

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

Nepal a land locked country is developing country. It is a Himalayan country also. Nepal has so many Himalayans. Nepal is a sovereign independent country. It lies between latitude 26'22''B to 30'27'' North and longitude 80'4'' E to 88'12'' East. It is bounded on the North by Tibet, autonomous region of the peoples Republic of China on the East by Sikkim and West Bengal of the Indian union on the South by Indian states of Bihar and Uttar Pradesh of Indian union. The average breath from north to south is 193 km. It has the population more than 2.5 million made of different races and tribes living in different regions, wearing different customs and speaking different language and dialogues as well as regarded one of the poorest countries in the world. It has an area of 147148 sq KM extends roughly 885 KM Miles from East to West and 145 to 193 KM from North to South.

Agriculture country Nepal has no more industries. It is a depended country for each and every goods like vehicles, sea foods, petroleum products i.e. kerosene, petrol, diesel, other many liquids and many more products. Nepal has free open boarder area in so many places for India. We can go to India easily and Indian people can come here easily. We are directly affected by the Indian market and market price. If India raises the price of goods Nepal has to bear that price. In the boarder side of Nepal the market is affected by the Indian currency or the price is determined in Indian rupee. Today the time of 21<sup>st</sup> century world market is being a global. The prime concern of every nation of the world is rapid economic development and Nepal is no exception to this ever-continuing process. Nepal is trying to its self reliant economy system for upgrade its living standard of people. More than 85% people are still in rural area and most of them are not getting

minimum physical facilities that is very important to live that is because poverty and underdevelopment (CBS 2004). And the annual per capita income is US \$ 340(budgeting year BS 2066). The annual per– capital income was US \$ 260 in WBR 2004. Comparatively it is also growing year by year.

The global economy is passing through the first ever post World War II era big economic crisis. Estimates are that in addition to contraction in the world economy, employment opportunities will diminish with deepening of poverty especially in developing countries. The global economic growth has shrunk by 2.0 percent in 2008 from that of 2007. The world economy that grew by 5.2 percent in 2007 dropped to 3.2 percent in 2008, estimated to turn negative by 1.3 percent in 2009 of the global economic growth rate, growth of advanced economies will be negative by 3.8 percent, while emerging and developing economies will have to content with 1.6 percent growth. The economy of newly industrialized countries is estimated to be negative by a higher 5.6 percent rate.

Nepal's economic growth rate in FY2008/09 is estimated to decline. In comparison to 5.3 percent GDP growth achieved at producers' price in FY2008/09, is estimated to grow in this fiscal year only by 4.7 percent. Observation of the structure of GDP shows among the production sector of the economy, agriculture occupied 32.4 percent, follow by wholesale and retail trade 13.7 percent, transport, communication, and warehousing 10.5 percent. Among other remaining sector real estate and professional services 8.3 percent, manufacturing industry 6.8 percent and construction 6.4 percent. Likewise education, financial intermediation, and electricity, gas, and water have their respective 6.0 percent, 4.8 percent, 1.7 percent shares to GDP. Of the remaining portion, education, public administration, and defense shared 2.0 percent, hotel and restaurant 1.5 percent and health and social works contributed 1.3 percent to GDP. In recent years, there has been a steady growth in the tertiary sector with in its increasing contribution to the Nepalese economy. The ratio of domestic savings to GDP at current prices in FY2008/09 stood at 8.0 percent as compared to 11.2 percent in FY2007/08. Similarly, the ratio of national savings reached 32.3 percent in FY2008/09 from

31.5 percent in the previous. *Source: Economic survey fiscal year 2008/09 Government of Nepal ministry of finance.* Nepal is a poor country. Per capita income of Nepali people is \$484. Among less industries music industry is a kind of entertainment industry. Almost music industry is established in Kathmandu valley. Due to globalization the world has become very small. If the marketing policies are better than company can easily set access to the international market for its goals. Company should know its targeted area and market situation. If, company is unknown about the market situation the company will go backward.

In the modern marketing era, every marketer should understand the consumer's satisfaction. All the production company they can adopts many marketing policies and advertisement for better sales. But few companies are getting the target who applies the better policy, better manpower in the right time, in right position. So the company should aware to know his market situation. For knowing these all things company may get the answers from these questions i.e. what is the condition of promotional activities? Is it effective? Is the distribution channels are good? Is consumers are satisfied with the product, with its price, with its quality, with its packaging? Is it leading product in the market and brand quality? These are the main questions. Marketing is a process that is associated with flow of goods and services from the owners to the customers in a smooth and lubricated way.

Today, so many brands of products are available in the market like instant noodles, toothpaste, drinks, soaps, cream, and hair oils even on T.V., Computers, Cars, and Motorcycle etc. It means competition is high, so marketing fields is challenging field, although if marketers could find out the driving way of the marketing skills always he is in pick. Business is facing today three channels and opportunities. They are advance in technology, globalization and deregulation.

### 1.1.1 AN INTRODUCTION TO MUSIC NEPAL

Although music Nepal was formally established in 2039 Shrawan 24 BS it has passed 2 decades time span up to now commencing its test production in 2040 Baishakh 2 BS this organization has regularly started producing crassest of **Ratna** recording institute through dubbing along with its birth music Nepal has recollected different confluences of songs and music, brought to the people door and has given the continuation of it still. This is a special historical effort of music Nepal. It has come a long way since its migration in the places named **Dhobidhara Kalikstan** into the flats and rooms. It has been able to manage its own technological instrument and tools in its own building within the period of 2046 due to collecting its own labor, skill and manpower. Now this institution has been a specific and developed as a music industry and as well as a strong pillar in the name of music industry in Nepal. Bringing a drastic change upon the general concept of the people that time –“music is an amateur game” this institute has established a royalty and became a senior musical industry in this field in Nepal.

MN was firstly objected to the cassette dubbing in its establishment and later it day and night effort fully aimed towards its industrialization to provide high quality songs and music and to promote Nepali music, art and culture is the main motto of its origin. Once it was the time when the bad concept was deeply rooted about a cassette which meant of only Hindi or English, Music Nepal developed the assumption of music to produce in the equal quality of the foreign music and proceeded with its productions to the audiences and the listeners. Also, eliminating the irregular and unscientific music market, it accepted to bring out competitive and qualitative music. Hence it produced the model cassettes for developing music industry. Not only providing healthy and qualitative entertainment but also availing the universal acceptance to this as a brethren organization of all castes, language groups, occupations, clans and culture is its theme. It kept on serving integrated action and fruit. It kept on providing to the audiences/ listeners with

varieties of musical gifts with the commitment to fight by means of Nepali music and songs against external interferences. Besides these, it keeps mutual relationship with different musical institutions. It follows and implements respect to the right in relation to intellectual property conservation especially copy right act and similarly advertises its importance. Assembling the slogan of enriching the nation it is honoring the artists and addressing to uplift the music. It won't be otherwise to state the revolutionary step of MN that it is able to welcome modern technology and as well as the honoring the national welfare and conservation of dying out cultural aspects. In short, this organization has the following objectives:

- a. Producing Nepali song/music
- b. Arranging its marketing
- c. Conserving the culture
- d. Strengthening and developing the culture
- e. Honoring the artists
- f. Uplifting the nationality
- g. Strengthening the national unity
- h. Including multiracial, multilingual, multicultural and people of different age groups.

### **1.1.2 MUSIC NEPAL AS AN ELDER ORGANIZATION**

It won't be otherwise to mention that MN has been an elderly organization of Musical industry which is established as a private means, MN has made a long run in the following points:

- a. First music producing industry by establishing first private level recording studio.
- b. First organization to provide royalty to artists' album.
- c. First organization to provide transmission royalty to the artists.

Besides this, being the first studio of South Asia to add a modern Tapematic Digital Loop bin plant and this institute has got license from multinational music company and has got the glory to transmit songs as a first music institute.

MN is the first musical institute which represents with world famous Japanese TV institute NHK “Who is who.” And is the first South Asian musical institute to receive international Gold Star Award. MN is the first private recording institute to publish a mouthpiece (sangeet, tri – monthly, since 2051 B.S.) By establishing cultural promotion council with the objective to conserve, uplift and develop the national culture, MN has been keeping its important vision to conserve the antique musical instruments of the historical importance.

### **1.1.3 FOR THE RIGHT TO CONSERVE INTELLECTUAL PROPERTY**

Along with the development and extension of song, music, MN accepted the necessity of the strong law force for the right and honor of artists and actively participated for making copy right act. As a result, it is oriented to implement the copy right act establishing in 2059 B.S. for the preservation of their economic and moral right. In this way, MN has been a first strong and effective institute by authoritarian the right conservation of the artists and is working against the artists’ exploitation and intellectual exploiters. MN has been closely connected with the international organization of copy right and Nepal Copy Right Preservation and working to minimize the illegal exports from local to international level and knocking the government to enforce the copy right act.

### **1.1.4 ECONOMIC CONTRIBUTION**

MN is the first institute to provide royalty to the Nepali artists for their honor. As MN started to provide payment on the basis of the selling of their cassettes we can say that it has been a consolation to the artists in relation to their economy. It is

encouraging to those artists who are working in free of cost. In conclusion, the artists now have been able to join their hand to mouth by the help of their art and it can be said that this is the consequence of the music to become industrialized.

### **1.1.5 INCREMENT IN THE GOVERNMENT TAX**

The increasing expansion of musical industry has brought growth upon the government tax. Especially then tax which MN group pays to the government has increased the government tax. MN group means the collective name of Swastik Audio, etc which is attached to MN. This group pays five hundred thousand NPR to Nepal government every year.

### **1.1.6 TECHNOLOGICAL CONTRIBUTION**

Besides dubbing the cassettes since 2039BS, MN has commenced recording through four track machine. In request to the Senior Manager Mr. **Ganesh Rasik** of Ratna Recording MN started dubbing the cassettes of Ratna Recording. In spite of the high effort and investment, the giant building was made; it lacked importing the recording studio equipments and efficient engineers. In this course of time MN conducted a testing recording in observation of the famous Indian engineer and recordist –**Daman Sud**. Along with the building the studio this institute added the equipment to make cassettes and its covers.

That time, MN equipped with Tapematic Digital loop bin dubbing plant. This plant was not available in South Asia that time. In 2052 BS, MN took a loan of Rs70,00,000/- from Greenland Bank and within it paid it off within the fiscal year 2056/57 BS. This is the high technology dubbing plant in South Asia. In this world's modern technological dubbing machine, now all the process is digital. It dubs the album and audio into magnetic tape from master loopy within a short time. To make it more advantage, MN took loan of 2500000/- from Nepal Arab Bank in 2058 BS and added two more slaves in that dubbing plant. Now, MN has three modern recording studios with four to forty tracks. MN has two hard disk recorders with the capacity of 32 and 16 tracks and an eight track capacity one

Analog recorder. Towards cassettes and CD mastering it has Mastering studio of Sadre Digital Editing system.

In this studio, audio editing is done along with studio mastering for uplifting and proper recording of old songs preservation. To store the recorded songs –music in various techniques MN has professional recorder i.e. dyad recorder, spool recorder, etc and it also has advanced studio available related with video.

In a summary, MN started its history from a small room an about 20 years ago and now succeeded to join high-tech studio in a four storied buildings. Now 60% and above cassettes and CDs are produced from this institution.

### **1.1.7 INTELLECTUAL AND HISTORICAL CONTRIBUTION**

MN is well introduced as the first private Music industry in the name of Nepalese Musical industry. It tried to establish its promotion as a source of livelihood of the artists. And, this seems successful recording the evaluation of the artists' lifestyle. Besides these MN have more challenges on its front. In one side, preserving old songs- music collections was its main task, also the audio recording and arranging of the existing valuable works of the literature is the another thing and MN took it equally responsible from its establishment.

As a result it brought to the market with sound recordings to the Nepalese excellent genres like Kunjini, Muna Madhan, Ramayan, Gauri as well as kept into the preserving store.

### **1.1.8 QUANTITATIVE CONTRIBUTION**

In this way, going ahead with a twenty year long experience recollecting the editing, MN has devoted 16 hundreds of musical cassettes of Hymns Company, national, folk songs, modern songs, and ethnic communications and about 2 hundred and fifty of Nepalese musical CD cassettes to the Nepalese musical stores.



Art and business go side by side and this concept has got practicality since its establishment and MN story has well been establishment in the people's heart and mind. *Source: Music Nepal information department.*

## **1.2 FOCUS OF THE STUDY**

The main focus of the study has been concerned with music industry only. Main location of the study is selected in the Kathmandu valley and the other part outside of valley will be the reference for study. In the study base is not suitable for the study so the study and data presentation part is analytical and description base. Primary data is available in the reference company. And secondary data will be the data from various music companies. Likewise recording studios, wholesalers, retailers of audio and video NTC for ring back tone and ring tones these all will be secondary data. And establishment of music company its continuous development process, its growth, its production volume, capacity, its marketing area, target people, listeners, selling point, its distribution channels, company management, company policy etc. are the main focus point. Company and its related institutions are supporting part for my study.

## **1.3 OBJECTIVES OF THE STUDY**

The main objective of the study is establishment of music industry in Nepal. How is the condition of music in Nepal? How the company is providing the facilities in the field of music? Why the music is necessary in real life? To get the true answer and following specific objectives are added.

- a) To study, evaluate, and suggest to the music industry.
- b) To study its problems and policies of the music marketing in Nepal with reference to the Music Nepal.
- c) To study about the audio, CD and VCD in Nepal.
- d) To study its formation system.
- e) To study its production, promotion, and advertisement policy.
- f) To present suggestions for the market situation of music market.

- g) To give a report for the future reference.
- h) To evaluate impact of sales due to promotion, distribution, advertisement etc.
- i) To suggest the corrective actions based on research findings.

#### **1.4 PROBLEMS OF THE STUDY**

It has so many problems in the study because no more documents are kept in proper condition. No reports are published from the company. All the program and marketing techniques are used by own logics. Most of the manufacturing companies in Nepal do not have sufficient information about the factors that are essential for managing the company. Nowadays, so many albums and CDs are produced day by day but its market is very small and the listeners are limited. Music Nepal Hindi albums have some competitors from Indian music companies. Indian music companies are giving maximum efforts to increase their sales by spending huge advertisement cost on various satellites channels. Lack of exact information on market share of Hindi albums is creating many problems to music Nepal. The increasing numbers of other national and international music companies are creating cutthroat competition in the market. Lack of exact information on the position of music Nepal recently is creating some problems to music Nepal. Thus to make marketing activities much simpler, Music Nepal should know its exact market share. Consumers demand is like changing wind. Marketing department of music Nepal always gives maximum effort to meet consumers demand. Lack of recent information on consumers demand may decrease the sales of Music Nepal product. Music Nepal produces various categories of albums in the market. Thus, the marketing department should know if they are not missing to produce any categories of albums. This may force the consumers to move towards other music companies' products. The problems of this study are as follow.

- a) Lack of data because there is no record keeping system.

- b) The music industry have not conducted sufficient marketing policies its management systems and research.
- c) Lack of concrete policy about sales policy, promotion policy, price policy, marketing system and distribution system.
- d) Lack of coordination between workers and the company. Rules and regulations are not followed properly.
- e) Fast attacking rules of government of Nepal. Rules are changing in very few months.
- f) Government has no suitable rule for the music industry.
- g) This is governed as other industry like cement, carpet, paper, home products, Pasma and many more products.
- h) This is an entertainment business so reports and thesis are not available from the previous author.
- i) Lack of technical personnel
- j) Lack of raw materials
- k) Lack of education.

## DISTRIBUTION AND EXHIBITION PROBLEM

Distribution and exhibition are also the main problem in Nepal for Nepali music. The success of Nepali music industry depends upon the advertisement and distribution. Total distributor of music Nepal all over the country and out side from the country is limited.

## INFLUENCE OF FOREIGN MUSIC

Influence of Hindi music i.e. classical, Hindi cinema, Hindi rap and pop, semi-classical, nowadays Vangra is effective in Nepal. In the party no one play the Nepal songs all they play Hindi songs still we can not control in its distribution and play.

## POOR ECONOMIC CONDITION

The economic condition of our country is poor and most of the Nepalese people are middle class. They earn very few amounts for live and that is only for their necessity. Limited market being a small country, the market of music is very small. The history of music is not so far from the decade and its market is not so large. In this small market the Hindi music covered more than 80% in city area and 30% in rural area. Economic developments of country depend upon few numbers of industries running in the country. In the field of music industry it is decreasing day by day.

## 1.5 SIGNIFICANCE OF THE STUDY

This study is practical, valuable, usable, and important, informative for the related company who introduce such type of business in Nepalese context. In today's modern marketing concept the world is going to be a globalization. In this context business information is necessary for the company. In this global change marketing has become a part of life. Each and every service oriented company or profit oriented company can not sustain without effective management. It is a key point of business. Every business or the company must have a long term vision. In the field of music, there is no more renowned musical industry. Only the MN has established in the first producing cassette and CDs in Nepal. This is more useful industry for music and Nepali artists. It is necessary to produce more reliable goods and it has to be served in the specific time period. The production should be an informative and very high technology or in the digital form. In the music industry there are so many peoples involved to produce, deliver, marketing, advertisement, promotion, packaging goods. Music industry plays very important role in marketing in areas of delivering satisfaction to the society by producing various musical audios, CDs, VCDs, etc. we can say that so many people are

engaged in the music industry and its market. So many people are involved in the business directly and indirectly. However its role in the society is to give a good song to the people. Now the music is going for the treatment by music therapy.

## **1.6 LIMITATION OF THE STUDY**

This study is based on the basis of direct involvement to the company. Due to research based study it has some limitations. Study is based on the primary sources of data. So the limitations of this study are given below.

- 1.6.1 This study concentrates only the marketing mix of the music industry.
- 1.6.2 This study is based on only primary data.
- 1.6.3 The previous research study is not entertained.
- 1.6.4 This study is limited to a survey of respondents an interview of people within the Kathmandu valley.
- 1.6.5 The study is reliable to extend the information provided by the company.
- 1.6.6 In this study very simple tools and techniques are used or this is based on the theoretical analysis.
- 1.6.7 Due to time factor there may be deficiency in information.
- 1.6.8 Cost and resources are constraints being a student.

