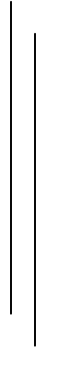


# Marketing Strategies in Nepalese Ready Made Garment (RMG) Industry

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A Thesis Submitted to  
Office of the Dean  
Faculty of Management  
Tribhuvan University

In partial fulfillment of the requirements for the Degree of  
Master of Business Studies (M.B.S.)

Date:

# RECOMMENDATION

This is to certify that the thesis

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Entitled:

Marketing Strategies in Nepalese  
Ready Made Garment (RMG) Industry

Has been prepared as approved by this Department in the prescribed format of Faculty of Management. This thesis is forwarded for examination.

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and found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for the degree of

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## **DECLARATION**

I hereby declare that the work reported in this thesis entitled " Marketing Strategies in Nepalese Ready made Garment (RMG) industry" submitted to Makawanpur Multiple Campus, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirement for the Master's Degree in Business Studies (MBS) under the supervision of Mr Bijay Krishna Shrestha , Subject Teacher & Mr. Bin Bahadur Raut, head of Research Department Makawanpur Multiple Campus – Hetauda

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Dinesh Mahat

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Date:

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## **List of Abbreviation**

AGOA	: African Growth and Opportunity Act
ATC	: Agreement on Textile and Clothing
ATM <sub>s</sub>	: Automatic Teller Machine
CBI	: Caribbean Business Initiatives
CBTPA	: Caribbean Bureaus Trade Partnership Act
CEO	: Chief Executive Officer
CMT	: Cut Make Trim
EBA	: Everything but Arms
EDI	: Electronic Data Interchange
EU	: European Union
F.Y.	: Fiscal Year
FNCCI	: Federation of Nepalese Chamber of Commerce and Industry
FTAS	: Free Trade Agreement
GAN	: Garment Association Nepal
GATT	: Generalized Agreement on Tariff and Trade
GDP	: Gross Domestic Product
GNP	: Gross National Product
GSP	: General System of Preferences
IBM	: International Business Machine
IMF	: International Monetary Fund
Int'l	: International
ITC	: International Trade Center
L/C	: Letter on Credit
L/D	: Letter on Draft
LDC	: Least Developed Country
M.D.	: Manager Director

M.S.	: Mean Score
MFA	: Multi Fiber Arrangement
MICS	: Ministry of Industry Commerce & Supply
MKIS	: Marketing Information System
MOA	: Market Opportunity Analysis
MOC	: Ministry of Commerce
MOF	: Ministry of Finance
NAFTA	: North American Free Trade Agreement
NRB	: Nepal Rastra Bank
QR <sub>s</sub>	: Quantitative restriction
R & D	: Research & Development
RMG	: Ready Made Garment
RNAC	: Royal Nepal Airline Corporation
ROA	: Return on Assets
S&T	: Science & Technology
SBU	: Strategic Business Unit
SCA	: Sustainable Competitive Advantage
SCM	: Supply Chain Management
SMEs	: Small and Medium Sized Enterprises
STC	: Surya Tobacco Company
SWOT	: Strength, Weakness, Opportunity and Threats
TPC	: Trade Promotion Center
UNCTAD	: The United Nation Conference on Trade and Development
US	: United States
USA	: United State of America
USTADA	: United States Trade Development ACT
WTO	: World Trade Organization