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Promotional Strategy of Advent Himalaya Treks Private Limited

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Promotional Strategy of Advent Himalaya Trekks Private Limited (Case company Advent Himalaya Trekks Private Limited)

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The purpose of conducting this thesis was to study on the promotional strategy of a trekking company. The aim of this thesis was to study on current promotional strategy and suggest the case company with new and effective ideas and tools for promotion.

The theoretical part of this thesis includes basic knowledge of marketing, promotion, promotional mix and promotional strategy. Also, a short overview of tourism business of Nepal and promotional strengths of the case company is also done. Here, different types of promotional mix and SWOT analysis of promotional strategy is also analyzed in this part. Furthermore, the importance of the promotional strategy is also enclosed in the thesis.

The background information and practical data for the promotional strategy were reunited from primary data. Those can be found from academic books, articles, journals, eBooks, and interviews and survey. From the empirical part of the thesis, the overview on the promotional status of the Advent Himalaya Trekks Private Limited has been shaped and improved. Here, the current promotional status, interviews of the employees and the owner and customer survey is researched and analyzed in detail. With the above study and research, the writer was able to produce several recommendations for the case company which will help the case company to extend its strategy in new areas.

Contents

1. INTRODUCTION	1
2. PURPOSE OF THE THESIS.....	3
2.1 Objectives of the study.....	3
2.2 Importance of the study	4
2.3 Limitations of the study	5
3. RESEARCH METHODS	6
3.1 Study area.....	7
3.2 Nature and Source of data.....	7
3.3 Data collection techniques	7
4. PROMOTIONAL STRATEGY	9
4.1 Importance of promotional strategy.....	10
4.2 SWOT Analysis	11
4.3 Promotional mix.....	13
4.3.1 Advertising.....	14
4.3.2 Public Relations.....	15
4.3.3 Sales promotion	15
4.3.4 Personal selling.....	16
4.3.5 Direct Marketing	16
5. TOURISM BUSINESS IN NEPAL.....	17
6. PROMOTIONAL STRENGTHS OF THE COMPANY.....	20
6.1 Mouth to Mouth advertising	20
6.2 Use of responsible and experienced crew	20
6.3 Team work	21
6.4 Connection with travel leaders.....	21
7. RESEARCH PROCESS	22
8. METHODOLOGY AND IMPLEMENTATION OF THE STUDY	23
8.1 Results from the interview with the owner	23
8.2 Results from the interview with the employees.....	26
8.3 SWOT Analysis	27
8.4 Analysis of the customer survey	29
9. RECOMMENDATION	38
10.SUMMARY AND CONCLUSION	40
REFERENCES	43
APPENDICES	46

1. INTRODUCTION

Promotion is a wide range of activities a business can do to get the attention of the target audience or group. Promotional strategies are used in the marketing to determine the best ways to get the product or services to a particular market. Understanding your target audience or group and being creative in order to capture their attention is key to successfully promoting a product or service. Promotion is one of the key elements of the marketing mix which deals with any one way or two-way communication that takes place with the targeted audience or group. (Website of Marketing teacher.)

Advent Himalaya Treks Pvt. Ltd. is a tourism based company which gives the services of trekking, mountain climbing, hiking, paragliding, zip-flying, bungee jumping, rafting, mountain flight, sightseeing and jungle safari mainly in Nepal and some of the South Asian countries. It's main objective is to show the tourists the beauty of Nepal with adventurous activities. It is a small sized company run by about 5 people. It was established by a well-experienced and committed team of professional mountaineers, tour and trekking guides in 2009. The team had already spent a decade in trekking and tours and have made successful summit on numerous mountains including Mount Everest, the peak of the world.



Image 1: Advent Himalaya Treks Pvt. Ltd. Team in Everest Base Camp

The theoretical part includes the concept and importance of promotional strategy which are marketing plan, understanding the clients, developing financial goals, and strategic planning and the latter is related to the marketing plan. SWOT analysis of the promotional strategy is also described in this part. The explanation of the promotional mix and its types that are advertising, personal selling, sales promotion, sponsorship and public relation are explained in brief in this part. Also, the current promotional strengths of the case company are discussed in this part.

The empirical part includes the analysis and the results of the conducted customer survey and interviews of the company owner and employees. A promotional strategy for the future promotion of the company was created based on the both theoretical and empirical part as well author's own information and experience.

The conclusion includes the summary of the study, recommendations and suggestions for the company and the self-assessment of the author.

2. PURPOSE OF THE THESIS

I have always been fascinated by the trekking industry. It is a mixture of people, activities and organization involved in providing services for people on holiday, for example, trekking, hiking, mountaineers and tour guides. Being a business student, I see considerable potential in this industry since it is a rapidly growing market.

This study will be useful in understanding the current state of promotional strategy of Advent Himalaya Treks Pvt.Ltd. It will help to determine as well as understand the obstacles and constraints faced by the company's owners of Advent Himalaya Treks Pvt. Ltd. It will even help to understand the state of mind of the clients in terms of the connection between promotional and marketing and also about the influences of international promotion in Nepal.

2.1 Objectives of the study

The main objectives of this thesis are enlisted below:

- 1) To identify what promotional strategies can be applied to attract the trekking customers and get customers from all over the world.
- 2) To analyze which promotional strategy the customers find more attractive to which they are using the company's services.
- 3) Moreover, it will give the idea and tools for the company to get foreign agency customers who will help them to get individual or personal customers more easily.

2.2 Importance of the study

Marketing and promotional strategies are closely tied together. Marketing is the management process through which goods and services move from concept to the customer. It includes the co-ordination of four elements called the 4 Ps of marketing:

- 1) Identification, selection and development of a product,
- 2) Determination of its price,
- 3) Selection of a distribution channel to reach the customer's place, and
- 4) Development and implementation of a promotional strategy.

Marketing deals with the customers more than any other business function. It is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. Marketing includes all aspects of developing, promoting and selling products or services to customers. Promoting is a key element in communicating the benefits of products once they are researched and developed. Effective marketing and promotion strategies drive the long-term success, customer development and profitability for companies. Promotion present information to consumers, increase demand and differentiate the product from others in the marketplace. People will come to know about the product and services only through promotion. Only after knowing about the product, they consider purchasing and using the product and services. (Kotler & Armstrong, 2013, 26.)

Promotion is the entire set of activities which communicate the product, brand or service to the user. It makes people aware, attract and induce to buy the product in preference over others. It is communicating with the public in an attempt to influence them toward buying the products or services. Communication can be done personally through direct selling or in a retail store, via the internet through a website or social media platform, electronically through email or text messaging. Promotion is usually done by word of mouth, a professionally-designed website, social media, business cards and advertising. By attracting the customers towards the product and service, promotion makes the company or product stand out among its competitors. Promotional marketing encourages sales and likelihood that customers will remember the specific details about the company. It has the advantage of being valuable to both new and existing customers by offe-

ring new customers a reason to try the new product for the first time and building loyalty in existing customers. (Kotler and Armstrong 2014, 96.)

This research will also be useful to anyone who wants a glimpse of the tourism business and marketing in Nepal.

2.3 Limitations of the study

This study is not absolutely free from limitations; the limitations that may be observed are as follows:

- I. As the study is to be conducted by the author himself, many opportunities to conduct a detailed market research may be lost due to budget and time constraints.
- II. This study may lack exact information because it is based on the opinions and information provided by the interviewed company owner and employees.
- III. Customers may not answer the questions provided in the questionnaire.

