

### C. Topic, Issues, Research Question & Objectives for Marketing Group

Nature of organization	Organization/Event/Case	Special Topic	Common Topics
1. Common organization			Sales Analysis, Demand & Supply Analysis, Impact of Covid/natural disaster/financial crisis on business or sales(Qty & amount), <b>Effectiveness of Advertisement(Impact Analysis), Market Share Analysis(Dominance),</b> Product wise sales analysis, Market trend(Sales based demand), <b>Impact of Promotional Activities on Sales(Offer, prize, discount &amp; others),</b> Product line & segmentation and its impact on market, Effectiveness of marketing strategy, Brand Priority, Customer Satisfaction, Product Selection Priority Factors of Customer(Mobile, Laptop, Bike & others), Customer's Consciousness towards Warranty & Guaranty, Mode of advertisement, <b>Price Diversity of .....any product(among different shop), Customer behavior on price &amp; quality,</b> Analysis of Sales(marketing) strategy of (mobile) company. Seasonality of promotional offer(festival, off & on season), Role of Location in Business(Sales),
2. Trading Concern			
3. Automobile	Bike, Car, Truck, Tractor & Tempo, Auto-Rikshaw, Power Tiller	Preferential factor of model(cost or feature centric),	
3. Manufacturing(Industry)	Mill, Brick, Chowmin, Dress, Cement, Tile, Bakery, Distillery,	Price variation between local & out product	
4. Financial Institution	Banks & BFIs	Price Effect on Deposit Collection & Lending(Effect of interest rate in deposit or loan investment(Interest Rate Sensitiveness of Customer), Impact of Covid in deposit collection, Lending(Sales),	
	Insurance Company	Price sensitiveness, Impact of pulling(targeted scheme)the sales, Role of agent in selling insurance policy, Insurance culture(tendency)	
5. Agriculture & Farming	General Crops/Cash Crops(Banana & Sugar Can)		
	Buffalo/Cow Farming		
	Goat/Pig/Poultry Farming		
	Fishery(Fish Farming)		
6. Service Business	Salon, Repairing, Motorbike Workshop,		
	Internet Service Provider	Access of Internet service in rural area, Price competency among ISP, Price variation of internet service in urban & rural area, Popular internet scheme, Internet User in rural areas, Consistency of internet speed(internet service), Customer Density & Capacity Utilization(Deficiency/Overload)in internet service,	
	Cable Network	Impact of internet service on TV(Cable TV Network), Cable TV Customer Density Analysis	
	Telecom		
	Cyber Café		
	Hotel	Room occupancy, Guest analysis, Stay duration, Guest's Expenditure Analysis(How much a guest pay in average, classified),	
	Transportation	Occupancy Rate Analysis, Passengers Movement Analysis in Tikapur(In/Out), selection priority	
7. Catering & Tent Service	10. Catering & Tent Service		
8. School/College	11. School/College	Enrollment, Brand Priority, Fee Preference, Steam Crossing Tendency, Drop Out Ratio(Tendency), Subject Selection Priority, Impact of result in subject selection behavior of the student	
9. Tuition Center	12. Tuition Center	Tuition Tendency, Reason of Tuition Taking	
10. Library(School/College)	13. Library(School/College)	Book Purchasing Tendency, Visitors Analysis, Movement of Book, Holding period, Library Consulting Tendency,	
11. Information Technology	Mobile	Mobile Set(Android/Screen Touch, Normal), Price	

		Range of Mobile Used, Dual SIM User, Application Level of function of mobile,
	Internet	Internet users, purpose, duration, providers, internet rate, internet speed
	TV Cable/Internet Service Provider	
12.Hat Bazaar(Vegitagle, Cattle & others)		Holding Period Analysis in Cattle Business, Vegitable Market, Price Stability of vegetable market, Seasonal Electricity consumption trend, Bananas, Café, Chowmin market, Meat Market, Meat consumer, Water Market, Visitor Analysis(Type: sex/age/status, nature: individual, group, institutional, purpose: picnic, photography/video/film, study/research, academic, dating) of Tikapur Park

Limitation of Organization: Must be local organization or Natoinal(data used in report can be easily found in website)

You can get financial & other relevant data of NEPSE Listed companies in the website of Share Sansar & NRB(banks)

इदि कोही विद्यार्थी टीकापुर भन्दा बाहिर बस्नै पर्ने स्थितिमा छ र टीकापुर क्षेत्रको संस्थाको Data पाउन नसक्ने स्थिति छ भने केह बैक तथा सूचीकृत कम्पनीहरुको Data(Share sanasar or NRB को website बाट) यसरी प्राप्त गर्न सकिन्छ ।

**Share sansar:** www. <https://www.sharesansar.com> (type the company name in search bar then search or go to knowledge menu and select company, bank, insurance company) then in click in financial report (Company Info) Then click on financial report then see the right side select the year & 4<sup>th</sup> quarter report(take the data of audited column)

**Coca-Cola BOTTLERS NEPAL LIMITED**  
(Authorized Bottler of The Coca-Cola Company)  
Balaju Industrial District, Balaju, Kathmandu  
Unaudited Financial Results (Quarterly)  
As at the end of Fourth Quarter (15/07/2021) of the Fiscal Year 2077/78 (FY 2020-2021)  
NPR in Thousand

S.N	Particulars	As on date 15.07.2021 (Unaudited) (Group)	As on date 15.07.2020 (Audited) (Group)
<b>A</b>	<b>Assets</b>		
	<b>Non-Current Assets</b>		
	Intangible Assets	62,515	110,277
	Property, Plant And Equipment	7,217,098	7,663,508
	Prepayments	27,295	28,118
	Deferred Tax Assets	726	62,476
	<b>Financial Assets</b>		
	Advances	6,943	8,140
	<b>Current Assets</b>		
	Inventories	1,647,532	1,572,952
	Prepayments	66,743	88,552
	Advances	824,907	899,480
	Other Current Assets	9,009	-
	Income Tax Receivable	15,927	19,578
	Current Assets		
	Financial Assets		
	Other Current Assets	10,881	16,719
	Trade Receivables	340,841	221,507
	Cash And Cash Equivalents	497,883	460,922

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