

**PREFERENCE OF MAINSTREAM BEER IN
KATHMANDU METROPOLITAN CITY**

(With reference to Oranjeboom Beer)

By

Anil Bajracharya

Shanker Dev Campus

Roll No.: 163/059

T.U. Registration No: 7-2-297-696-99

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Faculty of Management

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In partial fulfillment of the requirement for the

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Master of Business Studies (M.B.S.)

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RECOMMENDATION

This is to certify that the thesis

Submitted by

ANIL BAJRACHARYA

Entitled:

PREFERENCE OF MAINSTREAM BEER IN

KATHMANDU METROPOLITAN CITY

(With reference to Oranjeboom Beer)

*Has been prepared and approved by this Department in the prescribed format of
faculty of management. This thesis is forwarded for examination.*

.....

Laxman Mohan Dhoj Joshi

Thesis Supervisor

.....

Dr. Kamal Deep Dhakal

Campus Chief

VIVA- VOCE SHEET

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

ANIL BAJRACHARYA

Entitled

“Preference of Mainstream Beer in Kathmandu Metropolitan City”

(With reference to Oranjeboom Beer)

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 the degree of Master of Business Studies (M.B.S).

Viva-Voce Committee

Head of Research Department :

Member (Thesis Supervisor) :

Member (External Expert) :

TRIBHUVAN UNIVERSITY
Faculty of Management

Shanker Dev Campus

DECLARATION

I hereby declare that the work reported in this thesis entitled “**Preference of Mainstream Beer in Kathmandu Metropolitan City**” (With reference to **Oranjeboom Beer**) submitted to Office of the Dean, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (M.B.S) under the guidance and supervision of Associate Professor Mr. Laxman Mohan Dhoj Joshi.

.....

Anil Bajracharya

Researcher

Roll No. : 163/059

T.U. Regd. No: 7-2-297-696-99

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ABBREVIATIONS

1. SBN : Sungold Brewery (Nepal) Private Limited
2. GBPL : Gorkha Brewery Private Limited
3. MEBPL : Mount Everest Brewery Private Limited
4. NBPL : Nepal Brewery Private Limited
5. HBPL : Himalayan Brewery Private Limited
6. UBPL : United Brewery (Nepal) Private Limited
7. Rs. : Rupees
8. HL : Hecto liters
9. ml : Milliliters
10. No. : Number
11. Pvt. : Private
12. Ltd. : Limited
13. UDB : United Dutch Breweries
14. MOR : Monthly Operation Review
15. e.g. : Example
16. i.e. : That is
17. B.S. : Bikram Sambat
18. A.D. : Anno Domini
19. Ed. : Edition