

**A STUDY ON
MARKET POSITION OF SAFAL MILK IN POKHARA**

By:

Kalpana Khadka

Prithvi Narayan Campus

T.U. Regd. No. 5-1-48-248-96

Roll No: 188/062

A Thesis

Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

***In Partial Fulfillment of the Requirements for the Degree of
Master of Business Studies (MBS)***

Pokhara, Nepal

February, 2010

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RECOMMENDATION

This is to certify that the thesis:

Submitted by

KALPANA KHADKA

Entitled:

A STUDY ON

MARKET POSITION OF SAFAL MILK IN POKHARA

has been prepared as approved by this department in the prescribed
format of faculty of management.

This thesis is forwarded for examination.

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VIVA-VOCE SHEET

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

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A STUDY ON

MARKET POSITION OF SAFAL MILK IN POKHARA

*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 requirement for Master's Degree in
Business Studies (MBS)*

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Kalpana Khadka

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LIST OF ABBREVIATIONS USED

A.D.C.	-	Agriculture Development Centre.
A.M.A.	-	American Marketing Association
B.S.	-	Bikram Sambat
Effec.	-	Effective
F.M.	-	Frequency Modulation
F.Y.	-	Fiscal Year
G.D.P.	-	Gross Domestic Product.
Ineffec.	-	Ineffective
K.G.	-	Kilogram
Ltr.	-	Litre
PDDC	-	Pokhara Dairy Development Corporation
(P) Ltd.	-	Private Limited
T.U.	-	Tribhuvan University
TV	-	Television
V.D.C.	-	Village Development Committee.