	3	3	2	2	1	1	2	2	13
farmers	3	3	2	2	2	2	1	1	2	2	1	1	11
Other	2	2	-	-	2	2	-	-	1	1	2	2	7
Total	38	38	19	19	17	17	7	7	7	7	12	12	100

Source: Field Survey

The above table shows that 22% of people in business sector have their a/c in Standard Chartered Bank, 10% of them in Nepal Investment Bank Limited, 7% of them in Himalayan Bank, 3% of them in Bank of Kathmandu, 2% of them in Everest Bank and 5% of them in other banks.

Similarly, 8% of people in Service sector have their a/c in Standard Chartered Bank, 4% of them in Nepal Investment Bank Limited, 3% of them in Himalayan Bank, 2% of them in Bank of Kathmandu, 1% of them in Everest Bank and 2% of them in other banks.

Likewise, 3% of students have their a/c in Standard Chartered Bank, 3% of them have their a/c in Nepal Investment Bank Limited, 3% of them in Himalayan Bank Limited, 2% of them in Bank of Kathmandu, 1% of them in Everest Bank Limited and 2% of them in other banks.

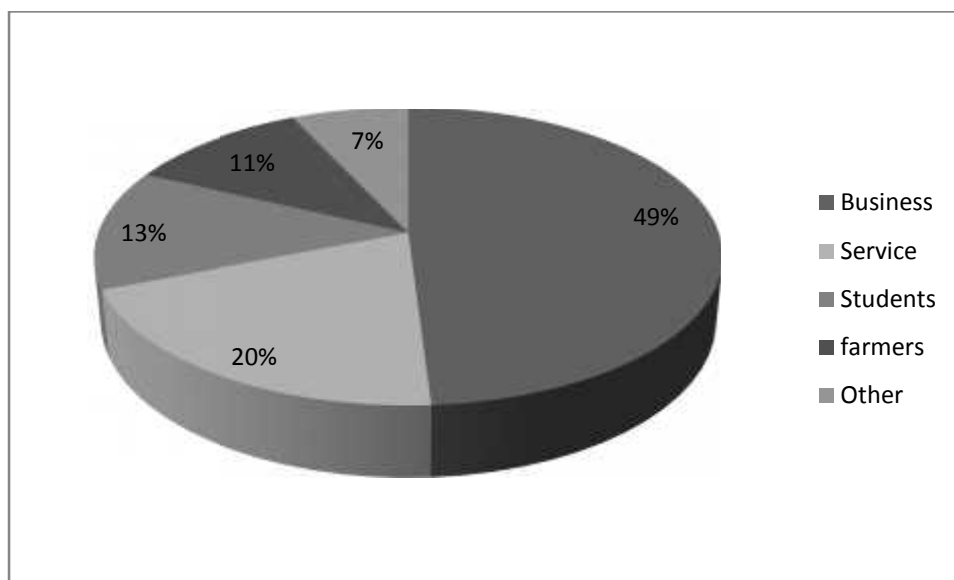
And 3% of farmers have their a/c in Standard Chartered Bank, 2% of them have their a/c in Nepal Investment Bank Limited, 2% of them in Himalayan Bank Limited, 1% of them in Bank of Kathmandu, 2% of them in Everest Bank and 1% of them in other banks.

Moreover, 2% of people in other occupation have their a/c in Standard Chartered Bank, 0% of them have their a/c in Nepal Investment Bank Limited,

2% of them in Himalayan Bank Limited, 0% of them in Bank of Kathmandu, 1% of them in Everest and 2 % of them in other banks.