## **1.7 PURPOSE OF SELECTING THE ORGANIZATION**

Music Nepal is the first registered private recording and music-publishing house. It has 25 years of experience in the marketing field of audiocassettes. Nowadays the company is producing various types of cassettes, CDs, VCDs, MP3 and many more musical tools. Therefore the organization is found perfect for the study of marketing. Many national and international awards are bagged by the organization. It makes a sense that music Nepal is one of the strong music companies in Nepal.

## **1.8 ORGANISATION OF THE STUDY**

Below is the organization of study. It is divided into five chapters.

### **Chapter I:**

#### **Introduction**

Chapter first is concentrate on introduction part of the study. It includes background of the study, a brief introduction of the titled company, focus of the study, Statement of the study, objectives of the study, significance of the study, and limitation of the study.

### **Chapter II:**

#### **Review of Literature**

Mostly in this chapter we review the concept and previous research work. Conceptual review provides the concept of marketing, marketing management, marketing mix, marketing analysis and proposition of industrial review. In previous research work it includes thesis, dissertation, and journals, articles related to the marketing, and published and unpublished reference, library research. Due to various constraints only important and relevant documents are reviewed.

### **Chapter III:**

#### **Research Methodology**

**This** chapter includes the research methodology followed in the study. It includes research design, nature and sources of data, collection method and instrument of data processing.

### **Chapter IV:**

#### **Data presentation and Analysis**

**In** this chapter, collected data through various sources have been presented in mathematical tools, tabulations, pie charts, theoretical paragraphs analyzed and interpreted by the help of required tools and techniques.

### **Chapter V:**

#### **Summary, Conclusion and Recommendation**

**In this** fifth chapter we give a summary of the study and findings of with necessary suggestions to the company.

In addition, appendices and bibliography have also been included in the concluding part of the study.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **2.1 CONCEPTUAL FRAMEWORK**

Literature review is a part of academic development where we become an expert in the field. In review of literature we study two types of review. One of that is a textual fact and another is subject matter. The textual facts would help the researcher to support the research in order to explore the area of relevant and true facts for the reporting purpose. While another part is the study of the facts what is happening and what would be happened and conducting the research study, previous study can not be ignored as that information help to check the chance of duplication in the present study. Also in this chapter two part of study is related one of that is conceptual/Theatrical review and another is review of related studies.

#### **2.2 ROLE OF MARKETING IN INDUSTRIALIZATION**

In this modern age marketing plays a vital role in develop of country also marketing plays a very significant role in acceleration the pace of industrialization which, in turn, aims at making the economy develop and strong. In relation with this it is significant to note that marketing is the most important multiplier of economics development. The development of marketing makes possible economics integration and the fullest utilization of assets and production capacity an economic already possesses. It mobilizes latent economic energy and finally contributes to the greatest needs that for the rapid development of entrepreneurs and manager. Ultimately, the development of entrepreneurs and managers help in managing industrial activities in a country. It is evident that the industrially developed countries are developed in the area of marketing too.



Marketing plays important role in the process of industrialization. The proceeds of industrial activity are passed on to the society through the process of marketing , hence the success or failure of business largely hinges upon the art and science of marketing which is composed of explorative knowledge, tact and talent of veteran practitioners. In the global market, the multinational companies like Sony, Hitachi, Toshiba, Philips, Procter and Gamble, Johnson and Nicholson and many others have been permeating throughout the world with the help of modern marketing practices and methods. So, the TATA, Birla, Bajaj India and STC, Thai foods and Panchakanya Iron in Nepal Chaudhary group of Nepal Khetan Group of Nepal, Hulas Steel are the good example for marketing and marketing policies. Marketing in this sense has made the producers as well as the customers more conscious towards comparative services, values, satisfy, satisfaction and convenience (*Sharma, 1999:4*)

*Sherbini(1955)* has contended that marketing is instrumental for industrial development. He also observes that marketing problems could be more obtrusive than many other deterrents to the process of industrialization. The growth of marketing attributes to disseminate new ideas favorable to economic growth, new pattern of consumption, possible new techniques and new ideas of social relations. *Kelly (1965)* is of the opinion that it helps to attain the end purpose of business enterprises. *Lazer (1969)* while discussing the need for broadening the social role of marketing argues that it can help reduce and eliminate poverty, preserve and natural resources and stimulate economic growth. *Slater (1976)* mentions that it has become an article of faith among preachers of the 'gospel' that marketing has something vital and constructive to add to developmental efforts. *Kacker (1982)* asserts that marketing enhances potential aggregate demand, which further aids to enlarge market and accelerate economic development. *Roa (1982)* opines that it plays the role of an educator it cultivates changes in public attitudes; it brings about changes in the 'quality of life'. It strives to build efficient economic and social institution it strives to secure the satisfaction of the public which is the primary recipient of national development. *Anthoni (1984)* adds that marketing has a cost

reducing dimensions. Effectiveness marketing not only creates new and bigger markets thereby helping to activate production.

### **2.3 CONCEPT OF MARKETING**

Some people think and say that marketing is as old as mankind. Others think that marketing began along with the 'barter system' I.e., exchange of 'goods for goods' but actually speaking marketing is of recent origin. According to *Peter Drucker*, marketing first arose in the middle of the 17<sup>th</sup> century in Japan when the first member of the Mitsui family tried to settle in Tokyo as a merchant and to open what might be called the first "Department store". During 19<sup>th</sup> century it expanded to western countries and after 50 years in (1905 AD) the marketing concept developed in the United States of America. People of these countries came to know the importance of marketing department, marketing research, advertisement, and so on. Then the modern marketing concept applied in social sciences and developed the societal marketing concept in the world. This is actually the latest concept of marketing.

There are several forces that helped to develop the modern concept in the world.

- a) decline of companies sales
- b) slow growth of companies
- c) changing buying patterns of the customers
- d) increasing competition
- e) Increasing sales expenditure etc.

Although the modern concept of marketing was of recent origin, history has clearly shown that the origin of modern marketing was not the result of over a long period. The modern marketing concept was the result of several alternative concepts. Some alternative concepts during the period are.

- a) the production concept
- b) the product concept
- c) the marketing concept
- d) the selling concept

- e) the modern marketing concept
- f) the societal marketing concept

The main goal of the marketing company is to satisfy consumer needs and wants by making a right offer. A company can make a developing an effective marketing program. Development of an effective marketing program requires a right combination or integration of the various components of marketing mix depending upon the nature of marketing organization (product- oriented or service oriented) however, a right combination or integration of marketing is affected by the marketing environment both internal and external. Therefore, the main task or responsibility of the management must be to properly analyze these forces, without which the formulation and implementation of an effective marketing program is not possible. *Dr shyam kumar shrestha – fundamental of marketing*

*Prof. Dr Govinda ram Agarawal(2001)* defines the today's marketing environment characteristics as follow:

- Globalization: Global Corporation are present in most of the markets, no domestic market is safe from competition.
- Technological changes: technological advances have shortened time and distance new products appear worldwide in a short time. Consumers are using internet and computers for shopping propose.
- Liberalization: deregulation has brought competition everywhere. Public enterprises are being privatized.

For a managerial definition, marketing has often been described as “the art of selling products” but people are surprised when they hear that the most important art of marketing is not selling! Selling is only the tip of the marketing iceberg (*kotler, 2003:9*) the above definition outlines that marketing is not only the art of selling products but also the integrative activities of marketing where the selling is the part of marketing activities.

*Prof Agrawal (2001)* defines in this term to the general public; marketing is selling through advertising and sales promotion. However selling and sales promotions

are only part of marketing. Marketing success belongs to those who can create, promote and deliver products that customers are able and willing to purchase (pp.- 1.2). Generally common people think marketing means buying and selling goods. Buyer who gets goods and in returns he pays the sum of money to the seller. But the concept of marketing is much broader than this general think.” Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services, to create changes that satisfying individual and organizational goal.” – *Kotler*

Marketing management area is an important field of business. In the view of *Kotler* he defines marketing as a human activities directed to satisfy the ultimate consumer. This process is doing by the individual or organization in the term of exchange. In total the process is making by the marketing mix. It includes 5ps of product, price, place, promotion, and people. In this modern world ultimate consumer or buyer is said the “king”, because the product is only for the consumer. It fulfils the needs and wants of consumer either it is useable or it is listenable. In this research I tried to make a report of the listenable goods. It is from the music market. The consumer they satisfy by the listening music and the product is made for listen and also available to watch in the TV by VCD, DVD, MP3, MP4, CD. And nowadays instead of these products we may be listen the music in our own cell phone, pen drive from the NTC network etc. Marketing is considered as a heart of the organization. In the time of 20<sup>th</sup> century *Peter Ducker*, the most influential writer observed that companies exit not to make a profit but to satisfy customers.

In the world marketing is very complex. So many profit oriented products and service oriented products both need different types of marketing strategies. It is related to the different types of products for the different places and different time frame, working area of industry and target group. Day by day it growing and becoming very short. In the ancient period marketing was by the voice of people. Some time later it is introduced by the radio. The information was given by the

radio as well as the newspaper was introduced in the field of marketing. In newspaper information is written for all people. Marketing channels or channels of distribution is the system of relationship among the various persons and institutions involved in the process of movement and ownership of products and facilitating exchanges. Distribution logistics is concerned with the physical movement of products. This all process is depends on the working area of industry and target group. Marketing broadly includes the activities related with product, price, place, and promotion. Similarly assembling, packaging, advertising, grading, storing, transporting, processing, pricing, sampling, controlling, and customers satisfaction are the main important components of marketing activities.

According to the modern marketing concept consumer is the king and all the business activities are depends upon on their ability to satisfy the consumer. Marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants. “ marketing is a social and managerial process by which individuals and group obtain what they need and wants through creating, offering, and exchanging products of value with others”- *(Kotler,1994: 614)*

“Marketing is a total system of business activities designed to plan, promote, price, and distribute want-satisfying products, services and ideas to target markets in order to achieve organizational objectives.”- *Ibid p.6*

“Marketing and marketing management plays important role in our society and in our business firm, marketing (the micro views) is concerned with those activities, which direct the flow of goods and services from producer to customer. This occurs to satisfy the need of the consumers and accomplish company’s (the macro view) objectives. The marketing concept says that a firm should focus all of its efforts on satisfying its customer at profit.”- *E.Jerome Mee Arthy,Basic Marketing.*

## **2.4 FUNDAMENTALS OF THE MARKETING CONCEPT**

- a) Target market: it should be defined carefully. No organization can operate in every market and satisfy every need.
- b) Customer oriented: it is the key to organizational success. Organizational activities should be focused on determining and satisfying customer need.
- c) Integrated marketing action: it is the essence of customer need satisfaction. All departments in the organization should work together to serve the customer's interests
- d) Objective achievement: the ultimate purpose of the marketing concept is to help organization achieve their objectives. Organizations can best achieve objectives by providing customer need satisfaction.” – *Dr. Govinda Ram Agarawal.*

## **2.5 MARKETING MANAGEMENT AND MARKETING MIX**

Marketing mix is the combination of the four major components that comprise a company's marketing program. Marketing mix is the core of marketing program. *Kotler* defines marketing mix as “a set of marketing tools that the firm uses to pursue its marketing objectives in the target market”. Similarly *McCarthy* defines marketing mix as “the controllable variables which the company puts together to satisfy its target market”. Marketing is the process of choosing markets to be in products to offer, prices to charge, distribution to use, and messages to send. Organizations must create and manage an effective marketing mix that satisfies customer needs and wants. Marketing mix is the set of marketing tools that organizations use to pursue their marketing objectives in the target market. To manage these all things is a management of marketing. So, any type of company should adopt these tools. To manage the all thing is very difficult. A manager can apply his efforts to get the target return either it is profit oriented product or

service oriented product. Ending point of the company is to satisfy the consumer who uses the product. The music company's target is to give a good music to the public.

The four major components of the marketing mix are:

- I) Product mix- management needs to plan and develop a right product to be marketed. The firm should properly analyze the product-life-cycle. On the basis of the product-life-cycle strategies are needed for changing products, adding new products, branding, packaging, and other various product attributes.
- II) Price – mix- management needs to determine a right price for its products. A right price is one which is affordable and acceptable to the target customers. Several strategies should be adopted to match the price with the markets such as price discounts and allowances, price discrimination, territorial price, promotional price and other related factors.
- III) Place or distribution mix- management needs to distribute products to the right place by selecting and managing channels place is one where maximum demand for its products exists and maximum of products are consumed.
- IV) Promotion mix- management needs to inform and persuade through right promotional medias the customers or markets regarding its products the major promotional activities or promotion mixes are advertising, personal selling, sales promotion, publicity, public relations and packaging.

Marketing mix are the marketing variables. The desired level of exchange will not be reached if the product does not match customers' needs if it is priced too high or low, if it is promoted poorly, or if it is distributed improperly. Therefore to complete effectively in today's business world. Marketers require a carefully planned and fully satisfactory marketing mix.

## **2.6 MARKETING CONCEPT IN NEPAL**

The economy of Nepal is characterized by excessive dependence on agriculture. The industrial sector is in a developing stage. The role of services has been growing in the recent years. Due to the topographical diversity of the country and poor transport and communication facilities, marketing has remained fragmented. The public sector remains dominant in the Nepalese economy. The private sector is developing and is dominated by the family-owned and managed business. The advent of global companies, especially tourism, manufacturing and finance sectors, has resulted in the transfer of basic marketing skills along with capital and technology. Marketing has been traditionally a neglected aspect in Nepal. Enterprises tend to concentrate on production and selling rather than marketing. The selling concept has been serving as the main marketing philosophy of Nepalese indifferent to the marketing concept. The marketing concept has not been embraced by most organizations in Nepal. This is clear from the following points.

- a) Management philosophy in most organizations of Nepal does not emphasize customer orientation.
- b) Target market has not been clearly defined by most of the Nepalese organizations.
- c) Marketing information system has remained very weak in most organizations.
- d) Marketing activities have remained fragmented in the organization structures. They have not been organizationally integrated. Marketing department has not become a part of the top management team.
- e) Organizations tend to be more interested in producing products and making profit through selling and promotion. They seem least concerned about satisfying the needs of the customers.



## **2.7 MARKETING INFORMATION SYSTEM IN NEPAL**

The Nepalese market has traditionally been a seller's market characterized by the control, shortage and scarcities. Most of the organizations lacked effective marketing information system. Marketing decisions were largely based on hunches and intuition where personal knowledge and experience played an important role. After 1980, Nepal has adopted the policy of liberalization and privatization. Globalization of the economy has been increasing. The growing competition has led to the emergence of a buyer's market computerization has been increasing in business enterprises. This has led to growing awareness about the importance of marketing information system for decision making. The marketing information needs are not carefully assessed. Ad-hoc managerial decisions generally determine such needs. The internal records constitute the most important components of marketing information system. They are used to make sales analysis, customer demand and market analysis. There is a growing trend toward computerization of internal records. Marketing intelligence is also used by Nepalese companies in a limited way. They subscribe to newspapers and magazines. They also use "press cutting services" which provide cutting of newspapers that are of interest to the company. Sales force and middlemen also provide intelligence but they are not properly trained and motivated. Organizations generally purchase information from outside sources. Marketing research is at an early stage of development but it is getting increasing attention from marketing managers. Some organizations have set up their own market research department. Consulting firms in the private sector have mushroomed to provide market research services. Professional marketing research firms like J. Walter Thompson of USA and MARG of India have started operations in Nepal. Marketing research in Nepal is dominated by advertising and product-related problems. Nepal has been fast in introducing new information technology. It is expected that the growth of market information system will be facilitated by such technology in the 21<sup>st</sup> century.

## **2.8 INDUSTRIAL DEVELOPMENT IN NEPAL**

The FY2008/09 budget aimed at making significant contribution to the GDP through rapid industrialization initiatives; creating industry-friendly and conducive investment environment; developing industrial infrastructure; providing policy support; and involve poor , backward, marginalized ethnic communities and groups in industrial activities in the industrial production Index of Central Bureau of Statistics (CBS), since there has been fall in the production of edible cassettes, CDs, VCDs and other products of music the production of these production is expected to decline day by day. According to preliminary CBS estimates, manufacturing industry GDP will decline by 0.5 percent in the current fiscal year as against the last fiscal year.

With a view to reducing the cost of exportable goods in international market and enhancing their competitive capacity, the concept of Export processing zone has been developed to encourage production practices based on labor value competition through exempting or setting aside different taxes imposed on import of necessary raw materials. The three year interim plan has adopted the strategy to set up a special economic zone to attract national and international investments at feasible sites for export oriented industries.

## **2.9 MICRO-ENTERPRISE DEVELOPMENT PROGRAM**

Activities are underway since last fiscal year aiming at achieving MDGs, poverty reduction and conflict mitigation and resolution. To this effect, 21 offices are transformed into NGO and Private Companies, and established as Business Development Service Provider Organization. Special programs are being carried out in four districts (Siraha, Saptari, Sarlagi and Kapilvastu) toward conflict mitigation and maintaining sustainable peace. Inter-groups of micro-districts level in all the 25 districts to serve the micro-entrepreneurs in safeguarding and promoting their rights and mutual benefits. The micro-entrepreneurs in these

districts are assistance through this institutional mechanism. After the implementation of micro-enterprise policy with its subsequent endorsement towards the end of last fiscal year 2007/08, the target was to provide self-employment opportunities to 4825 people including Dalits, indigenous, ethnics, Madhesis and Muslims with low income, and other groups specially women and unemployed youth groups through UNDP supported Micro-Enterprise Development Program in the current fiscal year. A total of 8947 people were provided skill oriented and entrepreneurship trainings and other supports to create business opportunities. Likewise, 30 new industrial business technologies were transferred thereby creating new employment opportunities for 10224 people. In the fiscal year 2008/09 as per the target set to develop micro-entrepreneurs by providing self-employment opportunities to Dalit, indigenous, ethnics, Madhesis, and Muslims having low income and other groups specially women and unemployed youth groups in 30 districts with five additional districts of Jumla, Kalikot, Dailekh, Dolakha, and Surkhet through micro-enterprise development program. In addition, skill oriented and entrepreneurship trainings and necessary support was provided to 5698, persons were imparted entrepreneurship training and new employment opportunities created for 6543 persons. In the recently added 5 districts, 6 new business development service delivery institutions have been established.

