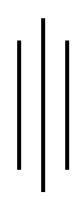
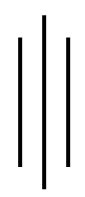
Market Situation of Brand Wai Wai In Kathmandu Valley



A Thesis By RITA GAUTAM Batch: 2063-064

T.U. Regd. No: 7-1-326-170-98

Roll NO: 37 Saraswati M. C



To:
Office of the Dean
Faculty of Management
TRIBHUVAN UNIVERSITY

In Partial Fulfillment of the Requirement for the Degree of Master of Business Studies (M.B.S.)

Kathmandu Aug, 2010

RECOMMENDATION

This is to certify that the thesis:

Submitted by

RITA GAUTAM

Entitled

"Market Situation of Brand Wai Wai In Kathmandu Valley"

Has been prepared, as approved by this Department in the prescribed format of Faculty of Management.

This thesis is forwarded for examination.

Mr. Nirmal Khadka
(Thesis Supervisor)
Date:

VIVA-VOCE SHEET

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

RITA GAUTAM

Entitled

"Market Situation of Brand Wai Wai In Kathmandu Valley"

and found the thesis to be original work of the student written according to the prescribed format. We recommend this thesis to be accepted as partial fulfillment of the requirement for Master Degree in Business Studies (M.B.S.)

Viva-Voce Committee

Chairman (Research Committee):	
Member (Thesis Supervisor):	
Member (External Expert):	
Member	
Member:	
Member:	

DECLARATION

I hereby declare that this thesis entitled "Market Situation of Brand Wai Wai In Kathmandu Valley" submitted to the Central Department of Management, Tribhuvan University, Kirtipur, is my original work done in the form of partial fulfillment of the requirement for the Degree of Master of Business Studies (MBS) under the supervision Mr. Nirmal Khadka, Central Department of Management, Tribhuvan University.

Date	•
Daic	

Rita Gautam Saraswati Multiple Campus, Kathmandu T.U. red .no.7-1-326-170-98

(Researcher)

ACKNOWLEDGEMENT

First of all thanks to the entire helping hands in order to complete the work

successfully. I am hearty indebted to my thesis supervisor Lecturer Nirmal Khadka

and Associate Professor Bijaya Prakash Shrestha for their valuable advices,

suggestions and guidance without which the completion of the work can't be imaged.

I highly appreciat to the staffs of wai wai Brand distributor, Brand manager,

Central Library of T.U. and Library staffs of saraswati M.Campus for their valuable

advice and support for providing necessary data and informations.

I am grateful to my respected parents Tikaram Gautam and Sharada Gautam, brother

Ravi Gautam, Rajesh Gautam and sister Ruku Gautam for their continuous support

and encouragement in my study. I am also thankful to all of my family members for

their kind co-operation during my thesis writing period.

Finally, I would like to thank my friend Sabitri Thapa for her encouragement

and support for the completion of the work successfully.

Date...... Rita Gautam

Researcher

Saraswati Multiple

Campus, Kathmandu

iv

TABLE OF CONTENTS

Recommendation	i
Viva-Voce Sheet	ii
Declaration	iii
Acknowledgement	iv
Table of Contents	v
List of Tables	viii
List of Figures	ix
Abbreviation	X
CHAPTER – I INTRODUCTION	
1.1 Background of the Study	1
1.2 Significance of the Study	4
1.3 Statement of the Problem	5
1.4 Objectives of the Study	6
1.5 Limitation of the Study	6
1.6 Rational for Selection of Kathmandu	7
1.7 Marketing Policy / Strategies of 'Wai Wai'	7
1.8 Organization of the Study	8
CHAPTER-II REVIEW OF LITERATURE	
2.1 Introduction	9
2.2 Marketing (Conceptual Framework)	9
2.2.1 Marketing Concepts	10
2.2.2 Marketing Management	14
2.2.3 Marketing Environment	14

2.2.4 Segmentation2.2.5 Some Repeated Terminologies	19 20
2.2.6 The Marketing Concept in Nepal	23
2.2.7 Development of Marketing	26
2.2.8 Basic Principal of Marketing Concept	26
2.2.9 Marketing System	26
2.2.10 Marketing Mix	27
2.3 Promotion	28
2.3.1 Advertising	29
2.3.2 Advertising and other Promotional	32
2.4 Products	35
2.5 Distribution	40
2.5.1 Channels of Distribution	40
2.5.2 Channel Design for Consumer Products	41
2.5.3 Physical Distribution	42
2.6 Pricing	42
2.7 How to Covert Customer Desire into a Scale?	46
2.8 A Review of Previous Research Work	47
CHAPTER -III RESEARCH METHODOLOGY	
3.1 Introduction	49
3.2 Data Collection Procedure	49
3.3 Population	50
3.4 Sampling	50

