

# A comparative study on marketing strategy of naya patrika and annapurna post assi...

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A COMPARATIVE STUDY ON MARKETING STRATEGY OF NAYA PATRIKA AND ANNAPURNA POST A THESIS Submitted By: Jeevan Pokhrel T. U. Registration No: 7-2-1-1070-2001 Roll No: 776 MBS S. N. : 2362/065 Nepal Commerce Campus Submitted To: Office of the Dean Faculty of Management Tribhuvan University In Partial Fulfillment of the Requirement for the Degree of Masters of Business Studies (MBS) Anamnagar, Kathmandu Feb: 2012 A

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Office of the Dean Faculty of Management Tribhuvan University In Partial Fulfillment of the Requirement for the Degree of Masters of Business Studies (MBS) Anamnagar, Kathmandu Feb: 2012 VIVA-VOCE SHEET We have the VIVA-VOCE examination of thesis report presented by Mr. Jeevan Pokhrel, " A comparative study on Marketing Strategy of Naya Patrika and Annapurna Post" and found the thesis to be the original work the student written in accordance with the prescribed format of Faculty of Management, Tribhuvan University. We recommend the thesis to be accepted as partial fulfillment of the requirements for Degree of Master of Business Studies (MBS).

VIVA-VOCE Examination Committee Head of Research

Department..... Member (Thesis Supervisor)

..... Member (External Expert).....

Date: ..... RECOMMENDATION This is to certify that the thesis Submitted by Mr. Jeevan Pokhrel Entitled " A Comparative Study on Marketing Strategy of Naya Patrika & Annapurna Post" has been prepared as <https://assignbuster.com/a-comparative-study-on-marketing-strategy-of-naya-patrika-and-annapurna-post-assignment/>

approved by this Department in the prescribed format of the faculty of management, T. U. This thesis is forwarded for examination.

..... (Dr. Bihari Binod Pokharel) Thesis Supervisor  
 Campus Chief & Head of Research Department  
 DECLARATION I hereby declare that this thesis entitled “ A Comparative Study on Marketing Strategy of Naya Patrika & Annapurna Post” submitted to Nepal Commerce Campus, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirements for the Master’s Degree in Business Studies (MBS) under the supervision of Dr. Bihari Binod Pokharel, Research Department Head, Nepal Commerce Campus TU. .... Jeevan Pokhrel Researcher  
 Nepal Commerce Campus T. U. Registration No: 7-2-1-1070-2001 Roll No: 776 MBS S. N. : 2362/065  
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Mr..... ( General manager of APCA Nepal P.

Ltd) and my parents and other family members for their continuous support

to complete this research work. Jeevan Pokhrel MBS II Year Nepal Commerce

Campus LIST OF APPENDICES Appendix-A-1 Research Questionnaire 1(A)

Research topic: “ A Comparative Study on Marketing Strategy of Naya

Patrika & Annapurna Post” 1. What is the sale (amount) of Naya Patrika in

last 5 years? Fiscal Year 2063/2064 Fiscal Year 2064/2065

Fiscal Year 2065/2066 Fiscal Year 2066/2067 Fiscal Year 2067/2068 2. What

is the circulation of Naya Patrika in Last 5 years? Fiscal Year 2063/2064

Fiscal Year 2064/2065 Fiscal Year 2065/2066 Fiscal Year 2066/2067 Fiscal

Year 2067/2068 3. How much revenue is generated by Naya Patrika in Last 5

years? Fiscal Year 2063/2064 Fiscal Year 2064/2065 Fiscal Year 2065/2066

Fiscal Year 2066/2067 Fiscal Year 2067/2068 4. How much expenditure

occurred by Naya Patrika in Last 5 years? Fiscal Year 2063/2064 Fiscal Year

2064/2065 Fiscal Year 2065/2066 Fiscal Year 2066/2067 Fiscal Year

2067/2068 5.

What is the sales target of Naya Patrika for next 5 years? Fiscal Year

2068/2069 Fiscal Year 2069/2070 Fiscal Year 2070/2071 Fiscal Year

2071/2072 Fiscal Year 2072/2073 6. Is Naya Patrika is available in web site?