Nepal has completed its 6<sup>th</sup> year as a WTO member. As per the commitment to WTO, some new Acts and Regulations have been formulated and brought into implementation. Some Acts and Regulations have been amended and some are along the process of revision and refinement in order to make them ETO-friendly. National capacity enhancement program has been implemented in the context of enhancing competency with the change of time to raise Nepal's identity in world trade sector. Likewise, a High Level Steering Committee has already been formed for the optimal utilization of national and international resources and enhancing effectiveness of available technical assistance through better coordination mechanism. In this context, enhanced integrated framework steering committee led

by the chief secretary of the government is formed in order to enhance Nepal's trade efficiency. On instruction of the Government is formed in order to enhance Nepal's trade efficiency through coordination and mobilization of support to be received under enhanced integrated framework. On instruction of the committee, initial homework for collection of proposals has begun in the process of availing assistance.

#### **Activities after Nepal's accession to World Trade Organization (WTO)**

1. Nepal Trade Competitiveness Study, that was carried out in 2003 in world bank's support to make Nepal's Trade competitive, has been updated as per the changed contest through UNDP supported Enhancing Nepal's Trade Related Capacity project. This has provided continuity to the tasks like boosting trade related capacity of the government and private sectors related to trade, increasing the level of participation of stakeholders in formulating trade and industrial policies and trade analysis, skill development and creating investment- friendly environment.
2. Since it is imperative to open alternative transit route to facilitate Nepal's trade, pre-feasibility studies are being conducted to open singbad-Rohabpur transit route and Jawaharlal Nehru Port of Mumbai as well.
3. Feasibility study in the areas of tourism and information technology services is being conducted through United Nation Trade and Development Conference (UNCTAD) in the first phase to reduce trade deficit, maintain balance in foreign trade, and identify feasible sector in trade services.
4. Preliminary works for the infrastructure development are being carried out through European Union Supported EC- Nepal WTO Technical Assistance to avoid non-tariff barriers in export trade of sanitary and phytosanitary areas.
5. People's awareness programs are given continuity for maintaining coordination with private sector with a view to create awareness about the opportunity and challenges that Nepal programs are being implemented in collaboration with various Geneva- based international organizations related to Trade including UNCTAD and WTO.
6. Continuity is given to the interaction programs for providing information by experts with regard to the WTO's negotiations through WTO Reference Center on a monthly basis.
7. New Trade Policy, 2008 has come into effect upon GoN approval/ Drafts of new industrial policy Foreign Investment Policy Quality Control Act and SEZ Act have been prepared.

The custom duty rate is adjusted annually as per the commitment to provide market access opportunity for commodities trading. *Source: economic survey July 2009*

## **2.10 FOREIGN INVESTMENT IN INDUSTRIES**

Foreign investment and Technology Transfer Act has been amended to ensure effectiveness and align it with changing times and for opening the door for foreign investment in new sectors. One- Window Committee has been reformed for an easy access to tax exemption and duty drawback facilities for industries. With the objective of granting necessary permission services and facilities to foreign investors through one0window system for attracting foreign investment as pre the existing Act to achieve rapid economic growth in the country, foreign investment promotion committee working procedure 2062 BS is already in effect. Likewise, considering foreign investment, which is essential for country's economic growth new industrial and foreign investment policy will be introduced in the current fiscal year 2008/09 to achieve the economic growth rate as envisaged through Public Private Partnership. Special attention is paid for easy processing promotion of technology transfer, flow of foreign investment, productivity and enhancement of industry's work efficiency of the private sector to be able to compete in global market by utilizing the comparative advantage as pert the proposed policies. Similarly, arrangements have been made to provide diesel at subsidized rate by the government to industries willing to generate electricity through the means of captive and co-generation. Customs duty and other taxes will be fully exempt on imports of generators to compensable for electricity shortage faced by the industries due to load shedding.

Company Act, Insolvency Act Non-resident Nepali Act, Company Act, Cyber Act as in the form of second phase enhancement program are already in effect for the effective promotion of commerce and industries, and healthy and competitive markets supporting the leadership role of private sector and creating conducive environment for corporate establishment and investments. Special Economic Zone Act and Investment Board Acts are in the process of their enactments.

**TABLE 2.1**  
**TABLE: INDUSTRIES APPROVED FOR FOREIGN**  
**INVESTMENT IN F/Y 2007/08**

(Amount in Million RS.)

Industry type	Numbers	Total project cost	Total fixed cost	Foreign Investment	Employment generation
Industrial product	51	3028.00	1920.00	1244.00	3775
Services Industry	55	3370.00	2454.00	813.00	1513
Tourism Industry	67	783.00	697.00	745.00	2180
Construction	13	2119.00	1585.00	1804.00	1143
Energy	8	7346.00	7288.00	2868.00	967
Agro-based	11	127.00	100.00	107.00	377
Mining	7	3630.00	2853.00	2230.00	722
<b>Total</b>	<b>212</b>	<b>20403.00</b>	<b>16897.00</b>	<b>9811.00</b>	<b>10677</b>

*Source: Department of Industries Tripureshwore*

Foreign investment and technology transfer is essential for leading the nation's economic system towards attainment of self – sufficiency through building a robust, strong, dynamic and competitive economy through optimum utilization of available natural and human resources. Foreign investment fosters capital, modern technology, managerial and technical skills, access to international market, and culture of professional competition. In addition to this, the country heads for a strong and independent economy on the foundation of rapid industrialization and internal revenue generation. In this light, 212 industries were granted permission to establish on joint venture with fixed capital of Rs.16.90 billion, project cost of Rs.20.40 billion and foreign investment of Rs.9.80 billion. Of 212 industries that were granted permission in the fiscal year 2007/08 51, were related to industrial production, 55 were services industries, 67 were tourism industry, 13 were construction industries, 8 were energy, 11 were agriculture, and 7 were related to mining industries. From country-wise investment perspective in

these industries, china has its investment in 39 industries, India in 37 south Korea in 23, UK in 19, USA in 13, Germany in 11, Australia in 8, Netherland in 6, Japan in 5 and other nations have their investments in 40 industries.

**TABLE 2.2**

**TABLE: INDUSTRIES PERMITTED FOR FOREIGN  
INVESTMENT IN F/Y 2007/08**

(Amount in Million Rs.)

Industry type	Numbers	Total project cost	Total fixed cost	Foreign Investment	Employment generation
Industrial roduct	25	823.00	458.00	797.00	01180
Services ndustry	38	1684.00	1286.00	8081.00	1317
Tourism ndustry	45	613.00	563.00	576.00	1140
Construction	1	89.00	32.00	57.00	8
Energy	7	3220.00	3160.00	2170.00	879
Agro-based	3	580.00	173.00	267.00	549
Mining	17	479.00	417.00	474.00	2635
<b>Total</b>	<b>136</b>	<b>7488.00</b>	<b>6616.00</b>	<b>5142.00</b>	<b>7708</b>

*Source: Department of Industries Tripureshwore.*

To attract foreign investment through adoption of relevant, practical, and liberal policy, a total of 1743 industries were granted permission until the first eight months of FY 2008/09. Fixed capital of those industries stands at Rs.108 billion with their total project cost of Rs.131billion. A total of Rs.52billion as foreign investment in these industries has been recorded. Once in operation, these industries will generate employment for 139, 592 Nepalese citizens. Industrial estates were established with objective to support industrial development through provision of physical infrastructures and other services essential for the

establishment, operations and promotion of the industries. Considering the situation of industrial sickness in view of the unfavorable environment during the period of conflict and political uncertainty, the government has been implementing policy and programs since FY 2001/02 to mitigate the adverse situation of the ailing industries. The monetary policy for the current fiscal year has made a provision of refinancing up to Rs.2.0billion to sick industries.

However in survey, there is no description about music industry. The government is not interesting about such type of industry. Privatization made to people for development of industry. Many industries have a license for production and sales of product. They pay the sum of amount as tax and on the mode of VAT. No foreign investment in music industry. This is a local development industry using a high technology. Here in last page is a list of music industry registered in Nepal and some time they are famous in Nepal but out of them many industries are closed. Like wise a list of some recording studios is also attached in last page. Now a union of this recording studio is established for their unification.



# MUSICOLOGY

## 2.1.1 HISTORICAL DEVELOPMENT OF MUSIC

In a general speaking, the song which is sung together is called music. In fact, music is such an art through which the feelings, tones and rhythms are expressed and exposed through the presentation in the stage in the next word, music is a collective noun. Either by singing or by playing the instrument or different of the acts and gestures and by dance performance, music is presented. According to **Sarangadev in his book Sangeet Ratnakar** the collective noun for singing, playing an instrument and dancing is called music. Although music is the confluence of the three, music is mainly a singing skill. Music mainly focuses upon the instrumental and dancing both, these both elements are closely linked together but seem to be separate subjects. According to the book **Sangeet Ratnakar**, dance imitates playing and playing imitates singing. So singing is kept in the first position. One who plays an instrument has to play the beats according to the singer (vocalist). Similarly according to the beats the dancer has to show with the gestures. It is clearly seen in the practical so singing skill is established in the first position.

In the west, rhythmic songs and playing instruments are only called music. Dancing is kept as a different genre. In every particle of this material world exists the word. The same sound explodes as the musical sound. However, there are different definitions given on music but the conclusion is the giving pleasure to all the beings and keeping in the excellent state. If the singing includes welfare of the majority and the philanthropist, then the meaning of the music comes true.

### **Origin of Music:**

It is essential to state the origin of music after assimilating it. Music is immortal, continue and absolute, everywhere there's lacks to those who can't keep it on.

There is no doubt upon the universality of the cosmic sound. But this universality is only an illusion which is echoing in the universe for sustenance of sound. The fusion of sound is music in which tone, rhythms, beat meter and feeling are flowing integrated, sound is the mother of all creations, if there is no sound, all the creation turns into the pieces and disappears in the universe. It is essential to assimilate the reality of music. There are different myths on how music originated. According to puranas, the origin of music is believed as.

- a) A gift of Brahma to Shiva, Shiva to Saraswoti and Ssraswoti to Narad and other Rishis.
- b) A gift of Brahma to Saraswoti, Saraswoti to Narad, Narad to Bharat of 5<sup>th</sup> century and Bharat to all the human beings as a music education.
- c) Five Rags were emerged from five mouths of Shiva and the sixth Rag came from Parvati and these six Ragas broughy different Raginis and Rages.
- d) In the beginning of creation, Gayatri, Tristup, and Anustup the meters emerged from the Brahmas knee, skin and his flesh. Later Brahma pleases with his own creation and in his meditation, the first (Sa), second (Re), third (Ga), fourth (Ma), fifth (Pa), sixth (Dha), and last (Ni) notes originates and he gave away the inner knowledge to all the gods, goddesses and sages.
- e) Omkar is the source of all sounds. The reason of all music is Om, the only letter it appears in the top (forehead) itself in the state of extreme meditation. But the seven notes of the music are gained before gamming this Omkar.
- f) According to Pandit Damodar, music is the copy work of the animals like SA from a peacock, RE from papiha, GA from goat, MA from a crow, and PA from cuckoo, DHA from horse and NI from an elephant. In this way seven notes emerged.
- g) Once when Hajrat Musa was walking in a hot son, he saw a stone, an angel came and told him to take it home while going, Musa was too

thirsty but there was no water. He prayed for water and it rained. The rain broke the stone and became seven pieces, they scattered and seven spouts of water flew. These seven flows are given seven notes of music by Musa.

- h) A bird named 'Musikar' in Arab has seven holes in its nose. It produces seven harmonized notes like flute.
- i) According to Freud, the psychologist music is also a spontaneous feeling of the psychological development like crying, laughing etc.

### **2.1.2 STEPS IN MUSIC INDUSTRY**

Music Nepal was established in 1984. During his 25 years of long period it has cleared many obstacles in the field of marketing. Before Music Nepal was established, there was not even a single registered private recording studio. These days there are many music companies came into existence and everyone is facing a cutthroat competition. There are more than 55 Music companies in Nepal and the number is increasing rapidly. Due to an open economy, many foreign music companies are also prevailing in the market. The advertisement effort of those foreign companies is very strong since they can afford higher advertisement cost in expensive media which is almost impossible to Music Nepal. So, it is the first step of historical development of music industry in Nepal.

According to the marketing department of music Nepal 60% of the market is covered by them. These days music Nepal has to compete with many national and international music companies. Hence, a complete survey for finding out exact market share of music Nepal is required. Music Nepal is the eldest and older organization in the field of music field. So we can say that the step of industrialization of music is started from the start of music Nepal. Before 1984, there was not any organization for music. In the first stage there was an analog system recording. After some years or the time of digital it also brought a digital technology.

Here, the development of music industry is started through the establishment of Radio Nepal which was established in 2007 Falgun 20<sup>th</sup> BS. On the first step of transmission there were Hindi songs in Radio Nepal. They used to play the Hindi songs in all time. After a short period Radio Nepal started to record the songs and programs for its own transmission. So, Radio Nepal is the first music recording institution in Nepal where many songs were recorded. The first song of Nepali song was recorded in radio Nepal and there after so many songs was recorded in Radio Nepal. Radio Nepal itself was a first government music industry for all. It is still a recognized organization for music. All the renounce artists go there for song record. The song recorded there in Radio Nepal itself does the marketing from his own national radio. At that time there were renounce musicians, artists, recorders, and technicians and at that time there the record would be live. Till now so many modern songs are recorded there in Radio Nepal, so many folk songs are recorded and these all are by the Radio. It has a program for its birthday where the song competition is held.

### **2.1.3 MARKETING OF MUSIC INDUSTRY**

**Marketing** of music industry is easier than other product. The product of music are all entertainment so all products are related to song, music, artist, lyrics, instrument, and dance. So the market is very wide. Inside the country and outside the country it is very popular. For marketing so many music companies are available in the market. Before 3or 4 year so many companies earned profit from the marketing of music. But nowadays many companies are closed because the marketing of music is different. Many music companies are collapsed. Now, the marketing is being digital. People they do not buy cassette and they entertain songs in mobile and FM stations. In the field of music market advertisement policy is also different. Music advertiser is few in music market. Now a day's music quality is being less, many singers come in music field without enough knowledge about music. Music composer are also less knowledge. They sing only their need and

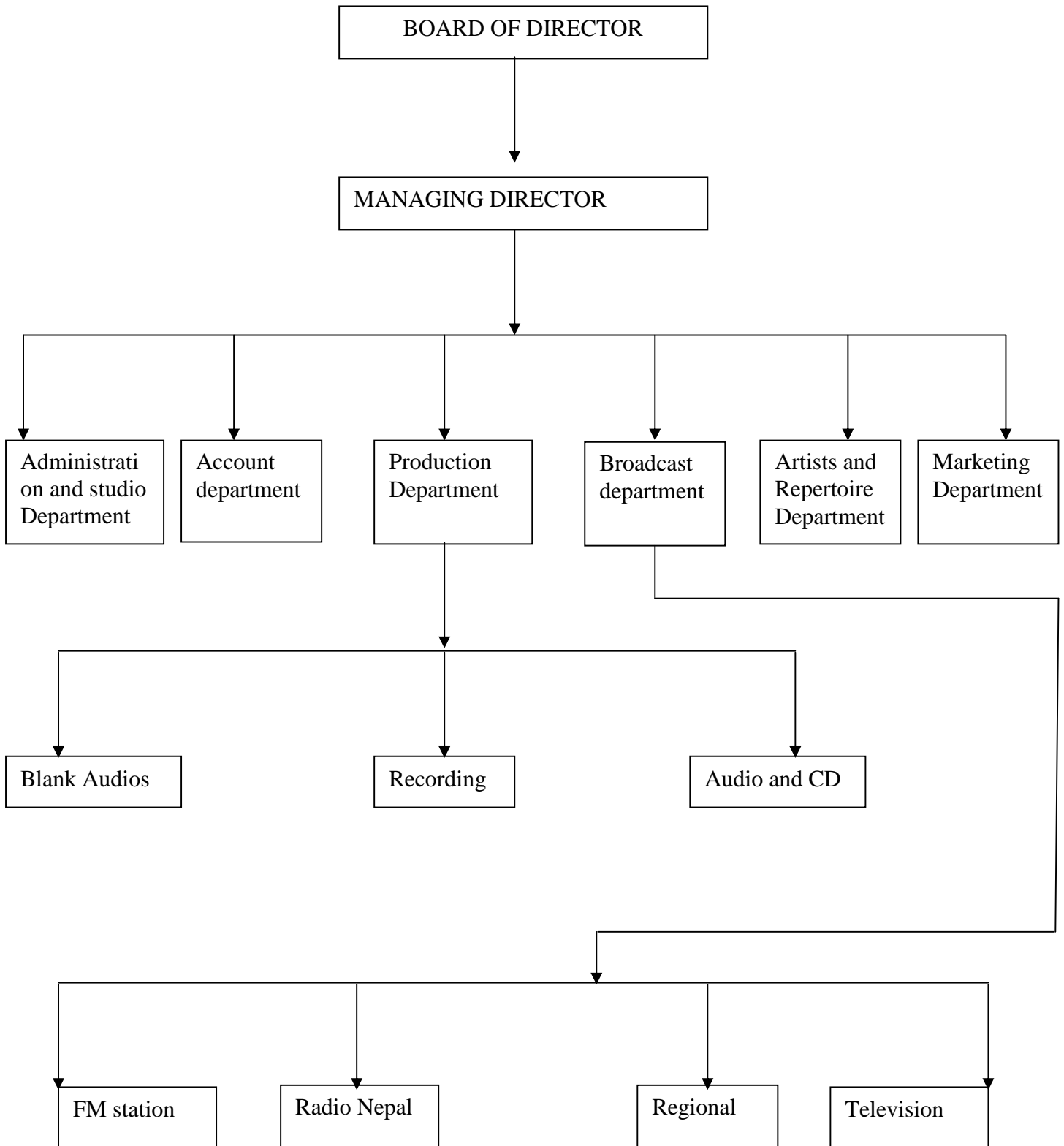
wants they don't feel that music is for all. Hence the market of music is going down and all music is compared with Indian music. Indian music is very high quality and melodious because they introduce albums in market with quality music, sound, singer and composer. The learning process is also different from Hindustan music. So it influence to Nepal music market and we face difficult to doing marketing of music in Nepal. Here each and every thing is compared with political. In the field of music and film industry market all the activities are politicized. So marketing of music industry is difficulty in Nepal. Nepali music market is very small; population of Nepal is 2.5corore and music listeners are few. Nepalese are less income sourced and they entertained some time. So market of Nepal music is depends on foreign country. Many Nepalese people are work in gulf countries like, Malaysia, Qatar, Saudi Arabia, Oman, UAE, Bahrain etc. and also they work in Hong Kong. They take Nepali albums for their personal need and satisfaction. So the sales volume of music grows as well. Music market has its own branches inside the country and outside the country. Some private companies are also involved in marketing. Some of them are included to Music Company directly and some of them are business man of music market. Some dealers are directly contact to the music company and some they do not. Retailer sale the audio and CD with their need and consumer demand. They try to satisfy their customer giving the new and famous albums which is playing every where in the market. It is easy to market the albums of old and famous artist but new comer artist, musician, and composer face so many problems in marketing. By means of marketing, music market has three types of marketing which included in the promotion mix. Thus the marketing of Music Company is both easy and difficult. In this field, music Nepal made a history for his development and services. Employment ratio is very good. The relation between each other is very good. It helps to give an image of to the people. Marketing itself a relation between people and company, so people involvement is a milestone for music. Thus the Nepali music market is running in the country. Now every Nepal people can purchase a small radio for listening music and news.