3. RESEARCH METHODS

The quantitative research method is “Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in specific statistics)”. In this method, data and information are collected to make decisions and generate results. The process may include publication research, interviews, surveys and other research techniques. Numerical data are used in the quantitative based research method to obtain information about the subjects; the quantitative research method is a very traditional, systematic and objective process. This method is used to illustrate variables, to analyze relationships between variables and to regulate cause and effect interactions between variables. In other words, the quantitative research method is based on a standard scientific procedure; numerical data are produced by this method to inaugurate impermanent relationships between two or more variables. Statistical methods are used to analyse and experiment the strength and consequences of the connection and correspondence. (Saunders & Lewis 2009. 152).

Qualitative research is used predominantly as a synonym for any data collection technique such as an interview, group of discussion data analysis procedures such as categorizing data that generate or use non-numerical data. The benefits of qualitative research are the using open ended questions and interviews allows the researcher and practitioners to understand how individuals are doing, what their experiences are and recognize important antecedents and outcome of interest that might not surface when surveyed with pre-determined questions. (Saunders & Lewis 2009.151).

3.1 Study area

The study was conducted by interviewing the company owner and the employees of Advent Himalaya Treks Pvt. Ltd., of Kathmandu valley via Facebook call and email. Also, around 50 customers were surveyed by providing them a structured questionnaire for answering. The customers were randomly selected and surveyed. The customer survey was done by providing the questionnaires to the owner and he sent them to the customers. I choose this particular location for my study because it is one of the leading tourism industry in Nepal right now.

3.2 Nature and Source of data

In order to learn about the future scope of the tourism industry and the current market as well, both primary and secondary data were used. Since the study use both types of information, both qualitative and quantitative data were utilized in this study. In the context of the company owner and employees, the data was qualitative and for the customers, the data was quantitative. To get information on this study about the current state of tourism industry various published articles were also used as secondary sources of information. Primary data was collected from the CEO and employees of the company and randomly selected customers.

3.3 Data collection techniques

The semi-structured questionnaire was used to collect the primary data for the study is attached in the appendix of this report. Online interviews with the owner and the employees were conducted by asking the questions regarding the current promotional status of the company. A set of structured questionnaire was developed to conduct the survey with the customers of Advent Himalaya Trek. All the information that includes the current market, constraints and scope of the tourism industry was asked with the help of the closed questionnaire.

Advent Himalaya Treks Pvt. Ltd. was selected and the owner of this company was asked the question about his understandings and opinion of the company and tourism industry of Nepal.

4. PROMOTIONAL STRATEGY

Promotion is a persuasive communication with the customers. It is a highly visible component of the marketing mix. It tells the target customers about product, price and place. It is also known as a marketing communication. Promotion consists of activities that facilitate exchanges with target customers through persuasive communication. It stimulates demand. (Brassington & Pettitt 2007, 369.)

Marketing strategy is an organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right promotional mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of the marketing plan. It has the fundamental goal of increasing sales and achieving a sustainable competitive advantage. It includes all the basic, short-term and long-term activities in the field of marketing that deals with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies. A marketing strategy will help you to identify your best customers, understand their needs and implement the most effective marketing methods. (Kotler & Armstrong 2013, 30.)

Promotion strategy is one of the key marketing mix elements that help to find the appropriate market for a product or service and utilize all aspects of the promotion such as advertising and discounts used to promote the product or service to a particular market. It refers to raising customer awareness of a product or brand, generating sales and creating brand loyalty. Promotional strategy helps to influence consumer by informing them about the product or service like what is the product, what does it do and how to use it. It also helps to build long lasting relationships with the consumers and keep them coming back for more. That is the goal of a successful marketing promotion strategy. (Engel, F, Warshaw, R & Thomas 1994, 392.)

An effective marketing strategy will help you to define the overall direction and goals for your marketing. Your strategy should articulate how you are going to deliver your product or services in ways that will satisfy your customers. Once you have defined your customers or target market, you need to start developing and implementing tactics or ways to reach them. The marketing mix will make up the tactical elements you will use to carry out your strategy and reach your target market. Promotional strategy is used in marketing. It is to do with finding the appropriate market for product or service and utilizing all aspects of the promotion such as advertising and discounts used to promote the product or services to the particular market. (Website of law dictionary)

4.1 Importance of promotional strategy

A Promotion such as television, radio and magazines advertising increases brand awareness. More people tend to learn about a particular company or its brands if they frequently see or hear about them. New companies particularly have to advertise to appropriate consumers i.e; who they are and what they offer. This is true with the local or even national companies, as brand awareness can be measured by a market, regionally and nationally. It can take many months or even years for companies to build brand awareness levels that match established competitors. (Lovelock & Wirtz 2013, 187.)

Small companies also use promotion to provide information, notes KnowThis, a popular online business reference site. Marketers may run press releases to apprise consumers that their products can help certain elements like foodstuff, nutrition and provision. A small consumer products manufacturer may use displays and pamphlets to describe the benefits of new product or service. High-tech manufacturers often use in-store videos and demonstrations to show people how to use their products and services. Promotion can inform people during all stages of the buying process, including their research. Small business also uses promotion to inform consumers about price, product features and outlets that sell their products. (Lovelock & Wirtz 2013, 188.)

A combination of advertising and public relations help you to establish a public profile for your company and its products. Public relations are media messages you don't pay

for and the objective of PR messages is to promote goodwill with and good for society, you give people a deeper connection with your brand and more reasons to buy from you. Managing your public image by dealing with any negative publicity is central to this promotional objective. (Fill 2013, 500-501.)

The primary objective in using promotion such as advertising, sales promotion and public relations is to build sales. Promotions are designed to get people to try products and services. Promoting high-quality products or services aims to get customers to return and spend more money. Ultimately, companies use promotion to build a loyal customer base, which leads to greater sales and profits. (Lovelock & Wirtz 2013,189.)

4.2 SWOT Analysis

A SWOT analysis is the portion of a marketing strategy that analyzes your company and determines how your company will compete in the marketplace. SWOT is an acronym made up of strengths, weaknesses, opportunities and threats. Development of a successful marketing strategy is an important step for any small business. It enables the company to move beyond word-of-mouth referrals and use marketing tactics to drive new customers to the organization's offerings. Marketing campaigns can be expensive, requiring companies to spend their budgets wisely. One tool used by many organizations to establish a marketing campaign is known as a SWOT, or strengths, weaknesses, opportunities and threats analysis.

Strengths of a promotional strategy in SWOT analysis are:

- 1) To perform against the competition.
- 2) To attract more customers and consumers.
- 3) To determine where your strengths and weakness are in the market place.
- 4) The strength of your product offering, distribution network and customer service levels are compared to those of the competition.
- 5) To develop a way to measure performance for issues such as customer service because it gives you something to compare your customer satisfaction levels too.
- 6) To give information about the product and services to the audience. (Lamb, Hair & McDaniel 2011, 491.)

An obvious weaknesses of a promotional strategy are:

- 1) It's potential for failure. The longer a sales promotion lasts, the more likely you will decrease the perceived value of your product or service.
- 2) Weaknesses encapsulate the negative internal aspects to your business that diminish the overall value your products or services provide.
- 3) Keep promotions short to prevent long-term damage to your overall pricing strategy. (Brassington & Pettitt 2007, 371.)

The opportunities of the promotional strategy are:

- 1) Identifying the opportunities for the company and its offerings as part of this exercise is vital to planning an effective marketing strategy.
- 2) Including the specific opportunities existing within your market that provide a benefit, including market growth, lifestyle changes, resolution of current problems.
- 3) Offering a higher degree of value in relation to your competitors to promote an increase in demand for your products or services.
- 4) Representing the motivation for your business to exist and prosper within the market place. (Summers, Gardiner, Lamb, Hair & McDaniel 2006, 270.)

