

CHAPTER -1

1.1 BACKGROUND

Nepal is a tiny landlocked country in the lap of Himalaya, known as land of Mount Everest and birthplace of Lord Buddha. Nepal occupies only 0.03% and 0.3% of the total land area of the world and Asia respectively. She has an extreme topography and climate. The attitude ranges from 70 meter to 8848 meters and climate varies from Tundra to Polar. The country stretches from east to west with mean length of 885 km. and widens from north to south with mean breadth of 193 km. Nepal covers a total area of 147181 sq. km. and total population of the country in 2008 has reached about 26.9 millions of which proportion of male and female are almost equal. According to population census 2001, the annual growth rate of population is 2.25 percent and preliminary estimate of capital GDP at current prices stands at NRS 30361(US\$ 470) for the Fiscal Year 2007/08. The economic growth of country measured by GDP is 5.56 percent per year in the Fiscal Year of 2007/08. Nearly one third of the population (30.8 percent) live below poverty line as per Nepal living standards survey 2003/04 and the Ginni co-efficient which indicates inequality between the poor and the rich that is 41.4 percent.

In developing country like Nepal, many industries are established. Industries provide employment to the people. They play vital role in the economic development of a country. The history of industrial development in Nepal records that the process started with establishment of Biratnagar Jute Mill in 1936. Many industries like cotton, wood, sugar, food etc. were established later. Noodle industries are also most popular among food industry. There are many noodles factories in Nepal, such as Everest Noodles, Pokhara Noodles, Asian Noodles etc. Noodles were introduced in Nepalese market after 2017 B.S. but the instant noodle production started in Nepal since 1982.

The selected topic targets the noodle market of Janakpur because Janakpur is a holy place. It is situated in the southern part of Nepal. Janakpur is the most popular tourist center of Nepal. Therefore, the demand for fast food is increasing in Janakpur. Thus, many noodles like Wai-Wai, Rum-pum, 2 PM, Sathi, Fuchche are available in Janakpur market.

Marketing is not new word to us. All of us use this in our daily life. Many theorists have defined marketing in different ways. In simple form of marketing means the activity of the company to deliver its products to the place of consumption. It means that marketing is a total system of business activity designed to place, promote and distribute products to target markets in order to achieve organizational objectives and satisfy the consumers' desire.

1.2 MARKETING DEFINED

According to American Marketing Association: Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objective.

According to Philip Kotler: Marketing is the societal process by which individual and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others .

The former definition focuses in recognizing marketing process, individual and organizational goals. The later definition focuses on social process performed by individual and groups for meeting needs and wants of products. Only purchase and sale of goods and services is an old concept that is outdated. According to new concept, marketing is a whole process of identifying the human needs and wants supplying the goods and services and satisfying them. Before production decision of what to produce, when to

produce, how much to be priced, how to reach consumers are taken and this decision is the subject of marketing. The marketing starts with concept of producing the goods and services according to consumers' interests and ends of only with satisfaction of consumers rather sales. So, the activity of marketing is continuous process

1.3 DEVELOPMENT OF NOODLES MARKET IN NEPAL

Nepal is small land-locked developing country with wide geographical, socio-cultural variation. Its economy chiefly depend on traditional agriculture, people residing in different parts are accustomed to varied feeding habits. Some people have introduced new food habits during the second half of the 20th century. Most urban people have been using a wide variety of new food or fast food. Due to flourishing tourism and associated increase in fast food consumption, many industries have been established in our country as food industries which play important role in our economic sector. To promote nation's economy, noodles industries were introduced. Noodles are one of the most popular varieties of food that the people have been using since its production started a decade ago. The consumption practice in Nepal is not very old. Before 2017 B.S. only those people, who had gone out of the country, knew about noodle. Noodles were first introduced in Nepalese market after 2017 B.S.

In 2032 B.S. National Trading Limited imported the equipment and machines required to produce noodles in Nepal and the production of plain noodles was started in 2032 B.S. after the establishment of Gandaki Noodles. Then the instant noodles production was started. Presently various brands of instant noodles are manufactured by different factories with different tastes. Instant noodles are readymade food. It can also be prepared in few minutes so it is called instant noodles. It is more expensive than plain noodles but it is very easy to prepare. All types of instant noodles provide fast food to the

people. They have added addition bricks to the foundation for industrialization in Nepal. Other entrepreneurs are enthusiastic by these noodles factories. They have been helping the nation as they pay large tax to the government. The main ingredients are wheat flour, garlic powder, fresh eggs, vegetables oils and salt, chilly, chicken extracts, edible chemicals, herb, colours etc. Various brands of instant noodles are present in Nepalese market. Some popular brands of noodles are as follows:

1.3.1 Rara

It is chicken flavor noodle manufactured by Japanese technology at Gandaki Noodles, Pokhara since 2032 B.S. Gandaki Noodles is the first producer and has a good reputation in the market. It comes in attractive pack of 89 grams. It can be taken directly or after 2 minutes boil. Since starting, it has lunched several brands. Rara remains one of the popular noodles among them but consumers are finding brown variety as Aaha. Rara brand is authorized to use elephant heads as its logo.

1.3.2 Yum-yum

It is manufactured in chicken and vegetable flavor through Thai technology at General Food Industry at Bharatpur since 2048 B.S. It has received Nepal Standard (NS) mark. The noodle is popular in Nepalese market and has successfully taken market in Indian market also. It comes in six color attractive plastic packet with weight of 85 grams. It can either be cooked or taken directly.

1.3.3 Wai-wai

Wai-wai Noodle is manufactured in two flavors i.e. chicken and vegetable by Chaudhary Groups Preserved Food Company under Thai collaboration since 2042 B.S. It is the preferred noodles. It comes in attractive plastic packets having weight weigh of 75 grams. It can either be cooked or taken directly.

1.3.4 Rum-pum

It is the product of Asian Thai Foods Pvt. Limited, Biratnagar. Its weight is 75 grams and comes in attractive packet. The ingredients are wheat flour, vegetable oil, soya sauce chicken, monosodium glutamate stabilizer (E421), wheat gluten, calcium and permitted food additives (E500, E501, E551). It provides 359.25 calorie energy by each packet. Retail price of this brand is Rs. 15.

1.3.5 Fuchche

It is also the product of Asian Thai Foods Pvt. Limited, Biratnagar, Nepal. It weighs 35 grams and costs Rs.5. Wheat flour, vegetable oil, soya sauce, chicken monosodium glutamate and stabilizer compose it. It provides 233 calories energy by 50 grams weight.

1.3.6 Petpuja

It is produced by Chaudhary Groups Foods (Nepal) Pvt. Limited, Dumkauli, Nawalparashi, Nepal. Its ingredients are wheat flour, edible vegetable oil, iodised salt, wheat gluten, mineral salt rising agent 500 (ii), soya sauce, flavour enhancer, gum onion, mineral and micronutrient and for enhancement.

1.3.7 Sathi

It is also manufactured by C.G. Foods (Nepal) Pvt. Limited. Its ingredients are wheat flour, edible vegetable oil, iodized salt, wheat gluten etc. its nutritional value per hundred grams are 468.8 calories energy. It has combination of carbohydrate 66.7 grams, protein 10 grams, fat 18 grams, saturated fatty acid 8.82 grams, mufa 6.66 grams, pufa 1.8 grams, TFA 0.2 grams, cholesterol 0.9 grams, fiber 2.6 grams, calcium 43 mg. and iron 1.1 mg.

1.3.8 2 Pm

Asian Thai Foods (Pvt.) Ltd. manufacture it. It is composed by wheat flour, vegetable oil, soya sauce, chicken monosodium glutamate, calcium and food additives. It weighs 75 grams. It contains carbohydrate 48.5 grams, fat 14.25 grams, protein 9 grams, dietary fibre 0.6 grams, calcium 75 mg, iron 1.9 mg., sodium 1.15 mg. and provides 358 calories energy by 75 grams of packet.

1.3.9 Mama

Asian Thai Foods (Pvt.) Ltd. produce it. It is composed by wheat flour, vegetable oil, chilly, onion, garlic, soya sauce, spices and chicken shrimps.

1.4 MARKET SHARE

Market share of different brands of Noodles is shown in Table No.1.1.

Table No. 1.1

MARKET SHARE OF VARIOUS BRANDS

Brands	Market Share in Percentage
Wai-Wai	31
Rum-Pum	21
2 PM	14
Preeti	9
Fuchche	10
Others	15
Total	100

Source :Field Survey, 2009

According to Table No. 1.1, it is clear that total market share of Janakpur market is classified into six groups. As per this table, Wai-wai has

the largest market share of 31 percent of total market coverage of Janakpur. Thus, it is the most popular among the consumer.

Similarly, Rum-Pum follows Wai-wai with market share of 21 percent. After that 14 percent market share is occupied by 2 PM, 10 percent is occupied by Fuchche and 9 percent by Preeti. On the other hand, other brands also occupies 15 percent share of total market of Janakpur market.

1.5 STATEMENT OF THE PROBLEM

Marketing is the backbone of economic growth because it increases ones economy and strengthens the firms producing goods. It creates more employments opportunities and more output which have been serving as the first and foremost hands for development theorist. Now a day, food industries are increasing rapidly in the world market and developing country like Nepal. The demand for fast food is increasing day by day. Many new industries are engaged to fulfill this demand. There is high competition among instant noodles and they are trying to make noodles more tasty and qualitative. To reach in the market they have to adopt product policy. To reach the goal, they should increase market share.

Nepal is such a country, where we have to make sure that the product reaches the extreme corner of the country, even in the hilly area where there are no proper roads. Unless there is enough volume, it is very difficult to serve in the market because of very high demand. There is a general trend of strong dominance of traders in Nepal. It is very different from the Indian market in terms of control over the business. It is more of a sellers market than buyers market. Here, traders have their own rules and regulation and buyers have to follow them. Now, these retailers and wholesalers have also started forming a union where they come up with rules stating that the companies should not do retailing, which is very stupid. Retailing is a very important part of noodles business and it has to be ensured that product

reaches every corner of the country. It is very rare that the wholesaler sells only the noodles of one company. That is a major problem of noodle manufacturer. In that situation, companies cannot make good strategy with competitions in the market.

