

CHAPTER-I

INTRODUCTION

1.1 Background of the study

A Boutique is a small shopping outlet especially one that specializes in elite and Fashionable items such as clothing and jewelry.

Boutique means a shop selling and stocking latest fashion articles like shawls. Women's clothes, fabric etc. These latest fashion articles are designed by a designer having skilled knowledge on textiles. Fashion designer is a person who designs clothes and is the owner of the boutique. Marketing tries to promote the articles found in the boutique in a systematic way.

Boutique does not have a long history in Nepal. Its history can be traced to a decade only. Nowadays there are many boutiques where people visit to buy and stitch clothes of their choice. It is new types of business in our society. Most urban customers go to boutique for their purchase as it stocks up a variety of goods So the market is concentrated to the fashion conscious group.

Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying-products to target markets to achieve organizational objectives" (Stanton, 1964:6)

Tailors are familiar and have been stitching garments for a long period; however, boutique is a modern version in which customers have a choice of fabric and style. Tailors usually stitch clothes of same design and pattern but boutique is concerned with color combination, recent designs, fashion and the texture of the fabric. Various types-of patterns of embroidery also form a part of boutique business.

Boutiques don't survive on fashion shows and clothes pattern only Good marketing and customer satisfaction are essential aspects for the boutique to be well established in the market. The satisfaction of the customers with the product of the boutique must be maintained throughout the time so as to gain confidence and goodwill of the customers. These aspects are vitally important to expand the business in future. The process such as production, supply and availability can be improved as per the desire of the customers. Some of the main boutiques in Patan market are

Akarsan, Meher Collection Gasmi, Rusksar, Chahat, Yastra, Tarunika's Collection Showgal, Saarang, In-vogue, Aakarshan, Rituz and La-prasil etc.

1.2 Focus of the Study

A social definition shows the role the marketing plays in society One marketer has said that the role of marketing is to "deliver a higher standard of living" (Kotler, 1999)

The main focus of this study tries to show how marketing in promotion of the boutique products. Promoting marketing strategy, observations product design, product selection and promotional methods should be kept in mind for the successful and profitable marketing.

Participation in fashion shows boosts the aspect; Audiences get aquatinted with the boutique, hence they are to buy and place-order for the clothes. Advertisement thorough television, films and verbal media are the main media for promotion of boutique products Discounts and sales of dress play a major role. People are attracted to shop during reduction and discount sale period. Advertising attracts customers to the store. Without effective advertisement, customers are not aware of the boutique and its products. Beside another aspect is designer-should always fulfill customer satisfaction. Boutique business should live up to the expectation of customers. The economic status of the boutique increases with the frequent purchase by the customers. Even in our country if the customers prefer-good fitting clothes and designs they can just go to boutique and stitch them. People do not have to wait for importing it.

Every marketer should understand the costumers' interest and need, which influence the behavior of customers. In the era of cut- throat competition; successful marketing of the products demand a thorough understanding of customer's behavior. Good marketing helps the-boutique to improve the image and profit. Fashion shows serve as good advertisements. Movies use designers, so people are aware of latest style and copies the dresses of the "film stars " Another is magazine advertisement from which people copy the dress of their choice. So, advertisement has great impact to the customer.

Boutique owner should always think that the competitor is ahead and should make marketing strategy and policy after studying the marketing strategy, policy and distribution channels of the competitors.

1.3 Statement of the problem

In our society, we do have tailors to meet our clothing requirements from a long time. As our society is changing and is influenced by western culture we are more interested to visit boutique, as it is a new emerging business.

There are lots of problems faced by boutique. First of all, there should be one organization where one can discuss their problem one of the major problems seen in boutique is that they open and close frequently. Other one is there is not much profit as it should get. If there is some government support then there may be reduction on taxes of fabric which may help boutique owners. From this thesis it would help boutique business owners to know their problems and how to get rid of these problems. The following aspects will be discussed in the thesis.

1. People are scared to enter boutique because they think they cannot afford it. So, this study will attempt to show means and methods for the boutiques and designers to face this setback.
2. People usually buy readymade garments that are much cheaper than boutique. So, this study will try to highlight the style and quality of boutique products.
3. People give preference to fashion, price and brand rather than quality. This study will show how boutique products meet these aspects.
4. Boutique is the new type of business. People are really not much aware of this business. The problem related to boutique business is studied in this study.

1.4 Objectives of the Study

Boutique is just modern version of Tailoring business. People are fast embracing boutique business because there is a great demand of its clothes and they thrive on looking and feeling good. Main objective of this study is to examine the purchasing behavior in buying and stitching clothes of the potential customers. This aims at developing general awareness of boutique

products in the public. \as public realizes the importance of boutique products it can definitely get popularity in market. Research methodology is opted for this study so one can know their problems and prospects. The specific objectives of the study are as follows:

1. To examine and analyze the problems in the marketing of boutique products.
2. To assess the effectiveness of advertisement on the sales of boutique.
3. To study the brand loyalty of customers (due to repeated purchases of the customer in the same boutique.

1.5 Significance of the study

Marketing is the most important aspect of the business and marketing. The concept of marketing research is the gift of the modern concept of marketing i.e. consumer-orientated approach. Nowadays a marketing manager is entrusted with the responsibility of decision-making in various fields connected with the marketing of goods and services. He has to satisfy consumer's demand by supplying the right type of product at right price at right time in right quantity and at the right place. These various decisions can be made either on the basis of whims guesswork and intuition or through some scientific process based on facts and figures. The concept of marketing research is based on the latter concept of marketing decisions. It is used in the solution of marketing decisions. It is used in the solution of marketing and distribution problems for the purpose of increasing sales. Decreasing marketing & distribution costs and maximizing the profit.

Kotler defines marketing research as a "systematic problem analysis model building and fact finding for the purpose of improved decision-making and control in the marketing of goods and services" (Kotler,1999: 89)

It is evident from the above-mentioned definition that marketing research is the collection, analysis and interpretation of data to help the marketing manager in making wise decisions in marketing field. It includes various subsidiary types of research such as market analysis, sales research, product research and sales promotion."Marketing is a total system of business activities to plan price promote and distribute want-satisfying products services and ideas to target markets in order to achieve organizational objectives" (Stanton, 1994: 6)

it can be said that marketing is the managerial process by which products are matched with the help of marketing activities, a-producer can distribute his products "effectively and efficiently while the consumers can get their want-satisfying products at a reasonable price. In this way both the producer and consumer can maximize their benefits. The marketing system embraces, commercial as well as pre-purchase and post-purchases activities, which are in anyway related with the flow of goods from the producer to ultimate consumers. Marketing obviously includes such activities as the movement of goods, pricing, storing, and advertising and soon.

Marketing is the accelerator of economic growth. In developing countries, marketing helps to boost up the economic growth. Though boutique products are new types of business, these products are influencing people. They love to wear well fitted, smart looking fashionable dress. As people love to wear boutique-stitched dress. Boutiques are doing profitable business. In the last five years there has been a drastic change in the outlook and people are showing growing interest in boutiques and their products,\). In recent years there has been a significant rise in the number of boutique organizations.

So it indicates that boutique business in definitely blooming and with the help of right marketing activities they would have higher profits and markets. Profits and markets. It is for this reason that boutiques in the Patan market are running a profitable business.

1.6 Limitations of the Study

There are various limitations related to the study of Boutique. As this study is concerned of Patan area, it concerns the problems prospects of the Patan area only. There were not many dissertations and books available on this subject. Some of the limitations are as follows:

1. The presentation depends on data given by concerned boutique and customers. Research in this field is not available so the study is mainly based on primary data provided by boutique organization and the customers.
2. This study is confined to Patan Metropolitan City only and may not per present the characteristic of all types of customers of Nepal it covers only a portion of market.
3. Population sample of this study is limited to Patan market Boutiques so it may reflect the percentage pertaining to one area only.

4. Boutiques are thought to be a place of sophisticated purchases, where customers hesitate to purchase, so the data given by customers may not reflect the actual practice.
5. Period cover of this study is November 2010 to January 2012.

1.7 Organization of the Study

The dissertation has been divided into five chapters.

The First chapter entitled "**Introduction**" deals with Background. Focus of the study. Statement of the problem, Objectives of the study, Significance of the study and Limitations of the study.

The Second chapter entitled "**Review of Literature**" deals with Conceptual Review and Review of related studies and articles.

The Third chapter entitled "**Research Methodology**" deals with Research design, Sampling Plan, Tools and Techniques of Data Collection including Limitations of the Methodology.

The fourth Chapter entitled "**Data Presentation and Analysis**" deals with data presentation and analysis of variables regarding response of boutique proprietor data presentation and analysis of variables regarding response of boutique customer and major findings of the study.

The Fifth and Last chapter of the study contains "**Summary, Conclusion and Recommendations**" which attempts to present the summary, conclusion and recommendation to the study.

CHAPTER-II

REVIEW OF LITERATURE

2.1 Conceptual Review

Boutique production and marketing is a new phenomenon in the Nepalese market. So materials and literature regarding this boutique product is limited. Even then available literature has been consulted and reviewed for this thesis. Many researchers have not been made in this field. This may be the first thesis on boutique regarding its problem and prospect.

2.1.1 Production of Boutique Product

A designer studio is a workroom where the creations of a designer are designer created manufactured as per the requirements of the designer and the availability of the spaces or area.