Just as identifying the company's weaknesses was not fun, identifying its threats can be equally demoralizing:

- 1) It is important to examine all the factors that could cause the strategy to fail.
- 2) If selling a product at a cheaper price is an opportunity, it is important to examine what happens if the competitors lower their prices.
- 3) If the organization sells itself on offering great customer service, consideration must be given to the possibility that higher sales may affect customer interactions.
- 4) By clearly identifying each threat, the organization has the opportunity to address these areas prior to their becoming tangible.
- 5) The information about the product and services may not reach the targeted audience. (Summers, Gardiner, Lamb, Hair & McDaniel 2006, 270.)

4.3 Promotional mix

Promotional mix is the combination of promotional methods used for one product or a family of products. Elements of a promotion mix may include print or broadcast advertising, direct marketing, personal selling, point of sale display and merchandising. In marketing, promotional mix describes a blend of promotional variables chosen by marketers to help a firm reach its goals. It is identified as subset of the marketing mix. There is a most favorable way of allocating budgets for the different elements within the promotional mix to achieve best marketing results and the challenge for the marketers is to find the right mix of them. Manufacturers often develop a promotional mix for each segment of the distribution channel. To promote a product or services to large retailers that sell its products and services, a manufacturer might want to use a mix of personal selling, advertising and buying discounts. This is known as push policy because here, manufacturer pushes the products to the retailer. The same manufacturer might use a different promotional mix of local and national advertising, in-store displays, sales promotion and public relations to reach consumers. This is called pull policy because here promotions are directed towards the consumers. It is used to create customer interest and demand. Basically, promotion mix is used by the business to create, maintain and increase the demand for goods and services. (Kotler & Armstrong 2014, 342.)

Promotion mix is the combination of advertising, public relations, sales promotions, direct marketing and personal selling elements which are explained below:



Figure 1: Types of promotion (Adapted from the website of marketing-promotional mix 2008.)

4.3.1 Advertising

Advertising is any paid form of non-personal communication by an identified sponsor to promote products. It reaches numerous buyers at low cost. It uses various media for delivering messages. They are:

- Print Media: Newspapers, journals, newsletters, brochures
- Visual Media: billboards, displays, a point of purchase display.
- Audio Media: Radio
- Audio Visual Media: Television, Videotapes, cinema
- Internet: E-mail, Websites (Kotler & Armstrong 2011, 436.)

4.3.2 Public Relations

Public relation is any unpaid form of a presentation designed to promote favorable attitudes and opinion towards the organization, its policies and products. It is used to promote favorable relationships with key stakeholders such as media, government, community, employees and customers.

The tools of public relation are;

- Public Services activities: Charitable donations
- Sponsorship of events: Sports, culture, cleanliness
- Exhibits and displays
- Lobbying to change laws and policies (Lamb, Hair & McDaniel 2011, 524.)

Public relation also includes publicity. Publicity refers to programs designed to promote or protect a company's image and products. Publicity is any unpaid form of communication through media about an organization, its policies and product. It appears as news stories in media. Publicity is a part public relations (PR). The tools of publicity are:

- Press conferences and speeches
- News releases
- Feature articles
- Publications (Kotler & Armstrong 2011, 508.)

4.3.3 Sales promotion

Sales promotion refers to short term incentives to encourage trial or purchase of a product. It creates a stronger and quicker response. It supplements advertising and facilitates personal selling. It can be directed at consumers, middlemen and sales force.

- Tools for consumer promotion includes a sample, coupons, rebate, premiums, contests, price off and displays.
- Tools for middlemen promotion include free goods, discounts, allowances, price off, gifts, sales contests and credit facilities.

- Tools for sales force promotion include sales contests, trade shows, gift items, promotional kits, bonus and commission. (Kotler & Armstrong 2011, 481.)

4.3.4 Personal selling

Personal selling is personal communication with customers to persuade them to buy products. Customers come to salesperson or salesperson goes to customers. It permits interaction and relationship building. Salespersons provide feedback about the market, competitors and customers. More money is spent on personal selling than on any other tool of promotion. It involves greater long-term costs. (Kotler & Armstrong 2014, 502.)

4.3.5 Direct Marketing

With the intent of technology, companies reach customers directly without any intermediaries or any paid medium. The emails, text messages, Fax are some of the tools of direct marketing. The companies can send the emails and messages to the customers if they need to be informed about the new offerings or the sales promotion schemes. For example, the shopper-stop send SMS to its members informing about the season end sales and extra benefits to the golden card holders. (Pelsmacker, Geuens & Bergh 2013, 5.)

5. TOURISM BUSINESS IN NEPAL

Tourism means the business of providing accommodation and services to the tourists. Tourism is one of the biggest industries in Nepal which seems to have played a vital role in the process of the economic development of the country. Nepal is a country of amazing extremes and beautiful scenic. It is the small country but huge in terms of its diversity from highest peaks of the earth to steaming jungle. Although Nepal is a small country, it contains the greatest altitude variation on earth, from the lowland of Terai barely 65m above the sea level to the highest point 8848m on earth. Mt. Everest peak is at 8848m within 150 kilometers aerial distance. Nepal is popularly known as the vertical world. Nepal is the steepest country and has been well accepted as one of the most fascination countries in the world. A mountainous country, Nepal lies on the kind lap of great Himalayas. It is world famous for its natural beauty and uniquely famed tradition and culture. The hilarious flora and fauna, tranquil lakes and rushing waterfalls, the diverse landscape, the panoramic snow-capped peaks, best of all Mt. Everest, the tallest summit in the world, etc lend the country a charming beauty. Nepal is also known as the country of the Himalaya. Nepal and Bhutan are the longest Himalayan range in the world. Nepal has the eight highest mountains among the top ten peaks of in the world. Here, 1300 peaks above 600m are located in this Himalayan range in Nepal. So, countless visitors both native and foreigners make their plural visits to Nepal and see the wonderful visits of nature, taste the excellent flavor of ethnic culture and tradition, read the glorious history and incredible stamina and endurance of the Gurkhas. (Website of NepalEconomy)

Nepal has a great potential of tourism. Tourism is the largest industry of Nepal and the largest source of foreign exchange and revenue. Tourism has been one of the major income sources. Possessing eight of the ten highest mountains in the world, Nepal is a hot spot destination for mountaineers, rock climbers and people seeking adventures. The Hindu and Buddhist heritage of Nepal and its cold weather are also strong attractions.

The tourist industry is involved in producing goods and services which help tourists. Like other types of industries, this industry is also expanding rapidly. In 2006/07, the contribution of this sector to the total domestic production was 1.2 percent. (Website of NepalBusiness)

According to the World Travel and Tourism Council, Nepal's travel and tourism sector have directly generated 487,500 jobs in 2014 representing 3.5 percent of the total employment in the country. This figure grew to 4.0 percent to 506,500 in 2015. Tourism supported jobs include employment by hotels, travel agents, airlines and other passenger transportation services and also the activities of the restaurant and leisure industries directly supported by tourists. By 2025, Nepal's travel and tourism will account for 681,000 jobs directly, up 3 percent per annum over the next 10 years according to the global report. In terms of absolute contribution to job creation by the travel and tourism sector, Nepal is ranked 38th among 184 countries. Among South Asian countries, Nepal comes behind India and Bangladesh but ahead of Srilanka in job creation by the travel and tourism sector.