## 2.1.4 A STUDY OF MUSIC NEPAL

**Music** Nepal is situated at Anamnagar, Kathmandu Nepal. All recording, dubbing, administration and other all works are performed under the same roof. In the beginning the marketing department was in different building or just two minutes walk from the head office. All the blank audio cassettes are manufactured in Swastika Audio Industry, one of its branches. Music Nepal has 22 dealers from Mechi to Mahakali. And there are 6 dealers in Bagmati zone in Kathmandu there are 5 dealers only. This is first private recording and music publishing house of Nepal. This is the first music company which provides royalties to artists. First radio station to provide royalties for songs they are played each time. MN is the first music company in South Asia to import Tapematic Digital Loopbin Dubbing Plant. This is the first Music Company in the region to be featured in Japan's NHK Television documentary. This is first Music Company in Asia to win Gold Star International Award for excellence in quality. This is first Music Company to acquire the license from multinational music companies like Polygrams, HMV, Magnasound and Sony for representative in Nepal. **MN** produces various types of cassettes like Bhajans, pop songs, modern songs, folk songs, comedy songs are some of its examples. Each category has different artists, singers' etc. marketing department as a unit positions those albums in different ways. They advertise those products in different media at different level of times since different albums of different categories have different types of consumers. Marketing department has divided their market in 14 zones for the sake of sound distribution. The department communicates all the 14 zones through effective and talented sales executives. When they produce any new albums, one of the functions of marketing department is test marketing. The department examines the performance of the new album in pilot experiment and monitor results. As demand increases, the department distributes more products in the market. **MN** performs its activities under the copyright law. Once of the main functions of this department is to check the market whether their products are being pirated or not. If found piracy of their products in the market, marketing department uses its full authority to take legal actions against piracy.

Following is the organizational structure of MN.

**FIGURE NO 2.1**  
**ORGANIZATIONAL STRUCTURE OF MN**

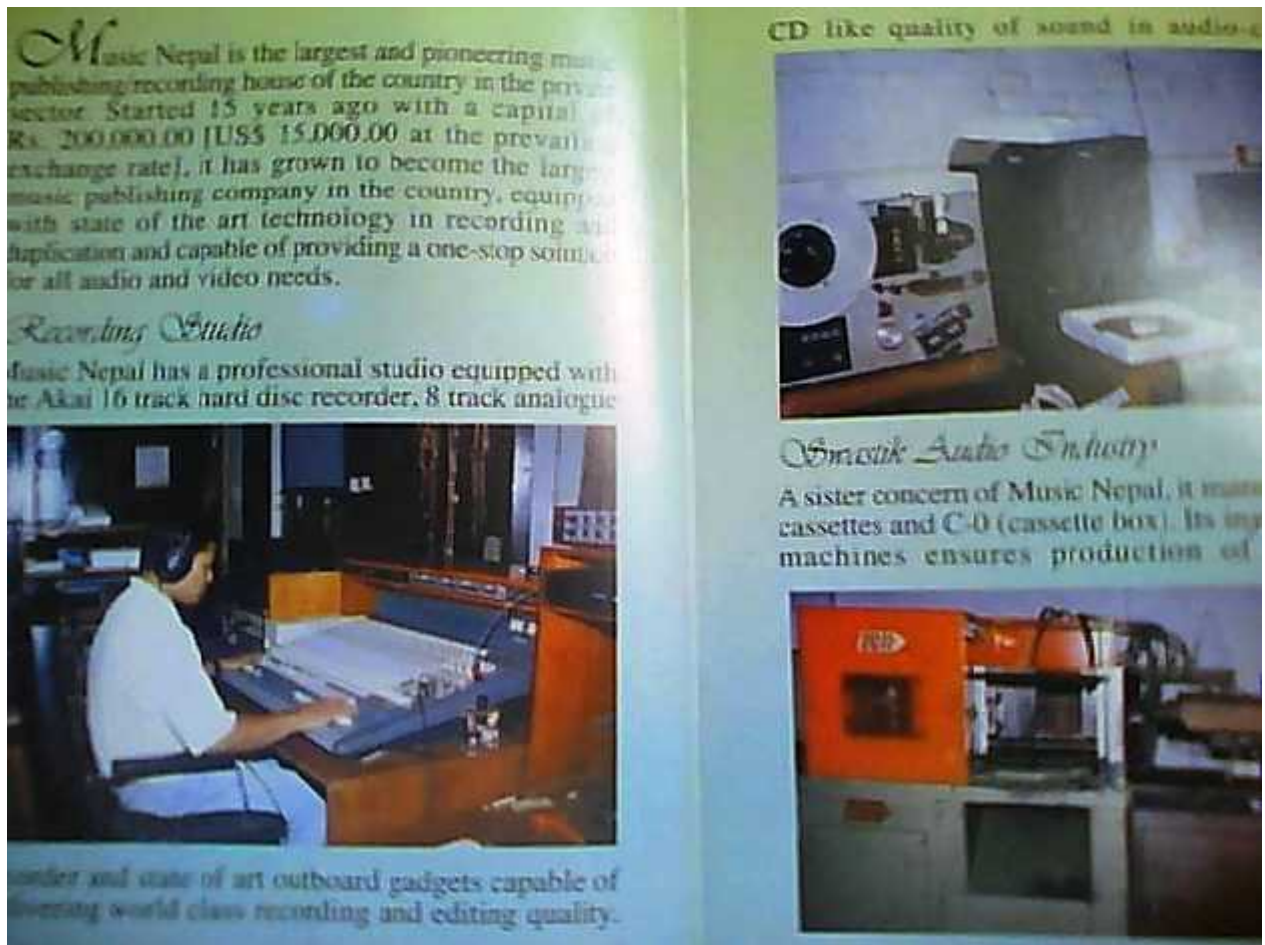


MN has two different programs on radio. Programs on radio covers all over the country which is national transmission and where as FM program cover only inside the valley. Nowadays a FM named **Ujalo 90** is performing programs once in many FM stations which are hooking system. Those programs are very important tools of the department for covering the market in every corner of the country and maximizing sales. It suggests the radio program department to highlight their product on the programs whenever required. Marketing department should always be ready to communicate with this department. The department always observes the competitors market. Dealers and retailers are the main media for communicating competitors and consumers. Since consumers are the kings of the market, marketing department always attempts to attract consumers to their product through these media. Marketing department sends sales executives to survey the market and to know the real needs and demands of the consumers. When there are new products to be distributed, marketing department always visit press to pass various information regarding the new product to the consumers. They distribute some free cassettes to them and request them to jot their views in their papers and magazines.

One of the main functions of this department is to perform sound communication within the organization. The department calls meeting with production department and other department, whenever it is necessary. The department sometime suggests other department and sometime it takes suggestions from other departments. This department makes various marketing strategies. The department always tries to complete those strategies for stability of the organization. The department always thinks of long run stability but not of short run.

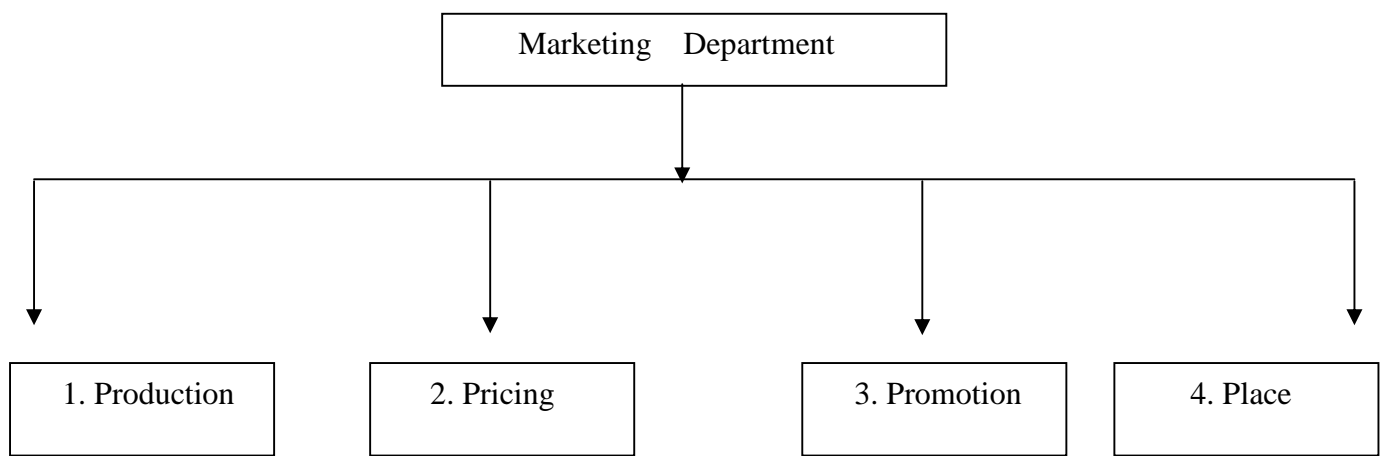


The following picture is recording studio of MN.



Picture by: profile of MN

**FIGURE NO 2.2**  
**MARKETING MIX OF MN**



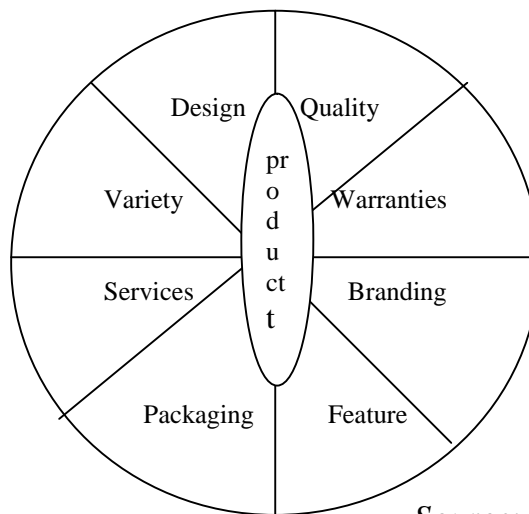
## A) PRODUCTION

Product development is the first step of company. Company develops the products for the target market. Product is important elements of marketing mix. Generally people think that product is a goods and services but product concept is much broader than goods and services. MN is a music company so the product concept is little bit different from other products. First of all it produces the songs as goods which are fiscal goods. MN produces the ideas to the general people who want to introduce him as a singer. MN gives ideas to new comer artist for their songs and gives a platform. MN gives a service about music as giving a satisfaction.

According to *Prof. Philip Kotler*

“A product is anything that can be offered to a market to satisfy a wants or need.”

**CHART NO 2.1**  
**PRODUCT MIX OF MN**



*Source: MN*

MN has its own production system. It produces so many albums itself bearing the total cost. And that product will be marketed by the company. Another part of production is MN receives a master piece which is made by a person as investor. He invests some amount of money for the album there may be a single singer or may be more singers. The relation or an agreement will be between the investor the company. Here the artists will be the passive. The artist gets the money from

investor. It will be paid either per song or a package system. The investor will be third party production system. And MN dubs it and produces more audio cassette and CD. And the production system of MN is a quite different like an artist (singer) purchase. In this process the artist sing a song in MN and he will be passive. If the album became very hit than the artist gets a total sum of money as royalty. The process of royalty is already signed between two parties. There are some rules by the company and that rule should be followed both parties. It is a kind of agreement between artist and the music company. The company produces so many types of audio cassette, CD and VCD. The production may be the commercial product which is comes in the market very soon. The product may be the non commercial product which is made for the reservation of culture like Maithili songs, Gayne geet, Ropai geet, Thado bhaka etc. and the another production is made for artist who contribute to the nation like Dharma Raj Thapa's folk songs, Mitra Sen, Narayan Gopal, Gopal Yonzon, Ambar Gurungs's, Prem Dhoj Pradhan songs etc. raw materials used by the company is tapematic magnetic audio, blank CD, blank VCD. And all raw materials brought from India and from the third country like Singapore, Malaysia. Thailand, USA etc. these are the process of production for music.

In the context of Nepal various products are mentioned in every places but product of music is given less important. The following points characterize product scenario in Nepal.

- ) Goods dominate the product concept in Nepal.
- ) Services are getting important as products. The "visit Nepal Year 1998" brought some awareness about "places, events, and experiences" as product.
- ) Ideas are gradually being accepted as a product.
- ) Nepal is also experiencing shorter product life cycles. Recently some manufacturing companies like music industry have started product modification at the maturity stage like CRBT system in Nepal for listeners.
- ) Product normally dies their natural death.
- ) Nepalese organization lack research and development base product innovations are rare. Product modifications are few. The new development

process is not systematic. Test marketing before commercialization is generally lacking. The failure rate of new products in Nepal is high. The concept of product positioning has not been well understood by Nepalese marketers. They tend to copy positioning strategies of Indian products.

Products and services is main motto of the company. So the company is producing or manufacturing blank cassette. More than 410CD albums are produced from the company. More than 1700audio cassettes and 81VCD are produced in company and marketed these all till 2065/66.

**TABLE NO 2.3**  
**PRODUCTS PRODUCED BY THE MUSIC NEPAL**

	<b>Albums Categories</b>	<b>No of VCD</b>	<b>No of CD</b>	<b>No of albums</b>	<b>Total</b>
1	Bhajans	2	12	55	69
2	Children's songs	1	5	90	96
3	Nepali Films albums	5	60	170	235
4	Typical Folk songs	2	40	200	242
5	Lok Dohori songs	3	50	340	393
6	Ghazals albums	2	30	20	52
7	Modern songs	0	104	400	504
8	Newari songs	1	10	15	26
9	Parody and Humor	3	8	10	21
10	Pop songs	3	50	300	353
11	Progressive songs	4	7	10	21
12	Regional language songs	5	10	20	35
13	Religious songs	2	10	10	22
14	Political parties songs	2	8	10	20
15	Others	46	6	50	102
	<b>Total production(in number)</b>	<b>81</b>	<b>410</b>	<b>1700</b>	<b>2191</b>

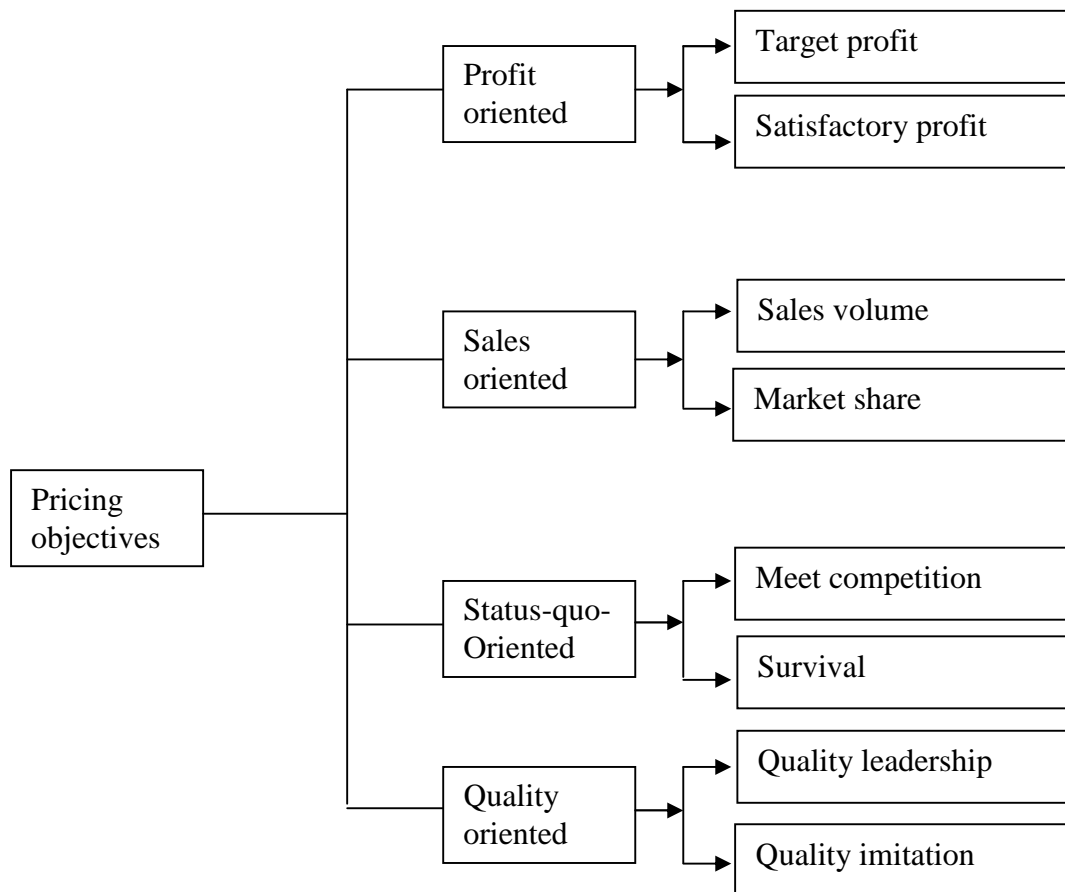
Consumers' after sales service are also provided when consumers find bad quality of sound in the cassettes or if they find blank in audiocassettes. Besides the above services, MN also broadcasts only those songs from their Radio and FM station's programs in which the artists or producers give them rights.