First and foremost is the selection of place depends upon the various factors. A market survey should be conducted and should lay emphasis that the place is convenient to customers. These are as follows:

1. Designing
2. Designer's showroom
3. Fabric collection

1. Designing: It is the place where major work is done. It is the mastermind of boutique. Usually boutiques workshop and designers' showroom should be separated. In boutiques workshop the complete assignment from the designing, pattern cutting and production is done.

2.1.2 Process to Bring out Finished product

Order-Cutting-Issuing-Stitching-Thread-cutting-Final checking-Packing and finished goods.

- I. **Order-** Customers come to boutique and order a dress. They give body measurements and fabric or may select a fabric from the boutique. They may choose designs or follow the designer.
- II. **Cutting** - The major activities at cutting stage are cutting of the fabric as per specifications and the inspection, assorting and arranging the cut fabric to facilitate the flow of stitching process. First of all, a pattern of the sample garment is cut on the paper, according to the measurement of the design. The fabric is laid on a long cutting table and pattern paper made is placed on the top of the fabric. Pattern or cutting may

- make pattern directly on the cloth according to customer's design and measurement. If embroidery is needed, it is given to the person who does embroidery work.
- III. **Issuing-** The fabric is packed and is sent to the issuing-cum receiving section that dispatches it to the sewing it the swing room.
 - IV. **Stitching-** Each tailor is given cut pies of cloth to stitch. The tailors specialize in Kurtha Salwar of Patan of Cost or Skirt. So, work is entrusted according to their skill and capability. Payment of remuneration is either on piece wage system of on monthly basis. Tailors do stitching, interlocking and labeling of the boutique's name. If customer needs a trail then it is sent to boutique for trail. After the trail, the dress is returned to stitching department.
 - V. **Thread Cutting-** In boutique, button and thread cutting are done. All the extra threads that stick out are trimmed to give the finished product a better lock.
 - VI. **Final Checking-** The product is checked to confirm the quality and size. If a minor alternation is needed. It is done. Then it is pressed for ironing, so, it gives a good finished product.
 - VII. **Packing of the finished goods-** The ready labeled garments are folded and packed into plastic bags.

2. Designer's Showroom: It is then dispatched to the boutique showroom, where payment bill is made according to calculation of overall cost, where customer collects it after making necessary payment. In designer's showroom, there are mannequins of dummies on which the designer creations can be displayed. Designers get inspiration from objects and issues form daily life. They can create unique design and display it n their store so, customers can choose designs.

3. Fabric Collection: In one corner of the showroom various fabrics are kept. Availability of different fabrics help customer to choose from boutique so, they don't have to go to other shops, Boutiques can serve two purposes by stitching and selling faric. Marketing is that field of study which is closely associated with the production of want satisfying goods or services in the interest of both the producers and consumers or users.

"Marketing management is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to conception, pricing, promotion and

distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives" (Kotler, 1991.11)

- a.** The selection of a target market involves two decisions, size and characteristics. A marketer can choose a very larger target market, called mass marketing, of a small piece of the market, called market segmentation, In the later instance, a marketing plan evolves,
- b.** Marketing objectives are more customers orientated then those set by top management. For example, marketers are extremely interested in the image consumers' hold of the company and specific products. Sales objectives reflect a concern for brand loyalty (repeat purchase behavior), growth through new product introduction, and appeal to unsatisfied market segments. Profit objectives are set in per unit or total profit terms. Last and most important, marketers seek to create a differential advantage, the set of unique features in a company's marketing program that causes consumers to patronize the company and not its competitors. The differential advantage, new products or features, product quality, availability, service, low prices, and other characteristics.
- c.** A marketing organization is the structural arrangement for directing marketing functions. The organization outlines authority, responsibility, and tasks to be performed. Through the organization, functions are assigned and coordinated. A marketing organization may be functional, product orientated or market orientated.
- d.** The marketing plan, or mix, describes the specific combination of marketing elements used to achieve objectives and satisfy the target market. The plan consists of four major factors: products or service, distribution, promotion and price. The marketer must select the combination of factors that is best for the firm.

In the development of a marketing plan, for elements: product, place, promotion and price (P4) must be consistent: with the selected target market. Each should be coordinated with other as it is inseparable integration.

Another extremely important aspect of the planning by a marketer involves control, monitoring and reviewing overall and specific performance. Evaluation should be conducted at regular intervals. The external environment and internal company data should be reviewed continuously. In-depth research and analysis of performance

(marketing audits) should be completed at least twice or once each year. (Evans and Berman, 1982:31, 34,35,36)

Product is an important element of the marketing mix: According to Prof. Philip Kotler "A product is anything that can be offered to a market to satisfy a want or need." ("Philip Kotler, 1991:356)

According to Prof. William J. Stanton "A product is a set of tangible and intangible attributes including packaging, price, colour, quality and brand, plus the seller's services and reputation" (Stanton, 1994:421).

The product concept holds that consumers will favor those products that offer the most quality or performance. Managers in these product-orientated organizations focus their energy on making good products and improving them over time. (Kotler, 1991:14).

Product planning is systematic decision-making pertaining to all aspects of the development and management of products. a well-structured product planning process enables a company to pinpoint potential opportunities, develop appropriate marketing programs. Coordinate a mix of products, maintain successful products as long as possible, reappraise flatter products and delete undesirable products.

A firm should define its products in three distinct ways tangible extended and generic. By combining all three definitions, the firm is able to identify consumer needs, competitive offerings, and distinctive product attributes. A tangible products is the basic physical entity, service or idea, which has precise specifications and is offered under a given description or model number. An extended product includes not only the tangible elements of a product, service, or idea, but also the accompanying clusters of images and service feature.

A generic product focuses on the benefits a buyer desires in the broadest view of a product. The generic definition focuses on what a product means to the customer, not the seller. (Evans and Berman, 1982:211,212).

All fashion moves in cycle. The term fashion cycle refers to the rise, wide popularity and the decline in acceptances of a style. The fashion cycle serves as an important guide in fashion merchandising. The fashion merchant uses the fashion cycle concept to introduce new fashion good, to chart their rise and culmination and to recognize their rise and culmination and to recognize their decline toward obsolescence.

According to Philip Kotler, there are three special categories of products life cycle that should be distinguished, those pertaining to styles, fashions and fads.

A fashion is a currently accepted of popular style I a given filed. For example, jeans are a fashion in today's popular clothing. Fashions pass through four stages in the first stage some consumer's take an interest in something new set themselves apart from other consumers. The products may be custom made or produced in small quantities by some manufacturer in the emulation stage or second stage; other costumers take an interest out of a desire to produce large quantities of the product. In the mass-fashion stage or third stage, the fashion has become extremely popular, and manufactures have geared up for mass production. Finally, in the decline stage or last stage, consumers start moving toward, other fashions that are beginning to catch their attention. Thus fashion grows slowly, remain popular for a while, and decline slowly. The length of a fashion cycle is hard to predict. Wasson believes that fashion came to end because they represent a purchase compromise, and consumers start looking for fashion attributes. Rweynolds suggests that the length of particular fashion cycle depend on the extent to which the fashion meets a genuine need, is consistent with other trends in the society, satisfies societal norms and values, and does not meet technological limits as it develops. Robinsons, however, sees fashion as living out inexorable cycles regardless of economic, functional or technological changes in society. Sporoles has reviewed and compared several theories of fashion cycles.

A style is a basic and distinctive mode of human endeavor. For example, styles appear in homes as clothing and art. Once a style is invented, it can last for generation, going in and out of vogue. A style exhibits a cycle showing several periods of renewed interest. Fads are fashion that comes quickly into public eye is adopted with great zeal, peak early and decline very fast. Their acceptance is short and they tend to attract only a limited following. Fads appeal to people who are searching for excitement or who want to distinguish themselves from others or have something to talk about to others. Fads do not survive because they do not normally satisfy a strong need or do not satisfy it well. It is difficult to predict whether something will be only a fad, or how long it will last-a few days, week or months. The amount of media attention, along with time.

Fashion as a business: Today fashion is a big business. Millions of people are employed in the fashion-related activities. The fashion industries are those engaged in manufacturing the materials and finished products used in production apparel and accessories for men, women and children.

In broader terms fashion business includes all industries and services connected with fashion design, manufacturing, distribution, retailing, advertisement, publishing and consulting or in short any business concerned with fashion goods and services.

Fashion marketing: Today, marketing has become a major influence in the fashion business. Most people think of marketing only as promotion and selling. However, there are only two aspects of marketing. The process of marketing includes diverse activities that identify consumer needs, develop need-based products, and distribute and promote, them effectively so that they sell easily. The aim of marketing is to know and understand the consumer so well that the product or service hits him and sells itself. The same fashion marketing, i.e. marketing apparel and accessories to the ultimate consumer. (Lakhotia, 1997:78).

2.1.3 Progress in Boutique Business:

During emergency period every industry is deteriorating and on verge of collapse but boutique industry is gaining its popularity among local people. Well-tailored clothes reflect personality of an individual person so people prefer to wear boutique products instead of readymade clothes.

