

Boutique Products and Its Marketing With Reference

To Market in Kathmandu



A THESIS



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RECOMMENDATION PAGE

RECOMMENDATION

This is to certify that the thesis

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

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**BOUTIQUE PRODUCTS AND ITS MARKETING WITH REFERENCE TO MARKET IN
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and found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfilment of the

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DECLARATION

I hereby declare that the work reported in this thesis entitled 'Boutique products and its marketing with reference to Market in Kathmandu' submitted to Post Graduate College of Biratnagar, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfilment of the requirement for the Master Degree In Business Studies under the supervision of Dr. Uday Raj Regmi of Post Graduate College, Biratnagar.

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This thesis is written for the partial fulfilment of MBS degree. The topic of the thesis is a new and modern issue in marketing. Boutique products are emerging as a new type of business and people are accepting this business. In this context, how the boutique proprietor is facing problems and what are their prospects is the main concentration of the study. I think it will be a small contribution as a reference for future research study in the boutique products.

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Asmita Regmee

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ABBREVATIONS

Prof	:	Professor
Dr.	:	Doctor
CAD	:	Computer aided design
EMO	:	Emotional
FS	:	Fashion School
%	:	Percentage
i e	:	That is
Yrs	:	Years
SLC	:	School living certificate