

**An Impact of Sales Promotion
on Sales of Pepsi-Cola in
Kathmandu Valley**

A Thesis

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Submitted To:

Office of the Dean

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Tribhuwan University

*For the Partial Fulfillment of the Requirements for the
Degree of Master's of Business Studies*

July 2008,

New Baneshwor, Kathmandu, Nepal

RECOMMENDATION

This is to certify that the thesis submitted by

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Entitled:

**AN IMPACT OF SALES PROMOTION ON SALES OF PEPSI-COLA IN
KATHMANDU VALLEY**

has been prepared as approved by this department in the prescribed format of the Faculty of Management and is forwarded for examination.

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VIVA-VOCE SHEET

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

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I found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for the Master's Degree of Business Studies (MBS)

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DECLARATION

I hereby declare that the thesis "An Impact of Sales Promotion on Sales of Pepsi-Cola in Kathmandu Valley" submitted to Nepal Commerce Campus, the faculty of management, Tribhuvan University is my original work done for the partial fulfillment of requirements for the Master's Degree of Business Studies (MBS) under the supervision of **Mr. Gopal Thapa**, Lecturer of Nepal Commerce Campus.

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ACKNOWLEDGEMENTS

This research "**An Impact of Sales Promotion on Sales of Pepsi-Cola in Kathmandu Valley**" has been prepared for the partial fulfillment of the requirement of the Master of Business Studies.

This thesis is the result of my visit, consult, observation and self-evaluation. It is the collection of data and information that I know and I learnt during data collection. In this thesis, I have tried to enumerate and highlight the impact of sales promotion on Pepsi-Cola in Kathmandu Valley. This thesis is not the outcome of my single labor. Many people, books, bulletins and even different sweet and sour scenes I observed directly and indirectly are the equal contributors. I warmly appreciate everyone who helps me to come out with this thesis and provided me guidelines and assistance to achieve goal.

I would like to convey my hearty gratitude to my respected thesis supervisor Mr. Gopal Thapa, Deputy Director of BBA program, Nepal Commerce Campus, for his scholarly, affectionate and useful guidance. I am equally indebted to Prof. Dr. Bihari Binod Pokharel, Head of Research Department, Nepal Commerce Campus for his guidance from the preliminary stage till the final stage of this thesis. I would like to express my sincere thanks to the library staffs of Nepal Commerce Campus, Shankar Dev Campus, Public Youth Campus, Central Library (T.U.) and the concerned organization Varun Beverage Pvt. Ltd., and personnel also deserve my cordial thanks for their kind support.

I want to pronounce the words of gratitude to all my friends, teachers and campus staff for their assistance in my thesis work and provided me continuous inspiration as well as contribution for my academic achievement.

Last but not least, I want to express my thanks to all the authors, whose Books, Journals and thesis paper have been consulted during the preparation of this thesis. I am thankful to Mr. Vijay Datheputhe, Mr. Rajan Prajapati and Mr. Bishow Ram Kharbuja for their cooperation in computer work while preparing this thesis.

Birendra Vaidya

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LIST OF ABBREVIATIONS

H_0	Null hypothesis
H_1	Alternate hypothesis
Pvt.	Private
Ltd.	Limited
Co.	Company
HBL	Himalayan Bank Ltd.
BOGOF	Buy One Get One Free
CRM	Customer Relationship Management
NCRC	National Cash Register Company
VBPL	Varun Beverage Pvt. Ltd.