A year before, there were not many boutiques but this year more than 60 boutiques were established. Most boutiques are located around Kuponhole though boutiques are found in Putalisadak, Lazimpat, Bagbazaar, New Road and some located in 5-star hotels. Boutiques are not being established in the capital only but are also found in Pokhara, Biratnagar, Dharan, and Butwal. These organizations are doing quite a good business.

Film Actor and actress prefer to wear designer clothes both in real and reel life. Film producers usually employ fashion designers who create uniqueness, in the apparel. As dress designer. Tarunika Mahato of Tarunika's creation says. "Not only film producers but actor and actress also come there for their personal interest like parties, functions. Readymade dresses are common but boutique dresses are unique and of better fit so, people prefer to buy from boutique" She has designed dress for more than two dozen movies.

(NARI, Monthly Magazine, Bhadra-2068)

Actress like Rekha Thapa, Keki Adhikari and Namrata Shrestha prefer dress made from boutique because it builds one's personality with smart appearance due to better fit. They prefer boutique products in personal life as they give unique design, Besides they are of the opinion that after attaining stardom it is not good to wear common clothes.

Model, Designer Mess Pallavi Sha says, "People are influenced by Bolywood / Kollyhood movies and serials music videos so they like to dress with designs which they have seen. Two months back, Hindi movie "Ra-one" was released and people were so influenced by the worn by Heroine Karina Kapoor that everyone use to wear saris "Chhamicchallo Saries" like hers. (Fashion, Nepali Magazine, Poush-2068)

Even Kollyhood film director Narayan Puri says. "Dress bought from local market are not up to the taste of actors and actresses and are usually well-fitted. So, boutique is the best option as it is tailored according to the body measurement and the choice of actors and actresses. They become happy and my work is done easily". Main factor in the apparel is the unique design. When people get the preference of one's choice of dress with good fit then they usually go to boutique So, that is why boutique designer and product are gaining popularity in the market.

2.2 Review of Related Studies and Articles

Even though fashion design is a hug market globally but it has a long road ahead in Nepal. Perhaps it is because Nepalese are scared to enter boutique because they think they cannot afford it or they do not have orientation and as a result designers here face a setback. Says Basanta Chhetri of Contemporary Institute of Arts and Fashion".

Mr. Sangit Shrestha, proprietor of Akarsan Boutique, and board member of Nepal boutique association, has established himself, as one of the leading designer here in Nepal. He states that it must be taken as a positive step as so many boutiques have opened up and Nepalese have become fashion conscious. He states that as in other countries, it most of the people started using designer ear then the price would automatically be lowered So, these are some points why boutique and fashion designers are flourishing But these days because of political and economical instability, unavailable of skilled labour and raw materials in own country, power cut low load shedding problems shortage of petroleum products and other many more difficulties created the situation narassment in this business But if all these problems sort out then it would be one of the nourishing business in Nepal. (Saptahik 2067-14th Margh).

Everybody loves to wear well-cut dresses designer wear and keep up-to-date with latest trends. According to the Ms. Renu Kashetry, who had published an article on the subject "Wanna be a fashion designers" on Himalaya times on the date 14th Nov. 2011 to be fashionable means wearing clothes which are comfortable and complement your personality. Globally, fashion designing has become a very lucrative business but here in

Nepal it still has a long way to go. But in last five years, there has been a drastic change in the out-look and students are showing a growing interest in fashion designing courses. Number of Fashion design school has formed which motivate students focusing on boutique. Fashion designing is the most important area of work in the fashion industry. This involves designing garments for different age groups and according to specific requirements (for instance, costumes for television, film music videos etc). This eventually leads to opening of boutique.

The designer begins the designing process only after thorough market research and understanding the needs of client and market. A single designer or a team could undertake the designing process. On completion of the designing, a presentation is made to the client and the production department Changes, if any are incorporated at this stage. The final design is created and passed on to the production department. This final design becomes the basic for production in the manufacturing department/unit.

Market research: The global fashion market is extremely dynamic; hence the need to constantly keep a tab on changing trends is very essential. Marketing research is crucial to manufacturing units, retail business and export houses. Pricing and product requirements are directly dependent on market research with at least 5-10 years experience in the fashion industry by designer themselves.

Opportunities : Fashion designers, researchers and production personnel are employed by manufacturing units export houses, retail and wholesale garment businesses, p market tailoring units, boutiques, boutiques, government and quasi governmental manufacturing units, fashion show organizers, fashion publishers (print and online). Film, television and theatre (as costume designer).

According to Ms. Samyukta Sherestha, who had published an articles about the boutique business, in Kantipur daily on the date 3rd Dec 2011 now a day's celebrity, actor, actress, and very individual were truly fund of changing fashion and boutique product. She

added, Actress Melina Manandhar loves to wear designer clothes not only for the movies but also for casual home wear. (Kantipur- 3rd Dec. 2011)

Neena Karmacharya, marketing representative of multinational cosmetic company loves to wear designer clothes for her daily work because it reflects her good personality and she looks smart. That is why she doesn't prefer readymade dress instead-goes to a designer for good stitched apparel. (NARI: Bhadra-2068)

Even in village it's very rare to find traditional Chaubandhi cholo dress (Nepalese version of blouse). In major cities like Kathmandu, Biratnager, Pokhara, Dharan people are inspired by fashion. Not only the females but male population is also influenced by fashion in the society everyone is influenced by fashion and this has given promotion to new business known as fashion designing, which simply means stitching garment according to taste and body size of customers. In this business, besides profit and aspect loss, there is creativity of a designer. This challenge of creativity is the main reason for the boom in this boutique business in urban area.

Kupondole area of Patan district houses many boutiques on both sides of the street. Boutique business is increasing in Patan. Business persons related with boutique say that there are many boutiques operating in Patan only. More than dozen boutiques are situated in Kupondole; others are in Durbarmarg, Thamel, Putalisadak, Lazimpat, New Road, Maharajgunj and 5-star hotels.

Readymade garments available in market are ill-fitted whereas dresses made from boutique are will-fitted which gives overall a smart personality. This is one of the main reasons why a boutique business is profitable, flourishing and increasing day by day. As a regular customer Seema Karmacharya says "Instead of searching for a Kurtha-Salwar in market, one can go to designer and stitch a dress of one's choice with colour, design and pattern". Though this boutique business is increasing day by day, they are not registered with Ministry of Commerce or Commerce, There is no registration on the name of

"boutique" maybe "boutique" is the new word. Mostly it is registered on the name of stitching and tailoring industry and export of readymade garments.

Rajesh Dhakwa of Chahat boutique says. "Main reason for thriving of boutique is people come to stitch clothes out of sheer curiosity and stick by it. The trend the boutique is gaining popularity, it can be said that there is lots of scope for boutique industry". (Kathmandu Post : 3rd Dec. 2011.)

Prospering business of boutique is new in Nepal. About five year ago, boutiques could be counted in fingers but now due to modern fashion and technology, boutiques are increasing day by day. "Earlier people used to wear boutique design dress for parties but now they design for day to day wear." says designer Pallavi Shah. She further added People are attracted to fashion. People copy designs worn by Indian actress on movies. When Hindi movie "Mohabbaten" was released, everyone was wearing sari worn by actress Aishwarya Rai. Nowadays people are influenced by sari worn in serials. Out of curiosity people stitch in boutique and this becomes a habit with the customer. As there is completion, boutique owners are reducing the cost; so this is one of the reasons why people prefer designer wear.

New generation youngsters are influenced by boutique, so, they opted for career in as it is one of the emerging businesses. This is the reason there are lots of fashion designing institutes which in turn gives rise to boutiques. Even television channels are showing separate program in fashion designing. Every month sponsors are organizing fashion shows investing hundreds of thousands of rupees. Movies and advertisement shows designer wear and people are influenced by fashion, so, it is helping the boutique industry.

Fashion comes and goes in the same way. To produce dress of one's design boutique is most appropriate. So, boutique fulfills people's desire regarding dress sense. This is one of the main reasons why boutique is emerging and establishing as a lucrative business.

Could the pieces of clothes that beautify human beings, especially the fair sex, be themselves pieces of art? This could be an astonishing question to Nepali designers who hardly see significance of their creation without models having clothed in them, Neither can the audience think the beauty of fashion without models here.

According to an article published on Kathmandu Post. 7th July 2002 to give a concrete answer over two dozen veteran designers from the Republic of Korea have arrived in the capital recently. They presented their best creations in the exhibition of fashion art, named "Air of Korea" in a landmark phenomenon for both the artists and fashion designers. All the art works, exhibited in the gallery of Nepal Art Council, are indeed installation works by contemporary artists.

Their feelings and image of women, the wearers, are shown through the materials, their textures, colours and shades. Some are still obsessed with orthodox dress materials and patterns like silk, polyester and flowers or ornamentation, while others were working with inflated plastic bags, wire beads and collage.

In all cases, the dresses were like the women-shy, bold and also hard working. From 'fly-in-the-sky' fantasy to exhausting reality-they represent women of the world. They are different from one another in approach as well as selection of material but altogether, they make a universal image of beauty and bravery of womanhood.

Kim Meegnee, the president of Korea. Fashion and Culture Association, said that dressers are not only a thing to cover the human body. "The fashion art is an outgrown from a combination of two human aspirations of fashion and art". She said for her, they are means for expressing oneself and creation beauty for something new. The Korean Ambassador to Nepal Ryoo See Ta is no less influenced by fashion art He says, "Fashion art has many things in common, with other areas of arts, such as sculpture, architecture and so on " (Source; you tube).