Today, advertisement plays a vital role in promotion of sales by informing and influencing the consumers. The noodles industries expand a lot in advertising their product but they cannot get the return of it. It is a major problem of the company. Nowadays, instant noodles are very popular in the market. Therefore, in market different kind of instant noodles such as Rum-Pum, Wai-wai , Fuchche, Preeti, 2 PM, Sathi etc. are available which gave different taste and price. It creates big problems for the potential consumers to select the product.

Thus, there are many problems existing in noodles market, which are very important to be solved by the related industries. So, we will try to find out better solution for this existing problem of the related industries.

1.6 OBJECTIVES OF THE STUDY

The specific objectives of the study are as follows:

1. To know the market position of instant noodles in the Janakpur market.
2. To examine the opinion of potential consumers of instant noodles in Janakpur town.
3. To obtain the consumers' view on price, quality and taste of instant noodles.
4. To examine the popular media of advertisement for the instant noodles.

1.7 IMPORTANCE OF THE STUDY

Market has a crucial role in the balance of payment of the country. Competition has been increasing day by day in the Nepalese market, where producer are not getting the target market share and faces the problem of over stocking and tough competition. Competitive market is preferred for the best result. In marketing, customer satisfaction is key point of success. Marketing may be defined as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational objective. So, the marketing plays very important roles to individual, business firms, consumers, society and nation.

The knowledge of the motives behind purchase behavior of consumer on instant noodles is believed to be especially helpful to the marketers who are related with noodles. There are number of retailers selling different brands of instant noodles in Janakpur town. It is important to know the present marketing situation of instant noodles. The knowledge of marketing can also help to formulate and to find out the strength and weakness of its marketing, which may serve to give an insight into their policy and the appropriate marketing strategies. Such marketing strategies may relate to segmentation of markets based on motives of purchase behavior on instant noodles.

So, I have chosen the title 'Market situation of instant noodles in Janakpur market'. This study may be helpful to thesis writer, author and other researchers who are related with instant noodles. I think, it would be helpful to retailers, distributors, consumers, and marketers who buy and sell different types of instant noodles. And it may also be helpful to future researchers and students to know about market situation of instant noodles in Nepal. The finding of the study will be based on survey of market situation, consumers' needs and wants, potential consumer, feeling about taste, quality and price of

instant noodles. It is important for all the people who are related with instant noodles. So, it will be helpful for them to plan effective marketing policy

1.8 LIMITATIONS OF THE STUDY

This study has certain limitations which are as follows:

1. Most of the data used in this study have been obtained through questionnaire.
2. Most of the data are primary and some are secondary.
3. Data are based on the sample surveys conducted in Janakpur town (market).
4. The data analysis is based on simple statistical tools.

1.9 ORGANIZATION OF THE STUDY

The study is divided into five chapters. The first chapter provides general introduction about market potential of instant noodles. The second chapter provides the review of literature where as the third chapter covers research methodology. Similarly, the fourth chapter is the data analysis and presentation. Lastly, the fifth chapter presents summary, conclusion and recommendation

1.10 NOODLES INDUSTRIES IN NEPAL

- | | |
|-------------------------------------------------|----------|
| 1. Asian Thai Foods Pvt .Ltd. | Sunsari |
| 2. Kanchenjunga Processed Foods Nepal Pvt. Ltd. | Sunsari |
| 3. Himalay Snakes and Noodles Pvt.Ltd. | Kavre |
| 4. Ramkrishana Pau Udhog | Kavre |
| 5. Sahayog Chau Chau Udhog | Kavre |
| 6. Fast Foods (Nepal) Pvt. Ltd. | Lalitpur |
| 7. Nepal Thai Foods Pvt. Ltd. | Lalitpur |

8. Multi Food Industries Pvt. Ltd.	KTM.
9. Bagaranga Khaja	Parsa
10. Everest Noodles Pvt. Ltd.	Kaski
11. Pokhra Mackaroni Products	Kaski
12. Pokhra Noodles Pvt .Ltd.	Kaski
13. Pathak Food Products	Rupandehi
14. Shree Baishnadevi Noodles Pvt. Ltd.	Rupandehi
15. Tayari Chau Chau Udyog	Arghakhanchi
16. C.G. Foods (Nepal) Pvt.Ltd.	Nawalprasi

CHAPTER- 2

REVIEW OF LITERATURE

While doing research, the previous study cannot be ignored because it provides the foundation of present study. In other words, there should be continuous research. Review of relevant literature provides the knowledge of the status of the field of research to the researchers.

According to Howard K. Wolf and Prem R. Pant the purpose of literature review is to find out what research studies have been conducted in one's chosen field of study, and what remains to be done. It provides the foundation for developing a comprehensive theoretical framework from which hypothesis can be developed for testing. The literature survey also minimizes the risk of pursuing the dead-end in research.

This chapter mainly focuses on the literature and research findings, which are available to the topic. It is relevant to disclose here that no one has made study on the market situation of instant noodles in Janakpur market till now. Therefore in the absence of such written articles of present market situation, it becomes necessary to review the literature, books journals, related to the field of market situation of instant noodles.

This chapter includes market, marketing, marketing environment, marketing system, marketing mix, product life cycle, advertising, branding, previous research work and study of instant noodles.

2.1 MARKET/MARKETING

The concept of a market is some time confusing. There is a stock market, an automobile market, a retail and a wholesaler market for furniture. One person may be going to the market another may plan to go to market for his/her production. Clearly, there are many usage of this term in economic

theory of business in general and also in marketing. The market is the place where buyer and seller meet and function goods & service offered for sale and transfer for ownership of title occur.

"A market consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange and distribution. The market depends on the number of persons who exhibit the need and have resources and are willing to offer these resources in exchange for what they want. (Wolf and Pant, 1999:30)"

"A market will be defined as people with needs to satisfy, the money to spend and the willingness to spend it. Thus, the demand for any given product or service in the market has three factors to consider - market = people with need or wants + money to spend + willingness to spend it (Stanton, 1978:72).

Marketing is the management function, which organizes and directs all those business activities involved in an assessing and converting customer purchasing power in to effective demand for a specific customer.

" In 1995, American Marketing Association defined marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas , goods and services , to create exchange that satisfy individual and organizational objective "

"Marketing is a social process by which individuals and groups obtain what they need and want through creating offering and freely exchanging products and services of value with others (Joel and Barry 1990:8)" Thus, this definition focuses these points. Marketing is a social process preformed by individuals and groups. Marketing is also concerned with creating offering and exchanging products and services.

At last, marketing is encompassing all the activities in satisfying the needs of the customer through the exchange relationship to achieve

organizational objectives with social responsibility in a dynamic environment.

2.2 GROWTH OF MARKETING

Marketing has been developing together with development in human civilization. If we turn three - four hundred years back to the history of human civilization, we find marketing of that time. However, that stage could not last long. Human needs and wants changed. Human aspiration for excellence and better status gave birth to thousand of discoveries, inventions and innovations and established thousands of units of different types of industry to fulfill that aspiration. These changes in turn not only invented different sophisticated tools and techniques and effective strategies for successful marketing but also made the marketing a most competitive field.

Activity of the organizations has been changed drastically. Originally, companies based marketing decisions largely depend on immediate company profit calculations. Then, they began to recognize the long run importance of satisfying consumer wants. Now they are beginning the factor of society's interest in their decision-making. That is to say, companies have shifted their emphasis from production to product selling, consumer and society respectively.

Today, the marketing philosophy of the organization is the societal marketing concept. The societal marketing concept holds that the organization tasks is to determine the needs wants and interest of target markets and to deliver the desired satisfaction more effectively and efficiently than competitors in a way that pressure or enhance the consumers and society's well being.

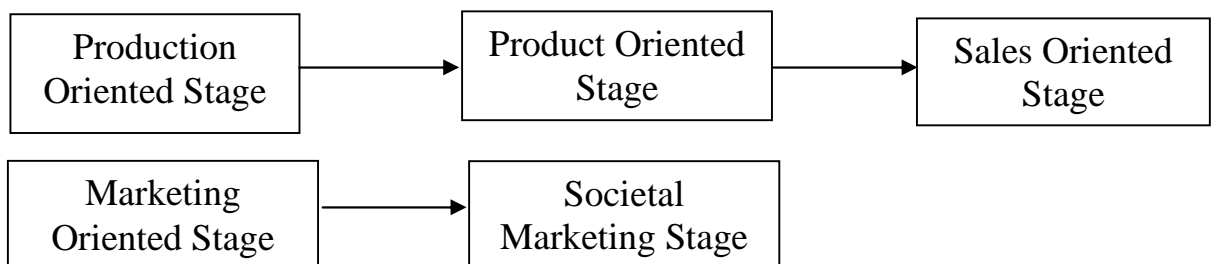
Thus, today the consumer and the society have been the center point around which all the marketing activities revolved. The various advancement made in marketing has been established the consumers at the sovereign

power in the marketing world. So, in order to be successful, products must be produced according to the need of the consumers and interest of the society. In the modern business world, understanding of consumer choice, purchasing and decision-making process and preference factors affecting decision-making process. Understanding of consumer behavior is most necessary to become successful marketer. In the study of consumer behavior, an effective measure helps to develop the successful marketing strategy.

The growth of modern market can be seen from the following flow chart.