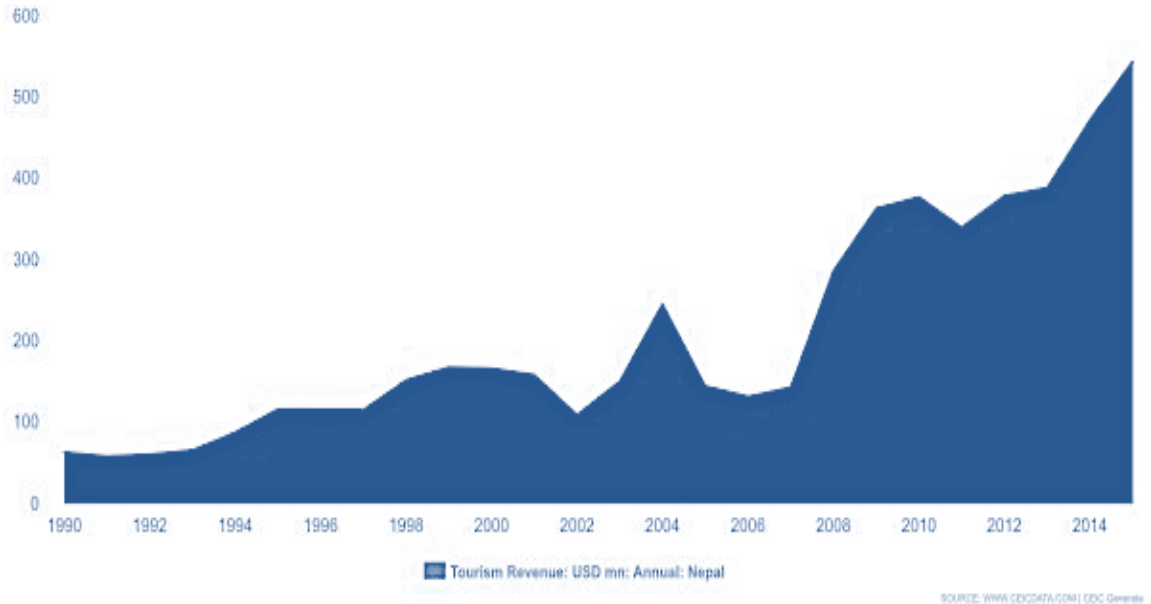


Figure 2: Nepal tourism revenue (Adapted from the website of ceicdata.)

Above graph shows that Nepal's tourism revenue reached 544 USD million in Dec 2015, compared with 472 USD million in the previous year. Nepal's Tourism Revenue data is updated yearly, available from December 1990 to December 2015. The data

reached an all time high of 544 million in 2015 and a record low of 59mn in 1991. The Ministry of Culture, Tourism and Civil Aviation provides annual Tourism Revenue in USD. (Website of ceicdata)

Every trekking agencies of Nepal are controlled by the Trekking Agencies Association of Nepal (TAAN). It was established in 1979 by a handful of trekking agency operators who felt it was time to devise sound business principles as well as regulate the sector which was growing by leaps and bounds with every passing year. They also felt the need of a strong lobby group that could suggest to the government on several issues to promote the Nepali tourism industry and develop tourism as a revenue generating industry. TAAN had limited its membership only to Nepalese trekking agencies. Nepal earns substantial revenue from Trekkers' Information Management System (TIMS) cards.

There are more than 1000 trekking companies in Nepal registered with TAAN. Many of them are fully independent traveler's point and other are brick or offices with international outreach. More than 90% of these agencies reside inside Kathmandu. So, there are lots of choices for the tourists in choosing the trekking company. There is great competition among these companies. Most of them provide same services to the customers. It is not easy to survive in this competitive market. The company needs to be stronger and quick thinker to increase its competitive position. It should have a good promotional strategy to attract more customers towards the company than its competitors. The companies with more competitive advantage possess different factors like insurance for its every staff, customers as well as local staff hired by the company, proper and enough equipment needed for the trek, well skilled or trained and experienced guides, tour license of Nepal, proper health and safety standards and a contract with local helicopter emergency evacuation company in case of rescue. Good communication skills and friendly behavior are most important factors to get more customers. Some of the best trekking agencies of Nepal are Ace the Himalaya, Asian Trekking, Monarch mountain, Himalayan Glacier, Thamserku, Green Valley Nepal and Trek Nepal International. (Website of bookmundi)

6. PROMOTIONAL STRENGTHS OF THE COMPANY

Advent Himalaya Treks Pvt Ltd is a small sized company. Some of the current promotional strengths of the company are:

6.1 Mouth to Mouth advertising

Mouth to mouth advertising is important for every business. Advent Himalaya Treks Pvt Ltd is spreading its business through word of mouth and its one of the most credible forms of advertising. Advent Himalaya Treks Pvt Ltd organize complete tourism related services in Nepal which includes trekking in Nepal, tour in Nepal, trekking peak climbing in Nepal, expeditions in Nepal, rafting in Nepal, Jungle safari tours in Nepal, adventure activities in Nepal and multi-activity holiday trips in Nepal. They provide good service with a blend of care and sincerity to make each of them feel at home so that they could enjoy their journey to Nepal with fullest to everyone who comes in our contact, you might be one. They provide good trekking, tours & expeditions and all other tourism related service at very reasonable cost package for all travelers around the world.

6.2 Use of responsible and experienced crew

Advent Himalaya Treks Pvt Ltd name itself is a self-explanatory that they are specialized in the adventurous activities relating to white Himalayas and trekking. The 'Advent Himalayan Treks' was established in 2009 by the well-experienced and committed team of professional mountaineers, tour and trekking guides who already spent over a decade in trekking and tours and made a successful summit on numerous mountains including Mt. Everest. They are the license holders to work in their respective field of expertise and are devoted in making you fully satisfied during your trip. It is one of

the authorized and is a well-reputed company in Nepal which has set a track record in the field of trekking in Nepal. Their experienced and well-dedicated team is committed in making holiday the most unforgettable experience.

6.3 Team work

All the members of the team in Advent Himalaya Treks Pvt Ltd are trained by the Nepal Mountaineering Association, Ministry of Tourism and Culture, Trekking Agency Association of Nepal and from a numerous of other organizations relating to trekking, tour, mountaineering and other fields. It is one of the authorized and is a well-reputed company in Nepal which has set a track record in the field of trekking in Nepal. Advent Himalaya Treks Pvt Ltd guides & leaders speak English and other languages like Spanish, French, Japanese, Malaysian, Hindi well and they are very friendly, helpful and of course sense of humor and service responsibility. Porters/helpers also speak little English and they are always faithful, sincere and helpful in order to make your journey interesting. If you just like to hire guide or porter from Advent Himalaya Treks Pvt Ltd or both guides & Porters hire for your trekking, Advent Himalaya Treks Pvt Ltd have guides and porters of your choices and budget.

6.4 Connection with travel leaders

Advent Himalaya Treks' all adventure trips will start from sea level treks/ tours to one of the world's challenge expedition at top of Mount Everest. Advent Himalaya Treks Pvt Ltd special advisors are from almost Europe, USA, Canada, Australia and Malaysia. They have a connection with not only in Nepal but also in Tibet, Pakistan, Bhutan and India, who would like to discover the natural diversity, cultural variety, flora and fauna through any activities like trekking, mountaineering, and other adventure sports. Other countries travel leader's works for their nation for Nepal Himalaya and Advent Himalaya Treks Pvt Ltd works for them here in Nepal.