The exhibition was made possible in Kathmandu by Embassy of Republic of Korea Kathmandu and the Korea Fashion and Culture Association as one of their programmes to exchange the cultures. Fashion designing and shows has become almost a common thing at least in the capital of Nepal. But few of them have tried to exhibit them in the form of art pieces. The exhibition indirectly signals Nepali artists how far they have learned from their visits to foreign art galleries and at least by visiting exhibitions of foreign artists.

CHAPTER-III

RESEARCH METHODOLOGY

The basic objective of this study is to sort out the problems and prospects faced by boutiques. Research methodology is the main body of the study. It is the way to solve about research problem systemically. In other words research methodology is the process of arriving at the solution of problem through planed and systematic dealing with collection.

3.1 Research Design

Research design opted for the study is basically descriptive one. Pertinent data and information required for the study are collected evaluated and analyzed systematically to arrive at a certain conclusion. This study mainly aims to find out market position of Boutique in Lalitpur. There for the survey research design is adopted for the survey are re-arranged.

3.2 Sampling Plan

In this section, the population of this study, sample size, sampling unit, sampling procedures and the product included in the study has been described.

1. Population: The population of this study contains customers and owners of boutique of Patan.
2. Sample size: 10 boutique proprietors and 100 individual customers including boutique customers.
3. Sampling unit: Customers and proprietor of boutique of Patan area are sample units of this survey.
4. Sampling procedure: interviews of the audience has been conducted in different locations of Patan area.

3.3 Tools and Technique of Data Collection

Structured questionnaire is used to collect the primary data from the respondents. Personal interview is conducted with the respondent with the help of questionnaire. The evaluation "report" is one of the most important parts of the evaluation. It is the official record of the evaluation. For many people it is the only part of the evaluation that is seen. A good evaluation "report" answers some of all of the evaluation questions. An evaluation "report" does not have to be a written report ! However there should be a written document available to the agency.

There are many ways of communicating results of an evaluation including:

-) Informal communications (in the hall, over coffee, before and after meetings.)
-) less formal meetings (small groups, no minutes)
-) formal meetings
-) written reports
-) newsletters
-) electronic commutation (facebook, skype, youtube)
-) visual presentation (slide show, video show)
-) Local media presentations.

Tables represent narrative or numerical information in tabular fashion. A table arranges information in rows or columns, so that data elements may be referred to easily. They provide a clear and succinct way to present data and are often more simple and understandable than standard writing style. They also facilitate the interpretation of data.

3.6 Numerical Description Data

Data are not only described in narrative, they are often described numerically. Three of the most basic types of summarization are:

-) frequency distribution:
-) percent; and
-) Average

Each of these types of summarization may be presented as part of the text or arranged in tables or figures (graphs). Inclusion as part of text ("The average age for children served was 18 months") is an obvious way to report data.

Primary and secondary information has been collected for the study. Primary data have been collected through questionnaire, survey interview, discussion and observation. Secondary data were collected through Newspaper, Websites and other media.

There are some things which can be done to encourage the utilization of evaluation results.

3.7 Limitations of Methodology

The sample size is relatively small, so there may be greater chance of sampling error though the sampling procedure is judgmental. In spite of these limitations so many efforts are used to ensure accuracy in this study.

CHAPTER-IV

DATA PRESENTATION AND ANALYSIS

The data collected from the two questionnaires have been analyzed by using percentage analysis and significance test χ^2 to evaluate the concern variable in this chapter. It has been divided into 2 parts i.e Part I analyze the variables regarding the 1st questionnaires and part II analyzes the variables regarding the 2nd questionnaires.

4.1 Primary Data Presentation and Analysis

This part is concerned with the variables regarding the boutique proprietor. The ages of proprietors were between 22 to 35 years of which 10 males and 8 females. Based on the responses given by the boutique owners, the aspects can be presented and analyzed as follows.

4.1.1 Commencement of the Boutique

Table 4.1
Commencement of the boutique

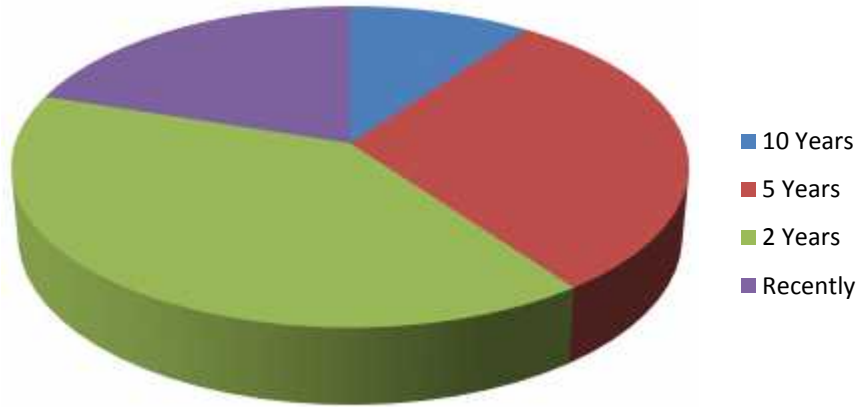
Commencement of the boutique	Responses	percentage
10 Years	1	10%
5 Years	3	30%
2 Years	4	40%
Recently	2	20%
Total	10	100%

Source: Respondents Filling the Questionnaire

Percentage Analysis

1. 10 years =10%
2. 5 years = 30%
3. 2 years= 40%
4. Recently =20%

Figure 4.1
Commencement of the boutique



According to Table 4.1 20% of boutique proprietor has recently opened the boutique whereas 30% has opened 5 years back 40% has opened in Patan area 2 years back while 10 % of boutique proprietor has opened 10 years before. SO from this analysis it can be found that it is not the new type of business. Now it is flourishing business in Nepal and going competitive these days. Only the firm who provide new taste and can produce unique and creative boutique product can easily survive.

4.1.2 Profitability of Boutique Business

Table 4.2
Profitability of Boutique Business

Profit	No	%
Yes	8	80%
No	1	10%
Don't	1	10%
Total	10	100%

Source: Respondents filling the Questionnaire

According to table 4.2, since the market of the Boutique Product is no limited within Nepal but spread across the country. Because of e-commerce and the global market Nepalese boutique productsz were also demanded high in foreign country. Here in Nepal there is so many new Boutique business organizations increasing day by day beside the organization so many fashion institutions were also established. That's why 80% respondent felt there is profit in boutique business. Because of unstable political, economical situation of the country power cut problems, Strikes, small market, Government tight export import regulations, lack of skilled-full labors (kaligud) in Nepal and the most frequently seen problem shortage of petrol and diesel which had increases the cost of products and decreases the efficiency of Boutique business, Hence 10% said there is not profit and 10% were not sure.

Since 80% people thinks that there is profit in boutique organization. And they see the very bright future of boutique business if all the economical and political problems would be sort out. In fact there is 20% to 40% profit margin in finished goods. and this profit margin depends on customers.

4.1.3 Main Customers of the Boutique

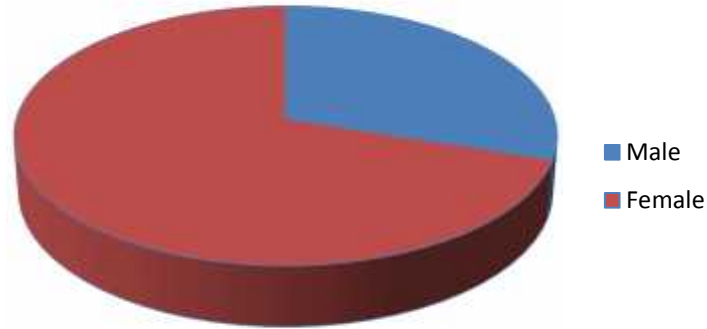
Table 4.3
Main Customers

Main	No.	%
Male	3	30%
Female	7	70%
Total	10	100%

Source: Respondents Filling the questionnaire

From the Table 4.3 Customers have been divided into male and female. Above study reveals that 70% were female customers compared to 30% male customers. Which we can see as in the figure below

Figure 4.2
Main Customers



4.1.4 Convenient of Patan Area

Table 4.4
Convenient of Patan Area

convenient of Patan Area	No	%
Yes	9	90%
No	1	10%
Total	10	100%

Source: Respondents Filling the Questionnaire

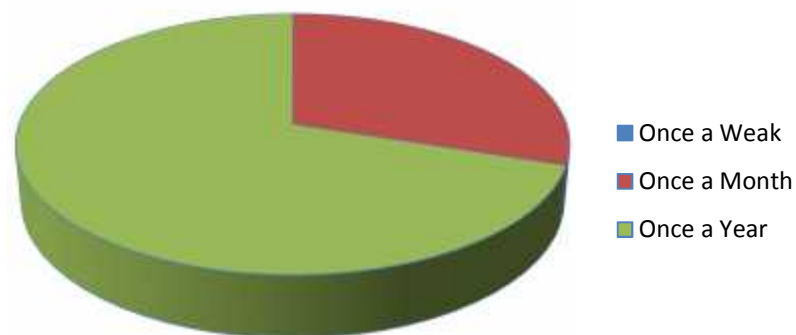
According the table 4.6 90% of the boutique proprietor found the Patan area is convenient for their business. But because of accession while 10% were disagree with location.