Figure No. 2.1

GROWTH OF MODERN MARKET



2.3 MARKETING SYSTEM

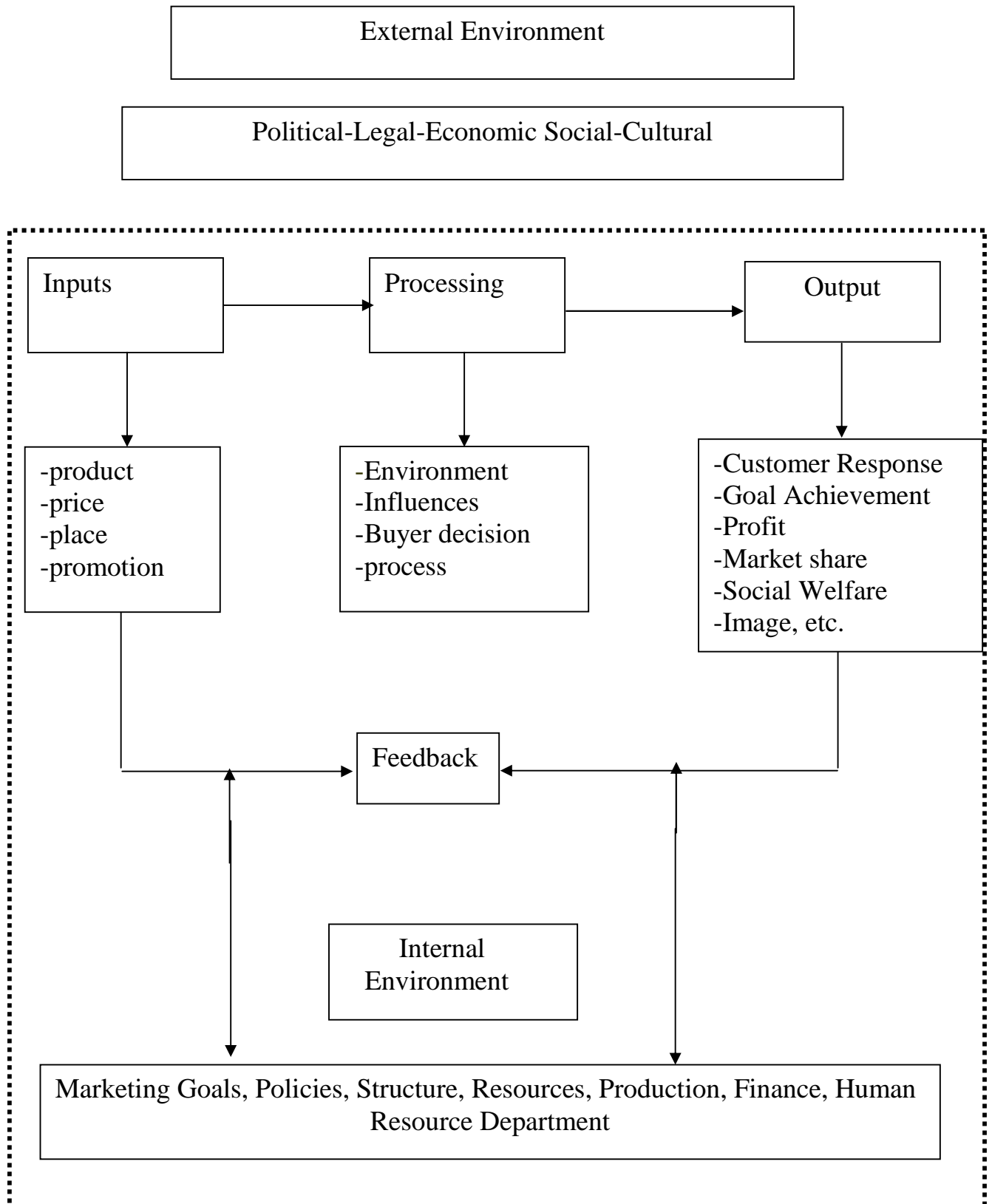
A system may be defined as a goal-oriented organism composed of parts that are interrelated in such a way that the total system is greater than the sum of its parts. Marketing is viewed as a system and approach can be effectively utilized in market.

"System defined to a marketing system. In marketing the interacting and interdependent groups of items forming a unified whole and it includes marketing organization and its market and these are the retailers, wholesalers, transport agencies, financial; institutions etc.

The system theory is based on the works of Bertalanfy who developed the general system theory. Bertalanfy defined a system "A set of objects together with the relationship among them and their attributes. As the

marketing system refers with a set of objective to the groups of individuals, firms and relationship with them and their attributes."

Figure No. 2.2
MARKETING SYSTEM



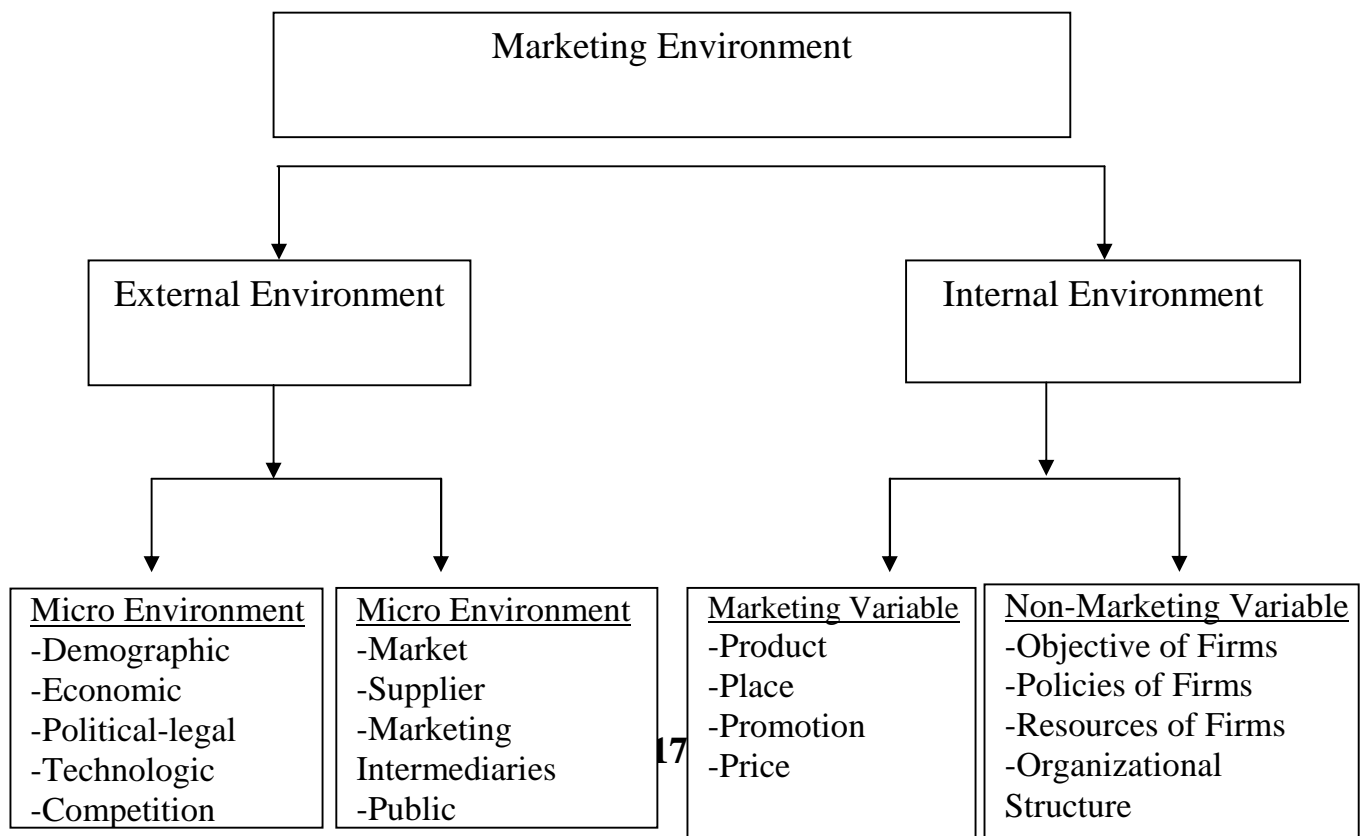
2.4 MARKETING ENVIRONMENT

Marketing environment consists of the factors and forces outside marketing that affect marketing management's ability to develop and maintain successful relationship with its target customers. The marketing environment offers opportunities and threats, and the successful companies known the vital importance of constantly watching and adapting to the changing environment.

"The marketing environment consist two elements likes, the task environment and the broad environment: The task environment includes the immediate actors involved in producing distribution and promoting the offering. The major actors are the company suppliers, distributors, dealers, and the target customers. The board environment consists of the demographic environment, economic environment, natural environment, technological environment, political- legal environment and social-cultural environment.

Figure No. 2.3

ELEMENTS OF MARKETING ENVIRONMENT



2.5 MARKETING MIX

In the modern world, marketing activities have covered the large sectors. In the customer choice, interest and preference are found out and accordingly the goods or services are produced to fulfill the needs & wants of target market as the major activity.

Some of the elements of business activity that can be used by a firm to fulfill its marketing strategy are called the marketing mix. The marketing mix is the set of marketing variable, which the organization blends to achieve the marketing goal in a defined target market.

Albert Frey has classified all marketing decision in two factors i.e. the offerings and methods. The tools offering include product, packaging, brand, price and service. Method and tools include distributors, channels, personnel selling, advertising, sales promotion and publicity. Marketing mix may be considered as 4ps namely product, price, promotion and place. The 4ps are as follows:

2.5.1 Product Mix

It includes decisions on product line and mix, product quality, variety, design, features, branding packaging, labeling etc. It also includes important activities such as product planning and development.

2.5.2 Place Mix

It includes design of the distribution channels, distribution network, dealer promotion, motivation system and physical distribution of the product.

2.5.3 Price Mix

It includes activities such as analysis of competitors' prices, formulation of pricing objectives, setting the price, determining terms and conditions of sales, discount and commission.