This information can also be depicted in the diagram below:

Figure: 4.1



4.3 Gender wise classification of consumer of commercial bank

Table: 4.3

	SCB		NIBL		HBL		BOK		EBL		Others		Total	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Male	25	25	9	9	8	8	5	5	4	4	3	3	54	54
Female	20	20	8	8	7	7	4	4	3	3	4	4	46	46
Total	45	45	17	17	15	15	9	9	7	7	7	7	100	100

Source: Field Survey

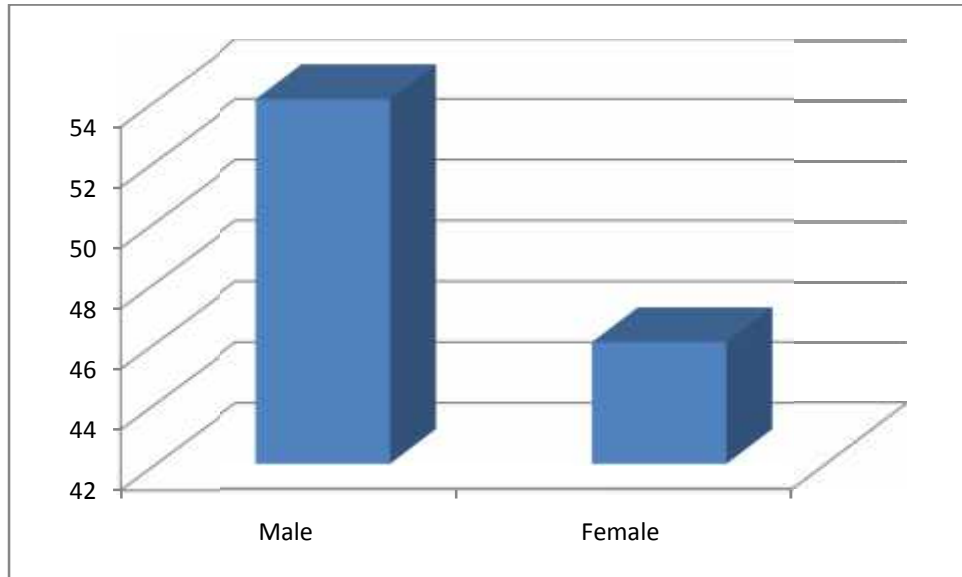
The table shows that 25% of male have their a/c in Standard Chartered Bank, 9% of them in Nepal Investment Bank Limited, 8% of them in Himalayan Bank Limited, 5% of them in Bank of Kathmandu, 4% of them in Everest Bank Limited, 3% of them in other banks.

Similarly, 20% of female have their a/c in Standard Chartered Bank, 8% of them have their a/c in Nepal Investment Bank Limited, 7% of them have their a/c in Himalayan Bank Limited, 4% of them have in Bank of Kathmandu, 3%

of them have their a/c in Everest Bank Limited, 4% of them have their a/c in other banks.

This information is depicted in the bar diagram below

Figure: 4.2



4.4 Consumer Preferences of Commercial Banks

Preference of one person varies from other. So different person may prefer different banks.

Table: 4.4

Name of Banks	No	%
SCB	13	13
NIBL	15	15
HBL	12	12
EBL	14	14
BOK	10	10
Kumari	9	9
Others	27	27
Total	100	100

Source: Field Survey

The table shows that 13% of people prefer Standard Chartered Bank, 15% prefer Nepal Investment Bank Limited, 12% prefer Himalayan Bank Limited, 14% prefer Everest Bank Limited, 10% Bank of Kathmandu, 9% Kumari, 27% prefer other banks.

4.5 Considering Variable for Banking Chart

Considering variables are the variables that general people consider while opening an account or carrying out any transaction in a bank. There are various reasons why a person would like to transact in a certain bank. Following table is a list.

Table: 4.5

Considering Variable	No of People	% of People
Brand Name	35	35
Interest Rate	20	20
Service	20	20
Advertisement	5	5
Long term relation	10	10
Other factor	10	10
Total	100	100

Source: Field Survey

The table shows that 35% of people open an account in a bank because of its goodwill, or its brand name. 20% of people open a/c in a bank for interest rate, 20% for service, 5% get influenced by advertisement and open a/c while 10% of them open a/c because of long term relation with a particular bank and 10% open a/c for other reasons.