4.1.5 Frequency of Visit

Table 4.5
Frequency of Visit

Convenient of Patan Area	No.	%
Once a Week	0	0%
Once a Month	30	30%
Once a Year	70	70%
Total	100	100%

Figure 4.3
Frequency of Visit



4.1.6 Age Group of Customers

Table 4.6
Age Group of Customers

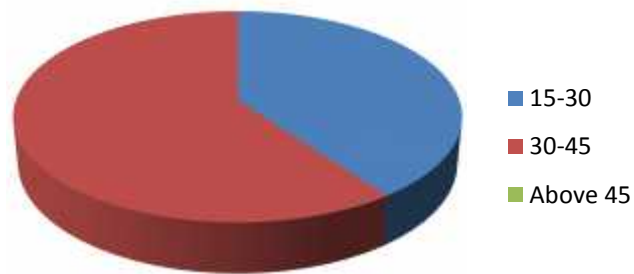
Age group of Customers	No.	%
15 to 30	4	40
30-45	6	60
Above 45	0	0
Total	10	100

Source: Respondents Filling the Questionnaire

Table 4.8; reveal the responses of the boutique proprietor based on their age. The questionnaire has grouped the customers into three groups. So, based on the responses of the respondents,

customers between the ages to 15 to 30, 40% of the customer4s fall in this category. Similarly, customers in the age group of 30 to 45 are frequent visitors to the boutiques. 60% of the customers fall in this group from the table it can be deducted that customers above 45 years of age are not interested in boutiques and they do not visit the shop. We can present as figure below.

Figure 4.4
Age Group of Customers



4.1.7 Response of Average Spending on Boutique Products by Customer Annually

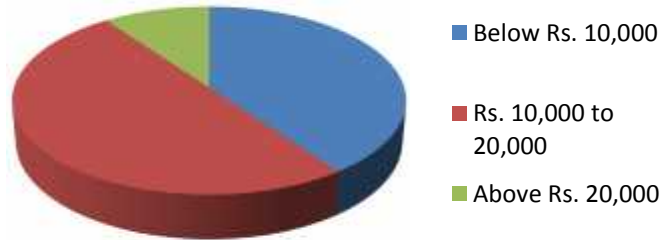
Table 4.7

Response of Average Spending on Boutique Products by Customer Annually.

Response	No.	%
Below Rs. 10,000	4	40
Rs.10, 000 to 20,000	5	50
Above Rs. 20,000	1	10
Total	10	100

Source: Respondents Filling the Questionnaire Spending on Boutique Products Annually.

Figure 4.5
Response of Average Spending on Boutique Products by
Customer Annually



According to 4.9, spending on boutique products annually by customers is as follows. 50% of boutique customer spends between Rs. 10,000 to Rs.20,000 whereas 40% spend below Rs. 10,000 10% spend above Rs.20,000 so spending annually on boutique products is average.

4.1.8 Advertisement Media

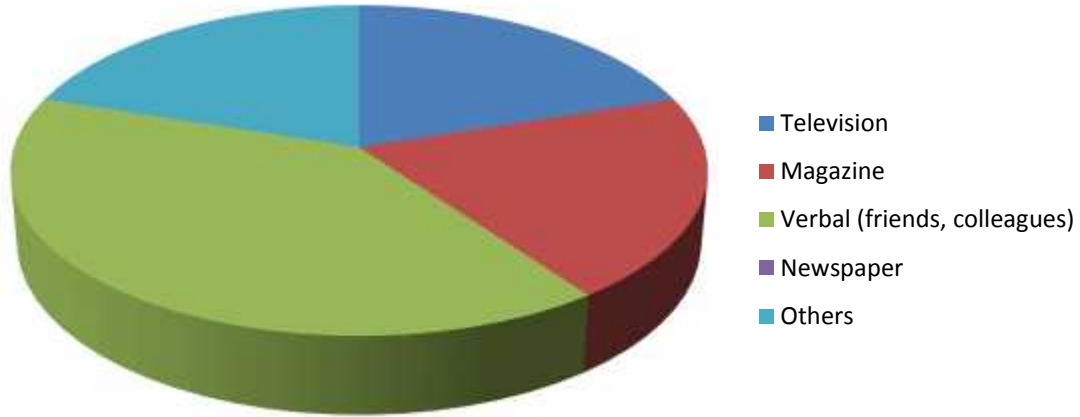
Table 4.8
Advertisement Media

Media	No.	%
Television	2	20
Magazine	2	20
Verbal (friends, colleagues)	4	40
Newspaper	0	0
Others	2	20
Total	10	100

Source: Respondents Filling the Questionnaire

According to sub-divided chart various advertisement media have been selected Boutique proprietor selects television, magazine and others (brochure). in 20% each 40% depend on verbal (friends colleagues) while none prefer news paper. So, advertisement strongly preferred is verbal. Which we can see as in figure below:

Figure 4.6
Advertisement Media



4.1.9 Preference of Promotion Media for Marketing of Boutique Products.

Table 4.9
Promotion Media

Promotion Media	No.	%
Gift Schemes	1	10
Fashion shows	3	30
Clearance Sales	0	0
Discount	2	20
Web	3	30
Seasonal Sales	1	10
Others	0	0
Total	10	100

Source: Respondents Filling the Questionnaire

According to the table 4.11 preference of promotional media for marketing of boutique products is as follows 30% preferred fashion shows 20% and 30% preferred discount and web promotion on boutique products respectively 10% prefer seasonal sales. While none preferred clearance

sales and others 10% think it is better to attract the customer by giving gift like buy one get one tree of by giving small gift on purchasing heavier one.

4.1.10 Undertaking the Promotional Measures

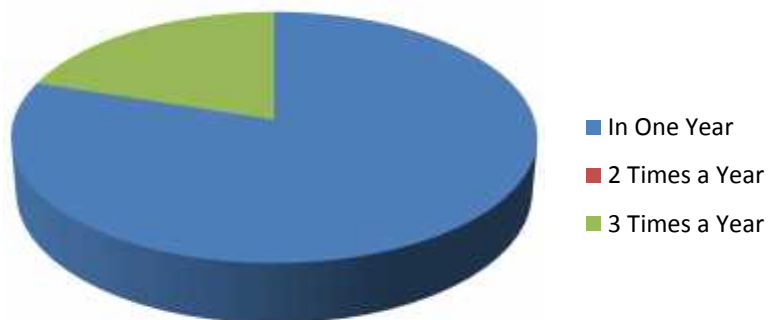
Table 4.10
Promotional Measures

Promotional Measures	No.	%
In one year	8	80
2 times a year	0	0
3 times a year	2	20
Total	10	100

Source: Respondents Filling the Questionnaire

Respondent took promotional measures once a year twice a year and thrice a year. 80% of the respondent took promotional measures once a year, while 20% took three times a year. None of the respondents took two times a year which we can see as figure below:

Figure 4.7
Promotional Measures



4.1.11 Planning Advertisement Budget

Table 4.11

Planning advertisement Budget

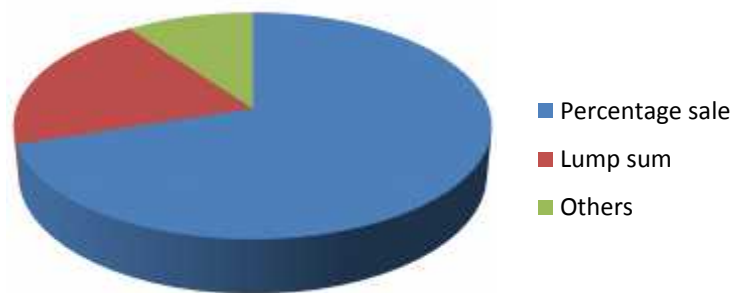
Advertisement Budget	No.	%
Percentage sale	7	70
Lump sum	2	20
Others	1	10
Total	100	100

Source: Respondents Filling the Questionnaire

According Table No. 4.13 planning advertisement budget is allocated through various mediums. The response of the respondent revealed 70% is from percentage on sale while, 20% to lump-sum and 10% is from others which we can see as figure below.