7. RESEARCH PROCESS

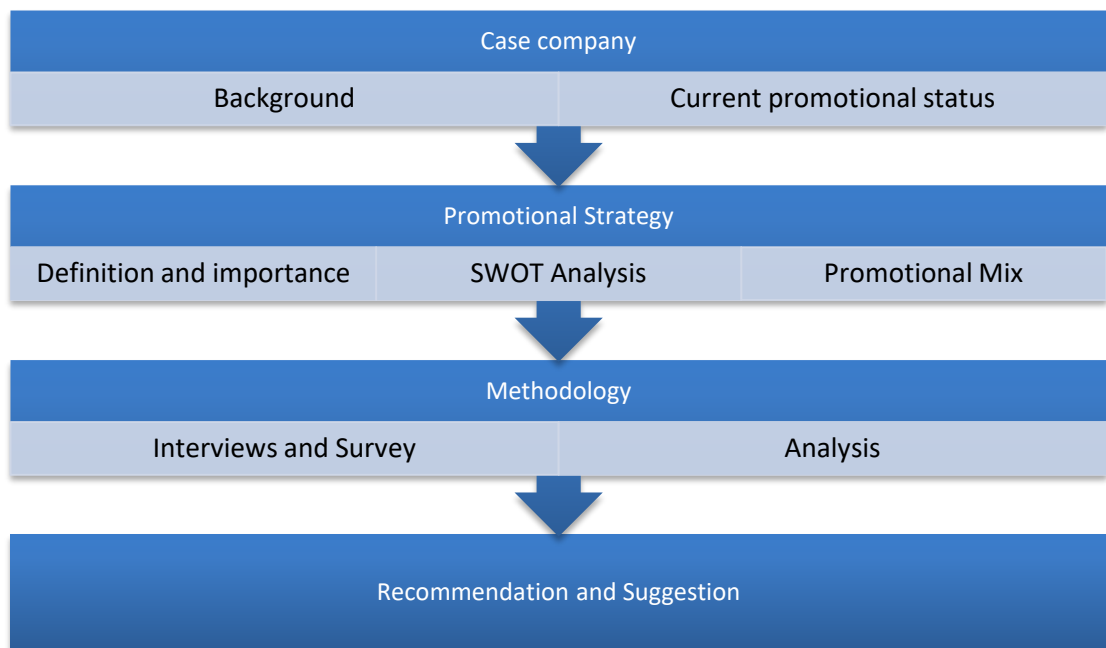


Figure:3 Research Process

The above figure shows the research process of this report. The thesis starts with the theoretical background and the current promotional status of the case company. The theoretical part includes the literature review on the promotional strategy which in turn includes the roles and definition of promotion, SWOT analysis and its different types. Moreover, the empirical part includes the interview of the CEO and the employees and survey of customer gathered. The collected information and data will be analyzed on the basis of different factors like age, sex and country. Moreover, on the basis of theoretical and data analysis part, new suggestions and ideas of promotion will be developed for the company.

8. METHODOLOGY AND IMPLEMENTATION OF THE STUDY

This heading includes the practical or empirical part of the thesis. Here, the results of the interview and survey are analyzed. The research is done by using both qualitative and quantitative research. Qualitative research includes the interview of the owner and the employees of the case company. In addition, the quantitative research includes the survey of customers.

8.1 Results from the interview with the owner

The first qualitative research was done by interviewing the owner of the company. The interview was conducted on 25th June 2017 through Facebook Messenger call at 14:00 Finnish time. It lasted for 25 minutes. The owner was kind enough to give the writer his precious time to give the interview. He was very polite and helpful. The interview was taken in English with some of the information in Nepali too.

According to the owner, promotion is very important for a trekking company. It is the most important factor to give information about the company and its services to the targeted group or audience. Moreover, it is the key medium to increase the number of customers. During the opening of the company, their promotion strategy was limited inside Nepal only and they had no digital marketing of the company. Customers knew about the company from mouth to mouth, relatives, friends and hoarding boards in the streets. With the change in time, they became more aware of the new ideas and tools of promoting the company's services and its importance for the competitive advantage of the company. As being a small sized company, the tasks related to the promotion of the company is done by the owner himself but also takes ideas and suggestions from the

employees and advisors too. Employees are always welcomed to share new ideas and innovations about the company to the owner. Also, the owner himself also often ask the employees if they have anything in their mind to develop and improve the promotional status of the company. Now the promotional status of the company is improved than before. Their current promotional strengths are mouth to mouth advertising, foreign advisors, well experienced and skilled workers, hoarding boards, social media and company's website. Every information about the company and it's services are on the company's website. They are updating the website every month or if some changes or new offers are to be shared. The company thinks that the most important promotional strength for the company is their service, magazines and business partners. They are more effective at the moment for them. They think if the service is good then it is sure that more customers will be interested to use their company. if a customer gets good service, then he/she can refer to his/her family, relatives and friends about the company. In Nepal, magazines are more popular than newspapers. So, they can give information about the company through magazines. And the business partners like TAAN, transportation offices and hotels are also helping the company to get customers. Some of the customers from foreign countries are directly contacting with the TAAN to know about the good trekking services and they prefer the name of some good trekking companies to them. Also, if the customers of transportation and hotels also want to do trekking and adventurous activities, these hotels and transportation offices also brings them to the trekking company.

Customers are the main factors for the sustainability of the company. If there is not a sufficient number of customers, then the company can no longer survive in the market. It is not an easy task to get customers for a trekking company mostly from foreign countries. But foreign customers are the key factor for the development and profit of the company.

Mostly, customers contact the company through emails and phone calls. The customers send emails and do phone call to know about the company services and it's schemes, pricing and information related to the company. The company's customers are from home country as well as foreign countries. Domestic customers also contacts face to face by directly coming to the office. They do not have any foreign travel agencies or partners who can arrange customers from abroad but they have foreign advisors who

give them ideas and suggestions about the business. They also help to promote the company by giving the information and referring about the company and its services to their friends and relatives. They have foreign business advisors from Canada, Malaysia, Singapore, Japan, Switzerland and Australia. The company is more focused on advertising and public relations rather than sales promotion and direct marketing. Sales promotion and direct promotion are not that much popular as they have similar services for a long time. But if new destination points are discovered, then they do direct marketing to the existing customers by sending emails and messages.

Mostly, the company's promotional strategy stays same for long. But they change their strategy according to the different seasons and if the current strategy is not working well for the company. Price of the trip varies according to the seasons and packages. The trekking season in Nepal is divided into three parts which are pre-monsoon, monsoon and post-monsoon. Post-monsoon and pre-monsoon are the best time for the trekking. So, these are the busiest time for the company. Their permanent employees are not enough during these seasons. Even the owner has to be very busy during these time in both indoor and outdoor tasks. Sometimes they have to ask the customers to use other company's service due to lack of number of employees and equipment. So, they are focusing more promotion during these seasons. Different packages like a family package, ten people package, etc, are offered during these seasons. Here, in the family package kids gets 50% discount and in 10 people package, if there are ten people then one person will get free service from the company. Monsoon time is regarded as worst season for trekking business. They have very less number of customers during this time.

Moreover, government rules and regulations are also responsible for the change in the promotional strategy of the company. Changes in the government policies for trekking business also affects the choosing of promotion of the trekking services. Government policies include tour permits, visa, customer safety and trekking license.

8.2 Results from the interview with the employees

The second qualitative research was done by taking the interview of the five employees of the case company. The interview was conducted on 25th June 2017 through Facebook Messenger call at 15:00 Finnish time. The employees were interviewed one by one for ten to fifteen minutes each. The interview was short because their answers were in short and some of the questions were not answered by some of the employees. But they were helpful to give the writer their time.

According to the employees, they don't know much about the promotional strategy of the company as most of the things including promotion is handled by the owner. But they have some ideas about how the promotion of a trekking company is usually done and what kind of help can be done by them for the promotion of the company. The promotion of the company is usually done mouth to mouth of the employees as well and from the good services of the employees to the customers. Moreover, employees think that they are not effectively mobilized towards promoting the organization's services but the owner takes ideas and suggestions from the employees too about the new promotional strategies. They are free to go to the owner and consult about the new ideas and tools of promotion that comes in their mind. The employees that go outdoor with the customers also do mouth to mouth advertisement of the services of the company to the customers. In their point of view, employees play a great role in promoting and developing the company's services. If they can provide excellent services to the customers and completely satisfy them, it is more likely to increase the number of customers. Because one satisfied customer can bring more customers to the company. The employees think that they should be given some training about how to promote the company's services to the new people. This can help the company to attract customers towards the company.

