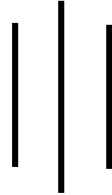


**A STUDY ON "MARKETING OF COLD DRINK-
'COCA-COLA' IN DHANGADHI"**

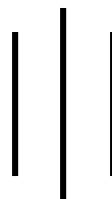


By:

Anil Kumar Ojha
Kailali Multiple Campus
T.U Regd. No 7-1-327-640-99
Final Exam Roll No.1518

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Knowledge is the most valuable things in the world. Without knowledge, man is handicapped in every step of life. And, Knowledge refers to the theoretical and practical or research as well. In other words, we should have knowledge about a how to prepare the thesis. Considering the fact, T.U has included to submit a thesis as a compulsory part of the study on master level. It is really appreciable that it has acted to develop the internal capacity of students. The present study "Study on Marketing of Cold Drink-'Coca cola' in, Dhangadhi" has been prepared to fulfill the requirement of the degree in master of business studies as per the specimen of T.U. It has been completed after a long and deep study in research. The main purpose of the study is to identify the Marketing position of cold Drink 'Coca- Cola' in Dhangadhi.

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