Figure 4.8

Planning Advertisement Budget



4.1.12 Annual Advertisement Expenses

Table 4.12

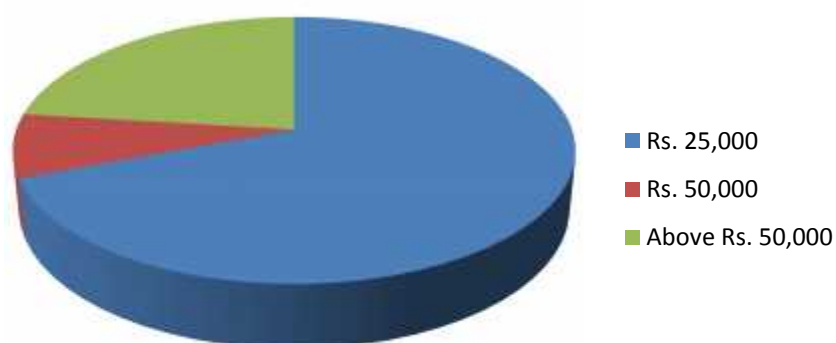
Annual Advertisement Expenses

Advertisement Expense	No.	%
Rs. 25000	6	60
Rs.50000	1	10
Above 50000	3	30
Total	10	100

Source: Respondents Filling the Questionnaire

According to Table no. 4.14 60% indicated Rs. 25,000 for annual advertisement expenses. 30% allocated above Rs. 50,000 and 10% allocated Rs. 50,000 for annual advertisement expenses. So, respondents usually preferred to allocate Rs. 25,000 for annual advertisement expenses which we can see as figure below:

Figure 4.9
Annual Advertisement Expense



4.1.13 Profit in Annual Income

Table 4.13 (A)
Response on Profit in Annual Income

Response	No.	%
Yes	8	80
No	2	20
Total	10	100

Source: Respondents Filling the Questionnaire

If Yes,

Table 4.13 (B)
Response on Profit in Annual Income

Response	No.	%
Below Rs. 5,00,000	5	50
Rs. 5,00,000-10,0000	4	40

Above Rs. 10,00,000	1	10
Total	10	100

Source: Respondents Filling the Questionnaire

According to table No. 4.15 B, 80% response dents indicated that there is profit in Annual income whereas 20% indicated there is no profit in annual income 80% respondents who had profit were again given to indicate there profit percentage 50% of boutiques proprietor had below Rs. 500000 profit while 40% had Rs. 500000-10000 10 % had above Rs 500000.

4.1.14 Future of Boutique Business

Table 4.14

Future of Boutique Business

Response	No.	%
Good	7	70%
Average	2	20%
Fair	1	10%
Gloomy	0	0
Total	10	100%

Source: Respondents Filling the Questionnaire

Table no. 16 revealed the responses of the boutique proprietor based on their future of boutique business. The questionnaire has grouped the category into four stages 70% felt there is good market for boutique business while, 20% felt there is average market and 10% felt the market is fair. None of the respondents felt the market is gloomy.

4.1.15 Problems and Prospects in Boutique Products

Table 4.15

Problems and Prospects in Boutique

Response	Finance	Market Condition	Marketing	Pricing	Government
Good	90	90	20	100	0
Average	10	10	80	0	30

Fair	0	0	0	0	70
Gloomy	100	100	100	100	100

Source: Respondents Filling the Questionnaire

According Table no. 4.17, problems and prospect of the 4 boutiques are as follows. It can be seen that 90% of the respondents felt financial condition of boutique products to be good while 10% felt bad about it 90% of the respondents felt that the market condition of such products is good compared to 10 who felt it to be bad 20% of the respondents felt that the marketing of the boutique products is good compared to 80% who felt it be bad 100% of the respondent felt pricing of boutique products good while none felt bad or deteriorating 70% of the respondent felt government support is bad, while 30% felt deteriorating whereas, none of the respondent felt good.

4.1.16 Response to Increase in Number of Tailors

Table 4.16 (A)

Response to Increase in Number of Tailors

Response	No.	%
Yes	4	40%
No	6	60%
Total	10	100%

Source: Respondents Filling the Questionnaire

If Yes,

Table 4.16 (B)

Response on Profit in Annual Income

Number of tailors	No.	%
5 to 10	4	40%
Less than 10	0	0
More than 10	0	0
Total	10	40%

Source: Respondents Filling the Questionnaire

According to Table No. 4.18 (A) 40% of the respondents increased the number of tailors while 60% did not increase the number of tailors. 40% of the respondents who increased the number

of tailors were again given to indicate the number. All of the (40%) increased the tailors from 5 to 10 while none of them increased more than 10 none of the respondent had less than 5 tailors.

4.1.17 Response on Research Work Done about Boutique Products

Table 4.17
Research a work

Response	No.	%
Boutique Management	0	0
Research distribution	0	0
Others	10	100
Total	10	100

Source: Respondents Filling the Questionnaire

According to Table No. 4.19, 100% of the respondent indicated others (students doing project work) on research work done about boutique products. None of the boutique management and research distribution had done research work on boutique products.

4.2 Data Presentation and Analysis of Variables Regarding Response of Boutique customers, the following aspects can be presented and analyzed.

This part is concerned with the variables relating to the response of boutique customers. The age is between 20 to 30 years and 100 respondents were female sex. Based on the response given by the boutique customers, the following aspects can be presented and analyzed.

4.2.1 Fulfilling the Dress Requirement

Table 4.18
Fulfilling the Dress Requirement

Dress requirement	No.	%
Readymade dress purchase	15	15%
Stitching done by tailors	5	5%
Using boutique services	80	80%
Total	100	100

Source: Respondents Filling the Questionnaire

From table no. 4.20, the study reflects that most of the customers use Boutique Services which is 80%. 15% fulfilled dress requirement by readymade dress Purchase while 5% Prefer Stitching done by Tailors. Above analysis shows that most of the customers use boutique services.

4.2.2 Preference of Dress

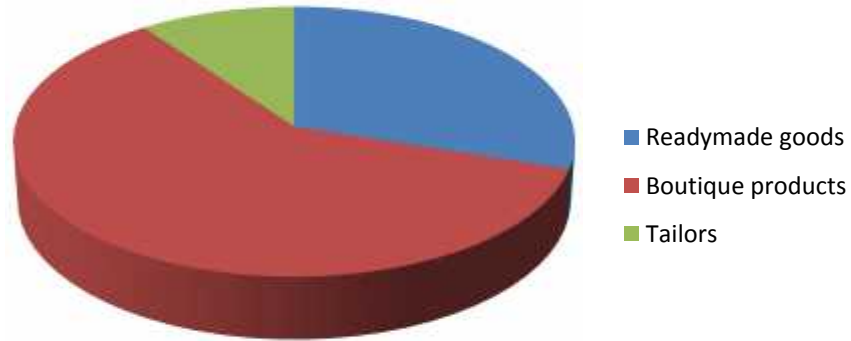
Table 4.19
Preference of Dress

Preference	No.	%
Readymade goods	30	30
Boutique products	60	60
Tailors	10	10
Total	100	100

Source: Respondents Filling the Questionnaire

According to Table No. 4.21, 60% of the customers prefer boutique products 30% of the respondents prefer readymade goods while, only refer tailors. Everybody loves to wear well-cut dresses, designer wear and keep up-to date with latest trends. The prefer well fitted, smart looking fashionable dress and boutique products in personal life as they give unique design. When people get the preference of one's choice of dress with good-fit, then, they usually go to boutique. That's way 60% customers prefer Boutique product which we can see as in figure below:

Table 4.10
Preference of Dress



4.2.3 Recommendation of Boutique to Customers

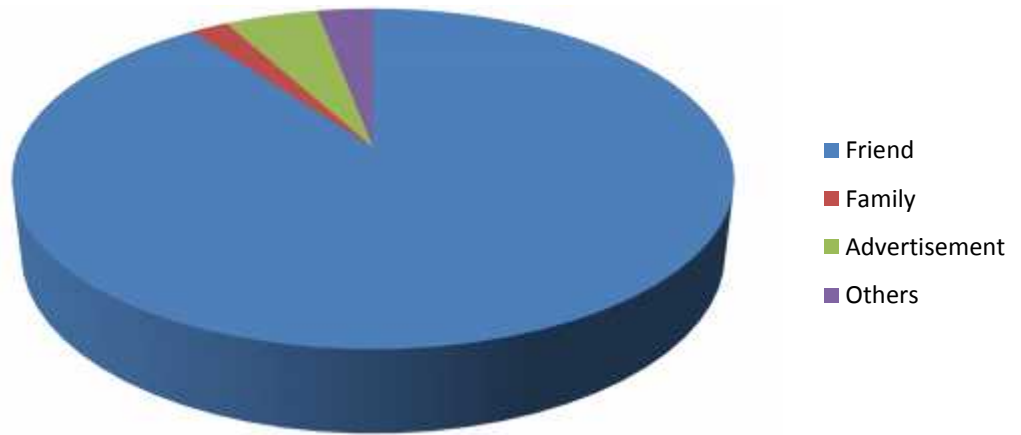
Table 4.20
Recommendation of Boutique to Customers

Recommendation	No.	%
Friend	90	90%
Family	2	2%
Advertisement	5	5%
Others	3	3%
Total	100	100%

Source: Respondents Filling the Questionnaire

Table No. 4.22 reveals the response of boutique customers 90% of the customers go to boutique on recommendation by friend. 2% are recommended by family and 5% are influence by advertisement. And 3% are influenced by the others which we can see as in figure below.