If yes when did it start? 7. What is the total no of pages of Naya Patrika?

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Regular Extra (please mention day) ..... ColorB/W

..... 8. What are the sections available in Naya Patrika? Eg.

Sports.....

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..... 9. What was size of Naya

Patrika at the time of starting? When did it change to International standard size? Starting size:..... , International Standard size change

date..... 10. In How many districts outside valley do you distribute

your newspaper? ..... districts 11. How many dealers are you

using to distribute your newspaper? ..... s 12. How does Naya

Patrika view competition?

Who are the major competitors for Naya Patrika in your view?

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..... Appendix-A-1 Research

Questionnaire 1 (B) Research topic: “ A Comparative Study on Marketing

Strategy of Naya Patrika & Annapurna Post” 1. What is the sale (amount) of Annapurna Post in last 5 years? Fiscal Year 2063/2064 Fiscal Year 2064/2065

Fiscal Year 2065/2066 Fiscal Year 2066/2067 Fiscal Year 2067/2068 2. What

is the circulation of Annapurna Post in Last 5 years? Fiscal Year 2063/2064

Fiscal Year 2064/2065 Fiscal Year 2065/2066 Fiscal Year 2066/2067 Fiscal Year 2067/2068 3.

How much revenue is generated by Annapurna Post in Last 5 years? Fiscal Year 2063/2064 Fiscal Year 2064/2065 Fiscal Year 2065/2066 Fiscal Year 2066/2067 Fiscal Year 2067/2068 4. How much expenditure occurred by

Annapurna Post in Last 5 years? Fiscal Year 2063/2064 Fiscal Year 2064/2065 Fiscal Year 2065/2066 Fiscal Year 2066/2067 Fiscal Year

2067/2068 5. What is the sales target of Annapurna Post for next 5 years?

Fiscal Year 2068/2069 Fiscal Year 2069/2070 Fiscal Year 2070/2071 Fiscal Year 2071/2072 Fiscal Year 2072/2073 6. Is Annapurna Post is available in

web site?

If yes when did it start? 7. What is the total no of pages of Annapurna Post?

Regular Extra (please mention day) ..... ColorB/W

..... 8. What are the sections available in Annapurna Post? Eg.

Sports.....

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..... . What was size of Annapurna

Post at the time of starting? When did it change to International standard

size? Starting size:;..... , International Standard size change

date..... 10. In How many districts outside valley do you distribute

your newspaper? ..... districts 11. How many dealers are you

using to distribute your newspaper? ..... 12. How does

Annapurna Post view competition? Who are the major competitors for

Annapurna Post in your view?

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..... Appendix-A-2 This questionnaire is prepared in order to collect the data for the research work to undertake in the partial fulfillment of MBS 2nd year program, Tribhuvan University. Please take a moment of your valuable time to fill out this form and request you to answer these questions as accuracy as possible. Your response will be of immense help to me in this research. All response will be kept confidential and will be used for the purpose of research only.

Research Questionnaire 2 1. Which newspaper do you deal in?

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..... 2. Which is the largest selling newspaper in your store?

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Why large group of customer demands it?

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..... 4. Which is the least selling newspaper in your store?

..... 5. Why customer demand is less for the newspaper?

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..... 6. What is the total no of newspaper do you sell daily from your store?

..... 7. Which newspaper do you sell more, Naya Patrika or Annapurna Post? Naya Patrika..... cs per day  
Annapurna Post..... pcs per day

8. At what time do customers generally do buys (National Daily) newspaper? Time| % of Sales| Morning| | Afternoon| | Evening| | Total| 100%|

9. What are the major attributes to attract customer in your opinion?

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..... 10. What is your opinion about following two newspapers? Newspaper| Succeed| Struggle| Failure| Naya Patrika| | | Annapurna Post| | |

11. How would rank Naya Patrika ; Annapurna Post against other leading brand?



Please mark: A for good, B for same and C for bad. | Against Kantipur|  
AgainstSamacharpatra| AgainstNagarik| AgainstGorkhapatra| Against Others|  
Naya Patrika| | | | | Annapurna Post| | | | |