2.5.4 Promotion Mix

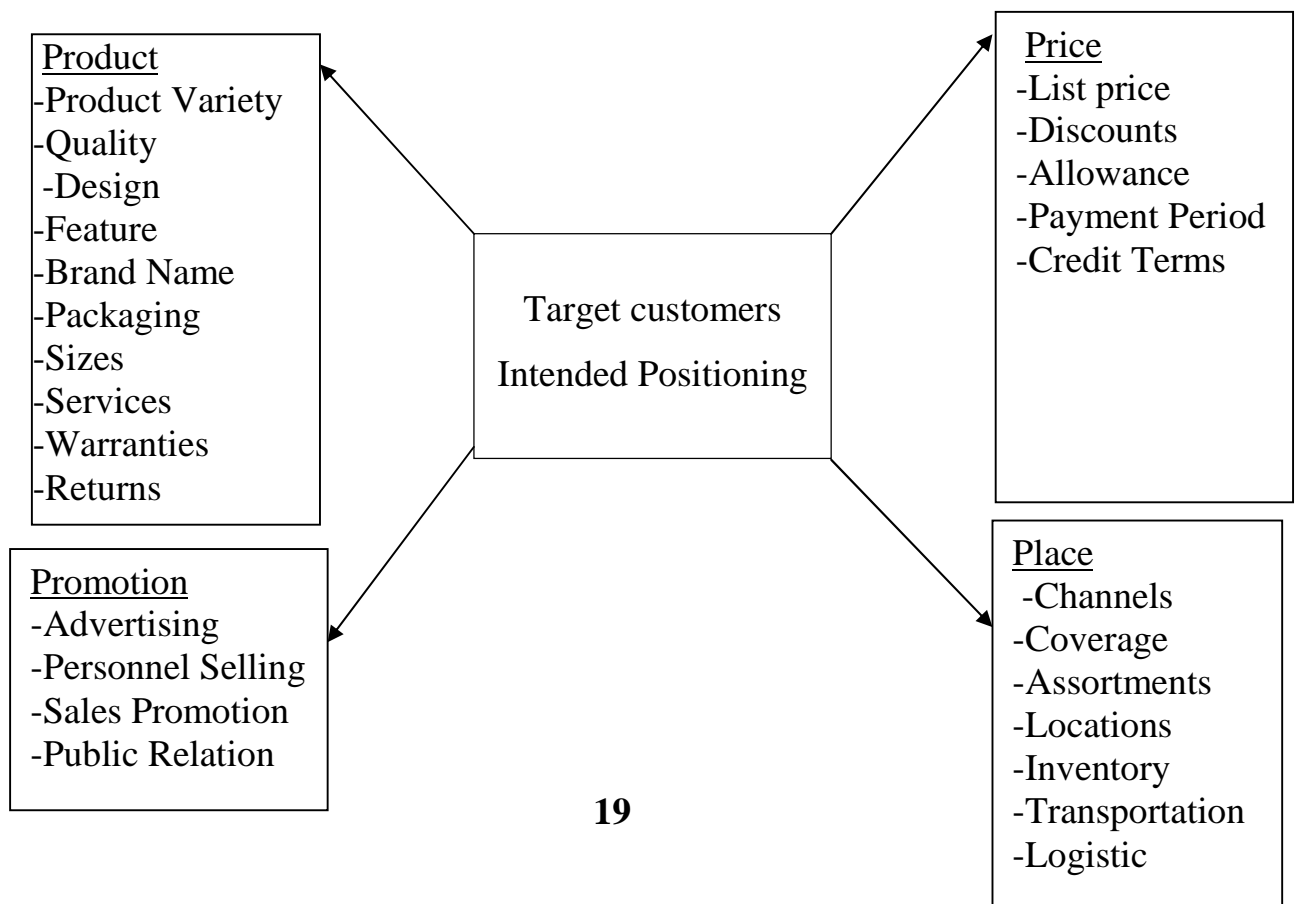
Promotion mix includes determining the promotional blend, the mixture of advertising, personnel selling, sales promotion, publicity and public relations to popularize the use of the product in the target market.

Thus, the organization adopts an adequate blend of the 4ps in relation to a product in a defined target market. Each element of the marketing is perceived to be under the control of the marketing manager and can be changed to achieve the desired results in the target market.

Marketing mix is the set of controllable tactical marketing tools such as product, price, place and promotion. The firm blends the product in the response of the wants of target market. The particular marketing tools under each 4ps are shown in Figure No 2.4.

Figure No. 2.4

MARKETING TOOLS OF FOUR PS



2.6 PRODUCT LIFE CYCLE

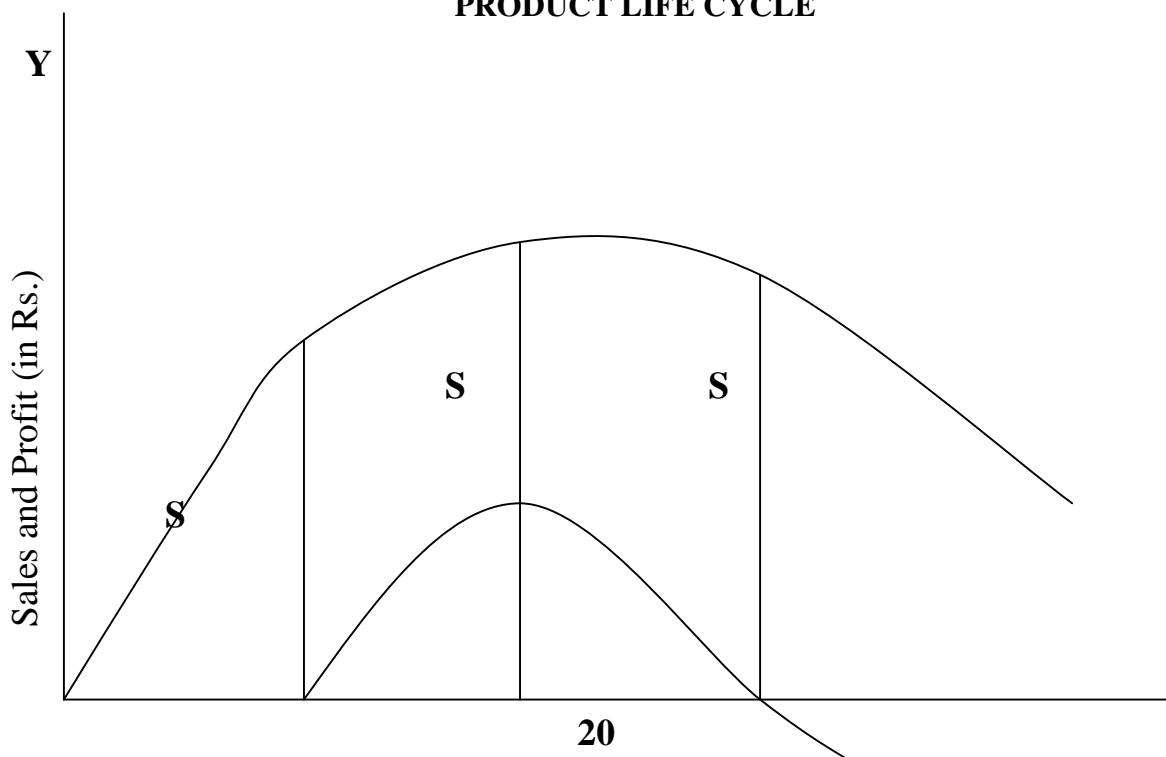
All products have a life cycle. They are born, they live and they die. No product can be sold forever because changes in technology, competition and buyer's preference limit their life. Product sales also vary over the life cycle. Different types of consumers buy the product at different period.

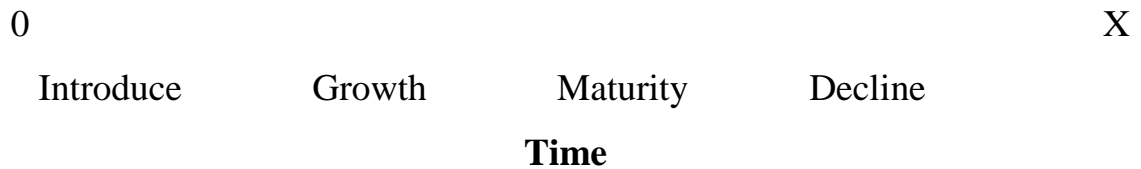
The product life cycle is the course of a products sales and profit over its lifetime. It involves four distinct stages, introduction, growth, maturity and decline.

The concepts of product life cycle are in some certain foundations which are based up on the assertions that

- product has a limited life
- product sales pass through distinct stages each posing different challenges, opportunities and problem to the seller.

Figure No. 2.5
PRODUCT LIFE CYCLE





Products require different marketing, financial, manufacturing, purchasing and human resource strategies in each stage of their life cycle.

2.6.1 Introduction Stage

"In this stage a slow sales growth of the product is introduced. In the market, profits are non-existent in this stage because of the heavy expenses incurred with product introduction. In this stage, four major strategies regarding price and promotion are available to the producer and these are rapid skimming strategy, slow skimming strategy, rapid penetration strategy and slow penetration strategy.

2.6.2 Growth Stage

A product sale starts climbing quickly in this stage. During the stage, profit increases as promotion costs are spread over a large volume and as unit manufacturing costs falls. The producers adopt various strategies of marketing in this stage. This strategy comes in the form of improvement in quality features and style. It enters new market segments increasing distribution channels, shifts from building product awareness to product preference by advertising and lowering prices at the right time to attract more buyers.

2.6.3 Maturity Stage

This is a period of slow down in sales growth because the product has achieved acceptance by most potential buyers. Profit decline because of increased marketing outlays to define the product against competition.

This stage normally last longer than the previous stages, and it poses too fearful (formidable) challenges to marketing management. This stage is

accompanied by market modification through converting non-users in to users entering new market segments and winning competitors. Customers and old customers are encouraged to use frequently more products and they are told about various new uses of the product.

2.6.4 Decline Stage

In this stage sales and profit falls down. Especially, in the case of old fashioned and low quality goods, the rate of decline is very high as in the case of gramophone records, which disappeared from the market in less than half a decade.

The major strategies of this stage are identification of weak products, increasing the firm's investment to dominate the market or to strengthen its competitive position, maintaining the firm's investment level until the uncertainties about the industry are resolved.

2.7 ADVERTISING

The word advertising is derived from the two Latin words: 'ad' means towards and 'veto' means 'turn'. Therefore, the meaning of advertising is to turn people's attention to the specific thing. In other words, advertising is to draw people's attention to certain goods. Advertising is one of the main tools in marketing used to influence the consumer's awareness, interest and response to the product in order to increase the firm's sales and profit. It is an important element in modern marketing process but it can produce consistently profitable results only when the entire structure is sound.

Advertising consists of all the activities in presenting to a group, a non-personal oral or visual, openly sponsored message regarding to a product service or idea. This message collected in advertisement is disseminated through one or more media and is paid for by the identified sponsor.

Advertising is defined as a firm of mass communication where message is distributed by producer through different sources and is acquired by the

consumers. It is referred as non-personal, presentation because non-personal media are used to convey the message. Media of mass communication are only two viz, publications and electronic transmission through radio and television.