4.6 Commercial Bank with best advertisement

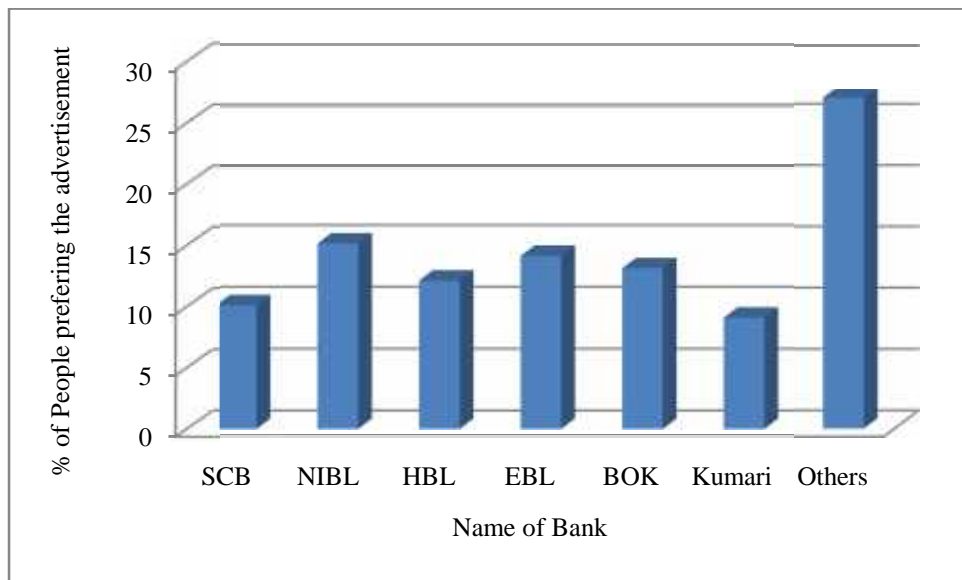
Without advertisement, we can't even think of marketing any product. Likewise every bank in its own way does go for advertising. Following table is a list.

Table: 4.6

Banks	No of People	%of People
SCB	10	10
NIBL	15	15
HBL	12	12
EBL	14	14
BOK	13	13
Kumari	9	9
Others	27	27
Total	100	100

Source: Field Survey

Figure: 4.3

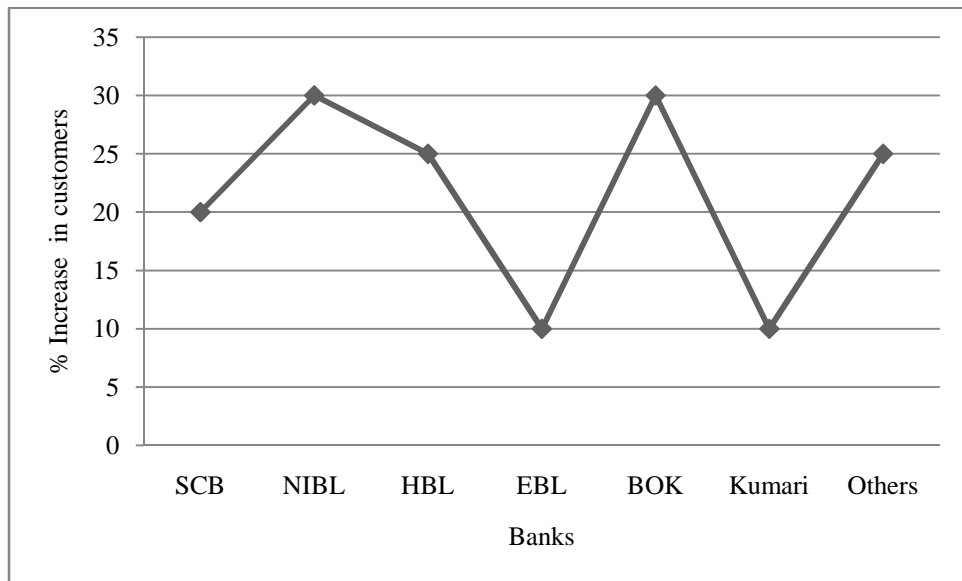


The table and bar diagram show that 10% of people feel that the best advertisement is of Standard Chartered Bank, 15% think that the bank with the best advertisement is Nepal Investment Bank Limited, 12% go for Himalayan Bank Limited, 14% go for Everest Bank Limited, 13% for Bank of Kathmandu, 9% for kumari Bank and 27% feel that other bank's advertisements are best.