3.5 Data Processing and Analysis	50
3.6 Data Presentation	51
Chapter - Iv Data Presentation And Analysis	
4.1 Consumer's View	52
4.1.1 Age and Occupation of the Consumers	52
4.1.2 Qualification of the Respondents	53
4.1.3 Use of Different Brands of Noodles	53
4.1.4 Actual Users of the Wai Wai Brand	54
4.1.5 Reasons for Preferred Wai Wai Brand	56
4.1.6 Availability of Wai Wai	57
4.1.7 Reasons for not Preferred WaiWai Brand	58
4.1.8 Suggestion taken from Sometime Users of Wai Wai	59
4.1.9 Trends of Watching Advertisement of Wai Wai	60
4.1.10 Having T.V on Respondent Home	61
4.1.11 Attraction of Advertisement on NTV	62
4.1.12 Effective Advertisement from Different Media	63
4.2 Businessman View	65
4.2.1 Types of Shop	65
4.2.2 Stock- Wise Situation of Noodles	67
4.2.3 Sale-Wise Situation of Noodles	68
4.2.4 Payment Status of Wai Wai	69
4.2.5 Payment Vs. Sales Growth	70
4.2.6 Increasing of Noodles Markets	71

4.2.7 Trends of Consumer Taking Brands Name	73
4.2.8 Trends of Suggestion to Consumer	74
4.2.9 Convincing Capacity of Shopkeeper	75
CHAPTERV SUMMARY, CONCLUSION AND RECOMMENDA	TIONS
5.1 Summary	77
5.2 Conclusion	78
5.3 Recommendations	80

Bibliography

Questionnaire

Abbriviation

LIST OF TABLES

Table No.	No. Title	Page
2.1	Comparative Features of Marketing Concepts	13
4.1	Age and Occupation of the Consumers	52
4.2 4.3 4.4 4.5	Qualification of the Respondents Use of Different Brands of Noodles Actual Users of the Wai Wai Brand Reasons for Preferred Wai Wai Brand	53 53 54 56
4.6	Availability of Wai Wai	57
4.7 4.8 4.9	Reasons for Not Preferred Wai Wai Brand Suggestion taken from Sometime Users of Wai Wai Trends of Watching Advertisement of Wai Wai	58 59 60

4.10	Having T.V. on Respondent Home	61
4.11	Attraction of Advertisement on NTV	62
4.12	Effective Advertisement from Different Media	63
4.11	Types of Shop	65
4.12	Stock – Wise Situation of Noodles	67
4.13	Sale –Wise Situation of Noodles	68
4.16	Payment Status of Wai Wai	69
4.17	Payments Vs Sales Growth	70
4.18	Increasing of Noodles Markets	71
4.18	Trends of Consumer Taking Brands Name	73
4.19	Trends of Suggestion to Consumer	74
4 20	Convincing Capacity of Shonkeeper	75

LIST OF FIGURE

Figur No.	re No. Title	Page
2.1	Communication	17
2.2	Stages of Marketing Development	26
2.3	Marketing System	27
2.4	Marketing Mix	28
2.5	Channel Structure for Consumer and Industrial Products	41
2.6	Channel Designs for Consumer Products	42
4.1	Use of Different Brands of Noodles	54
4.2	Actual Users of the Wai Wai Brand	55
4.3	Reasons for Preferred Wai Wai Brand	56
4.4	Availability of Wai Wai	57
4.5	Reasons for not Preferred Wai Wai Brand	58
4.6	Suggestion taken from Sometime Users of Wai Wai	59
4.7	Trends of Watching Advertisement of Wai Wai	60
4.8	Having T.V. on Respondent Home	62
4.9	Attraction of Advertisement on NTV	63
4.10	Effective Advertisement from Different Media	64
4.11	Types of Shop	67
4.12	Stock – Wise Situation of Noodles	68
4.13	Sale –Wise Situation of Noodles	69
4.14	Payment Status of Wai Wai	70

4.15	Payment Vs Sales Growth	71
4.16	Increasing of Noodles Markets	72
4.17	Trends of Consumer Taking Brands Name	73
4.18	Trends of Suggestion to Consumer	74
4.19	Convincing Capacity of Shopkeeper	75

ABBREVIATION

BOK : Bank of Kathmandu CG : Choudhari Group EBL : Everest Bank Limited

FY : Fiscal Year i.e. : That is Ltd. : Limited

NRB : Nepal Rastra Bank

NSBIBL : Nepal State Bank of India Bank Limited

NSEL : Nepal Stock Exchange Limited

RBB : Rastriya Banijya Bank

Rs. : Rupees

SCBNL : Standard Chartered Bank Nepal Ltd.

T.U. : Tribhuvan University