"Advertising includes the various forms of messages. The message carried in newspaper and magazines, out door boards, street, car, buses, train cards, poster, radio and television broadcasts. Further, other forms of advertisement are circulation whether distributed by mail, by person through trade men or by inserts in packages. Similarly, others are dealer help materials, windows display, country display materials and efforts, stone signs etc.

Above all definitions except last one tell that advertising is a method of mass communication that helps to sell goods.

2.8 BRANDING

Branding constitutes an important part of product mix. The word brand is comprehensive encompassing others narrower terms. A brand name consists of words, letters or number that can be vocalized. A brand mark is the part of the brand that appears in the form of a symbol, design of distinctive color or letter. A brand mark is recognized by sign and differentiates its product from competing products. But it can not express when a person pronounces the brand name for example Gillette, Lux, etc. Marketers say that branding is the art and corner stone of marketing (Marshal, 1989:13).

A brand is a name terms, signs, symbol, or design or a combination of the intended goods or service of one seller or group of seller and differentiate it from those competitors.

It is clear from above definition that brand identifies the goods to market. It can be a name, trademark, logo or other symbol. It differs from other assets such as patents and copyrights which have expiry dates. Trademark legally protected brands, which imply ownership of the users and exclusive right to use.

Nowadays market is being much more competitive. Every company should carryout a research before launching a new brand. However, mostly Nepalese companies do not set budget for research and development. It is always important to study the need, interest, taste, and purchasing power of the targeted consumers. As the consumer is the king of the market in today's liberal economy, companies should not be product oriented only. There is no specific formula for success. Market is different from place to place. Consumers' need, taste and interest may vary from one place to another. In many cases, affordability, geographical location, culture and religion also determine peoples' need. "Therefore, success of a brand largely depends on the different factor such as innovation, quality, attractive packaging, reasonable price, availability, good publicity, brand positioning, unique selling proposition, value addition relationship etc.

2.9 REVIEW OF RELATED STUDIES IN NEPAL

In recent years, noodles have been a part of food habit of Nepalese people. There has been very few study on the noodles and noodles marketing in Nepal. The available studies on noodles and its production and marketing have been reviewed below.

2.9.1 A Study on Market Situation of Instant Noodles 'Yum-Yum'

With the objectives of analyzing the 'Yum-Yum' market, its sales, its position, taste, price, quality and customers' loyalty in comparison with other brands of noodles in Narayanghat, Anup Kumar Thapailaya conducted a

study on 'Market Situation of Instant Noodle Yum-Yum.' Further, it has also objective to suggest the company for better marketing efforts.

From the study, he concluded that consumption of instant noodles increased in Narayanghat. There was high competition among different brands in terms of price, quality and taste on the consumer's side and incentives, profit margin etc. on the marketing side. The product of General Food Industry 'Yum-Yum' brand ranked second in market on the basis of sales volume. Though, its price was reasonable, its taste and quality satisfied consumers' need. The factory had adopted multistage sales mechanism. The drawback of its marketing system was that it had not devised attractive scheme to promote sales for wholesalers and consumers. The company lacked feedback from wholesaler, distributor and consumers.

This study recommended General Food Industry to produce variety of brands with improvement in taste, quality and price. It also suggested distributors for its sales promotion and further suggested to take marketing feedback from consumers, wholesaler and distributors.

2.9.2 Report on Noodles- HMG (Industry)

"In 1967, HMG of Nepal carried out a study on feasibility of noodles and macaroni plant. Interviews and questionnaires were adopted as the methodology of study to know about prevailing market condition. The main aim of study was to find out whether the establishment of noodles plants was feasible. The study arrived at the following conclusion.

- i. The local market of noodles was 50 tons per year.
- ii. Organized noodles producing unit was absent in Nepal and the scope of production depends on local market condition that permit the installment of a single plant of capacity 50,000 kg. per year.

- iii. From raw material point of view, there was not any problem in installing a noodle plant because the raw materials like wheat flour, eggs etc. were available in local market.
- iv. The estimated profit was 20-30 percent.
- v. This study recommended that there was a need for promoting and installing a noodle plant in Nepal.

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology is the way of systematic investigation so that answer to a problem can be obtained and new ideas can be created. This chapter discusses method of data collection, how the study is proceeded and what variables are studied. The basic purpose of this chapter is to know market situation of instant noodles and to point out its efficiency and effectiveness in accomplishing marketing activities. The research methodology employed in present study is described as follows.

3.2 RESEARCH DESIGN

Research design means definite process and techniques which guide to the study and propound ways for research variability. The study aims at portraying accurately on the market situation of the instant noodles. In this research, the goal after exploring the resources of information was generated through interview with consumers who used instant noodles. To generate primary data, a survey research design has been applied in the study.

3.3 STUDY PERIOD COVERED

The present study is undertaken for a period of six years that is from Fiscal Year 2003/04 to Fiscal Year 2008/09. On the basis of this period, market situation of instant noodles of Janakpur market is analyzed.

3.4 POPULATION AND SAMPLE

In total there are various instant noodles sold in the country. All Nepalese people are potential consumers of instant noodles. So, they are considered as the population of this study. Due to large population, it is difficult to include in the study. So, for easy work, only 200 consumers and few dealers of Janakpur market have been surveyed. In this study, judgmental sampling method has been used because sample is very small in comparison to large population. But the sample represents whole profession, age, and sex groups.

3.5 SOURCES OF DATA

Information is the lifeblood of any research. To gather information, data collection is the major task. Both primary and secondary data have been used to conduct the study. Primary data are raw data which are to be processed for use. Such data are collected by means of interviews. The primary data are generated in the study through questionnaire and interview with consumers of Janakpur.

Similarly, secondary data are also used. Data obtained after processing the other information. The main sources of such data are books, magazines, articles, newspaper, unpublished thesis report etc. In the context of this study, secondary data are obtained from dealers through interview and other official records.

3.6 DATA COLLECTION TECHNIQUES

First, financial statement and other financial data were reviewed. After collecting primary data, the collected data were categorized according to their nature in the tabular form. For the collection of data, different aspect of marketing practice and its impact on population were considered. Colleagues, teachers and experts were consulted for the preparation for questionnaire. Consumers from different socio-culture groups were considered for study. Similarly, secondary data and information were collected through desk-research reviewing, reports of noodles industry, publication of Ministry of Finance, magazines, journals etc.

3.7 DATA ANALYSIS METHOD

For the presentation of collected data and its useful interpretation, some statistical tools are used. In the context of this study, different tools are used in the form of table and graph. The entire questionnaire distributed to the consumers were collected and checked. Then these questionnaires were compiled and presented in appropriate tables to facilitate interpretation and analysis.

CHAPTER -4

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

Every study depends upon some data and its effective analysis. In the same way, this study is completed by presenting some data based on primary and secondary sources. This chapter is considered as the heart of the study which explores about the existing nature and problems of marketing of instant noodles in Janakpur market. The market situation of instant noodles in Janakpur market can be analysed with the help of such analytical tools employed in the study. Production range, supply situation and consumption of instant noodle different situation are analyzed in this chapter.

4.2 PRODUCTION OF NOODLES IN NEPAL

The production data of instant noodles from different companies of Nepal can be shown in Table No.4.1.

Table No. 4.1

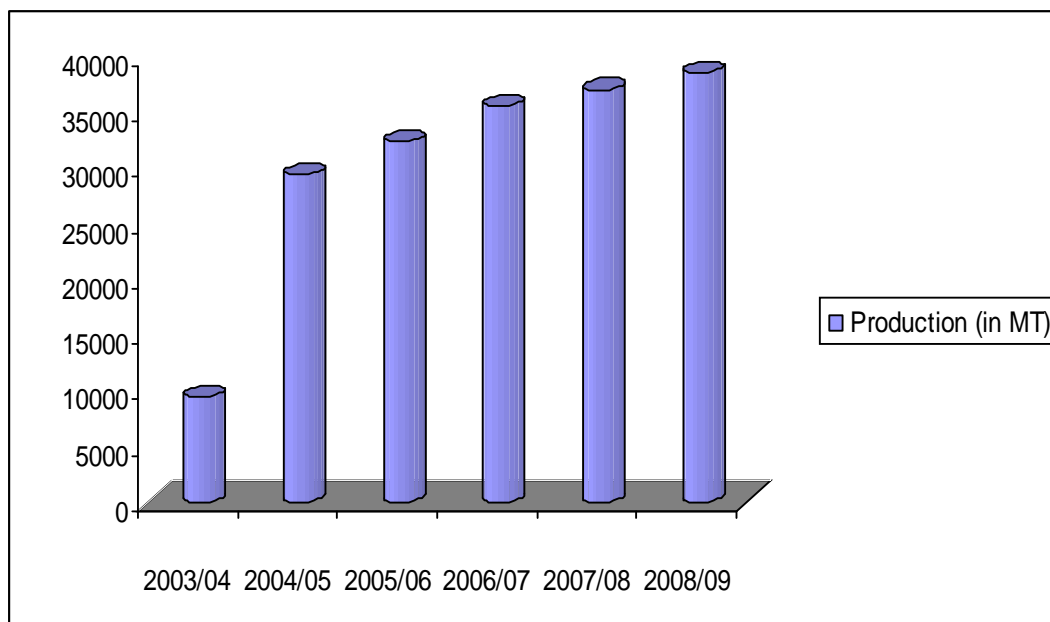
**ANNUAL PRODUCTION OF INSTANT NOODLES IN NEPAL FROM
FY 2003/04 TO FY 2008/09**

Fiscal Year	Production (in MT)	Change(in Percentage)
2003/04	9460	
2004/05	29369	210.45
2005/06	32334	10.10
2006/07	35567	10.00
2007/08	37034	4.12
2008/09	38508	3.98
Average	30378	

Source: Economic Survey, MOF, GON, Kathmandu, 2009

Figure No. 4.1

**ANNUAL PRODUCTION OF INSTANT NOODLES IN NEPAL FROM
FY 2003/04 TO FY 2008/09**



The Table No. 4.1 shows the production of instant noodles during 6 fiscal years in Nepal. According to this table, the total production was 9460 MT in Fiscal Year 2003/04. Similarly, it increased year by year in Nepal and reached up to 30508 MT in Fiscal Year 2008/09. It was 30378 MT on average during the study period. As per table the production of instant noodles in Nepal were 29369 MT , 32334 MT , 35567 MT , 37034 MT in Nepal during Fiscal Years 2004/05, 2005/06, 2006/07 and 2007/08 respectively . This table also highlights the percentage change in production quantity in comparison to previous fiscal year. According to Table No. 4.1, the production quantity reached up to 29369 MT in Fiscal Year 2004/05 which shows that production was approximately 210 percent higher in Fiscal Year 2004/05 in comparison to Fiscal Year 2003/04. Such kind of drastic change was not seen in other fiscal years.