4.7 Affect of gift and offers on bank

It is a human nature that we all get influenced by gifts and vouchers. Likewise, commercial banks these days have brought up certain schemes which offer gifts and other beneficial outcomes to customers, and this increases the no of customers in a bank. Following table is an example.

Figure 4.4



Source: Field Survey

The above table shows that providing gifts in any a/c increases the customers of Standard Chartered Bank by 20%, Nepal Investment Bank by 30%, Himalayan Bank by 25%, Everest Bank Limited by 10%, Bank of Kathmandu by 30%, Kumari Bank by 10% and other banks by 25% in an average.

4.8 Reasons for Opening an Account in a Bank

There are several reasons why a person would like to open an account in a bank, the below table explains it.

Table 4.7

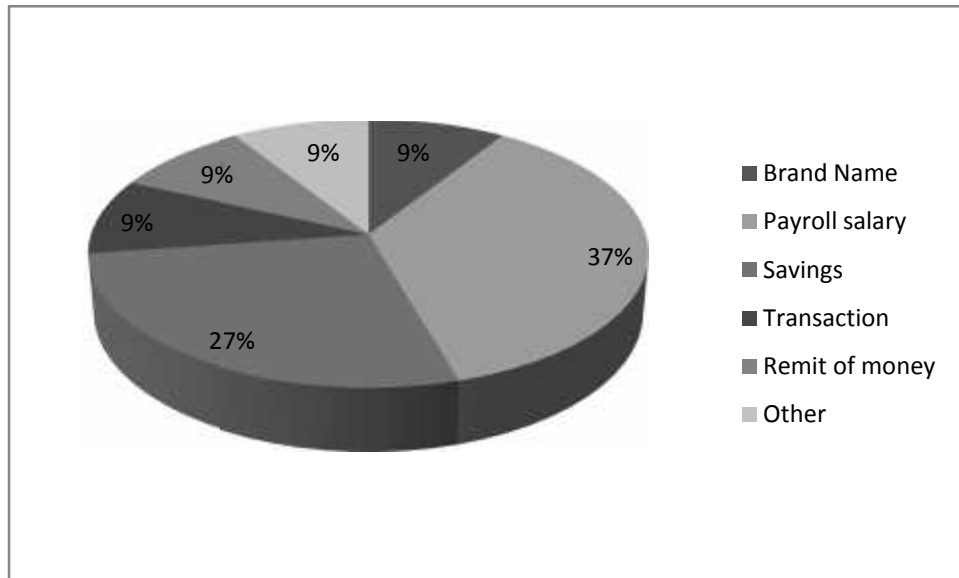
Reasons	No of People	% of People
Brand Name	10	10
Payroll salary	40	40
Savings	30	30
Transaction	10	10
Remit of money	10	10
Other	10	10
Total	100	100

Source: Field Survey

The above table shows that 10% people open a/c in a bank because of its brand name, 40% for payroll and salary, 30% for savings, 10% for carrying out transaction, 10% for remitting money and 10% open a/c for some other purpose.

The same information is depicted in the pie chart below.

Figure: 4.5



4.9 Media Reorganization of Banks

People recognize a bank via various media. Following table explains it better.

Table 4.8

Media Type	No of People	% of People
Radio	35	35
TV	23	23
Newspaper	10	10
Hoarding	7	7
Internet	8	8
Friend/ Relative	10	10
Others	7	7
Total	100	100

Source: Field Survey

The above table shows that 35% people recognize a bank via Radio advertisement, 23% via TV advertisement, and 10% via Newspaper 7% via

Hoarding Boards, 8% via Internet, 10% via friends and relatives and 7% via other sources.

4.10 Advertisement Influence

It is no doubt that advertisement influences the hearts and minds of people.

Likewise advertisement also influences the banking practice of general people.

Below table figures it out.

