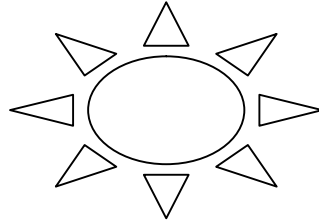


**Market Potential Analysis  
Of Cars  
In Nepal,  
With a focus on Tata C-Segment  
Indigo Sedan**



By:

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**A Thesis Submitted to:**

Office of Dean  
Faculty of Management  
Tribhuvan University

*In partial fulfillment of the requirements of the Degree of*  
**Masters of Business Studies (M.B.S.)**

December, 2008

# VIVA-VOICE SHEET

We have conducted the Viva-voce Examination of the thesis Presented by:

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**"A Study on Market Potential Analysis of Cars in Nepal, with a focus on Tata C-Segment Indigo Sedan"** and found the thesis to be original work of the Student and written according to the Prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for the Master degree in Business Studies (M.B.S).

## Viva-Voce Committee

Chair Person (Viva Committee) .....

Member (Thesis Supervisor) .....

Member (External Expert) .....

Date .....

## **ACKNOWLEDGEMENT**

The importance and need of Advertisement and sales promotion is widely accepted. Every profit earning, non-profit earning, government and private organization is using these tools to make their product, service, idea or concept well-known to its market. The increasing essentiality of the advertising and promotion can be realized from the expenditure being made in these fields.

It is my great privilege to complete this thesis under the guidance and supervision of Mr. Lalan Dwibedi, Lecture of T.R.M Campus. I am indebted to my respected teacher Mr. Rajeshwor Prasad Acharya, Lecture & Head of Research committee, Mr. Avinash Prasad Singh Reader, Dr. Deepak Shayak Lecture without their guidance, suggestion and complete co-operation, it would not have been possible for me to complete this work. It is an honor for me to write this thesis on the topic of my interest under his guidance.

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**Prabin Khatiwada**

## RECOMMENDATION

This is Certify that the thesis Submitted by:

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### Entitled

**"A study on Market Potential Analysis of Cars in Nepal, with a focus on Tata C-Segment Indigo Sedan"** has been Prescribed Format of the Faculty of Management. This thesis is forwarded for evaluation.

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**TRIBHUVAN UNIVERSITY**  
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**THAKUR RAM MULTIPLE CAMPUS**  
**BIRGUNJ , NEPAL**

**DECLARATION**

I Hereby declare that the work reported in this thesis entitled to "**Market Potential Analysis of Cars in Nepal, with a focus on Tata C-Segment Indigo Sedan**" submitted to the office of the Dean, faculty of Management, T. U. is my original work done in the form of partial fulfillment of the requirement for the Masters of Business Studies (M.B.S.) under the supervision of Mr. Lalan Dwibedi, lecturer of Thakur Ram Multiple Campus, Birgunj, Nepal .

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## List of Abbreviation

AD	=	Anna Domini
A/C	=	Account
BS	=	Bikram Sambat
CC	=	Cubic Centimeter
ext.	=	Exterior
etc.	=	etcetera
ie	=	that is
Ltd	=	Limited
Mkt.	=	Market
No.	=	Number
NRs.	=	Nepalese Rupee
Pvt.	=	Private
PS	=	Power stroke
S.N.	=	Serial Number
SWOT	=	Strength, Weakness, Opportunity & Treat
UK	=	United Kingdom
US	=	United States
%	=	Percentage
\$	=	Dollar