

**SALES PLANNING AND ITS IMPACT ON PROFITABILITY
(A Case Study of Unilever Nepal Limited)**

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RECOMMENDATION

This is to certify that the thesis

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Entitled

"Sales Planning and its Impact on Profitability"

(A Case Study of Unilever Nepal Limited)

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

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DECLARATION

I hereby declare that the work done in this thesis entitled “Sales Planning and its Impact on Profitability” (Unilever Nepal Limited) has submitted to Office of Dean, Faculty of Management, Tribhuvan University is my own created work reported in the form of partial fulfillment of requirement of Master of Business Study (under the guidance of supervision of Associate Prof. Mr. Bhim Narayan Adhikari of Balkumari College, Narayangarh.

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VIVA–VOICE SHEET

We have conducted the Viva–Voice examination of the

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And found that thesis to be the original work of the student and written according to the prescribed format. We recommended this thesis to be accepted as partial fulfillment of the requirement for Master's Degree in Business Studies (MBS).

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Gyanu Bhurtyal

LIST OF ABBREVIATION

AD -	Anno Domini
AM -	Arithmetic Mean
A/C -	Account
BS -	Bikram Sambat
BEP -	Break Even Point
BES -	Break Even Sales
Co. -	Company
CV -	Coefficient of Variation
CVP -	Cost Volume Profit
CBS -	Central Bureau of Statistics
FDI -	Foreign Direct Investment
FITTA -	Foreign Investment and Technology Transfer Act.
FY -	Fiscal Year
GDP -	Gross Domestic Product
GMN -	Government of Nepal
i.e. -	That is
Ltd. -	Limited
MBO -	Management by Objective
MBS -	Master of Business Studies
MNC -	Multi National Company
MT -	Metric Tones
NLL -	Nepal Lever Limited
P.E. -	Probable Error
P/L -	Profit / (Loss)
P&L A/C -	Profit & loss Account
P/V Ratio -	Profit Volume Ratio

PES -	Public Enterprises
PPC -	Profit Planning and Control
Prof. -	Professor
Pvt. -	Private
RDL -	Royal Drugs Limited
Rs. -	Rupees
S.D. -	Standard Deviation
TU -	Tribhuvan University
UNL -	Unilever Nepal Limited
V/V Ratio -	Variable Volume Ratio
VC -	Variable Cost
VDC -	Village Development Committee

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