Similarly, the production quantity reached up to 32334 MT in Fiscal Year 2005/06 but it was only 10.10 percent higher in comparison to last fiscal year. This growth rate was continued in next fiscal year that is Fiscal Year 2006/07. Again, it reached 37034 MT in Fiscal Year 2006/07, which was 4.12 percent higher in comparison to previous fiscal year. Similarly, it also increased up to 38508 MT in Fiscal Year 2008/09 which was 3.98 percent higher than previous fiscal year.

4.3 SUPPLY SITUATION OF INSTANT NOODLES

Various types of instant noodles are supplied in Janakpur market. The supply situation can be clarified from the Table No. 4.2.

Table No. 4.2

**SUPPLY SITUATION OF INSTANT NOODLES IN JANAKPUR MARKET
DURING FISCAL YEAR 2003/04 TO FISCAL YEAR 2008/09**

Fiscal Year	Country's Productions (in MT)	Supply (in MT)	Percentage of Supply
2003/04	9460	425	4.49
2004/05	29369	1050	3.58
2005/06	32334	1300	4.02
2006/07	35567	2100	5.90
2007/08	37034	1800	4.86
2008/09	38508	2100	5.45
Average	30378	8775/6=1462	28.30/6=4.72

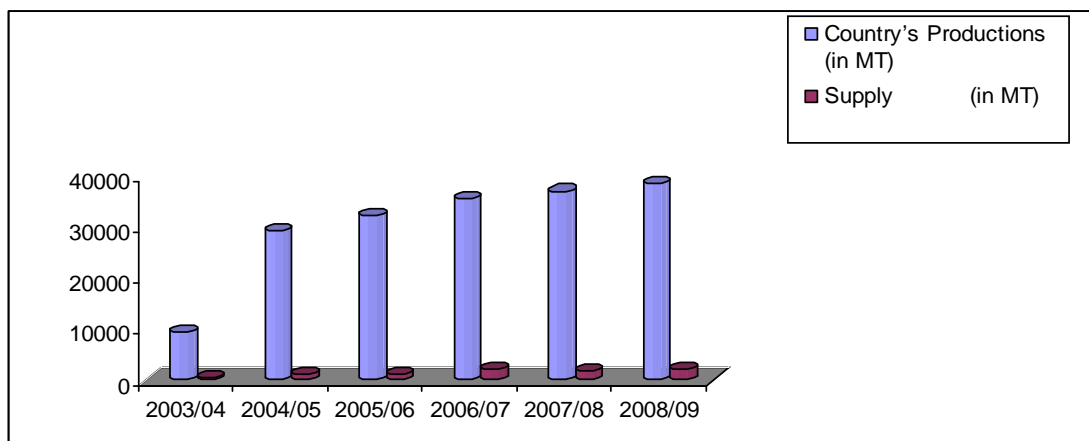
Source: Field Survey, 2009

Table No. 4.2 states the supply of instant noodles in Janakpur market during study period. According to the table, it is apparent that supply range of instant noodle was nearer to 5 percent. As per table, there was 425 MT supply in Fiscal Year 2003/04. In Fiscal Year 2004/05 the supply reached to 1050

MT, whereas 2100 MT noodles was supplied in Fiscal Year 2008/09. The table states that supply situation was very good in Janakpur market because of good dealer and consumer. It was 4.49 percent of total production in Fiscal Year 2003/04 whereas it was 5.45 percent in Fiscal Year 2008/09. The supply of instant noodle was 3.58 percent of total production in Fiscal Year 2004/05, which was the least during the study period. In the same way there was 5.90 percent supply of instant noodle in Janakpur market out of total domestic production in Fiscal Year 2006/07 and it was the highest supply during the study period.

Figure No. 4.2

**SUPPLY SITUATION OF INSTANT NOODLES IN JANAKPUR MARKET
DURING FISCAL YEAR 2003/04 TO FISCAL YEAR 2008/09**



4.4 OPINION OF CONSUMERS OF INSTANT NOODLE

This study is based on 200 randomly selected instant noodle consumers. Data are collected with the help of semi-structured questionnaire administered among 200 respondents during this study. It was confirmed that all of the respondents used instant noodles. It was found that all of the respondents had been using instant noodle since 2 years and among them 75 percent of respondents had been using as breakfast since last 15 years.

4.4.1 Opinion of Different Age Groups Respondents Regarding Various Brands of Instant Noodle

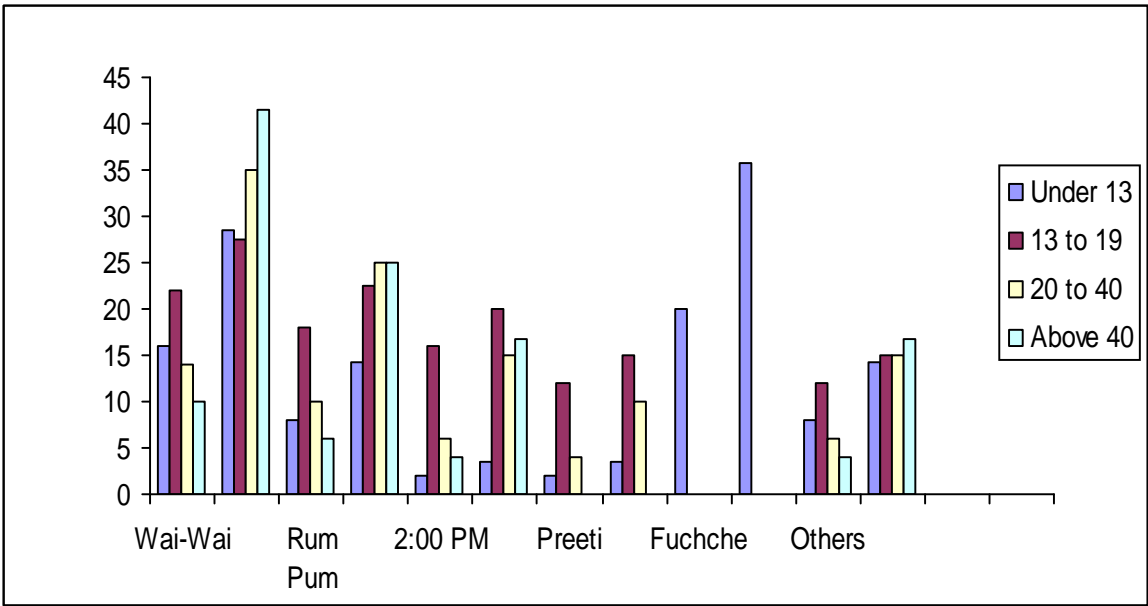
The age wise preference of instant noodles can be clarified from the Table No. 4.3. According to this table 31 percent of the total respondents (200 consumers of Janakpur) preferred Wai-Wai brand whereas 21 percent of total respondents preferred Rum-pum brand. Similarly, 14 percent preferred 2 PM, 9 percent preferred Preeti, 10 percent preferred Fuchche, 15 percent

TABLE NO. 4.3

preferred others noodles like Min-Min, Tenz, Ruchi etc. The table clarifies that Wai-wai brand was preferred by teenagers, which lie under age group between 13 to 19. Similarly, children below 13 years age preferred Fuchche brand. Others brands were also consumed very much. The brand 2 PM and Preeti were preferred by the girls who came from villages around Janakpur.

Figure No. 4.3

OPINION OF DIFFERENT AGE GROUPS RESPONDENTS REGARDING VARIOUS BRANDS OF INSTANT NOODLE

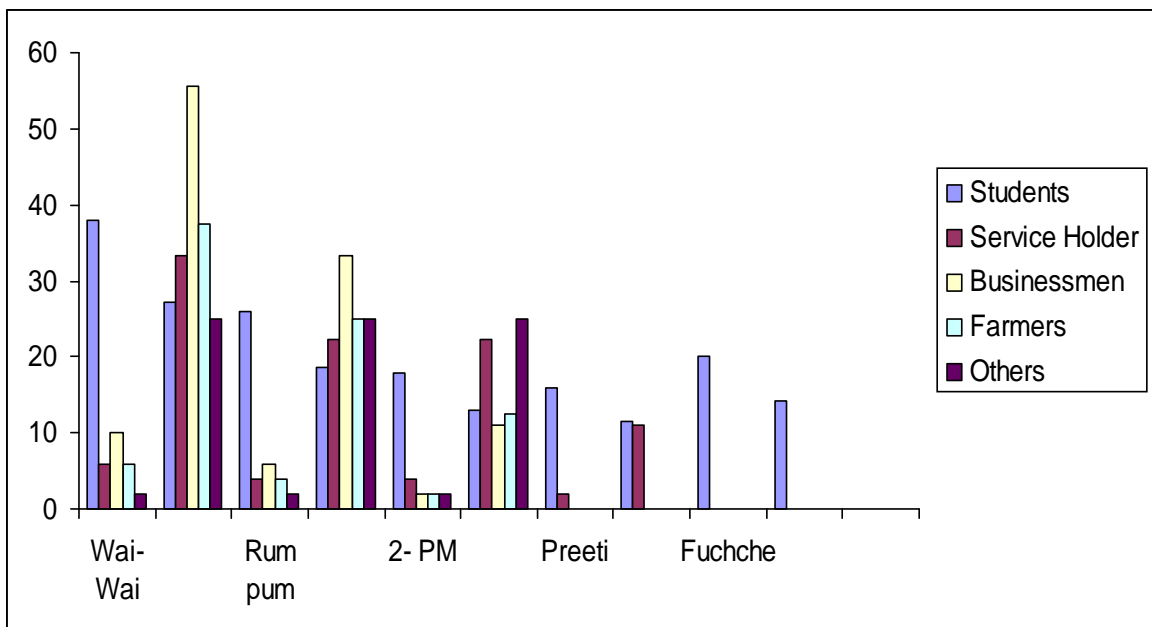


4.4.2 Opinion of Various Occupational Respondents towards Various Brands of Noodles

According to Table No. 4.4, it is clear that the users of instant noodles were of different groups classified based on occupation. It is clear that 70 percent of respondents were students who preferred various brands of instant noodles. The table shows that 27.14 percent students used Wai-Wai, 18.57 percent Rum-Pum, 14.29 percent preferred Fuchche and 15.71 percent students liked others brands of instant noodles.

