

**A STUDY OF MARKET POTENTIAL ANALYSIS  
OF CARS IN NEPAL,  
WITH FOCUS ON Tata Indigo Manza**

**A THESIS**

**SUBMITTED BY:**

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**of the degree of**

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## **RECOMMENDATION**

This is Certify that the thesis

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## **DECLARATION**

I hereby declare that the work reported in this thesis entitled to "**A study of Market Potential Analysis of Cars in Nepal, with a focus on Tata Indigo Manza**" submitted to the Office of the Dean, Faculty of Management, Tribhuvan University, 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. Rakesh Chandra Mishra, Thesis Supervisor of Patan Multiple Campus, Patan Dhoka, Lalitpur, Nepal.

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## List of Abbreviations

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