## **B) PRICING**

Pricing is the second part of production system. Price is an important element of marketing mix. It is the major determinant of customer choice. According to *Prof. William Stanton*; "Price is the amount of money and/or other items with utility needed to acquire a product."

MN has its own pricing policies. The price depends upon its word value. Price will be fixed its marketable value. Here is a pricing board which fixed the price of the product. The price depends upon the historical value also, because the product is made for preservation. Price is determined from the side of VAT. So the total cost of product will be high. The pricing policies made in its manufacturing process when we use the low quality of ink then the price would be less. Price depends on its quality. Here the audio is made in two qualities. These are Premium quality and normal quality. The quality is in different ways such as tape quality, cover of packet, cover of folding, with photo, with out photo, with CD, material value of software, instrument used in recording etc. thus the company complete the process of pricing. Normally the price is affordable for each cassette and audio CD. The price of audio CD is higher than audio cassette. The price of old and famous artist's CD and audio cassette is higher than other like Narayan Gopal's albums.

**FIGURE NO 2.3**  
**PRICING OBJECTIVES OF MN**



Below, shows a statement of price which is available in the music market. This price is fixed by the company in different products.

**TABLE NO 2.4**  
**PRODUCTS PRICE OF MUSIC NEPAL**

	<b>Albums Categories</b>	<b>Price per piece</b>
1	Bhajans	Rs.75
2	Children's songs	Rs.50
3	Nepali Films albums	Rs.70
4	Typical Folk songs	Rs.45
5	Lok Dohori songs	Rs.45
6	Ghazals albums	Rs.75
7	Modern songs	Rs.75
8	Newari songs	Rs.65
9	Parody and Humor	Rs.60
10	Pop songs	Rs.65
11	Progressive songs	Rs.65
12	Regional language songs	Rs.65
13	Religious songs	Rs.70
14	Political parties songs	Rs.65
15	Others	Rs.70
	Total production(in number)1700	

*Source: questionnaire*

### **C) PROMOTION**

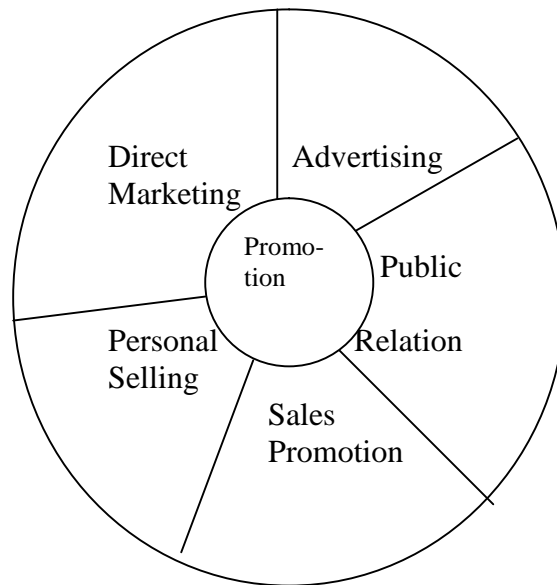
Promotion is persuasive communication. It is highly visible elements in the marketing mix. The promotion process is depends upon its pricing. Promotion is mainly three kinds one is radio promotion, Television promotion and print media promotion. In radio promotion the promo will play in radio. Promo will play there by the company's program or the artist and producer take there in the station MN was performing two different programs on radio till 1998. First of all the

promotion was started by radio and that was National transmission and the program was once in a week. Along with this program named Sangeet Saugat in FM 100 MHZ also available in the nation and there was a program of daily one hour. Nowadays, a program is running in Ujalo FM 90 network and the program is spread in all over the Nepal by many FM stations which is linked up in Ujalo FM 90 network. In radio so many radio listeners telephone in station and they request for song this is a kind of promotion. So we can say that radio promotion is very easy way for so many stations and music industry. Like wise in television the promotion is made by many programs in different television station i.e. Kantipur TV, Nepal TV, Avenues Television, Sagarmatha television, Image television, Channel Nepal, Nepal 1 television, Terai television etc. in these television station there are many programs where play the songs. There are so many musical programs also. In television the songs are played in of viewers' choice, program presenter's choice and VJ's choice also. First company plays the song promo and other they follow the promo and the song will be the famous for all. The entire program on television is in fix time. The promo for television may carry by singer, by company, by producer. And the strong part of the promotion is stage program where the singer sings a song on stage and audience they enjoy full.

Nowadays, the technology is changed and the promotional activities are also changed. The promotion by digital is running. This is a kind of promotion which is linked with telecom. From the beginning of this year (2065/66) it is very popular in market. Now, people do not buy the cassette but they can enjoy full. It is a kind of entertainment which is available easily in mobile. This system is called CRBT system which is digital link. This is one part of digital promotion. Now in music recording company they do not make more cassette and CD because the song entry to Nepal telecom with CRBT. This system is easy for selection of song. We can choose the selected song in mobile by using ring tone. Time is changing unexpectedly.



**CHART NO 2.2**  
**PROMOTION MIX OF MN**



*Source: MN*

#### **D) PLACE**

Place where the product is sold. The process of marketing is applied here. All people come here, some people come here to sale product and others come here to buy his necessary goods either it is consumable product or it is service product. Place is a part of distribution where the products are distributed. Place is fixed for goods sale. It involves marketing channels and physical distribution. The physical distribution and channels make the product available to the customers. MN has its own dealers for sale of product. Dealers are appointed by the company. They get the commission from company. The dealers are related to the company but they do not get any salary from the side of company. They get discount on audio, CD and VCD. The distribution channel is made by the music company from east to west. There are so many dealers in Nepal and outside the country. All the audio and CD are available in India east from Birtamod dealer and west from the Mahendranagar dealer. The products are order from E-mail, telephone. Goods are available to dealer from transport. The two-level channel of distribution is used in this company. The following is channel of distribution of the company.

## **DISTRIBUTION CHANNEL OF MUSIC NEPAL**

MN follows the following distribution channel.

MN – DEALER/DISTRIBUTOR – RETAILER - CONSUMER

**This** is two level distribution channel of MN. It contains two intermediaries i.e. dealer and retailer. MN has appointed distributors according to the market situation and market need or market size when necessary. In this method dealer directly supply product to retailer. It is the widely used traditional channel. The aim is intensive distribution. The dealer's responsibility is to control and monitor market.

### **2.1.5 MUSIC STUDIES IN NEPAL**

#### **SCHOOL, COLLEGE AND OTHER RELATED ORGANIZATION**

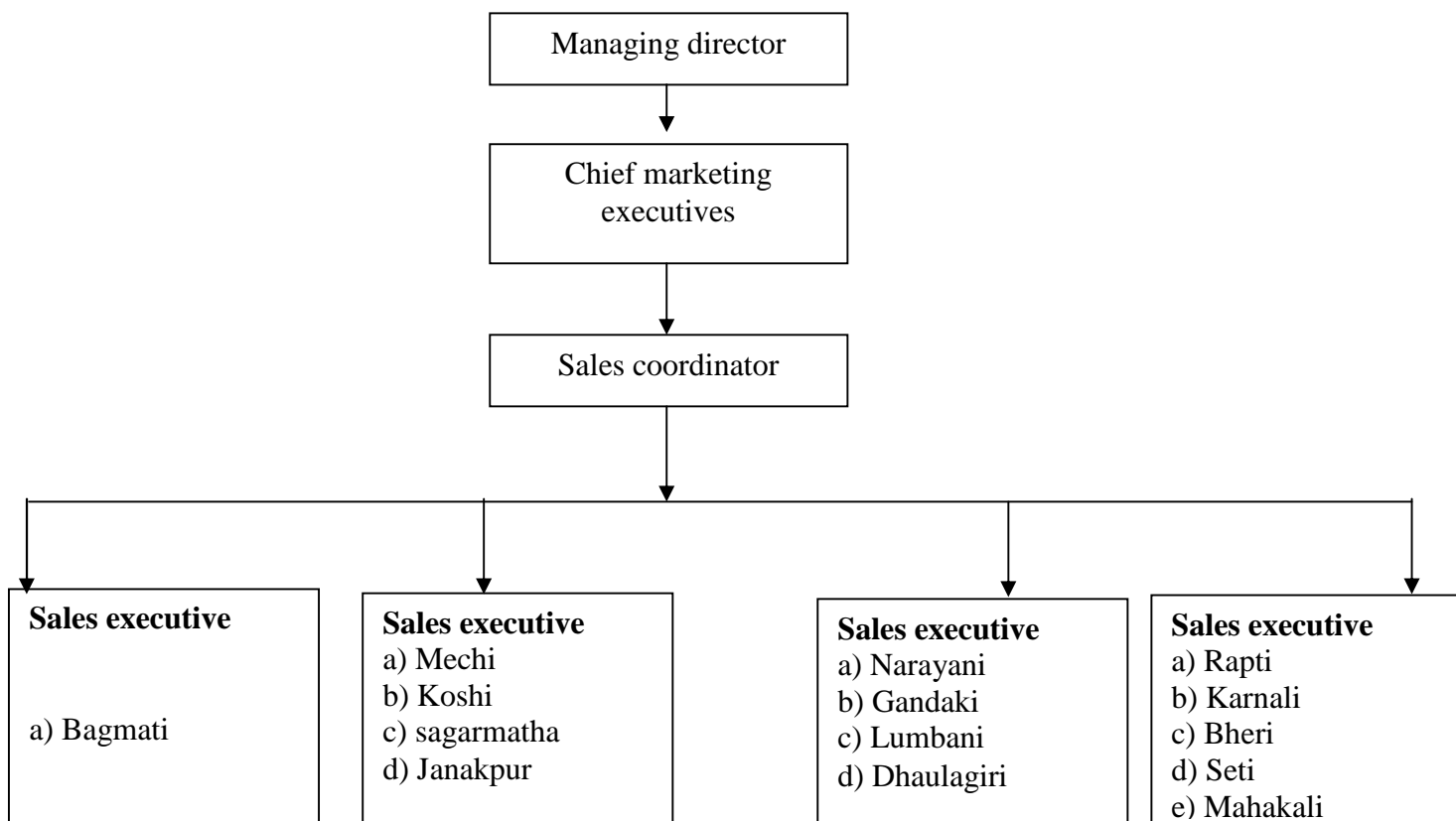
**Music** is a study where many people learn music. The school and college are playing a vital role in music study. Nepal government has an oldest university called Tribhuban University where music is learned. The study of music is very difficult. Music is an art which is god gifted to people. In this university only bachelor level class is running. We can't learn in the level of master. Another university for music is Kathmandu University located in Dhulikhel Kavre. Bachelor level class will be taught in this university and class will be in Bhaktapur. Kathmandu University is costly for music study where general people can't read there. It makes that who is very interested in music can't read. This is difficulty to enter in this faculty from another subject. Here only limited subjects are taught by the university. Many private institutes are opened for music but that is not affiliated to Tribhuvan University. Here is an open examination system which is affiliated to Prayag Sangeet Samiti Illhabad India. So many students are learning in many institutes. MN established a music school located in sinamangal Katmandu named Nepal Music School. This music school was established in 2063 BS. Some western culture also attached in this school. Here is a systematic study of music. Along with this institute, an old institute is running named Kalanidhi Indira Sangeet Mahavidhyalaya Pulchok Lalitpur. In the beginning it was affiliated

to TU. But the time change it also collapsed by government. Now it is affiliated to Prayag Sangeet Samiti Illahabad India. Likewise, so many boarding schools have music subject as alternative of extra curricular activities. And many private music institutes are teaching music subject as vocal, Tabala, Guitar and dance. These are some examples of music school. In the embassy of India there is a scholarship program for music in the subject of vocal, dance, instrument and Tabala. Out of Kathmandu valley some music institutes are there in all over Nepal like Dharan Sunsari, Itahari Sunsari, Biratnagar Morang, Damak Jhapa, Butwal, Nepalgunj Banke etc.

### 2.1.6. STAFFING AND WORKING PROCEDURE OF MN

**Staffing** in company is a whole body of the company. Here in MN staffing is very systematic. Function of unit is totally under the rule. All level of staff is very satisfied with their work. The following is a staffing unit.

**FIGURE NO 2.4  
STAFFING IN MUSIC NEPAL**



**There** are so many staffs in marketing department. There are four sales executives to cover fourteen zones. There is one coordinator to control these four sales executives and chief marketing executive to control the department as a whole. **All** the members of this unit do their marketing activities for the betterment of the organization. Without their activities, the organization can not run even a single step. There are few sales executives to cover the whole market. Fourteen zones are further classified into 4 parts.

- a) Bagmati
- b) Mechi, Koshi, Sagarmatha, and Janakpur
- c) Narayani, gandaki, Lumbani, Dhaulagiri.
- d) Rapti, Karnali, Bhari, Seti, and Mahakali.

On each of these parts, there are different sales executives. Rules, process, and work procedures of a sales executives is same followed by the company. Marketing executives adopts two way communication systems. He has to communicate with sales executives as well as managing director of the company. Whatever he gets information from sales executives is placed on the meeting with managing director. This helps managing director to give decisions. Marketing executive looks after the entire work procedures of his department. If any thing had to be changed, he changes tactfully. He sends surveyors in the market to know the competitors goods position, there advertisement campaign and he also sends surveyors to know about market share of music Nepal product, consumer preference, product image, and pricing etc.

### **2.1.7 MUSIC INFORMATION CENTRE**

In Nepal music information centre is not available. All music company they give advertisement in radio, television and print media it is the information about music. Government policy is not sufficient for music so no place is available for information centre. Few private organizations are doing this type of business. They do themselves each and every activity for music. Now the music market is in

decreasing step so many companies and production houses are going to be close. Companies own dealer and retailer are the information collection center for music market. Changing trend is affecting to the music market, it is being limited information to entertainer.

### **2.1.8 MUSIC AWARDS ESTABLISHMENT AND DISTRIBUTION**

Music award is a kind of promotion of market. When a song and an artist are awarded for his music and voice the market will increase itself. MN was established award for best album of the year. It was given to many singer and artist. The first award goes to Narayan Gopal for the album of his Geeti Yatra part-1. Second goes to Aasirbad of Ramkrishna Dhakal, third was Mayalulai Nepathya-3, Asha of Ramkrishna, Aaroha of Ram Krishna Dhakal, Maan of Yem Baral these all albums were modern songs. And in filmy sector the first album of the year was Simana, Balidan, Gaule, and 1no ko Pakhe, Aasirbad. In folk dohori song Dautari, Panko Pat, Simsimepanima, Phulko Basana, Ayena Herara, and Jeevan Part-2 etc. Some FM studios are giving the award for music. Now some private television channels are also providing the award for music. First of all Hits FM was the award giving FM station. Hits FM have a policy of giving the award which is divided in many parts and song's categories. Songs are divided in modern, folk, pop, jazz etc. here artist also divided in modern singer, pop singer, Lok Dohari singer and folk singer. The award is giving yearly named album of the year, singer of the year, composer of the year lyricists of the year etc. like wise Image FM and Image channel also providing such type of award for artist and this is very important for an artist. It helps to live an artist. Same process followed by the Kanthipur FM and Kantipur television for music award. Award depends upon the playing times in FM and television. All the FM station and television channels follow the same categories to distribute the award. These stations are private stations. From the government side the NTV is performing his annual anniversary day. On that day they awarded too many artists like singer, composer, lyricist etc.

### **2.1.9 ARTICLES AND JOURNALS**

MN is publishing a magazine named Sangeet each three month. It is continue to publish from its establishment of 2-3 years of complete. Now also it is publishing and here we get the information about MN for its new artist, new album, new CD produced by the company.

### **2.1.10 CRBT SYSTEM IN NEPAL**

**Color** ring back tone is the full form of CRBT. This system is new in Nepal. It is started in 2065/66 BS. It is a kind of marketing policy. This system kills piracy and save the music. An artist can get his royalty from this system. Other wise all the songs are pirated now. Increasing trend of technological change so many small device and inputs are available in market. These devices are very easy to copy the songs and the music market is affected directly and sales of CD and audio cassettes are decreased. CRBT helps to control for these all piracy. This system is up-linking system with NTC. When a song is recorded in studio, there we can make a axis no and that no goes to join in CRBT system. Music Company has got an upload no from NTC and there they can easily upload the song. In CRBT system so many options are available for selecting songs. This system is now available in our cell phone and NTC phones. This system is a part of digital marketing. In this system more than 95 music companies are affiliated to music Nepal.

### **2.1.11 OBJECTIVE OF THE COMPANY**

- To provide CD like quality of sound in audiocassette through the latest technology called “Digital Loopbin Dubbing”.
- To distribute cassettes and CDs all over the country as well as out sides the country.
- To provide variety of albums just about suiting everyone’s needs.

- To manufacture blank cassettes and c-o (cassette box) of high quality.
- To conduct programs through Radio and FM station for getting massive coverage.
- To provide royalties to artist each time their songs are played from their Radio and FM station.
- To obey the copy right law strictly.
- To preserve the folk songs and traditional songs and music of Nepal.
- To promote artists by giving the award for their contribution towards music.

### **2.1.12 CONSUMERS OF THE COMPANY**

Music Nepal's consumers can be classified into two groups. MN produces many kinds of album which are already mentioned in production of MN. In the context of Nepali culture many people to listen the prescribed song which culturally denotes them. The effect of age also affect to the people for song in the child age they listen the children song, in the teen age they listen pop and Hindi fast beating song and in the middle age of people they listen Bhajan and slow beating songs like modern song. The following table shows the listener of MN.

a. Age wise

b. Geographical wise

**TABLE NO. 2.5**

#### **AGE WISE LISTNER OF MUSIC IN NEPAL**

<b>Age wise</b>	<b>Liking</b>
Up to 12 year	Children's songs
13 to 30 year	Pop songs and modern songs
31 and above	Bhajans and classical

**TABLE NO. 2.6**

**GEOGRAPHICAL WISE LISTENER OF MUSIC IN NEPAL**

<b>Geographical wise</b>	<b>Liking</b>
Hilly region	Folk, Dohari, Modern song
Terai	Regional language's songs i.e. Maithili song
Himalayan region	Sello and Sherpa songs
West region	Western folk and Dohori songs
East region	Eastern folk and Dohori songs
City	Pop and modern, rock, English songs

Source: Questionnaire

Hence, it is clear from above table shows that MN has different consumers for different albums. MN has consumers of all age groups in all regions from the country. These are the typical market segments of the organization.