Table No. 4.4

Figure No. 4.4
OPINION OF VARIOUS OCCUPATIONAL RESPONDENTS TOWARDS
VARIOUS BRANDS OF NOODLES



4.4.3 Classification of Consumer According to Sex and Brands of Instant Noodles

The Table No. 4.5 shows sex wise preference of noodles. It shows that 53 percent respondents were male who preferred instant noodles of Wai-wai, Rum-Pum, 2 PM, Fuchche, Preeti and other brands respectively.

Similarly, 47 percent respondents were female who preferred instant noodles Wai-wai, Rum-Pum, Fuchche, Preeti and other brands respectively.

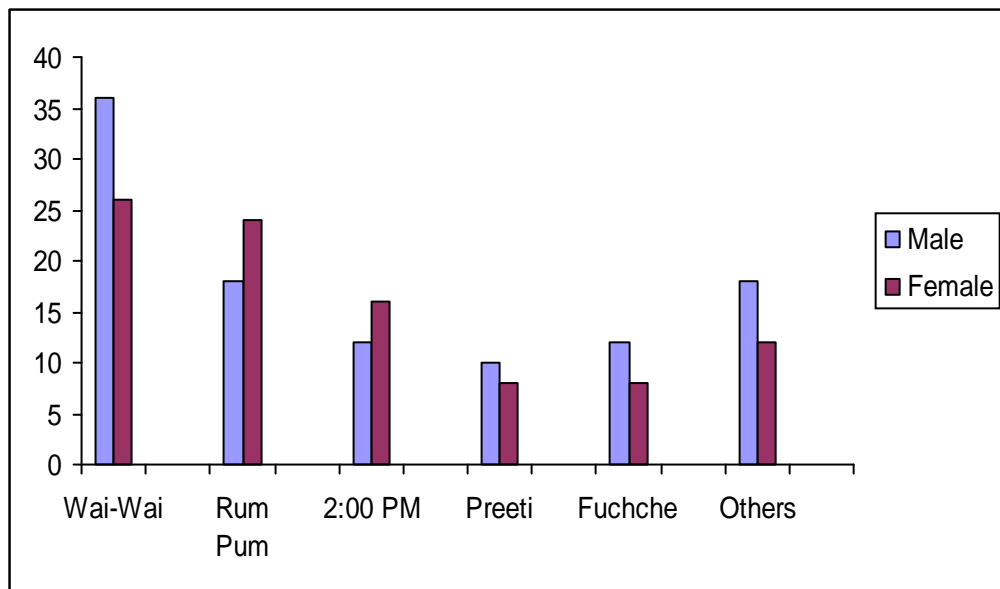
It also shows that 53 percent of total respondents were male and 47 percent of total respondents were female who used instant noodles. This study also clarifies that women consumers were not poor in consumption quantity.

Table No. 4.5

**CLASSIFICATION OF CONSUMER ACCORDING TO SEX AND BRANDS OF
INSTANT NOODLES**

Figure No. 4.5

CLASSIFICATION OF CONSUMER ACCORDING TO SEX AND BRANDS OF INSTANT NOODLES



4.4.4 Responses of Respondents towards Price of Instant Noodles

According to Table No. 4.6, it is clear that the price reaction towards various noodles was favorable. 48 (24 percent) respondents stated that price on noodles was expensive. Out of total 98(49 percent) of them stated that price was reasonable. The remaining 54 (27 percent) respondents agreed that price was cheap. While studying the price aspect it seemed that Wai- wai brand was considered expensive. According to table, 20 respondents of Wai-wai brand agreed that price of Wai-wai brand was expensive while 36 respondents

Table No. 4.6

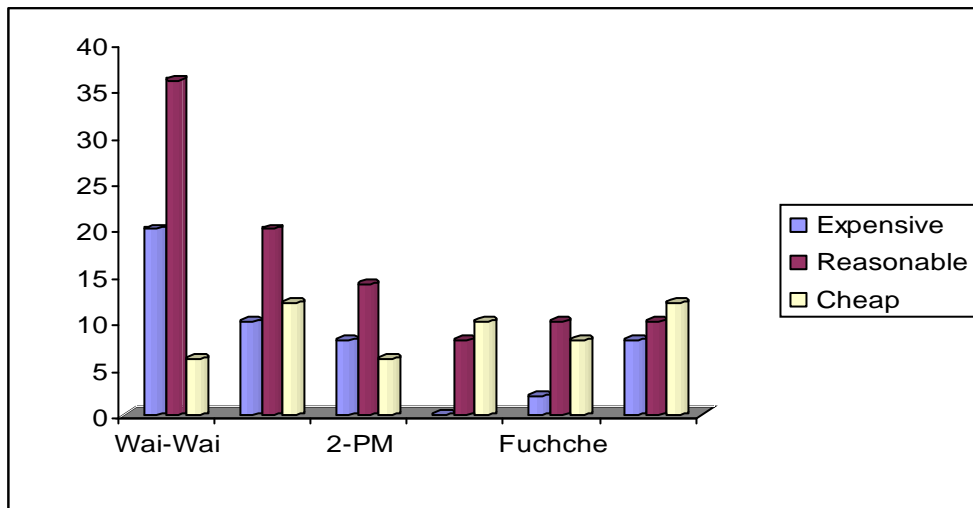
RESPONSES OF RESPONDENTS TOWARDS PRICE OF INSTANT NOODLES

Price	Wai-wai	Rum-Pum	2 PM	Preeti	Fuchche	Others	Total	Percentage
Expensive	20	10	8	-	2	8	48	24
Reasonable	36	20	14	8	10	10	98	49
Cheap	6	12	6	10	8	12	54	27
Total	62	42	28	18	20	30	200	100

Source : Opinion Survey, 2009

Figure No. 4.6

RESPONSES OF RESPONDENTS TOWARDS PRICE OF INSTANT NOODLES



of this brand opined that price was reasonable. In the same way, 10 respondents considered the second brand that is Rum-Pum expensive while 20 respondents of this brand opined that price was reasonable.

4.4.5 Brand Preference of Respondents

Table No. 4.7 exhibits that Wai-Wai brand was the most popular brand in Janakpur market. The second popular brand was Rum-Pum. According to table, 31 percent of total respondents used Wai-wai brand and 9 percent of respondents used Preeti brand instant noodles.

Table No. 4.7

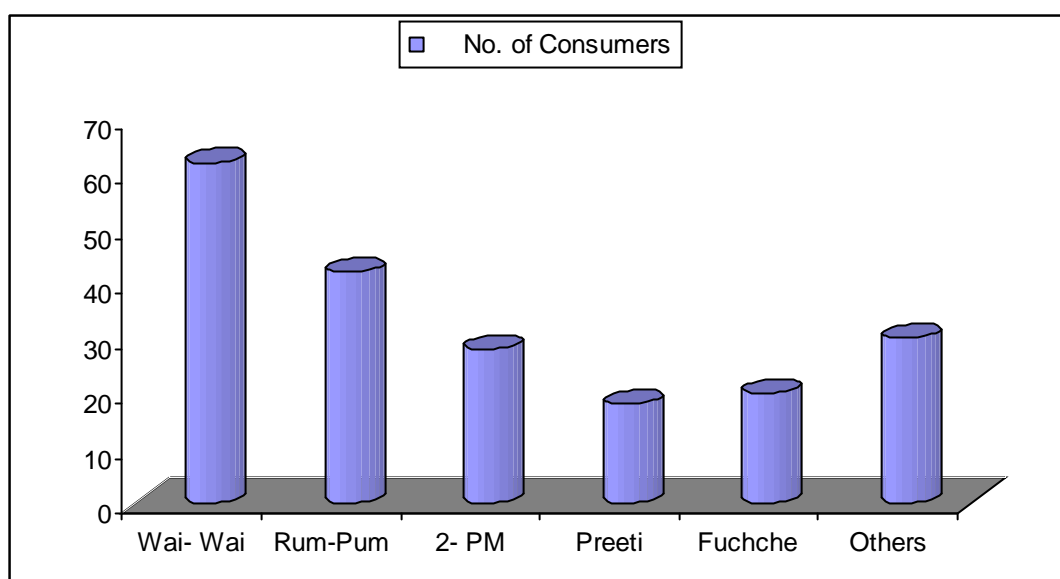
BRAND PREFERENCE OF RESPONDENTS

Name of Brands	No. of Consumers	Percentage
Wai- wai	62	31
Rum-Pum	42	21
2 PM	28	14
Preeti	18	9
Fuchche	20	10
Others	30	15
Total	200	100

Source: Opinion Survey, 2009

Figure No. 4.7

BRAND PREFERENCE OF RESPONDENTS



4.4.6 Opinion of Respondents Regarding Their Taste

The Table No. 4.8 shows the consumers' taste of instant noodles in Janakpur market. According to the table, 51 percent consumers opined that the taste of instant noodle was good while 32 percent of total respondents thought that it was very good while rest of them that is 17 percent of total respondents opined that the taste of instant noodle was normal. As per opinion survey, the taste of noodles of different brands was different. Most of

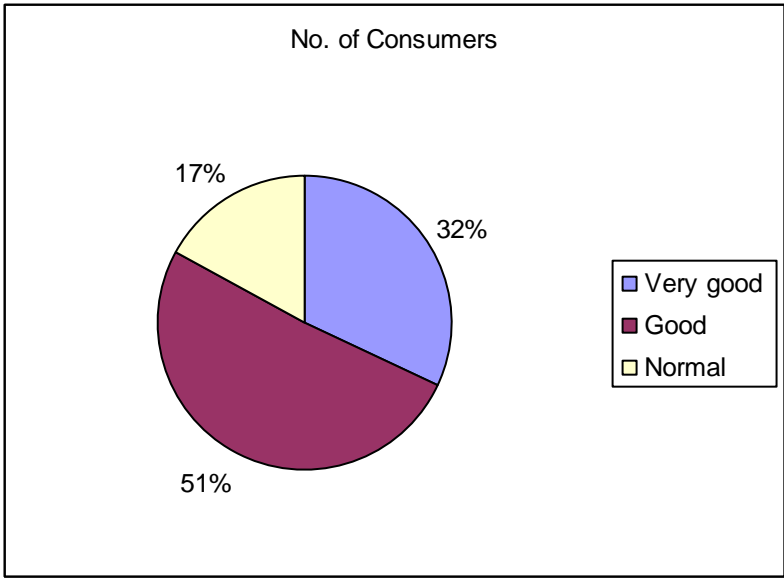
the respondents (32 percent +51 percent) liked the taste of Nepalese instant noodles.