Table: 4.9

	Frequency	%
Yes	21	21
No	25	25
Don't know	54	54
Total	100	100

Source: Field Survey

The above table shows that 21% people are influenced by advertisement. 25% people are not influenced by advertisement and 54% people are unaware about whether they are or not influenced by advertisement

4.11 Advertisement Attractiveness in Radio

Table: 4.10

Banks	No. Of People	% Of People
SCB	15	15
NIBL	35	35
HBL	25	25
BOK	15	15
EBL	5	5
Others	5	5
Total	100	100

Source: Field Survey

The above figure shows that radio advertisement influence 15% people to Standard Chartered Bank, 35% to Nepal Investment Bank Limited, 25% to Himalayan Bank Limited, 15% to Bank of Kathmandu, 5% to Everest Bank Limited and 5% to other banks

4.12 Advertisement Attractiveness in TV

Table:4.11

Banks	No. of People	% Of people
SCB	10	10
NIBL	25	25
HBL	15	15
BOK	20	20
EBL	15	15
Others	15	15
Total	100	100

Source: Field Survey

Above table shows that TV advertisement influence 10% of people to Standard Chartered Bank, 25% to Nepal Investment Bank Limited, 15% to Himalayan Bank Limited, 20% to Bank of Kathmandu, 15% to Everest Bank Limited, and 15% to other banks.

4.13 Advertisement Attractiveness in Hoardings

Table:4.12

Banks	No. of people	% Of people
SCB	15	15
NIBL	20	20
HBL	10	10
BOK	25	25
EBL	10	10
Others	20	20
Total	100	100

Source: Field Survey

Above table shows that Hoardings advertisement influence 15% of people to Standard Chartered Bank, 20% to Nepal Investment Bank Limited, 10% to Himalayan Bank Limited, 25% to Bank of Kathmandu, 10% to Everest Bank Limited, and 20% to other banks.

4.14 Advertisement Attractiveness of Newspaper/Magazine

Table: 4.13

Banks	No. of people	% Of people
SCB	10	10
NIBL	20	20
HBL	15	15
BOK	20	20
EBL	25	25
Others	10	10
Total	100	100

Source: Field Survey

Above table shows that newspaper and magazine advertisement influence 10% of people to Standard Chartered Bank, 20% to Nepal Investment Bank Limited, 15% to Himalayan Bank Limited, 20% to Bank of Kathmandu, 25% to Everest Bank Limited, and 10% to other banks.

CHAPTER -V

SUMMARY CONCLUSION AND RECOMMENDATION

This chapter is an important chapter because it extracts all the previous chapters. It consists of mainly three parts: Summary, Conclusion, and Recommendation. In Summary part, revision or summary of all four chapters is made. In Conclusion part, the result from the research is summed up and in recommendation part, suggestion and recommendation is made based on the result of experience of thesis. Recommendation is made for improving the present situation to the concerned parties as well as for further research.

5.1 Summary

Nepal is a poor country which is in developing stage. Its main occupation is agriculture. Majority of the places here are remote and thus majority of people are illiterate. Begging for money from moneylenders is still prevalent in many places especially in villages. So these people, they need to know banking, because money is always “scarce”. They should know that “savings” at the right time in the right place will help them in the future. So for this the commercial banks have winged their branches all over Nepal. But only this isn't enough. People should be encouraged towards banking. For this banks should use effective marketing strategy. Marketing strategy also helps commercial banks to survive the competition and draw attention of general people towards them. A bank will be able to gain profit through its advertising media only if it has an organized marketing strategy.

Likewise the common people are also benefited from marketing strategy. Because of advertisements, they have a lot of choices regarding where to save their hard earned money. There are about 32 commercial banks in Nepal at present and many other finance and co-operative firms. The competition is really tough. So in order to survive the competition, commercial banks must

develop a suitable marketing strategy. In order to advertise well, commercial banks take help of advertising agencies. Banks also excited about extending the number of their branch all over Nepal. This is beneficial for the country as a whole because people in remote areas don't just get knowledge of banking but also get employment opportunities.

