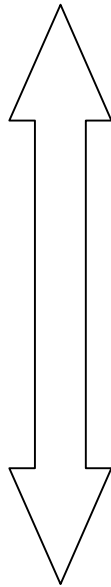


**A Study on
MARKETING STRATEGY OF COLD-DRINKS
IN PARWANIPUR
(With reference to Coca-cola)**



Thesis Submitted by:
Kumar Ghimire
Roll No. 115/063
T.U. Regd No.: 7-1-14-464-98

**To The Dean,
Faculty of Management
Tribhuvan University**

In Partial fulfillment of the requirement for the
Degree of
Master of Business Studies
Thakur Ram Multiple Campus
B.S. 2067

RECOMMENDATION

This is to certify that Mr. Kumar Ghimire has prepared this thesis entitled "A Study on Marketing Strategy of Cold-Drinks in Parwanipur (With reference to Coca-Cola)." under my Supervision.

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

.....
Asst. Prof. Dr. Deepak Shakya
(Thesis Supervisor)

.....
Asst. Prof. Mr. Rajeshwar Pd. Acharya
Head of Research Department

.....
Campus Chief

Date:-

VIVA- VOCE SHEET

We have conducted the Viva-Voce Examination of the thesis Presented
By

Kumar Ghimire

Entitled

"A Study on Marketing Strategy of Cold-Drink in Parwanipur (With reference to Coca-Cola)", 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 for Master Degree in Business Studies (M.B.S.).

Viva-Voce Committee:

Head of Research Department:

Member (Thesis Supervisor):

Member (External Expert):

Date:-

DISSERTATIONS

1. Bhatta, Shree Chandra "Sales Promotion and its effects on sales", (A case study of Beer market of Nepal) 1998, Central Department of Management, Kirtipur, MBA Thesis.
2. Pathak, Krishana Prasad "Coffee Marketion System in Nepal" 1998, Central Department of Management, Kirtipur, MBA, Thesis.
3. Shrestha, Ratna Prasad "The Marketing of cold Drinks in Narayangrh" 1998, Central Department of Management, Kirtipur, MBA, Thesis.

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Birganj, Parsa
Narayani Zone
B.S.2067

Kumar Ghimire
Researcher

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