12. What are the major attractions of Naya Patrika ; Annapurna Post? Naya Patrika:

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..... Annapurna Post:

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..... 13. What are the Limitations of Naya Patrika ; Annapurna Post? Naya Patrika:

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..... 4. What suggestion do you have to make Naya Patrika ; Annapurna Post more appealing to the customer? Naya Patrika:

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..... Annapurna Post:

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..... Appendix-A-2 This questionnaire is prepared in order to collect the data for the research work to undertake in the partial fulfillment of MBS 2nd year program, Tribhuvan University. Please take a moment of your valuable time to fill out this form and request you to answer these questions as accuracy as possible. Your response will be of immense help to me in this research.

All response will be kept confidential and will be used for the purpose of research only. Research Questionnaire 3 Research topic: “ A Comparative Study on Marketing Strategy of Naya Patrika & Annapurna Post” PART 1:

DEMOGRAPHICS Name: (Optional) Gender: Male ..... Female:.....

Age: Below 21..... 21-25..... 25-35..... 35-50..... 50+

..... Education: SLC or below..... Intermediate or

+2..... Bachelor..... Masters..... Masters +.....

Occupation: Student..... Civil Service..... Business.....

Journalist.....

Teachers..... Housewives..... Retired.....

Unemployed..... Other Profession..... Income (per month): None:

..... Below: 2500..... 2500-5000..... 5000-7500.....

7500-10000..... 10000-15000..... 15000-20000..... 20000-

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25000..... 25000-35000..... 35000-50000..... 50000-100000..... 100000+..... PART 2: 1. Do you read newspaper? Yes: No: 2. Which Newspaper do you read? Kantipur: Nepal Samacharpatra: Nagarik: Annapurna Post: Gorkhapatra: Naya Patrika: All: Any (specify): Others (specify): 3. How frequently do you read newspaper?

Daily: 1-3 days in a week: 4-6 days in a week: Special Event: Others (specify): 4. Which column do you prefer? National/ Int'l News: Business Articles: Government Notices: Vacancies: Advertisements: Sports: Entertainment: Politics: Article on current issues: Others (specify): 5. Are you a regular subscriber of newspaper? Yes: No: (Note: please tick the name of newspaper/s you subscribe if answer of no: 5 is yes) Kantipur: Nepal Samacharpatra: Nagarik: Annapurna Post: Gorkhapatra: Naya Patrika: All: Any (specify): Others (specify): 6. Which is your first & second preferred brand of Newspaper (please write first and second)? Kantipur: Nepal Samacharpatra: Nagarik:

Annapurna Post: Gorkhapatra: Naya Patrika: 7. How do you get newspaper? By buying it: In office: Complimentary Copy: Please fill Question no: 8 if the answer of question no 7 is " By buying it" 8. Where do you buy your newspaper? Local Nearby shop: Home Delivery: Others (Specify): 9. How would you rate the preference for reading the following different types of Publication? Please rate according to your preference: (A- Highly Preferred), B- Moderately Preferred, C- Do Not Preferred) Health Magazine: Auto Magazine: IT Magazine: Business Magazine: Fashion Magazine: Advertising:

Literature: Comics: Encyclopedia: Female Oriented: Science Magazine:

General Magazine: Others (Specify): PART 3: 1.

Do you read the following Newspaper? Naya Patrika: Yes: No: Annapurna Post: Yes: No: 2. If yes (of any), which column do you like most about the following newspaper? Naya Patrika: Front Page Headline: National: Editorial: "Drstikon": Mid page: International: "Artha Patrika": Sports: Annapurna Post: Front Page Headline: Upatyaka: Editorial: Des/Bides: Bholiko Nepal: Bichar: Annapurna Bises: Rastriya: Parighatna: Antarastriya: Arthatantra: Khelkud: Sangalo: Sister Paper: eg. Annapurna Saili etc. : 3. What is your Opinion about, Naya Patrika: Unbiased:..... Biased..... Genuine:..... Annapurna Post: Unbiased:..... Biased..... Genuine:..... 4.