**2.1.13 MN PERFORMANCE**

As per its profile and Sangeet its performance is observed very excellent. Following awards are the achievement of Music Nepal in his 25 years history.

- ✓ International Gold Star award for quality.
- ✓ International Recognition of Efficiency award.
- ✓ So many awards in national level.

Music Nepal also encourages to artists and other outstanding personalities who works for music and preserve cultures. This performance is very much appreciated



by the culture loving people of the country. MN always gives priority to royalties and copyright law.

## **2.11 RESEARCH REVIEW**

There are some related studies which had been conducted previously in the industrial field like Dairy industry, Cement industry, Distillery industry, Sugar industry, Bricks industry, Paper industry, Noodles factory etc. However, the report is written in the field of such type of industries but the music industry is the first report in this marketing field. Some related field of music like distribution channels, advertising agencies, consumer's behavior, and attitudes, their needs and wants are reviewed in this report. "A study on Distribution channels of Feed industry in Nepal" carried by **Mr.Govinda Prasad Paudyal** in 1995 has found the following.

- A) Government is not positive in response to the feed industries as well as government policy is not clear in the contest of feed industries present marketing performance. Most of commercial poultry farming and establishment of feed industries are concentrated only in developing village and town's areas and they are supplying feed products as well as other available facilities in the same areas.
- B) Every industry its dealers and farmers want from the government to restrict the impact if poultry products and raw materials which are available in Nepal.
- C) Prices of raw materials which are used in poultry feed production are not stable.
- D) Feed industries have no distribution policy. There is lack of professional poultry farmers and committed feed dealers to supply the feeds and other facilities regularly from the particular feed industry.
- E) There is variation in quality of feed between the industries and also do not have appropriate quality control system introduced by the feed manufactures or by the government.

F) Some feed industries produce poultry feed for their own purpose not for sale purpose.

A dissertation titled “A study on distribution system with special reference to Janakpur Cigarette factory” by **Mr. Suresh Man Shrestha** on November 1979 has presented the following findings. Dealers are more satisfied than retailers by provided incentives. Existing channel is satisfying but not been able to supply the product in demanded or required quantity. So there is shortage in market and black market is arisen. The sales is decreasing because the part of supply is delay, credit facilities is not available by the company, careless about packaging and quality control. Dealers and retailers are discourage to sale the product because the shortage of the cigarette. Lack of transportation facilities and last but the least is low productivity. Buying and selling process are fixed by the company. But it is found that most of the dealers and retailers charge higher price than the price fixed by the factory. The only one remedy to eradicate black marketing will be supplying adequate quantity of cigarette in market and discharge unnecessary number or dealers who have poor records.

In the field of advertisement some studies are necessary to review for the study. The first study on advertising field is conducted in **1980 by Pandey entitled as “Advertising in Nepal”** which is focused on the advertising situation and its environment in Nepal. The other objectives of this study are pattern and blends of advertising and the constraints prevailing in advertising practices in Nepal. His study was natural confined to the descriptive analysis of then situation of advertising business. It was natural to undertake such on advertising field at that time as the advertising was still on infant stage of development. Thus the study did not touch the creative aspect of advertising. The major findings of the study stated in the study is that the advertising is the main method of promotion practiced in the country , advertising in the company is handled by persons at the senior level, when there is a separate advertising department in the company. Regarding to the services rendered by the advertising agencies, none can offer full services

properly. A few agencies concentrating on producing interesting advertisement from the advertisers and other specialists service such as block makers, printers, artists etc. publication media, radio, and cinema are the most used media for commercial advertising. But there are very few alternatives and the advertising programs are not well coordinated with the other elements of marketing and promotional strategy. The effects of advertising are generally not evaluated.

In 1981 **Upadhyay** conducted a study regarding on “Radio advertising and its impact on purchasing acts on consumer goods”. As radio was only the reliable medium of advertising in Nepal, he conducted the research on the radio advertising and its lively impact on purchasing acts in consumer goods. In his study he has listed twenty different findings regarding the radio advertising and its impact and purchasing decision. The objective of this study were to study the availability and comparative cost of different forms of advertising in Nepal to find out the impact of radio advertising on consumer buying behavior and to study the influence of radio advertising on sales of the advertised product. Thus his study is strictly confined to the impact of advertising on sales and consumer buying behavior.

A case study of beer market in Nepal by **Bhatta(2000)** entitled on “sales promotion and its effects”, the study if focused on the effect of promotion in the sale of beer market in Nepal. How the beer market is affected by the promotion. Sales are increase or decrease by the promotion. How the consumer purchase the beer. What type of promotion is more effective in sales? How the company is using the promotional activities? What type of media is suitable for promotion? This study is specially deals with the most recent and widely used methods of sales promotion and its impact on product market.

**Mr R.C. Chitrakar** has taken a study in biscuits industry. In his study some of the middlemen were inactive but the company did not make and effort to find out the reasons behind it. Similarly, the company did not try to maintain the system of the company in the part of retailer and wholesaler, dealer and parties. It was also

revealed that financial strength and personal relations played more significant roles in selection channel members. Factors like middlemen promotional policies and efforts, their sales force, service made available to the retailers and their management caliber received least weighted.

**Mr. RN Pradhan** “a study of Hetauda Textile Industries Ltd”. He has discussed in his study about the strategies and policies adopted by the company. In his study the rules, regulations, objectives, vision, and mission, are not clearly followed by the company. The company have not written and expressed policy about the decisions and the effort which the company had placed in that variable was insufficient to make effective distribution. The dealers and grievances they were not getting the product in the ordered time.

In the industrial sector the study of Dairy Development Co-operation (DDC) is most appropriate for my reference. **Mr. Bishwa Raj Subedi** has written a thesis in this field on the topic of –objectives to research problems of dairy marketing promotion. To study the past collection and distribution trend of milk by the Dairy Development Co-operation (DDC), to suggest the methods to overcome existing marketing problems of farmers, cooperatives, milk production centers and DDC. In his study he has stated that milk holiday is an obliging decision of DDC. These milk holiday cause anxiety and financial losses to the milk producer and their milk production Associations (MAPs). The quantity of milk not collected due to the MH can not be accurately determined. In order to establish a true base for future projection and to understand the magnitude of the problems caused by MH the data relating to actual loss the farmers should be collected and maintained. The cause of MH is the import of powder milk and butter oil by DDC to do away with the MH market promotion is necessary. Moreover, for the promotional of market, it is suggested that importance of milk should be publicized at school level. Milk and milk products in liquid form should be supplied to children instead of powdered milk. The promotion of milk must be done simultaneously with that of green vegetable. Skimmed milk powder factory should be established wherever

necessary. In order to expand the marketing of milk a “drink milk campaign” should be organized at the local level and national level. Radio and Television should be broadcast promotional programs for milk and milk products. He suggested that, there is a need to develop more appropriate and economical chilling centers technology for further expansion. There is considerable scope to increase their utilization. Selling and distribution cost is also high which can be reduced through the privatization of distribution system and sales centers. At least one MPA member should be trained about maintenance of mil quality and provision of veterinary services. Farmers do not totally depend on DDC for marketing their milk but establish their own processing and marketing system. The price of milk should be set in consideration of the actual cost of milk production.

**Mr. Prem Bahadur Maharjan** has an analysis of Sumy distilleries in the title of “distribution channel and its impact on product availability” in his study he has found that in the distillery distribution channel is performing well. All the respondents are very satisfied with the present distribution channel. SDPL has been producing and distributing different brands of liquors in different strength level and different flavor to its channel members. The maximum number of dealer are selling only SDPL products in their segment and minimum number of dealers are selling other company’s products along with SDPL products due to survival. Respondents use different sources of order procedures. Channel members order predicts as per their requirements and there are no any certain criteria of frequency of order. The personnel of marketing visit market time to time to know the market position order and to know dealers as well as competitor’s activities. All the channel members are satisfied with the quantity and timely supply of products on abnormal situation of the company. SDPL has appointed distributors as per market requirements. SDPL is participating in different trade fairs and exhibitions to display products and to give information about the products to customers at different place organized by different organization.

## **2.12 RESEARCH GAP**

Most of the companies have not sufficient information about the company. This study is only one research in the field of music industry there is no previous studies about such type of industry. The review of different research works conducted in Nepal as mentioned above are focused to research problems of dairy marketing promotion, to study past trend of milk collection and distribution by DDC, to suggest methods to overcome existing marketing problems of farmers, cooperative, milk production centers of DDC, strategies and policies adopted by the Hetauda Textile Industries Ltd for managing the company, distribution system of Janakpur Cigarette Factory. Only few studies are systematic in the field of manufacturing organization in Nepal. Among them, some studies have been done in the field of public enterprises and very few studies are carried in private enterprises. The public enterprises sector has been a major user of public resources but its performance both in terms of financial results and efficient delivery of goods and services had been poor. Many of the public enterprises are poorly managed. We can find different research works have been done but their suggestions and recommendations are very difficult and complex to apply in the context of Nepal. The level of transportation is very low, regional and geographical difficulties, economic status and lack of proper knowledge of marketing management. So, most of the companies are running their business in a traditional way. They are not being able to cope with the present problems raised by globalization in the process of increase or sale of product and run the company. Now a day the warming change of world is affecting to the companies.

Therefore the study is different from previous study and would be analytical. Comparatively the study is not found previously in the field of Music Company. This study would be focused on the music market, recording studios, music companies, its production and relation of the companies. The working styles of companies taking the

reference company to the Music Nepal. For these purpose the primary data will be collected from major cities of all Nepal and analyzed for recommending and suggestion. Secondary data will be used as per the requirement in the study.

### **2.13 DISTINCTIVENESS OF THE STUDY**

This study would be helpful to use<sup>4</sup> as a reference material in the Nepalese context to get some information about the Music industry and its marketing especially to the students of marketing management. This study is very useful to the manager, wholesaler, retailer, dealer, cassette manufacturing companies and other music interested businessman etc. also helpful to the artists, music composer, lyricists, and music listeners in the field of music market. The company would also get some information about the current strengths and problems facing in the process of selling and distribution, promotion and pricing. So the company can solve the existing problems and capitalize the strengths to reach their ultimate goal. Besides, it would be hoped to bring marketing awareness among Nepalese entrepreneurs to uplift the economy of Nepal.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

Resource methodology is concerned with various methods and techniques, which are used in the process of research studies. It includes wide range of method, including quantitative techniques for data analysis and presentation. Primary data are collected by taking interview to different peoples, news paper, magazines. The main objectives of the study are to evaluate the production, price, promotion, and place of the company. The methodology has been developed according with the aim of achieving the objectives of the study.

First the type and nature of research have been identified. Secondly, the population of the study has been determined and a required survey method has been chosen for convenience. Thirdly, the nature of data required for the study has been identified and thus appropriate data collection method has been employed to acquire the necessary data.

#### **3.2 RESEARCH DESIGN**

This study is based on the primary data and survey research design is used. The basic aim of the study is to study the organization structure including the production, price, promotion and place. And to provide the suggestions to improve company's profile. The study highlights the attitudes and behavior of companies' members towards the music Nepal, its products and availability.



### **3.3 SOURCES OF DATA**

In this study, both primary and secondary data have been used. However the use of secondary data is predominant and the researcher used primary data of Katmandu valley mainly and from the other cities also as far as possible. Primary data and information are gathered through questionnaire and personal interview. While secondary data are gathered from official records and publications.

### **3.4 DATA COLLECTION PROCEDURE**

Considering the nature of the problem, the required data are collected through questionnaire. For this purpose a set of questionnaire has been prepared and filled up by the different level of people with the help of interview. This questionnaire is prepared to support all the objective of this research and researcher himself was presented to take interview with the people while some required data are gathered from music Nepal library, news letters, journals and other related articles. The executives and channel members were further interviewed in order to generate information on other relevant and useful aspects not contained in the questionnaire or the aspects, which needed further clarification.

### **3.5 QUESTIONNAIRE ADMINISTRATION**

The questionnaire was administered to the CEO, MD marketing manager or entrepreneurs of the selected industries. Personal interviews were taken for clarifications of information. Personals visits also made during the study periods. Personal visit was made to have direct contact with the interviewees so that more information and data could be collected and relative accuracy ensured.

### **3.6 POPULATION AND SAMPLE**

All the individuals and institutions engaged in the company is the population of this study. In order to get the information from respondents all population and sales representative has been used through questionnaire. The data collection method is used survey among the people of different age groups, gender different education group etc. converting the consumer of urban area.

### **3.7 METHODS OF DATA ANALYSIS**

The method is used as graphs, tables and charts are used to analyze and present the collected data and information to make it more easily understood. Simple statistical tools are used such as average, percentage, percentage change in the process of analysis.

### **3.8 DATA ANALYSIS PROCEDURE**

The data collected from different sources have been computed, tabulated, in different headings for the purpose of analysis. Different responses made by different respondents are analyzed through the percentage, which is brought out of total.

## **CHAPTER IV**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 INTRODUCTION**

The study is based on primary data as well as secondary data. Primary data are collected through questionnaire and interview of related members and secondary data are collected from the official records and publications. Respondents are taken from the Kathmandu valley where company has got its marketing. Full attention has been given while taking interview and required information so; the information can represent true facts and findings of the total population as far as possible. In this chapter, data of Music Nepal in different years, satisfaction level of existing customers, producer, production, sales, cost, its market, distributors, wholesaler, retailer, etc are presented with their analysis.

#### **4.2 MARKET SEGMENTATION OF PRODUCTS**

MN has been producing different types of audio cassettes and CD as well VCD in the Nepali music market. In the beginning MN has produced and marketed the Hindi songs also. Company has categorized the product in three ways that one is audio cassette, one is MP3 and CD and next item is DVD and VCD. The products' song may be the same in audio cassette, CD, and VCD. The quality may different in these different products. In audio we can be listen the songs in audio only and that is used in tape record. There in cassette we would be listen the selected song by rewinding and forwarding. The cassette is made by tapemetic material, plastic covered, and a magnetic reel where the song is saved. And this process is the first

production of audio. The audio cassette is made first in the world for songs record. After some time that material is used for other propose also. After the technological change the audio cassette is being less useful. Technology changes the product and the product is made more advances. The product is called CD. That the CD, we use to listen the songs simpler than audio cassette. And CDs' are two types one is audio CD and another is MP3. In CD there are limited songs and produced by the company first. It is made on the process of making audio cassettes. The part of audio CD is MP3. It is made by dubbing the audios and CDs. In MP3 there are more songs than audio cassette and audio CD. It is made by the same material like CD it is portable in use, portable to carry, portable to handle. The CD and MP3 are played in only CD player. The song selection is easy in this process because we can choose the song directly by pressing the song number. Nowadays the technology is more advanced and the production is being more advantage. The music industry is not far from this technology. So, the company is producing such type of product like VCD and DVD. In these two product we use in the prescribed player like DVD player. The DVD and VCD is not play in CD player. Here, the songs are more and this type of facility has the visual programs also. We can enjoy more than other player. One side we listen a song and another side we can see the visual that is used by dancing by doing acting etc. nowadays, this type of product is very popular in city area as well as village. The product of MN is very popular than other product. At present the company is aggressively promoting the products through various promotional tools such as advertising, public relation, sales promotion, print media publication making a promo before the song is being read to come in the market. It is the largest selling brands of music in Nepal. It is popular brand through out the country. Most of the people of Nepal are liver under extremely poverty and cannot afford for high price products. Those people who have not big pocket and need satisfied with products within reasonable price. Recently, the company has given another quality product by listen in ring tone in mobile which is delivering by the system of CRBT. Most of the people have low income power where they have not pay little bit high price

and need satisfaction with use it they can listen the radio. In radio, they listening the song in free of cost.

The products of company are following.

- |                   |                       |                        |
|-------------------|-----------------------|------------------------|
| 1. Bhajans        | 2.Children’s songs    | 3. Nepali films albums |
| 4. Ghazals albums | 5. Lok Dohori songs   | 6. Typical folk songs  |
| 7. Modern songs   | 8. Newari songs       | 9.Parody and Humor     |
| 10. Pop songs     | 11. Progressive songs |                        |

#### 4.3 MARKET SHARE OF MUSIC NEPAL

A recent survey was conducted by the company to know the total market available for music and market share of the company. The survey shows the following figure.