Figure 4.11
Recommendation of Boutique to Customers



4.2.4 Purchase of Boutique Products

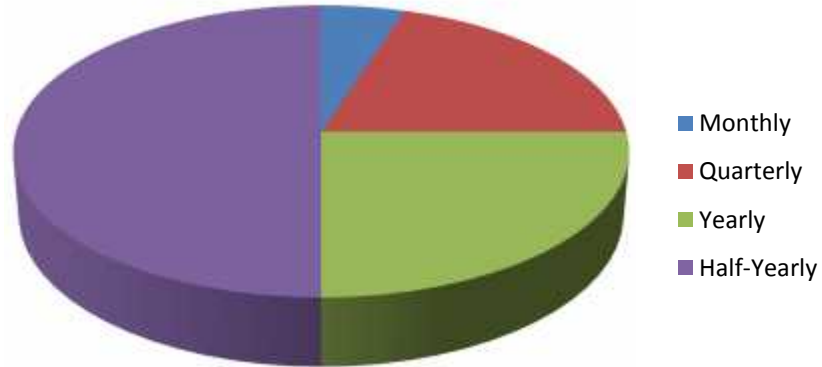
Table 4.21
Purchase of boutique Products

Purchase	No.	%
Monthly	5	5
Quarterly	20	20%
Yearly	25	25%
Half-Yearly	50	50%
Total	100	100%

Source: Respondents Filling the Questionnaire

According to Table No. 4.24, Purchase of the boutique products has been divided into four parts as monthly quarterly half early and yearly 505 of customers purchase boutique products half-yearly 25% purchase yearly while 20% customers purchase quarterly. Finally only 5% purchase it on monthly basis. As shown in figure below

Figure 4.12
Purchase of Boutique Products



X² Test

Ho: Purchasing of boutique products is independent to the frequency of time i.e. there is no significant difference between the purchase of boutique product and purchase frequency.

	O	E	(O-E)	(O-E)²/E
Monthly	5	100/4=20	15	11.20
Quarterly	20	100/4=20	0	0
Yearly	25	100/4=20	5	1.20
Half-Yearly	50	100/4=20	30	45
Total				57.40

$X^2_{cal} = 57.40$

Here the degree of freedom (d.f) as (4-1)=3. The tabulated value of x^2 of degree of freedom 3 at 5% is 7.80 so. How many be rejected. Since $X^2_{cal} (57.42) > X^2_{tab} (7.82)$ so three is highly significant difference between the purchases of boutique product and purchase frequency.

4.2.5 Response on Satisfaction with Boutique Products

Table 4.22

Response on Satisfaction with Boutique Products

Response	No.	%
Yes	90	90%
No	10	10%
Total	100	100%

Source: Respondents filling the Questionnaire

According to above table, 90% of the respondents were satisfied with boutique products in terms of price, quality, fashion trends e.t.c while 10% were not satisfied. The above Tabel no. 4.25 Reveals this.

If Yes : Reason for satisfaction

Table 4.26

Response on Satisfaction with Boutique Products

Reasons	No.	%
Good fitting	30	30%
Quality fabric	10	10%
Latest design	60	60%
price Factor	0	0
Total	100	100%

Source: Respondents Filling the Questionnaire

Above table no. 4.26 it the respondent's answer for the reason of satisfaction 60% of the customers are satisfied by the latest design. While the 30% are lured by good fitting of the clothes. Quality fabric satisfies 10% and none of the respondents are satisfied by price factor.

4.2.6 Convenience of Location of Boutique

Table 4.23

Convenience of Location of Boutique

Convenience location	No.	%
Yes	90	90
No	10	10
Total	100	100

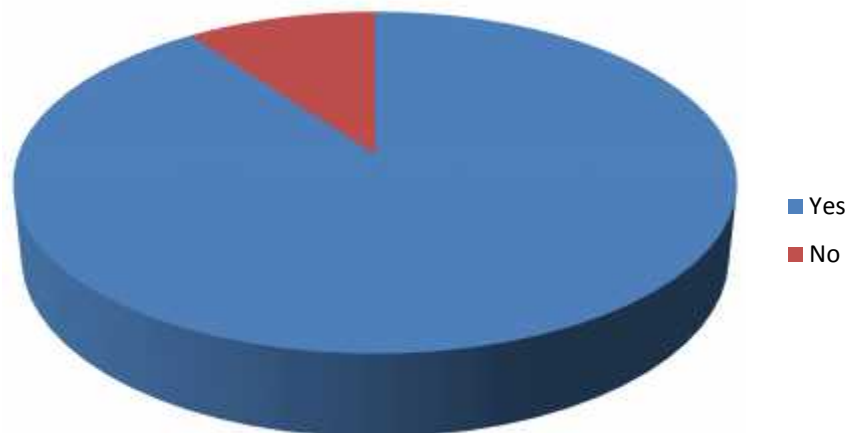
Source: Respondents Filling the Questionnaire

From the table no. 4.27 the study reflect that 90% of customer found the location convenient in term to easy accessibility and centrally located while 10% did not found the location convenient.

Which can be seen as figure below:

Figure 4.13

Convenience of Location of Boutique



4.2.7 Response on Facilities Provided by Boutique of Patan Market

Table 4.24

Facilities Provided by Boutique of Patan Market

Response	Delivery on time	Alternation of dress	Staff behavior
Yes	80	60	90%
No	20	40	10%
Total	100	100	100%

Source: Respondents Filling the Questionnaire

Analysis : Table no. 4.28, revealed the response of the boutique customers based on the facilities provided by boutiques of Patan market. The questionnaire has been grouped into three categories, namely delivery on time, alternation of dress and staff behavior 80% of the customers were satisfied with delivery on time, while 20% were not satisfied 60% of the customers were satisfied with the alternation of the dress, while 40% were not satisfied 90% liked the staff behavior while, 10% did not liked the behavior.

4.2.8 Response on Availability of Fabric

Table 4.25

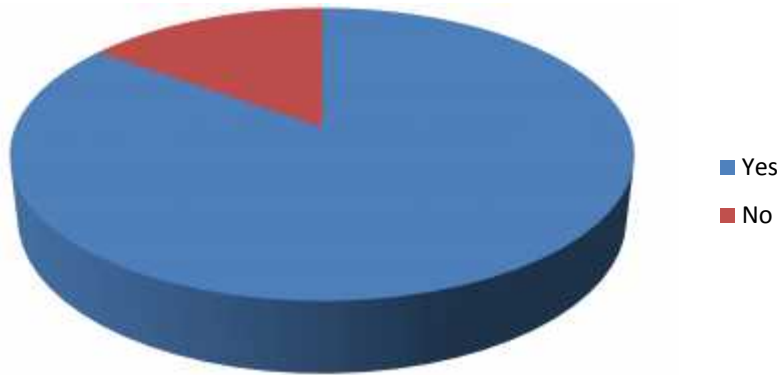
Availability of Fabric

Availability of fabric	No.	%
Yes	85	85%
No	15	15%
Total	100	100%

Source: Respondents Filling the Questionnaire

Analysis: From the table No. 4.29, it can be deducted that 85% of the respondents felt availability of the fabric convenient while 15% felt otherwise. We can present above data as figure below:

Figure 4.14
Availability of Fabric



4.2.9 Problems and Prospects in Boutique Products

Table 4.26
Problems and Prospects in Boutique

Response	Finance	Market Condition	Marketing	Pricing	Government Support
Good	80	70	82	43	0
Bad	20	20	15	42	30
Deteriorating	0	10	3	15	70
Total	100	100	100	100	100

Source: Respondents Filling the Questionnaire

According to the above table, problems and prospects in boutique products shown. It can be seen that 80% of the respondents felt financial condition of boutique product to be good while rest (20%) felt bad, about it. 70% of the respondents felt that the market condition of such products is good compared to 20% who felt bad and 10% who felt it to be deterioration. 82% of the respondent felt that the marketing of boutique products is good compared to 15% who felt bad and 3% who felt it to be deteriorating.

43% of the respondent felt pricing of boutique products is good compared to 42% who felt bad and 15% who felt it to be deterioration. 30% of respondents felt government support is bad and 70% felt deterioration where as none of the respondents (0%) felt good.

4.2.10 Rating of the Development of the Boutique

Table 4.27

Rating of the Development of the Boutique

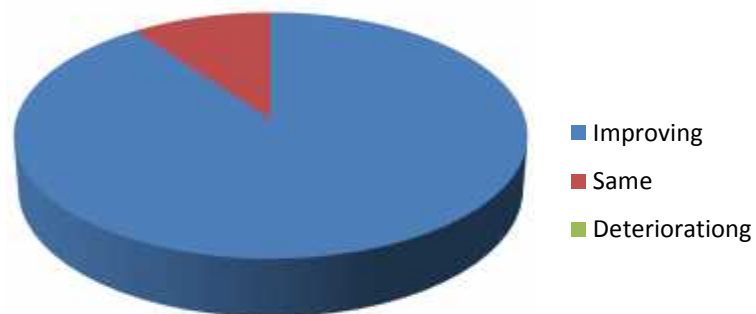
Rating	No.	%
Improving	90	90%
Same	10	10%
Deteriorating	0	0%
Total	100	100%

Source: Respondents Filling the Questionnaire

According to Table No. 4.31, the development of the boutique has been rated as improving, same and deteriorating 90% rated as improved while 10% rated same as before. None of the respondents found it deteriorating. Which can be present as figure below:

Figure 4.15

Rating of the Development of the Boutique



4.3 Major Findings of the Study (From Boutique Proprietor)

The following major findings have been obtained from the data presentation and analysis made from previous chapter. First part of analysis deals with response of boutique proprietor.

1. Fifteen years before, none of the boutiques had been opened but, during ten year's time lots of new boutique had opened and profit is also on average. In last ten decades, there is only one boutique organization in Nepal which is called Boutique Association Nepal.

