

**PRESENT MARKET POSITION OF CLOSE-UP  
AND PEPSODENT TOOTHPASTE IN  
NEPALGUNJ MUNICIPALITY**

**A**

**Thesis**

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**SUBMITTED TO:**

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**Tribhuvan University**

**Kirtipur**

In partial fulfillment for the requirements for the degree of Master  
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**RECOMMENDATION**

This is to certify that the thesis:

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**Entitled**

**PRESENT MARKET POSITION OF CLOSE-UP AND PEPSODENT  
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*has been prepared as approved by this Department in the prescribed format of  
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## **VIVA- VOCE SHEET**

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TOOTHPASTE IN NEPALGUNJ MUNICIPALITY**

And found the thesis to be the original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for Master of Business Studies (MBS)

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# DECLARATION

I hereby declare that the work reported in this thesis entitled “**Present Market Position of Close-up and Pepsodent Toothpaste in Nepalgunj Municipality**” submitted to Faculty of Management, Tribhuvan University, Mahendra Multiple Campus, Nepalgunj is my original work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business Studies (MBS) under the supervision of Mr. Lalmani Pokhrel, Mahendra Multiple Campus, Nepalgunj.

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This work is an achievement for me and this research tries to analyze the present market position of toothpaste. The study finds out the reality of toothpaste market and the position of toothpaste of different brand. A marketer can easily set his/ her policies and strategies in the market after it.

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Date : February, 2010

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## **LIST OF ACRONYMS**

ADB	Asian Development Bank
CB	Commercial Bank
DDC	District Development Committee
Fig.	Figure
FINGO	Financial Intermediary Non-Government Organization
HDI	Human Development Index
HDR	Human Development Report
MF	Micro Finance
MFI	Micro Finance Institution
NGO	Nepal Government Organization
NRB	Nepal Rastra Bank
NLSMS	Nepal Life Standard Measurement Survey
PCRW	Production Credit for Rural Women
PRSP	Poverty Reduction Strategy Paper
RMDC	Rural Micro-Finance Development Center
RSRF	Rural Self Reliance Fund
SACCOS	Saving and Credit Co-operative
SCG	Saving and Credit Group
SFDP	Small Farmer Development Program
UNDP	United National Development Program
Veg.	Vegetable
WBR	World Bank Report