**TABLE NO 4.1**

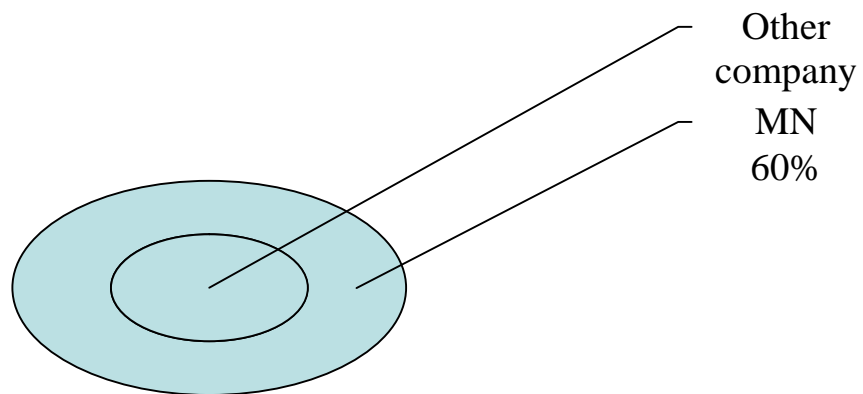
#### MARKET SHARE OF MN

Market	Quantity sale	Market share in percentage
Other company product	400	40%
Music Nepal product	600	60%
<b>Total</b>	<b>1000</b>	<b>100%</b>

*Source: a recent survey conducted by the marketing department of MN*

## CHART NO 4.1

### MARKET SHARE OF MN



*Source: Table No 4.1*

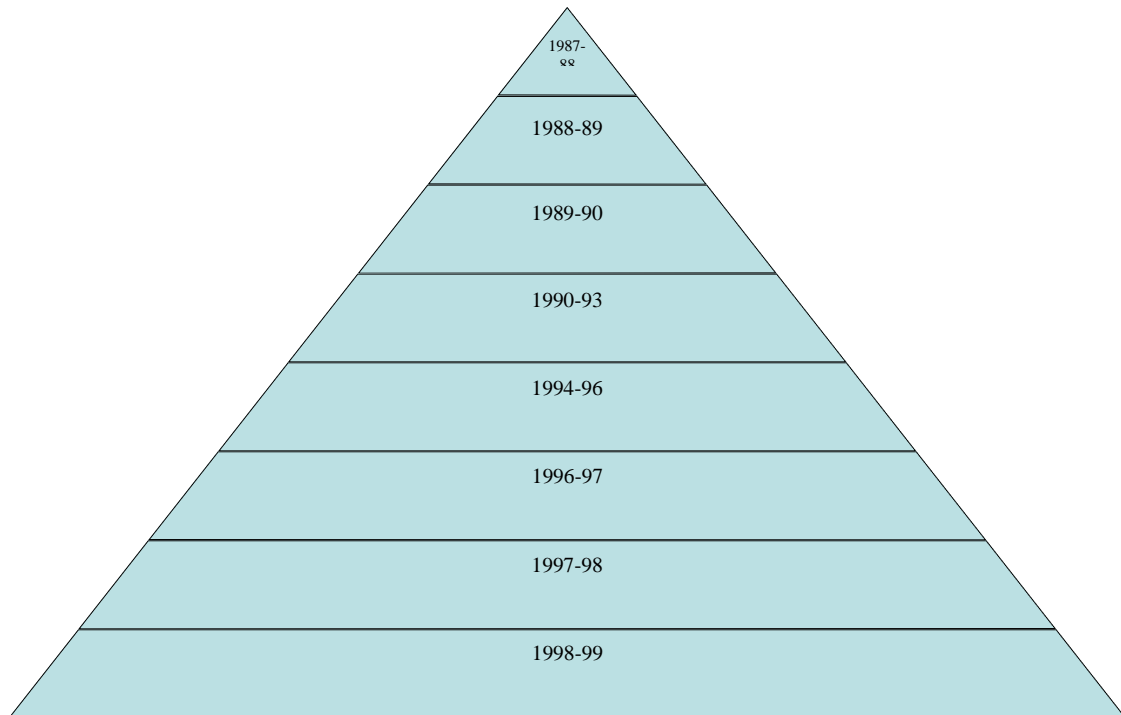
The survey shows that total available market of quantity sale 1000(yearly). The company has got 60% market share of total market and 40% for competitors market. The market share of MN is satisfactory as compared with other competitors.

#### 4.4 SALES OF MN

The sales of MN is decreasing trend up to fiscal year 2065/66. But the sales trend in the previous year was increasing trend. The following chart shows the previous incremental sales from 1987 to 1999.

## CHART NO 4.2

### PREVIOUS SALES OF MN



*Source: survey of MN*

The above chart shows that the sales of MN in previous year were very satisfactory and more profit was earned. But nowadays the sales are in decreasing step, MN's managerial team did not provide the present sales figure. So the new figure is not included here. In the view point of the sale of audio cassette and CD is not satisfactory. Because the piracy is very highly increased and people did not buy cassette and they copy from other.

#### 4.5 PRESENT DISTRIBUTION CHANNEL OF MN

**This is** the two level distribution channel of MN. It contains two intermediaries i.e. Dealer and Retailer. MN has appointed only 14 dealers according to the market

size. In this method the distributor directly supply product to dealers. The distributors responsibility is to control and monitor market. Distributor is responsible to pay credit amount if the dealer is unable to pay its outstanding.

#### **4.6 WORKING PROCEDURE OF THE COMPANY**

Each and every employee of the company observes the previous day and he starts his work. He sees the demand of retailers and dealers in previous day carries the product as per the demand. He discusses with the marketing executives about previous day's demand and he suggests the sales executives to distribute the necessary products. Every Monday and Friday marketing department has to distribute latest albums in the market. So on these days, sales executives carry some of the newly released albums for test marketing. He distributes 5-6 albums in one retail shop. All the staff has only 6days of working day. Each sales executive work in one place, one area, one day and next day he moves to another area. He carries necessary pamphlets and distributes to retailers. He gives suggestions to place or gum those pamphlets on retail shop. He collects bad cassettes from retailers and replaces with new cassettes. He passes complains to marketing executives that he has got from retailers and dealers. These all work is related to marketing department.

#### **4.7 RESPONSES OF ALL RELATED MEMBERS AND SALES REPRESENTATIVES OF MN**

This research is based on questionnaire. For this data are collected from different sources and different channel members. First of all company office, detailed discussion with marketing manager and vice precedence has been conducted in other to find out the problems of the company. Self visit has been done to dealer, retailer, and other personal of Kathmandu and data has been collected from major cities of Nepal through questionnaire with the help of MN's sales representative to get required information.



Many questionnaires of each type are pre-tested in the market and suggestions for improvement from respondent are collected. Some questions have been modified considering their suggestions and given final structure of questionnaire.

#### **4.7.1 RESPONSES ABOUT SALES PERSONS OF MN**

A question related to a salesman was asked to know his satisfaction about the company and his performance, easiness to work of MN to respondent the response table no. 4.2 is formed.

**TABLE NO. 4.2**  
**EXISTING SALESMAN OF MN**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Very satisfactory	11	68%
Satisfactory	3	18%
Dissatisfactory	2	14%
<b>Total</b>	<b>16</b>	<b>100%</b>

Source: Questionnaire

In table only 14% salesman are dissatisfactory, 18% salesman are satisfactory and 68% of salesman are very satisfactory with company. On their response many of the sales man are begun their day with in happy mood. We can say that the company is satisfying to all employees in this company.

#### **4.7.2 ALBUMS OFFERED BY RETAILER OF MN**

A question related to albums of the company was asked to retailers by the salesman of MN, the following table was formed.

**TABLE NO. 4.3**

**ALBUMS OFFERED BY RETAILER OF MN**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Modern songs	35	35%
Folk songs	50	50%
Pop songs	15	15%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: questionnaire

Above table shows that the product of MN of modern songs are marketed 35%, more songs are marketed i.e. 50% of folk songs and only 15% of pop songs are marketed in kathmandu valley. It shows that the product of MN is easily selling in the market.

**4.7.3 QUESTIONS ABOUT COMPANY CHOICE TO RETAILER AND WHOLESALE**

The question related to company choice is adopted by salesman of the company to wholesaler and retailer the choice of company response table no 4.4 is formed

**TABLE NO. 4.4**  
**COMPANY CHOICE OF RETAILER AND WHOLESALE**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
MN	60	60%
Ranjana music center	20	20%
Indreni cassette	10	10%
Master	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: questionnaire

The above table shows that the choice of MN product is 60%, product of Ranjana music is 20%, product of Indreni cassette is 10% and cassette of Master recording is also 10%. This shows the market of MN is covered by 60% in Kathmandu valley.

#### 4.7.4 QUESTIONS ABOUT PROBLEM IN ALBUMS OF MN

A question is raised about the problems about cassette produced by MN the responses made the following table. The question was asked do they have any problems in cassette and CD of MN.

**TABLE NO. 4.5**

#### **PROBLEMS IN CASSETTE AND CD OF MN**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	15	15%
No	85	85%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: questionnaires

According to the above table, 85% of respondent give the positive answer which was no problems in cassette of MN and 15% of respondent are no satisfy with their cassette, they face the problems on the cassette. It shows the use of MN is not decreasing. Albums are more reliable than CD in the view of handle. And CD is easier to play than albums.

#### 4.7.5 QUESTIONNAIRE TO ADVERTISING AGENCY

To know about the advertisement policy, some questions are asked to advertising agencies and their response made the following table. The question was what type of channel do you select for advertisement?

**TABLE NO. 4.6**

#### **CHANNEL SELECTION FOR ADVERTISEMENT**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Radio	60	60%
TV	20	20%
Print media	20	20%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: questionnaires

Out of 100 responses 60 people said that the radio advertisement is made for music it is 60% of total advertisement, 20 people said TV advertisement is made for music it is 20% percentage of total response and 20 people said print media for music advertisement and it is 20% of total responses.

#### 4.7.6 PROGRAM MADE FOR ADVERTISEMENT

A question related to advertisement and the program made for advertisement was asked to advertising agencies. Their response made the following table.

**TABLE NO. 4.7**

**ADVERTISEMENT PROGRAM OF AD-AGENCY**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Musical program	120	93%
News program	10	7%
<b>Total</b>	<b>130</b>	<b>100%</b>

Source: questionnaires

Above table shows that among the total respondents' only 7% program made by news and 93% program made by musical program on Radio and Television. So, all the programs are made musical for these albums advertisement.

**4.7.7 QUESTIONS FOR AGE WISE ATTRACTION TO PEOPLE**

An attraction related question was asked to people. Which age is very much attracted to advertisement? Age wise people's choice is different and the following table shows the attraction.

**TABLE NO. 4.8**

**AGE WISE ATTRACTION**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Below 20	25	25%
21-35	45	45%
36-45	20	20%
46 and above	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: questionnaires

Table no 4.7 shows that the age of 10-20 is attracted by advertisement only 25%, among 100 people 25 person are attracted by advertisement. The of 21-35 is very much attracted by advertisement it was 45% in total, 36- 45 is less than middle age it was 20% in total and 46 and above age is different they attracted only 10% by advertisement.

#### **4.7.8 IMPACT OF ADVERTISEMENT ON CONSUMER**

**Some** advertisements create positive impact among the consumers regarding the advertised product while sometimes it may fail. The results of survey on this regard are presented in table below.

**TABLE NO. 4.9**

#### **IMPACT OF ADVERTISEMENT ON CUSTOMER**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
No impact	17	34%
Positive impact	30	60%
Negative impact	3	6%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: questionnaires

The above table shows the impact of advertisement on different customers. Among the total respondents 34% respondents that advertisement could leave no impact upon them about the advertised whereas 60% of respondents opined that has positive impact and 3 of them has negative impact it is 6 % of total respondent.

#### **4.7.9 EFFECTIVENESS OF ADVERTISEMENT TO MN PRODUCT**

The advertisement of the different product of MN sometimes reaches to the target group while sometimes it may fails. The result of the effectiveness of the advertisement of MN is shown below in table.

**TABLE NO. 4.10**

#### **EFFECTIVENESS OF ADVERTISEMENT TO MN**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Familiar	30	60%
No familiar	20	40%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: questionnaires

Above table shows that 60% of total respondent are familiar with advertisement and 20% of total respondent are not familiar with advertisement which indicated that the advertisement is very much effective to introduce the product to the customer.

#### **4.7.10 ROLE OF ADVERTISEMENTS TO MAKE THE PURCHASE DECISION**

Sometimes advertisement may play important role to introduce the product and influences for purchase whereas sometimes it may fail for this purpose. The result survey in this regard is presented in table below.

**TABLE NO. 4.11**

**ROLE OF ADVERTISEMENT TO MAKE THE PURCHASE DECISION**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Indifferent	50	50%
Do not purchase	30	30%
purchase	20	20%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: questionnaires

The above table 4.10 shows the role of advertisement to attract the consumers. From the analysis it can be found that, out of the total 100 respondents 50 respondent which is 50% could not say whether they decide to buy the product or not after they saw the advertisement broadcast in the television and only a few percent of people which is 20% they buy the product after saw the advertisement and 30% of total respondents they do not buy the product after saw the advertisement. It proves that the advertisement helped to the majority of customers to recall the brands name to a greater extent but the purchase decision is not fully depends upon the advertisement.

**TABULATOR REPRESENTATION OF DATA COLLECTED FROM DIFFERENT DEALER AND WHOLESALER**

The researcher while doing the survey, the data from different dealer and wholesaler the results of the data are presented below in tabular form.



#### 4.7.11 QUESTION FOR NATURE OF BUSINESS

A question was asked for the nature of business and the following table is created.

**TABLE NO. 4.12**

#### **BUSINESS NATURE OF DIFFERENT DEALER AND WHOLESALER**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Cassettes only	40	75%
With other things	4	12%
Department store	6	13%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: questionnaires

Table no 4.11 shows that 75% of total respondents are selling cassettes only where 50 no of respondents are interviewed, 12% of total respondents are selling the cassettes with other product and 13% out of total respondents are selling cassettes in department store. It shows that the cassettes more sales in his own dealer and wholesalers.

#### 4.7.12 QUESTION ABOUT PRODUCT CHOICE OF MN

**TABLE NO. 4.13**

#### **PRODUCT CHOICE OF MN**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Cassettes only	20	40%
CD	15	30%
VCD	15	30%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: questionnaires

Table no 4.12 shows that the choice of product of MN is changing day by day 40% of total respondents are offered cassettes only which was interviewed among 50 respondents, the choice of CD and VCD is equal demand which is 15%-15% out of total respondents. It shows that the cassettes demand is more than CD and VCD demand. Or the cassettes listener is more than CD and VCD.

#### **4.7.13 QUESTION ABOUT SATISFACTION TO DEALER**

**TABLE NO. 4.14**

#### **DEALER'S SATISFACTION WITH MN**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Yes	7	75%
No	3	25%
<b>Total</b>	<b>10</b>	<b>100%</b>

Source: questionnaires

A question was asked to dealer about satisfaction to the company product, their regular visit, quality product, price, available of cassette and CD. Above table shows the satisfaction with company is 75% out of total respondents and 25% out of total respondents are not satisfy with company. We conclude that most of the dealers are satisfy with company.

#### **TABULATOR REPRESENTATION OF DATA COLLECTED FROM DIFFERENT RETAILER AND PUBLIC**

The researcher while doing the survey, the data from different dealer and wholesaler the results of the data are presented below in tabular form.

#### 4.7.14 QUESTIONS FOR CHOICE OF ALBUMS

**TABLE NO. 4.15**  
**ALBUMS CHOICE OF MN**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Folk songs	20	40%
Modern songs	20	40%
Pop songs	10	20%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: questionnaires

Above table shows that folk songs and modern songs are equally selling and public are also equally interested to buy the cassettes which is 40%-40% out of total respondents and rest 20% out of total respondents are entertained with pop songs. The result shows that the folk and modern song's market is stable and pop song's market is less than other songs.

#### 4.7.15 SUGGESTIONS PROVIDED BY RESPONDENTS

**With** a view to collect suggestion from various middlemen, question was frequently asked and their suggestions were collected. Some of the suggestions that are relevant for organizational growth are listed below.

- 1) As we know customers are the king of market, this company is not giving more emphasis towards consumer's in the terms of price as it is supposed to be. As a result it is being difficult to sell the product in this competitive market.
- 2) The product of CD there is few songs and price is comparatively high. This type of product is not affordable for all people.

- 3) Market is globalization day by day and consumers aware of the brand of product and always likes to have branded product. But the product of MN is branded till now.

#### **4.7.16 MAJOR FINDINGS OF THE STUDY**

**The major** findings of the study are as follows.

1. MN is performing his business in very good condition. Out of total respondents 60% respondents are satisfied with Music Nepal.
2. According to recent survey it has got 60% market share of total market is covered by MN.
3. MN has been producing various types of albums in different categories. MN produces audio cassettes, audio CD, VCD, cultural CD, cultural VCD, typical songs, folk songs, modern songs, pop songs etc.
4. In the beginning step MN was producing Hindi songs by dubbing the audio cassettes.
5. There is remarkable sale in the previous year before 2058 BS and now the sales of MN product are decreasing.
6. Now all dealers and retailers have fewer sales than previous year. The sales of original cassettes and CD are decrease and all songs are copied and sold.
7. At present 60% of cassette are selling only MN products in their segment and 40% of cassettes are selling other company's products as well.
8. The maximum number of dealer are selling only MN cassettes in their along with the MN products due to survival.
9. MN is well managed company, intermediaries are very happy with the cooperation provided by the company.
10. Respondents use different sources of order procedures.
11. The personnel of marketing visit market time to time to know the market position, order and to know dealers as well as competitor's activities.

12. All the channel members are satisfied with the quantity and timely supply of products on abnormal situation of the country.
13. Credit facility is the most important influencing factor to sell MN products for intermediaries among the different factors.
14. In relation to the effect of advertisement on consumers purchase decision majority respondents opined that they became customer to the product because of their need not due to the effect of advertisement whereas 40% customers were found to support both to the reasons. Thus, from this result it found that majority of the respondents used the particular product to fulfill their needs.
15. In relation to the consumers preference to the means of advertisement majority of the respondents 60% responded that they prefer to the television and rest of the respondents prefer Newspaper, Magazine, Radio, Cinema, Pamphlets and posters. From the above analysis it is found that television and advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.
16. In subject to the impact of repeated advertisement to attract the consumers' attention most of the respondents 65% were found to be attracted by the advertisements broadcast in the Television. It shows that most of the advertisements are proved to be fruitful to lure the consumers.
17. In relation to the factor which influences customers to buy the product majority of the respondents that they are influenced by the quality song of MN to make purchase decision of the product.

# CHAPTER V

## SUMMARY, CONCLUSION AND RECOMMENDATION

### 5.1 SUMMARY

This chapter is related to the summary of the study. In study various factors are used. In a short time it is not possible to get the whole information about such type of company. MN is totally different type of organization which is related to music and entertainment. MN is the largest and oldest organization for music in Nepal. In the early stage it produced Hindi songs for Nepali people and marketed. After that MN brought the recording machine and made a studio. Early stage it has been producing audio cassettes only but nowadays it produces various types of products like audio cassette, CD, VCD. MN has its own distribution channel MN uses two level distribution channel. To gear up sales, the company always needs well advertisement policy for that MN has its own radio programs and television programs which broadcast in many television channels. Since MN is performing well promotional activities. For the easy of listening people old songs are available in market in the form of CD which is very easy to use and listen. MN is introducing a digital system for Nepal songs which is available in mobile phone and landline phone. The system is called CRBT system in Nepal. It is newly established system where the piracy is not possible easily. In Nepal music market all people are not listening Nepal songs. In the remote area they like Nepal songs. In Terai region they like cultural songs Maithili and Bhojpuri songs which are marketing by MN. Many music companies are established in Nepal but only MN is providing these all types of music. This company produces the albums for all. In the Nepali music market MN was covering whole market of Nepal for music and still it is renowned name for music. People like its quality, cover design, portable audios. Music Nepal is producing the VCD albums also, in his own investment so; the market is looking for the product of MN. MN is leaving a stamp for Nepal

people in the field of music market. It makes an artist life to live. Members of all in MN are very much satisfied with company. To achieve the objectives of the study required data are collected from primary sources through questionnaire. In total 80 questionnaires covering the differing age groups, different gender, and educational background are collected and by using various techniques to analysis the data to achieve the objectives of the study. This case study hopes to give a picture of music Nepal market share. 25 years of experience in marketing field helps music Nepal to achieve their various goals and objectives and also won some reputed awards from foreign countries. Music Nepal is competing with Indian music companies as well as other national music companies. Competing with Indian music companies is becoming very difficult task for music Nepal. It stands in the first position while comparing with other music companies.