2. Regular customers are usually local people with large percentage of female customers. Boutique proprietor found Patan area to be convenient and almost all customers came repeatedly to boutique.
3. Frequency of visit is once a month with age group of 25 to 40 years of spending on boutique annually is Rs. 10,000 to Rs. 20,000.
4. Boutique proprietors usually prefer verbal (friends, colleagues), television and magazine media. They were not interested in newspaper media. For promotional media, fashion shows are preferred while, discounts and seasonal sales comes to second and third.
5. Most of them respondents took promotional measures once a year. Planning of the advertisement budget is according to percentage on sale and annual advertisement expenses usually around Rs. 10,000 to 50,000 depend on Boutique organization.
6. There is profit in annual income and most of them think future of boutique business is quite good.
7. Boutique proprietors have various problems and respects Finance market condition and pricing are good while economical and political stability is not adequate. Day by day increasing strikes from trade unions, political parties make the business environment harassment.
8. In Nepal Boutique proprietors have to depend on skilled labors, even 90% were from international country, India. They have to hire by paying a lot of fund. By which a lot of money is going outside the country and obviously product's market price is increasing more. Finally, country's economical growth rate is getting down.
9. In spite of being second largest country water resources country have to face load shedding power cut problems. Beside this shortage of petroleum products is also one of the problems of Nepal, Which hamper on physical distribution and also on export and import of finished goods and raw materials.
10. Since the country's import and export regulation's is not boutique business friendly. Since, country has to depend on other countries like India. France, Italy for raw materials which is used in boutique products. Products. Proprietors were not well satisfied with government export/import regulation, due to high import tax.
11. Respondents had increased the number of tailors and research work done about boutique products is from students doing project work.

Major finding of the study (from Boutique customer)

12. The second part of analysis deals with response of boutique customers. These are some of the major findings.
13. Majority of boutique customers fulfills dress requirement by using boutique services and prefers boutique products. Respondents visit boutique on recommendation of friends. Few percent visit on recommendation of family and advertisement.
14. Majority of the customers had been visiting boutique like celebrity models actor actress and individual. They purchase boutique products usually half-yearly or by changing the fashion in market of they want something extra.
15. Boutique customers are usually satisfied with products and reason for satisfaction is latest design, quality fabrics and good fitting.
16. They found Patan to be a convenient place and availability of fabric is liked by many people. Respondents are found to be satisfied by the facilities by boutique as delivery on time, alternation of dress and staff behavior.
17. Boutique customers found finance, market condition and marketing of boutique products to be good, while pricing and government support is not adequate. Cash discount is the main suggestion of additional services and others are home delivery and credit facilities.

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Boutique production and marketing is a not so new phenomenon in the Nepalese market. This is the business that is emerging as a profitable business. The country, which was not, much fashion conscious about 20 years ago, is now gradually shifting to fashion conscious life.

As there are lots of boutiques in Patan area people usually prefer to go there for stitching of dress. Many choices and designs are available for customers. People are more conscious about their look, so spending money in boutique is not a big issue. People are satisfied with the products and services of boutiques. This is the main reason for the bright future of boutiques.

The main objective of the study is to find out brand loyalty of customers, effectiveness of advertisement, to identify problems and prospects and to make effective marketing of boutique products.

Scientific method of research is used for the study having two well-structured questionnaires. One is designed to conduct for the boutique proprietor and another is for boutique customers. For boutique proprietor 10 questionnaires were distributed and collected and 100 questionnaires for boutique customers.

To draw the outcome of research study, various questions like annul income, advertisement expenses and sequence of customer visit to boutique, promotional media and advertisement media were collected form 10 boutique proprietors. Another questionnaire was tabulated according to opinion response, attitude and comments of 100 customers incidentally almost who were female.

The data and information by means of the questionnaires were presented, interpreted and analyzed so as to attain the stated objectives of the study.

5.2 Conclusion

People are generally influenced by style, comfort and new trends of society. For the study, various respondents from different fields were taken. Numerous articles from newspapers were collected so one can know the different aspects of people. The following conclusions are deduced from the opinion survey of 100 individual customers and 10 boutique owners from this study.

1. As people are fast embracing modern culture inclination of the customers to buy boutique products are increasing gradually. Everybody prefers to look best so this trend has given growth to boutique products, which is fast emerging as a profitable business.
2. Marketing aspects are average usually boutique owners have good relationship with customers. If customers didn't come frequently then some boutique owners call and make an inquiry. So, this gives importance to customers.
3. Discount is given if customers stitch in bulk quantity. Regular customers usually prefer same boutique.
4. Customers are influenced by friends and of latest designs. Living style of people is changing so boutique products are gaining popularity.
5. Boutique owners are not much aware about marketing. Good marketing uplifts the profit of boutique products. Government marketing uplifts the profit of boutique products. Government does not show any interest toward: boutique products, so this is also hampering boutique products. Finance, pricing and market condition changes according to economic condition of the country.
6. People are fast embracing these boutique products, which definitely is a boon for business growth. Nepalese customers are attentive to advertisement, so they are inclined to buy the products recommended by friends, which is also considered to be a strong advertisement means. Surviving all the problems, boutique products are emerging as a good business.
7. Brand loyalty does exist. Most of the boutique customers are brand loyal.

5.3 Recommendations

The following recommendations are made on the basis of the findings of this study.

1. Major problems are lack of awareness among people regarding boutique products. There is only a single association about boutiques where one can discuss the problems and which is not enough. In Patan area boutiques are opened and closed every month one should know what are their problems to close the boutique so finding these solutions there may be certain stability for boutiques in Patan area. So, the main recommendation is research by which when new boutiques are opened, they would know the challenges and prepare to tackle the obstacles. Existing boutiques can also have researched on so, they can fulfill the customers taste and know what is lacking in their business.
2. One of the major recommendations is there should be more fashion shows so: boutique proprietor can get to show their talent and publicize their products. Boutiques are brought into limelight through fashion shows, which helps in dragging concentration and interest of the customers towards boutique. Other aspects are through advertisement, fashion shows, TV channels, newspapers etc.
3. Many improvements in the field of marketing are necessary, like publishing new products in newspaper which is catchy and draw the attention of the customers. For this more advertisement is recommended, than only public will know what is happening in the market.
4. In a boutique different varieties of fabrics of fabrics should be available under one roof, which would be convenient for customers. Strong recommendation for stocking many varieties of fabrics in boutique is the major lure for customers. Customers do not have to go to various shops to buy fabrics and availability of fabric is sure a plus point for boutique customers and proprietors.

5. The political and economical stabilization is one of the essential needs for boutique business. In spite of being world's second richest country on water resource Nepal have to face daily Electricity. Power cut problems which is also the one of the big issue which plays the negative role of obstacle for the business, production.

6. Government should have to regulate and monitor the boutique business frequently so that it can control duplicity. Beside that government have to support by reforming the boutique friendly rules and regulation, by deducting tax on importing raw materials and exporting the finished goods, by creating market environment nationally and internationally, regulation boutique friendly law and rights since the country is lacking of raw materials and skilled labour. Government can make an environment for producing skilled labour in own country by providing trainings and motivate private sector to establish the institutions where people can trained and develop skill.

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You Tube.

Questionnaire for Boutique Proprietors

1. How long have you been in the Boutique business?
2 years 5 years 10 years recently
2. Do you feel the boutique business is more profitable?
Yes No
3. Who are main Customers of the business?
Male Female
4. Who are the Regular Customers of your Boutique?
Local People Foreign
5. Who is more Repetition Customers of your Boutique ?
Male Female
6. Is the Patan area convenient for the boutique business?
Yes No
7. What is the age group of the customer's visit?
Once a week Once a month Once a year
8. what is the age group of the customers?
15-30 years 30-45 years Above 45 years
9. What are the average expenses done by the customers annually?
Below 10000 10000-20000 above 20000
10. What advertising media do you prefer for the advertisement?
T.V Magazine Verbal Newspaper
11. What is your preference for the promotional media for marketing?
Gift Scheme Fashion Show Discount
12. How often do you undertake the promotional measures?
In one year 2 times a year 3 times a year
13. What are your approx annual advertisement expenses ?
25000 500000 above500000
14. Is there any profit in you annual income ?
Yes No
If yes, please indicate your profit range
Below 500000 500000-1000000 Above 1000000

15. What is the future of the boutique business in the Patan market ?

Gloomy fair Average Good

16. What do you think about problems and prospects of boutique products?

Finance	Market Condition	Marketing pricing	Govt. Support.
Good <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poor <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deterioration <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Questionnaire for Boutique Customers

1. How do fulfill you Dress requirements ?
Readymade Dress Purchase Stitching by Tailors
Using Boutique Services
2. What is your preference of Dress ?
Readymade Dress Boutique Products Tailors
3. Who recommended this Boutique to you ?
Friend Family Advertisement Others
4. How long have you been visiting this Boutique ?
5 years 3 years 2 years 1 years
5. How frequently do you purchase the boutique products ?
Monthly Quarterly Half Yearly Yearly
6. Are you satisfied with Boutique products in Patan ?
Yes No
If yes, What are the reasons of satisfaction ?
Good fitting Quality Fabrics Latest Design Price Factor
Others
7. Is the location of Boutique convenient for you ?
Yes No
8. Are you satisfied with the facilities provided by Boutiques of Patan Market concerning ?
Delivery on time Alternation of Dress Staff Behavior Others
9. Is availability of Fabrics convenient for you ?
Yes No
10. How do you rate the development of Boutique you are visiting ?
Improving Same Deteriorating