

**COMPARATIVE MARKET ANALYSIS OF HONDA AND
MAHINDRA SCOOTER IN GHORAH, DANG**

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DECLARATION

This summer Project Report entitled "*Comparative market analysis of Honda and Mahindra scooter in Ghorahi, Dang*" which is submitted by me in partial fulfillment of the requirement for the award of BBA degree of Pokhara University Comprises only my original work and due acknowledgement have been made to materials used in the report.

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Date: Jan, 2014

BONAFIDE CERTIFICATE

Certified that this project report

*"Comparative market analysis of Honda and
Mahindra scooter in Ghorahi, Dang"*

is the bonafide work of

Amit Chaudhary

Who carried out the summer project work under my supervision. This report is forwarded for examination

Signature:

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Signature:

Name of the Program Director:

Signature:

Name of the External Examiner:

Date:

Acknowledgement

It is my great pleasure to present the project work on the topic “*Comparative market analysis of Honda and Mahindra scooter in Ghorahi, Dang*” to be submitted to the Pokhara University as a partial requirement for the Bachelor of Business Administration (BBA).

First of all I would like to thank Pokhara University for providing the chance to the students of BBA to conduct the research and write the summer project. I think it is the great matter of pleasure for BBA students. Though it is a first mini research, I had tried to avoid error and give relevance and valid information

I have consulted so many published as well as unpublished documents while conducting this research. I sincerely acknowledge the circuitous contribution of those people in this research. I acknowledge my well-wishers who provide the valuable data's and suggestions during conducting this research.

I would like to express my sincere gratitude to all the participants who actively participated in the study and shared their experiences and helped in making the study a success. I would like to thank to the owner of the Mahindra scooters showroom and the owner of the Honda scooters showroom who provided me necessary information related my research topic “*Comparative market analysis of Honda and Mahindra scooter in Ghorahi, Dang*”. I am deeply indebted to Mr. Sujan Oli, Mr. KB Chaudhary, Mr. BamdevBhandari, Mr. NabrajSubedi for their encouragement and support to carry out the study.

Finally, I want to undertake full responsibility for the errors, if any, and humble request to all the seniors to single out the errors and offer valuable suggestions to improve this research.

AmitChaudhary

Ghorahi, Dang

Executive Summary

As we know that this is the age of competition and in this competitive world only those marketers are successful in their business who can deliver quality product to the customers according to their willingness and ability to purchase. Due to the globalization process people are starting their business in different countries.

We find some businesses are successful due to effective management and technology but some are failure because of ineffective management and technology. So, to run business smoothly the effective management and technology is required. We can see the competition among various businesses in the market. So, for comparative market analysis of Honda and Mahindra scooter in Ghorahi area the research has been conducted.

The research has been conducted to analyze the current market situation of Honda and Mahindra scooters business in Ghorahi area. To conduct this research mainly two scooters showroom i.e. Honda scooters showroom and Mahindra scooters showroom were selected and study had been done. The first chapter of this research is about introduction in which sub-topic has been divided and explained about the general background of the study, objectives of the study, statement of the problem, hypothesis formulation, significance of the study, limitation of the study and the research methodology. Second chapter is related to field work which includes the collection of related data from field, present these data by using different presentation tools like tables, graphs, pie- charts, bar charts etc. The testing of already formulated hypothesis and the findings are also included in this chapter. In the third phase, the research summary and conclusion have been presented. It also includes the useful suggestions and recommendations.

By analyzing and interpreting the collected data regarding the business of Honda and Mahindra scooters the research reached the conclusion that the business of both Honda and Mahindra scooters are running smoothly and growing rapidly which leads to increase in capital structure of scooters showroom. But the business of Honda scooters is growing more rapidly than the business of Mahindra scooters. So profit earned by Honda scooters showroom is higher than the Mahindra scooters showroom.

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