According to the employees, their contribution towards the promotional strategy is not that much high but they are giving their best to promote the services. But with good training and idea about the promotion, they can contribute high towards the promotional strategy. Employees' opinion and suggestions are always welcomed and taken into con-

sideration in building and executing promotional strategies. They are always free to give their ideas and suggestions to the owner for the promotion and development of the company. The promotional tools that the employees use in their work to promote the company are mouth to mouth and postcards or manual of the company and it's services. They are giving the information about the services by showing the company's manual and postcards.

According to the employees, they have an important role in promoting the company's services. Mostly, they are involved in promoting services to the existing customers and trying to make them satisfied by providing their best services and taking care of them. During the last five years, the company has lots of customers who have used the company's services multiple times. Due to the reference of the existing customers, new customers have also tried the company's services. Hence, according to the employees, if the customers are provided good services and taken good care, they can be satisfied and happy with the company. And one happy customer can bring more customer towards the company.

8.3 SWOT Analysis

According to the interview with the owner and the employees, the strength of the company is the polite and good communication skills of the owner as well as the employees. Most of their customers are friends or the customers who have used their services multiple of times. Most of their customers are in contact with the owner after returning back to their country also via emails and facebook. The owner is treating the customers as his family members by taking them to his house and doing dinner together in his house. He is very good in making and keeping the relationships with the people and customers. He is actively involved in local charity and cultural organizations also. He and the company were very active in physical, food, clothes and financial donations during the earthquake in Nepal in 2016. The owner and the employees are good in promoting the company's services mouth to mouth and through social media. They prefer physical interaction rather than advertising through papers and magazines. The other strength of the company is it's employee's dedication and hard work. They are very loyal to the company. they

give their best to impress and satisfy the customers for the better reputation of the company.

The weaknesses of the company is that they are being unable to make foreign customer company and agencies. They are unable to do the partnership with the foreign travel agencies which can arrange them customers more easily and reliably. Moreover, because of irregular trekking season, it is being difficult to hire more employees. Due to lack of employees during busy hours, the company is being unable to take care of every customer more carefully. Also, the weakness of the company is that it not a that much strong company in the competitive trekking business. It has a long way to grow and be a big trekking company. They have no enough employees and equipment to handle the a large number of customers. It is good for a company to let it's customers return from the door.

There are lots of opportunities in the trekking business. For this company, it has a good opportunity to make foreign customer agencies and partner because it has a good number of advisors from different countries. As the trekking business in Nepal is growing yearly, it has good opportunity to attract more customers and have a good amount of profit. Moreover, there are lots of people in Nepal who are unemployed but interested in trekking business. They have good experience and skills in trekking. So, the company can hire these people temporarily or as well as permanently for the busy trekking season.

The main threat for the company is it's competitors. There are lots of trekking agencies which are giving similar types of services and many of them are better than the case company. This gives the threat of losing the customer to it's competitors. Moreover, another threat for the company is it's sustainability in the competitive market. If it is unable to make a profit and get a good number of customers, then it is sure that the company can no longer sustain. And without proper and better promotion, it is impossible to get good numbers of customers. The other threat for the company is the change of government laws and policies. The new laws and policies for tourism and trekking business may not suit with the promotional strategy they have. They have to go with the new laws and policies.

8.4 Analysis of the customer survey

The quantitative research was done by conducting the survey of the customers of the case company. Around 50 respondents participated in the survey and answered the questions. Here the results of the survey is analyzed according to gender, age, the satisfaction level of the customers, services mostly used, customers' know-how about the company, reasons for using the company and the services that need to improve.

Table 1: No. of respondents according to gender

Respondents	Total number
Male	30
Female	20

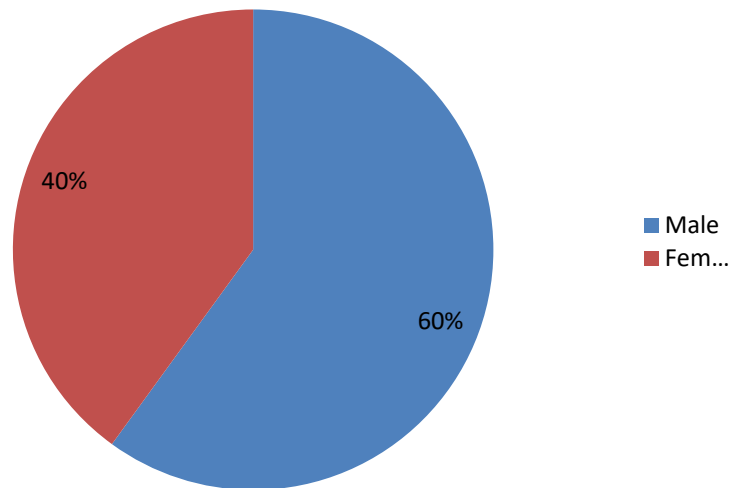


Figure 4: Classification according to gender

Above figure shows that among the total respondents of 50, that is 100%, 20 of them were female while 30 of them were male. That sum up to 40% female respondents and 60% of male respondents. It is found that the large percentage of men uses the ser-

vices of Advent Himalaya Treks Pvt. Ltd. There can be various reasons for that like reasonable price, easily accessible location, more entertaining packages, friendly and easy going staffs and so on.

From the above classification of respondents, according to gender, I found that the male customers were found more in numbers who use the services provided by the organization. While females were found less in numbers because women are found less interested in adventurous activities compared to males.

Table 2: Number of respondents according to age group

Age Group	18-25	26-35	36-45	46 & over
Number of respondents	10	20	15	5

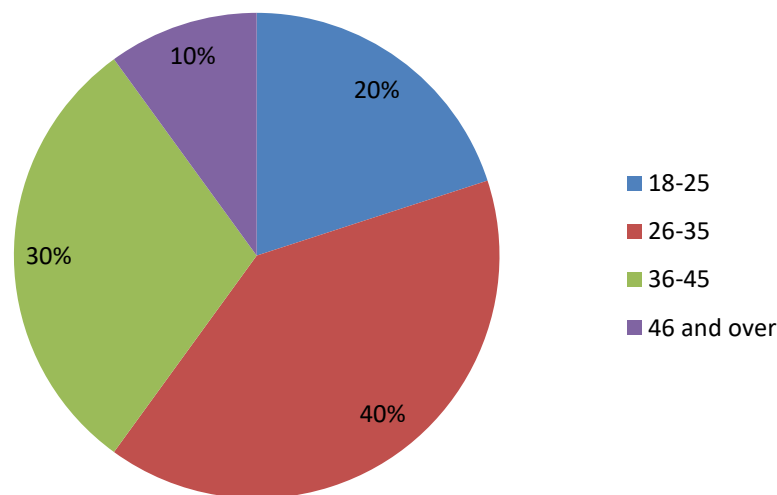


Figure 5: Classification according to age group

Above figure shows that among the total respondents of 50, that is 100%, 10 respondents lie within the age bar of 18-25, 20 of them lie between 26 to 35, 15 of them lie between 36 to 45 while 5 lies at the age of 46 and over. That sum up to 20% within 18-25, 40% within 26-35, 30% within 36-45 and 10% 46 and over. This shows that respon-

dents from the age group of 26-35 are more in numbers followed by the age group of 36-45.