Music Nepal always gives priority to preserve culture and it encourages artist for their intellectual creations. Music Nepal has adopted latest technology “DIGITAL LOOPBIN DUBBING” which gives CD like sound in audiocassettes. These activities of music Nepal have attracted man consumers inside Nepal as well as outside the country. These activities also make easier to acquire the licenses from Polygram, HMV, Magnasound and Sony for representative in Nepal. Music Nepal’s policy to produce various categories of albums attracts all age group of consumers from almost all region of the country as well as some places from India. Sales data is not available by the company.

## **5.2 CONCLUSION**

The conclusion of the study can be mentioned on the paragraph. According to survey MN product is very popular in the field of music. Anyone people are not here who does not like music so, music Nepal is a great production house for music in Nepal. MN is not only producing cassettes of song but it producing story saying, poet saying, Ramayan saying also. According to the findings of the analysis section it can be concluded that majority of the people have television

then men which indicated that television advertisement is more popular means of advertisement than all other types of advertisement. Music a kind of full entertainment so, the changing facilities make to see the songs on television. Without a music video an album could not be sold in market. So the music video is necessary for all artists to promote the sale. Nowadays people see the songs first and they listen that later. Without watching the music video cassette could not sale in the market. So the policy of advertisement and promotion is changing day by day. The production of cassette is less qualitative and more fashionable in market. People who have much money he introduce himself a singer and composer. Many singers are coming in market without enough knowledge of music. So, the market of music is decreasing day by day. People just watch the television rather than to known any new information about new albums. In addition to this majority of the people of different age groups as well as different educational class and gender prefers to the musical programs as compare to the other types television programs which indicate that musical programs are more popular among the people then other programs, similarly, majority of the people prefers the product which is frequently advertise rather than not advertise product though they are same nature's product but most of them purchase the product due to their necessity not due to influence of advertisement. So in conclusion the television advertisement is more effective and make familiar for such type of music product but majority of them are influenced from the quality songs in the albums. In conclusion we can say that the music product is available in market is MN. And, it is also reliable than other's company. Many of the famous artists they go to visit MN and they introduce their new albums from MN. At the end MN is totally covered the market of music in Nepal.

Marketing department of music Nepal is doing their best to increase market share. This department is helping the organization to stands in the first position in the market. The other music companies are developing rapidly. They are trying to dominate the market very tactfully. Music Nepal is producing almost all categories of albums in the market and this helps music Nepal to stand in the first position in



the market. The young generation demands for pop albums are increasing day by day according to this case study, so music Nepal should note it and should try to fulfill their demand. Sales forecast is not included here because the sales data is not provided by company. In conclusion we can say that company has some secret data which is not come out. Company's policy has changed so the data is not given.

### **5.3 RECOMMENDATION**

On the basis of findings of the study, following suggestions or recommendations are advised to the manufacturer in order to improve the products in the context of music in Nepal.

1. MN needs to improve and increase his dealers and retailers shop in every district in all over the country.
2. MN should make a contract person for new comer artist and quality musical person to increase his business.
3. The analysis shows that the information included in the advertisement are not sufficient and the majority of the respondents are willing to get the additional information from the advertisement regarding the various aspects of the product. Thus advertisement manufacturers and producers should include sufficient information so that consumer can be satisfied regarding the matters.
4. MN should focus its market not only in the major cities of Nepal but also in the villagers and hilly regions where there are future market possibilities of music in Nepal.
5. MN needs to be aware from the competitors, whether the competitors are doing unfair competition or not. They are spreading bad rumor to the music market against the company and his product.

6. MN Hindi albums have not satisfactory sales in the market. Other Indian companies are widely spread in the market. Music Nepal has to give maximum effort on advertisement for those Hindi albums.
7. MN should not remain isolated and should think of competing with Indian music companies and other national music companies. It should always be prepared for competing with new entrants in the market.
8. The personnel of marketing visit market time to time to know the market position, to take order and to know dealers as well as competitor's activity.
9. MN needs to be aware from the competitors, whether the competitors are doing unfair competition or not. They are spreading bad rumor to the market against the company and its products.
10. MN needs to motivate its channel members to organize promotional activities by themselves company should provide extra incentives to the dealers for the promotional campaign.
11. MN is suggested to establish market segmentation of the products by proper analyzing of customers affection factors of the different market.
12. MN should develop cheaper price products too as per market demand and competitors market available in the market.
13. MN did not provide the latest sales figure and the research is incomplete with sales. His performance was good but the management team is not providing the reliable data.
14. However the thesis is complete but whole industry of music is not included here because all the industry has no actual and forecasted data.
15. All industry is in decreasing trend so respondents of music industry were saying that, it is better to stop the business of music.

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### **NEPAL MUSIC INDUSTRY AND HIS RENEWS MEMBERS.**

- |   |   |
|---|---|
| <b>1.</b> Ranjana music industries Pvt. Ltd.<br>Proprietor Bhagawan kumar shrestha<br>Ranjana Galli Newroad Kathmandu<br>4246591. | Ghattekulo anamnagar Kathmandu<br>4771777   |
| <b>2.</b> Yaman Music Pvt. Ltd.<br>Surya Bahadur Karki Puranobaspar,<br>Kathmandu 2100378   | <b>9.</b> Audio Muaic Industries Pvt. Ltd.<br>Raju baniya Naya baspoark<br>Kathmandu<br>2083051         |
| <b>3.</b> Daunne Audio Video Pvt. Ltd. Dev<br>Kumar Dravid<br>New Plaza kathmandu<br>Putalisadak Kathmandu<br>4419846             | <b>10.</b> Saregama Records Pvt. Ltd.<br>Kiran Pudasai Khichapokhari<br>Kathmandu<br>1223549            |
| <b>4.</b> Sheela Cassette Centre<br>Indra GC<br>Babarmahal Kathmandu , 4219591  | <b>11.</b> Satyawoti Music Pvt. Ltd.<br>Arjun Kushal Babarmahal<br>Kathmandu<br>2030273                 |
| <b>5.</b> Shradda Recording Studio<br>Shambu Rai Putalisadak kathmandu<br>4430508   | <b>12.</b> Rodhi Digital Pvt. Ltd. Pritam<br>Gurung<br>Nayabaspark balaju kathmandu<br>4356280          |
| <b>6.</b> Reema Recording Studio Pvt. Ltd.<br>Narayan Tayamajhi<br>Babarmahal Kathmandu Nepal<br>4226994                          | <b>13.</b> Dhruvatara Cassette centre Pvt.<br>Ltd.<br>Bhajan Kumar shaha<br>Balaju Kathmandu<br>2092311 |
| <b>7.</b> Music Nepal Pvt Ltd.<br>Madhan Dipbim Anamnagar<br>Kathmandu. 4242049   | <b>14.</b> Rara Music Concern Pvt Ltd.<br>Gyan Pd Gaire. Pulchok Lalitpur<br>5535222                    |
| <b>8.</b> Sur Tal Music industries Pvt. Ltd.<br>Shree Krishna Bhattarai   | <b>15.</b> jharna Music Recording   |

Ratna Baniya Balaju Kathmandu  
4351148

Rajesh Bansal Tanjana Galli  
Newroad kathmandu  
4266986

**16. Terali Sangeet Kunja**

Resham Sapkota Bypas balaju  
Kathmandu. 4360688

**17. Macchapuchhre Music Pvt. Ltd.**

Krishna devkota babarmahal  
Kathmandu  
2030135.

**18. Melody Nepal Pvt Ltd,**

Tameshowor Sapkota  
Machhapokhari Nalaju Kathmandu  
4362434

**19. Alina Music Centre Pvt. Ltd. .**

Dambar Nepali Kathmandu  
4246397

**20. Niharika sangeet Pbt Ltd.**

Jhalak Regmi KaManaPa 11  
Kathmandu  
1227320

**21. Phewa Music Pvt. Ltd.**

Durga Rayamajhi Anamnagar  
4239745

**22. Sangeet Saugat Pvt. Ptd.**

Padam Bahadur Budha  
Khichhapokhari Kathmandu  
2011272

**23. Music.com Pvt. Ltd.**

**24. K. Sirij**

Yamindra bahadur Owli Kupondol  
Lalitpur.  
5547982

**25. Bhagawoti music Pvt Ltd.**

Ram Bahadur Shaha KaMaNaPa 29.  
2075076

**26. Shree Music Pvt. Ltd.**

Dhawa dorje Lama Mahabauddha  
Kathmandu  
16223976

**27. Times Music Pvt Ltd.**

Laxman Humagain Putalisadak  
Kathmandu  
4442387

**28. kamana Music Industries Pvt. Ltd.**

Mitra Bandhu Kafle Bagbazar  
Kathmandu  
2390865

**29. Roshani Music Pvt. Ltd.**

Prem Narayan Gaire Nayabazar  
Kathmandu  
12171815

**30. Ambika Music**

Ram kumar Sibakoti New Road  
Kathmandu

- 4243042  
**31. ABC music Pvt. Ltd.**  
Ananda bhattarai Putalisadak  
Kathmandu  
9841705970
- 32. Oskar Music and Production Pvt. Ltd.**  
Ganesh Gurung Ktrhmandu  
2151675
- 33. Panas Digital Recording Studio Pvt. Ltd.**  
Mumaraj Rai Nayabazar kathmandu  
2041858
- 34. The Rebeal Creation**  
Gagan Pradhan bagbazar kathmandu  
241208
- 35. Dhaulagiri Cassette Centre**  
Bigyan kumar Shrestha New Road  
Kthmandu, 4265167
- 36. Gopikrishna Muvies Pvt. Ltd.**  
Uddhab Psudel KaMaNaPa 7  
Kathmandu, 4479893
- 37. Lucky Production Pvt. Ltd.**  
Him Bahadur Thapa Lalitpur  
5590588
- 38. Sitara Music Pvt. Ltd.**  
Ekanarayan Bhandari New Road  
Kathmandu, 9841455978
- 39. Shyak Music International Pvt. Ltd.**
- Schinanda Rauniyar New Road  
Kathmandu, 9851025107
- 40. Sapana Music Pvt. Ltd.**  
Sundarmani Adhikari Anamnagar  
Kathmandu  
9841309627
- 41. Shuvalav Cassette centre Pvt. Ltd.**  
Shantosh Kumar Regmi. Pabitra  
Kathmandu  
9841244671
- 42. Shound Link digital Records Pvt. Ltd.**  
Durga Dangol Kamanapa 10  
Kathmandu  
4474917
- 43. Maulakali Cassette Centre**  
Prakash Bashyal KaMaNaPa 11  
Kathmandu  
9841705208
- 44. Nasho Music Pvt. Ltd.**  
Ramjee Nepali KaMaNaPa 32  
Kathmandu  
9841457947
- 45. Sarathi Music Pvt. Ltd.**  
Manu Kuamr  
Pant KaMaNaPa 32 Kathmandu  
4102639
- 46. Music Plus Pvt. Ltd.**  
Badri Pande KaMaNapa 32  
Putalisadak Kathmandu  
4444516



**47.** Kanch Creative International Pvt.  
Ltd.

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4498923

**48. Samjhana** Audio and Vedio

Company

**52.** Dobhan Music

Kumar Limbu Anamnagar Kathmandu

**49.** Voice of Nepal

**50.** Indrani Cassette Centre

**51.** Bazra cassette centre

**53.** Taal Company

**54.** Sur Tall Company

### **SOME RECORDING STUDIOS IN NEPAL**

- 1) Alfa Studio – Chabahil Kathmandu
- 2) DOREMI Recording Studio – Jamal Kathmandu
- 3) Saptak Recording Studio – Kamalpokhari Kathmandu
- 4) Dreams Recording Studio - Kathmandu Plaza Kathmandu
- 5) OM Megha Recording Studio – Bagbazar Kathmandu
- 6) Gunjan Recording Studio – Anamnagar Kathmandu
- 7) Nishad Digital Recording Studio – Ghattekulo Kathmandu
- 8) Purple Recording Studio – Gyaneshwor Kathmandu
- 9) Sangam Recording Studio – Gyaneshor Kathmandu
- 10) Shantana Records – Kathmandu
- 11) Adhar Recording Studio – Demonstration road Kathmandu
- 12) Little Star Recording Studio – Patan Lalitpur
- 13) Pragya Recording Studio – Bijulibazar Kathmandu
- 14) Music Next – Kathmandu
- 15) Try star Recording Studio – Naxal Kathmandu
- 16) Music Work Recording Studio – Putalisadak Kathmandu
- 17) Music Link Recording Studio – Baneshwor Kathmandu
- 18) Sajan recording Studio – Kathmandu

# APPENDIX I

## Questionnaire

### **A survey on the music industry in Nepal and its market with reference to the Music Nepal**

Dear respondents,

The data collection concerned with “music industry in Nepal” with reference to the Music Nepal for the research work in partial fulfillment of the requirements for the degree of master of business studies (MBS) and it would be great value of your help in this research work, if you help by filling up the following questionnaires.

#### **Questionnaire to salesman of music Nepal**

Name of person: .....

Address: .....

- a) How do you begin a day?
  
- b) On which day new albums are released and how many cassettes do you give to retailer at a time?
  
- c) Which categories of albums do retailers easily accept?
  
- d) How many times do you visit a retail house in a week?
  
- e) What types of cassettes do retailers return to you?
  
- f) What percentage of market do you think that music Nepal has covered?

g) Can you please give some names of the retail houses where sales of audiocassettes are high?

h) What sort of problems do you have to face while doing your job?

i) Which product do you sell more CD or cassette?

9) Do you have any suggestion to this company?

a) Yes

b) No

Name of respondent:

Signature:

Seal of firm:

## APPENDIX II

### Questionnaire to advertisement agency

Name of advertisement agency: .....

Address: .....

Please tick ( ) in the following questionnaire.

1) What type of advertisement is made for product?

- a) Radio                      b) TV                      c) News paper

2) What types of program is made for music?

- a) Generally musical                      b) News

3) Do the advertisement rates differ according to the different music?

- a) Yes    b) No

4) Do the advertisement is different in different company?

- a) Yes    b) No

5) Which advertisement do you like?

- a) Radio    b) TV

6) According to you which age group is attracted by advertisement?

- a) 10 – 20    b) 21- 35                      c) 36- 45                      d) 46 and above

7) Is there any difference in the rate of cassette?

- a) Yes    b) No

8) What is the main objective of advertisement?

- a) customer satisfaction                      b) sales promotion

9) Do you have any suggestion to this company?

- a) Yes    b) No

Name of respondent:

Signature:

Seal of firm:

## Appendix III

### Questionnaire to Wholesaler/Dealer

Name of firm: .....

Address: .....

Please tick ( ) in the following questionnaire.

1) Nature of business/wholesaler.

- a) Departmental store
- b) Selling all things with cassettes

2) Kinds of music Nepal products

- a) Cassettes
- b) Cassettes, CD, VCD and MP3

3) What procedure do you follow to get products of Music Nepal?

- a) Telephone call
- b) Personal visit
- c) Send goods by ordering
- d) Goods received without order

4) Does the company's sales representative come to you regularly as per schedule?

- a) Yes
- b) No

5) Do you satisfy with the quantity supplied by the company?

- a) Yes
- b) No

6) How many days after do you order for products?

- a) Once a month
- b) twice a month
- c) As per requirement
- d) in sixth month

7) What made you to sale Music Nepal's products?

a) Quality product

b) Good margin

c) Product available in time

d) Good image

8) Is there any shortage for products of Music Nepal?

a) Yes

b) No

9) Do you have any suggestion to this company?

a) Yes

b) No

Name of respondent:

Signature:

Seal of firm:

## APPENDIX IV

### Questionnaire to retailer

Name of shop: .....

Address: .....

Please tick ( ) in the following questionnaire.

1) Music Nepal has marketed Hindi albums too. How is its market comparing with Indian music companies?

- a) Better
- b) Competition
- c) Poor

2) Which music company's cassette has more sales in your shop recently?

- a) Music Nepal
- b) Master Nepal
- c) Indreni
- d) Ranjana
- e) Any other

3) Which categories of albums have more sales in your shop recently?

- a) Pop
- b) Modern
- C) Folk
- d) Nepali film
- e) Any other

4) Is Music Nepal providing all types of cassettes?

- a) Yes
- b) No



5) Which age group buys more cassettes in your shop?

b) a) 10 – 20

c) b) 21- 35

d) c) 36- 45

9) Do you have any suggestion to this company?

a) Yes

b) No

Name of respondent:

Signature:

Seal of firm:

## APPENDIX V

### Questionnaire to the public

Name: .....

Address: .....

Age: .....

Gender: .....

Education: .....

- a) Below SLC
- b) SLC
- c) Graduate
- d) Above graduate
- e) Uneducated

Please tick ( ) in the following questionnaire.

1) Do you listening music?

- a) Yes
- b) No

2) What kind of music do you listen?

- a) Eastern
- b) western
- c) Classical
- d) Semi-classical

3) What kind of song do you listen?

- a) Classical
- b) Modern
- C) Rock
- d) Folk
- e) Remix

4) Do you know about the music industry?

- a) Yes
- b) No

5) How many industries do you know?

- a) One
- b) Two
- C) more than two

6) Have you buy any cassettes?

- a) Yes                      b) No

7) Which music do you listen recently?

- a) English                  b) old                      c) Indian                  d) Nepali

8) Do you know about music product?

- a) Yes                      b) No

9) Which product do you like?

- a) Cassette                  b) CD                      c) VCD                      d) DVD

10) Which instruments do you like to listen in music?

- a) Harmonium    b) Guitar                  c) Keyboard                  d) Drum

11) Which medium do you have to listen in music?

- a) Cassette player    b) CD, DVD player    c) Mobile                  d) Mp3, I-pod

12) Do you have any suggestion to this company?

- a) Yes                      b) No

Name of respondent:

Signature:

Seal of firm:

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