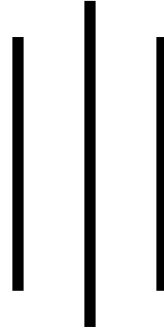
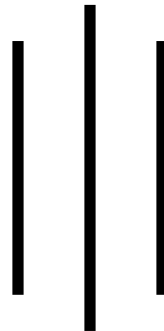


**MARKETING ANALYSIS OF DUBAR VATIKA SHAMPOO  
IN  
KATHMANDU VALLEY**



**Submitted to:**  
Office of the Dean  
Faculty of Management  
Tribhuvan University

In Partial fulfillment of the requirement for the Master of Business  
Studies (MBS)



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Ph. No. 021-526327, 522204

***RECOMMENDATION***

This is to certify that the thesis

*Submitted by*

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

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**VIVA-VOCE SHEET**

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

**Sushma Bajagain**

*entitled*

**MARKETING ANALYSIS OF DUBAR VATIKA SHAMPOO  
IN KATHMANDU VALLEY**

*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 fulfillment of the requirement for*

***Master's Degree in Business Studies (M.B.S.)***

**Viva-voce Committee**

Chairperson, Research Committee .....

Member (Thesis Supervisor) .....  
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Date: / /2067

## **DECLARATION**

I hereby, declare that the work reported in this thesis entitled **MARKETING ANALYSIS OF DUBAR VATIKA SHAMPOO IN KATHMANDU VALLEY** submitted to the Research Department of Degree Campus, Old Airport, faculty of Management, Tribhuvan University in my original done in the form of partial fulfillment of the requirements for the Master of Business Studies (MBS), under the supervision of Mr. Shyam Katuwal.

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## ABBREVIATION

Adv.	Advertisement
CEO	Chief of Executive Officer
d.f	Degree of freedom
DVS	Dabur Vatika Shampoo
F.M	Frequency Modulation
GM	General Manager
Int.	Intermediate
Ltd.	Limited
Mkt.	Marketing Assistant
No.	Number
P. G.	Post Graduate
Pvt.	Private
R. Shop	Retail Shop
Res.	Respondents
S. D.	Standard Deviation
SLC	School Living Certificate
Wei. No	Weighted Number