From the above classification of respondents according to age group it was found that the respondents of the age group 26-35 were found more satisfied with the organization's services and are more attracted towards organization's services because of the promotional strategies executed by the organization along with the age group of 36-45. They were attracted by the strategies like quality services, customer oriented services, equal contribution and involvement of employees and customers in executing the task etc. It was found that the age groups of 46 and over were found less satisfied and involved in adventurous activities and tasks. They think that appropriate packages are not provided to the old aged group.

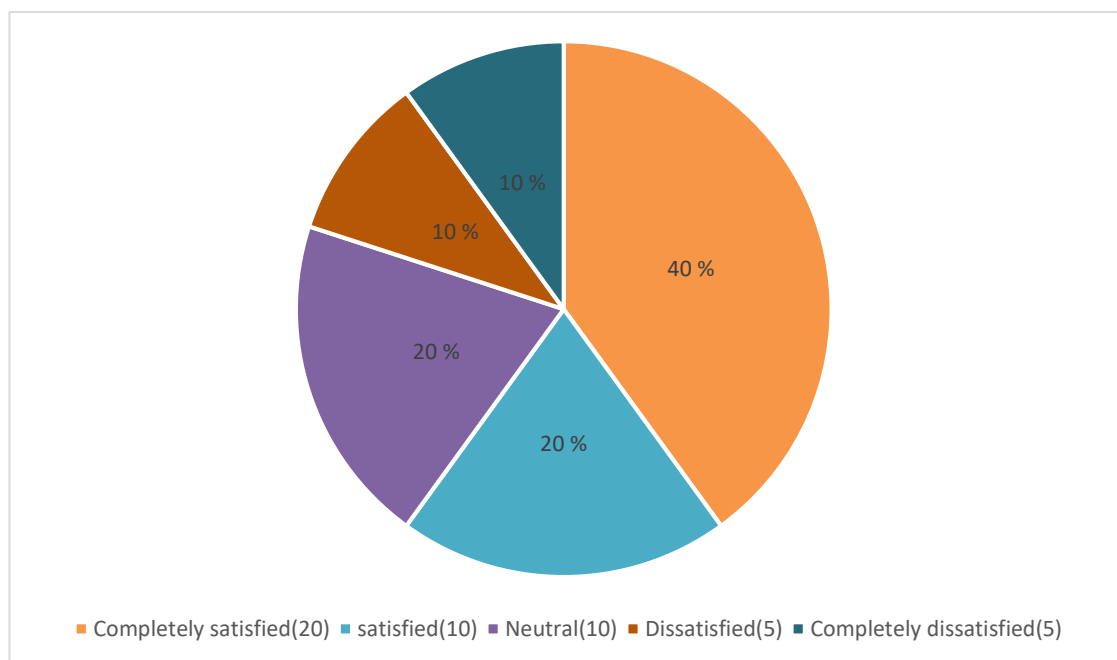


Figure 6: Satisfaction level of customers

Customers are the driving force of any business. The business is able to get its existence due to the presence of their customers. Organization and customers should walk hand in hand for the mutual benefit of both the parties. From the research conducted within the external customers of the organization, it is seen that among the total respondents of 50, 40% of them were completely satisfied with almost all the services provided by the organization out of 100%. And, 20%-20% were satisfied and neutral as well. Whereas

10%-10% of customers seemed to be dissatisfied and completely dissatisfied with the present services and want corrective action.

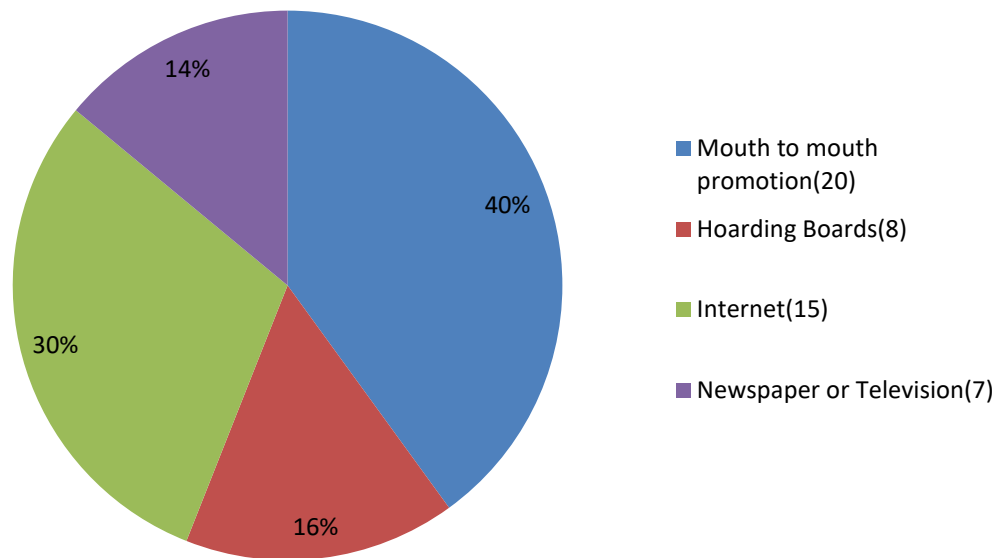


Figure 7: How customers know about the company

Among those who responded most of them said that they came to know about the organization through their friends or family. Here Mouth to Mouth publicity is found more popular. A large percent of respondents think that mouth to mouth publicity of the organization is very good. At the same time internet is also the good means to promote the organization. Nowadays various social medias like facebook, have made easier to get access to more customers very quickly and efficiently. Various other means like hoarding boards, newspaper and television have also helped to add the customers to the organization.

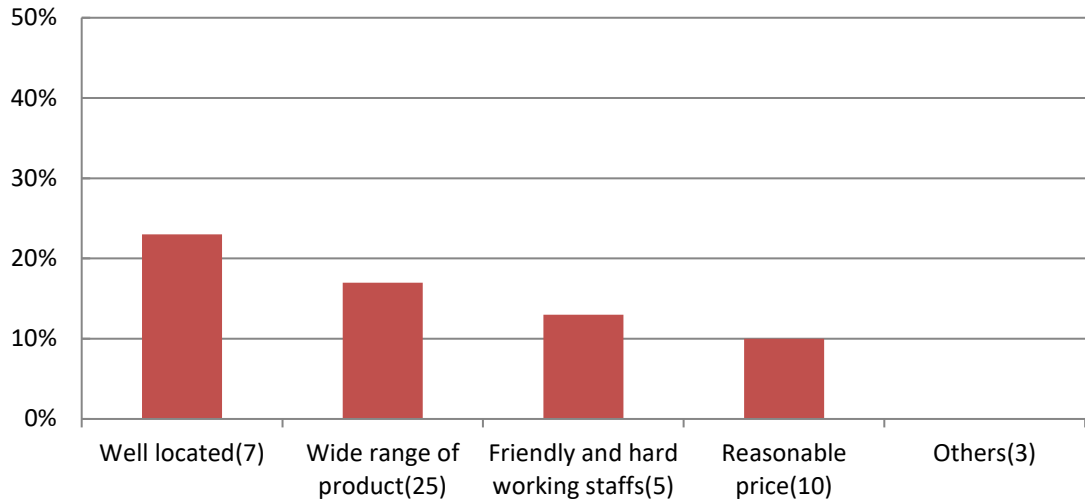


Figure 8: Reasons for using Advent Himalaya Treks Pvt. Ltd.

From this bar graph, we came to know that about 50% of customer prefers this organization because of a wide range of services that organization provides. As per the research, reasonable price that the organization charge for the services it provides is another core area where it is gaining popularity. Others are a wide range of services, friendly and hard working staffs, well capable management and much more are also reasons behind customer attraction towards organization's services.