Table No. 4.8
OPINION OF RESPONDENTS REGARDING THEIR TASTE

Rank of Taste	No. of Consumers	Percentage
Very good	64	32
Good	102	51
Normal	34	17
Total	200	100

Source: Opinion Survey, 2009

Figure No. 4.8
OPINION OF RESPONDENTS REGARDING THEIR TASTE



4.4.7. Respondents Opinion Regarding Quality of Nepalese Instant Noodles

According to Table No. 4.9, 53 percent of total respondents opined that the quality of instant noodles was moderate whereas 16 percent of total respondents had view that its quality was good. 31 percent of total respondents of instant noodles considered its quality very high. As per

opinion survey made during the study, mostly students were taken as sample who said that instant noodles had got high and good quality. But businessmen and service holders stated its quality moderate.

Table No. 4.9

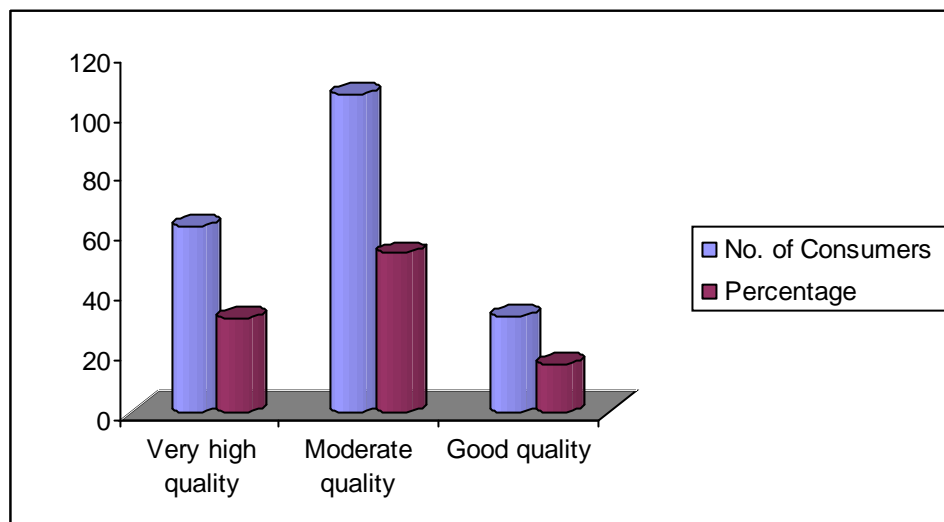
RESPONDENTS OPINION REGARDING QUALITY OF NEPALESE INSTANT NOODLES

Rank of Quality	No. of Consumers	Percentage
Very high quality	62	31
Moderate quality	106	53
Good quality	32	16
Total	200	100

Source : Opinion Survey, 2009

Figure No. 4.9

RESPONDENTS OPINION REGARDING QUALITY OF NEPALESE INSTANT NOODLES



4.4.8 Impact of Advertisement on Respondents

According to Table No. 4.10, 21 percent of total respondents opined that they were not influenced by any kind of advertisement. On the other

hand, 21 percent of total respondents replied that they were influenced by the advertisement of television, radio and friends circle. Further, 50 percent of total consumers did not know about the factors which influenced them to buy the particular brand of noodles.

Table No. 4.10

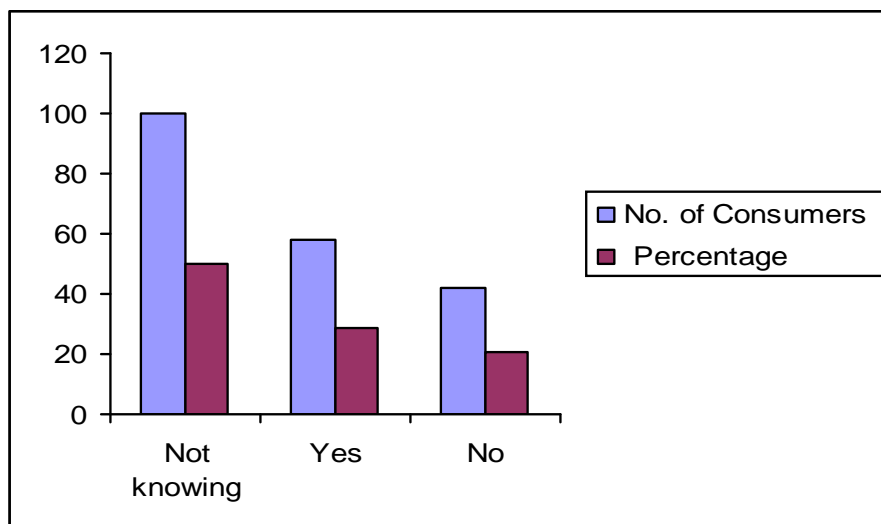
IMPACT OF ADVERTISEMENT ON RESPONDENTS

Description	No. of Consumers	Percentage
Not knowing	100	50
Yes	58	29
No	42	21
Total	200	100

Source : Opinion Survey, 2009

Figure No. 4.10

IMPACT OF ADVERTISEMENT ON RESPONDENTS



CHAPTER- 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

Nepal is land locked country based on agriculture. Many noodles industries are established in our country for economic growth and prosperity. The production of instant noodles was started from 2039 B.S. with a view to decrease import and fulfillment of unemployment. The business tycoons of Nepal have established various instant noodles industries.

Marketing is the global business function that identifies customers need and wants, determines target market and design appropriate products, services and programs to serve the market. The marketing concepts seen in present world market has passed through different stages of development and finally evolved as social concept of market. This new concept aims at maximizing social welfare through delivering goods and services to satisfy social wants.

Every kinds of industry should have the knowledge of marketing system and marketing environment so that it can formulate plans and policies in order to achieve definite

objective. The present concept of marketing includes different marketing activities depends on four Ps such as product, place, promotion and price. Every form of instant noodles has to pass through different stages while delivering its product in the market and it also formulates plan and policies in that marketing process.

In the present context, there are more than 16 factories running effectively in different parts of the country. This study is an attempt to analyze marketing strategies, estimated demand, consumers' preference (taste, price, quality) and effect of advertisement in the market of Janakpur. The study is based on the opinion survey of 200 respondents that is consumers of noodles and its dealers.

5.2 FINDINGS & CONCLUSIONS

From the study, it is concluded that the production as well as demand for instant noodles was increasing in recent year. As per opinion survey, it is clear that Wai-Wai brand of Chaudhary Groups has captured maximum market of Janakpur. The consumers of high society mostly used it as breakfast. After the study of market of Janakpur, it can be concluded that there was heavy competition in the instant noodles market of Janakpur. The consumers have become

rational in their demand which is affected by quality, taste, price and advertisement of the brands. In developed market, a number of studies have been conducted for prediction of market situation. The different developed models are identified for resolving many marketing issues. The present study which is based on small town of Nepal can be considered important.

The analysis of study is an attempt to determine the market situation of instant noodles in Janakpur as follows:

- 1) From the Fiscal Years 2003/04 to 2008/09, the instant noodles' production was increasing gradually.
- 2) The demand for instant noodles was highly increasing in the market of Janakpur.
- 3) Most of the students used the instant noodles as tiffin in comparison to other profession or occupation.
- 4) The Wai-Wai brand of instant noodles was found the most popular.
- 5) As per opinion survey, the Rum-Pum brand covered 21 percent of total market of Janakpur.
- 6) Considering the consumers reaction over price of different brands, Wai-Wai was considered costly and Rum-Pum was second costly brand.

- 7) Most of the consumers provided more preference to the taste of instant noodles.
- 8) Most of the respondents thought that quality of instant noodles was moderate with reasonable price.
- 9) Among the different brands of instant noodles, Wai-wai was considered as the best quality of noodle.
- 10) Most of the consumers of Janakpur were informed about different brands of instant noodles by advertisement, although there was a large group of consumers who were not influenced by advertisement.

From the above study, following conclusions are derived:

- 1) Instant noodles have high demand in Janakpur market .
- 2) Various brands of instant noodles were made available to the consumers through various dealers and retailers.
- 3) Consumers gave more preference to the taste rather than brand and price.
- 4) Availability of fast food with different taste had negative effect on consumption of instant noodles.

- 5) The prices of substitute products also affected the consumption and production of instant noodles in recent year.
- 6) There was high competition among various brands of instant noodles in the market of Janakpur.
- 7) Various new brands have been introducing day by day in the market of Janakpur.

5.3 RECOMMENDATIONS

After detailed analysis of various aspect of market of Janakpur, it is found that the market situation of instant noodles in Janakpur market is highly competitive. The factors like taste, price, quality and availability in the market are considered good for consumers' side. For the sound market situation of instant noodles in Janakpur market, following suggestion have been recommended:

- 1) Noodle companies have to persuade them to use noodles as a readymade fast food through various means of advertisement.
- 2) Since average people use instant noodles as tiffin or lunch its packing should be improved. It should be in family packing which is sufficient for two children nowadays.
- 3) The language and message used in advertisement should be easily understandable to all types of consumers.
- 4) The producers should jointly formulate market strategies to enlarge and strengthen the market.
- 5) An improvement in the taste and quality of instant noodles may be helpful to increase the sales volume in the market of Janakpur.
- 6) The companies for better coverage of Janakpur market should fix reasonable price of each brand of instant noodles.
- 7) The noodles company should increase the incentive to the wholesalers or dealer as well as retailer for better motivation and encouragement.

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