5.2 Conclusion

Marketing strategy helps a bank to make proper use of its resources and gain its overall objectives. The basic intention of marketing strategy is to create desire in the hearts and minds of common people to bank with certain banks; if it goes successfully; banks will certainly meet the desired outcome. So while designing advertisements or choosing for a media bank should take extra cautions. Advertising should be simple yet effective. Service should go hand in hand. A bank definitely can progress more if it advertises about its products and features to the common people. Without advertisement, people will not know what a bank has in store for them. So a bank has to develop a marketing strategy, allocate budget for marketing and advertise accordingly. Then only it will be able to win the hearts and minds of common people. Just advertisement isn't enough in this competitive scenario, Banks should also do things for society, could be philanthropical or social, but it must do something for the society. After all it is also a part of society.

5.3 Recommendations

Banks are recommended to make the most of marketing tools. Banks make sure that their advertisements are the best, because a lot of people come to the bank seeing the advertisements. And whatever they advertise/promise, they should equally deliver the same. Otherwise there will be expectation-gap. Besides advertising there are various marketing methods which they can use to increase the no of customers.

While advertising, the most important thing is to keep in mind the target customers. The advertisement of banks should go hand in hand with the type of customers for whom the product is designed. For example if a product is designed for children and interest rate is very low then no one will open that account. Similarly, if the minimum balance is very high, then also no one will open that account.

So the banks are recommended to follow a proper Marketing Strategy. And also they are recommended to do something or the other for the welfare of society.

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APPENDIX

To

The CEO/MD/Marketing Manager

Sir,

As a student of MBS, Shanker Dev Campus, T.U, Kathmandu, I would like to inform you that I am writing a Thesis entitled “Marketing Strategy of Commercial Banks in Nepal”. For this purpose I have taken your enterprise as one of the sample and it is obvious that without your kind cooperation, I will not be able to complete my Thesis Research. I would also like to assure that the information obtained from your enterprise will be used only for the academic /research purpose in my Thesis and not otherwise. I therefore request you to furnish the following information as per the questionnaire. Please tick () where necessary.

Questionnaire

1) What does marketing strategy of your bank aims at?

- a) Profit ()
- b) Sales ()
- c) Customer satisfaction ()
- d) All three ()

2) How do you rate the marketing strategy of your bank?

- a) Very effective ()
- b) Effective ()
- c) Less effective ()

3) How often do you advertise?

- a) Frequently ()
- b) Sometimes ()
- c) Once in a blue moon ()

4) Which media do you think is the best for advertising purpose?

- a) Television ()
- b) Radio ()
- c) paper/magazine ()
- d) Internet ()
- e) Others ()

5) What category/class of people do you consider while advertising?

- a) High class ()
- b) Medium class ()
- c) Low class ()
- d) All ()
- e) Depends on the product ()

6) How much budget do you allocate for advertisement?

- a) A lot of ()
- b) Suitable amount ()
- c) Very less budget ()
- d) Depends on product ()

7) How important is feedback to you?

- a) Very important ()

b) Important ()

c) Less important ()

8) These days a lot of commercial banks are joining hands together, accepting each other's deposits, do you think this is an important promotional tool?

a) Yes ()

b) No ()

9) Does NRB's guidelines and policies affect your marketing strategy? If yes how?

a) Negatively ()

b) Positively ()

c) Sometimes negatively and sometimes positively ()

10) When do you analyze your marketing strategy?

a) Annually ()

b) At the time of formulating plan ()

c) Not fixed ()

11) How do you rate your external environment for the operation, growth and expansion of your enterprises?

Political & Legal	Highly favourable	1	2	3	4	5	Not favourable
Economic	Highly favourable	1	2	3	4	5	Not favourable
Socio Cultural	Highly favourable	1	2	3	4	5	Not favourable
Technological	Highly favourable	1	2	3	4	5	Not favourable
Competitive	Highly favourable	1	2	3	4	5	Not favourable

12) To what extent has competition affected your organization?

extremely	1	2	3	4	5	Not at all
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13) Does your organization have marketing intelligence department to access the competitor's activities and strategies?

Yes ()

No ()

14) Do you think "free offers" and "free gifts" help to fetch customers?

Yes ()

No ()

Only to some extent ()

15) What do you prioritize the most to win the customers?

Advertisement ()

Service ()

Gifts ()