Are you aware of the fact that the following newspaper are available in the internet? Naya Patrika: Yes:..... No:..... Annapurna Post: Yes:..... No:..... 5. Are you satisfied with the design layout of website of, Naya Patrika: Yes:..... No:..... Annapurna Post: Yes:..... No:..... 6. How often do you visit the website of, | More than once in a day| Once in a day| Twice in a week| Not evident| Naya Patrika| | | | Annapurna Post| | | | 7. How would you rate Naya Patrika and Annapurna Post for various attributes in comparison with your favorite brand? Please rate them as following:

Please Mark A for very Good, B for Good, C for Satisfactory and D for Bad.

Attributes| Favorite BrandNewspaper Name:..... |

Annapurna Post| Naya Patrika| Paper Quality| | | | Quality of News/Article| | | |

Printing Quality| | | | Price| | | | Availability| | | | Scheme| | | | Advertisement| |

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|| Layout| || 8. What is your opinion about (National Daily) Newspaper in the evening? Succeed..... Struggle..... Failure..... 9. What suggestion would you like to give for the improvement of, Naya Patrika:

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..... CHAPTER-I

INTRODUCTION 1. 1 General Background ' The term newspaper became common in the 17th century. However, in Germany, publications that we would today consider to be newspaper publications were appearing as early as the 16th century.

They were discernibly newspapers for the following reasons: they were printed, dated, appeared at regular and frequent publication intervals, and included a variety of news items. The first newspaper however was said to be the Strasbourg Relation, in the early 17th century. German newspapers, like avis, were organized by the location from which they came, and by date. They differed from avis in the following manners: they employed a distinct and highly illustrated title page, and they applied an overall date to each issue. The emergence of the new media branch in the 17th century has to be seen in close connection with the spread of the printing press from which the publishing press derives its name.

The German-language Relation aller Furnemmen und gedenckwürdigen Historien, printed from 1605 onwards by Johann Carolus in Strasbourg, is often recognized as the first newspaper. At the time, Strasbourg was a free imperial city in the Holy Roman Empire of the German Nation; the first newspaper of modern Germany was the Avis, published in 1609 in Wolfenbüttel. Other early papers include the Dutch Courante uyt Italien, Duytslandt, ; c. of 1618 was the first to appear in folio- rather than quarto-size. Amsterdam, a center of world trade, quickly became home to newspapers in many languages, often before they were published in their

own country. The first English-language newspaper, Corrant out of Italy, Germany, etc. , was published in Amsterdam in 1620.

A year and a half later, Corante, or weekely newes from Italy, Germany, Hungary, Poland, Bohemia, France and the Low Countreys. was published in England by an “ N. B. ” (Generally thought to be either Nathaniel Butter or Nicholas Bourne) and Thomas Archer). The first newspaper in France was published in 1631, La Gazette (originally published as Gazette de France). The first newspaper in Portugal, A Gazeta da Restauracao, was published in 1641 in Lisbon. The first Spanish newspaper, Gaceta de Madrid, was published in 1661. Post- och Inrikes Tidningar (founded as Ordinari Post Tijdender) was first published in Sweden in 1645, and is the oldest newspaper still in existence, though it now publishes solely online.

Opregte Haarlemsche Courant from Haarlem, first published in 1656, is the oldest paper still printed. It was forced to merge with the newspaper Haarlems Dagblad in 1942 when Germany occupied the Netherlands. Since then the Haarlems Dagblad appears with the subtitle Oprechte Haerlemse Courant 1656 and considers itself to be the oldest newspaper still publishing. Mercuriusz Polski Ordynaryjny was published in Krakow, Poland in 1661. The first successful English daily, The Daily Courant, was published from 1702 to 1735. News was frequently highly selective: rulers would often use them as ways to publish accounts of battles or events that made those rulers look good to the public.

Sensationalist material was also printed, such as accounts of magic or of natural disasters; this material did not pose a threat to the state, because it

did not pose criticism of the state. Printers readily printed sensationalist material because they faced a ready market, which proved lucrative for them. Printers found there was a market for news about rulers that did not cast those rulers in a favorable light. Printers could get away with doing so, because they would print the publication overnight and sell it quickly. This quick publication pace also resulted in quick returns on investments for printers. Private uses of early news publications: rulers and merchants both established networks of people who were employed to