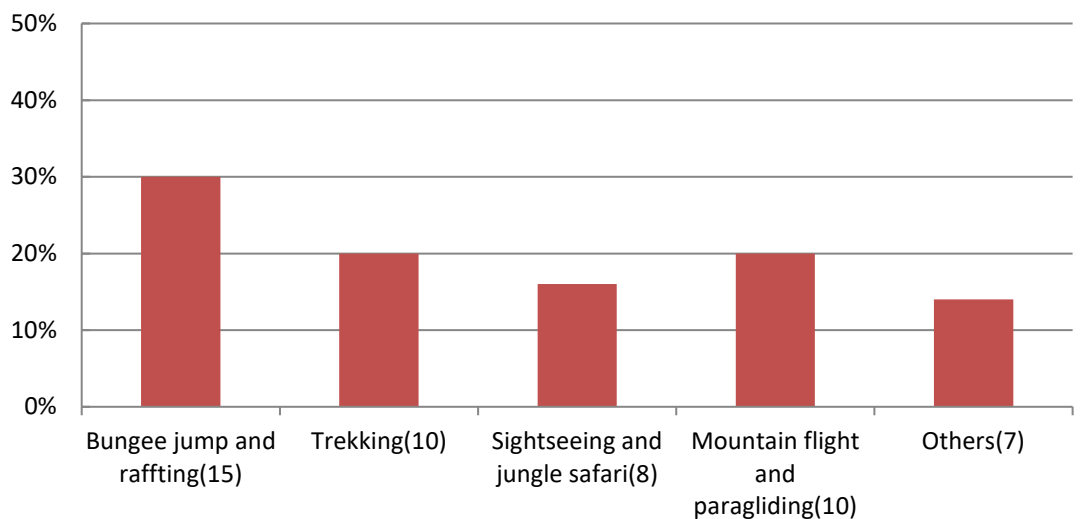


Figure 9: Services mostly used

In this figure, it is seen that most of the customer come to use the service of bungee jump and rafting, at the same time trekking and mountain flight and paragliding is equally popular among the customers. Also, there are various other services that organization offer like sightseeing and jungle safari etc.

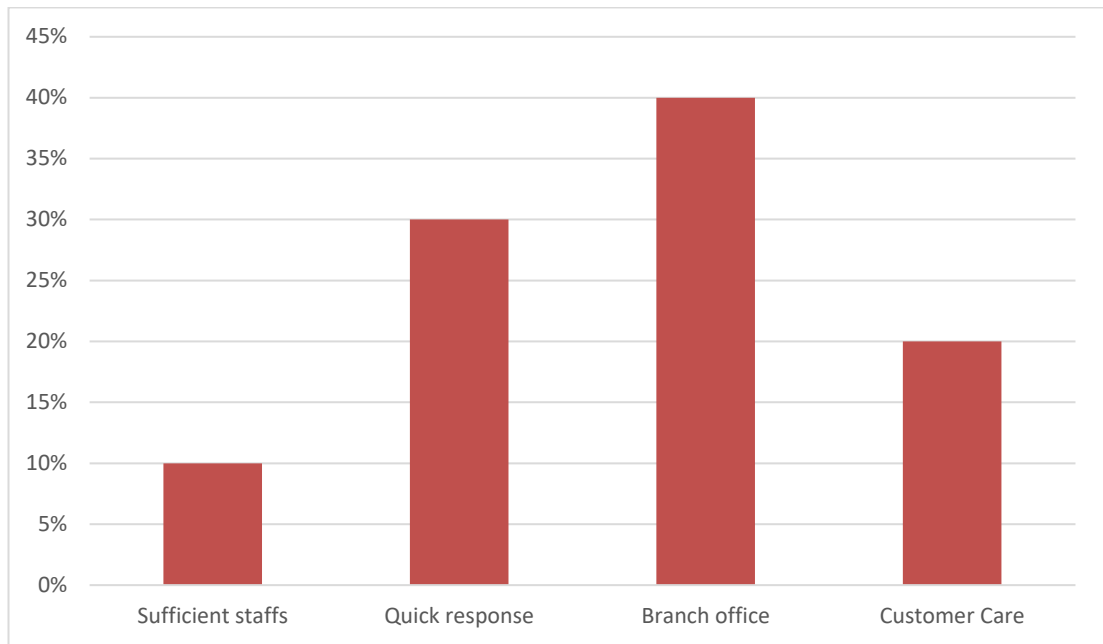


Figure 10: Factors that need to be improved

In this figure, it is seen that the most of the customers want branch office of the company in different places or countries. Also, they think that the company should response to the customers quickly in short period of time. They think the company is a little bit difficult to contact. Moreover, the customer care should also be kept in mind and tried to improve. Some of the customers think that the company doesn't have enough staffs so they need to increase their number of staffs.

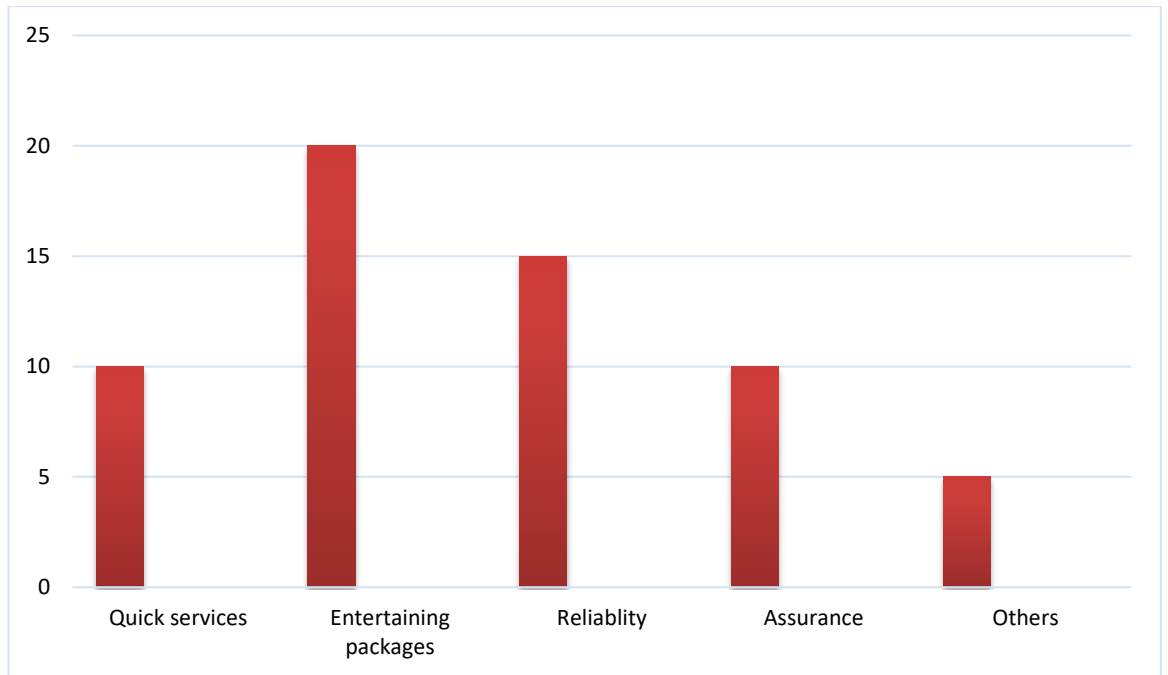


Figure 11: Important factors considered for choosing the company

According to the figure above, entertaining packages is the most considered important factor that is 20 people out of 50 people by the customers for choosing the company. Then after, 15 people considered reliability of the company. Whereas, ten of them considered quick services and ten people as well considered assurance of the company for the choosing the company's services.

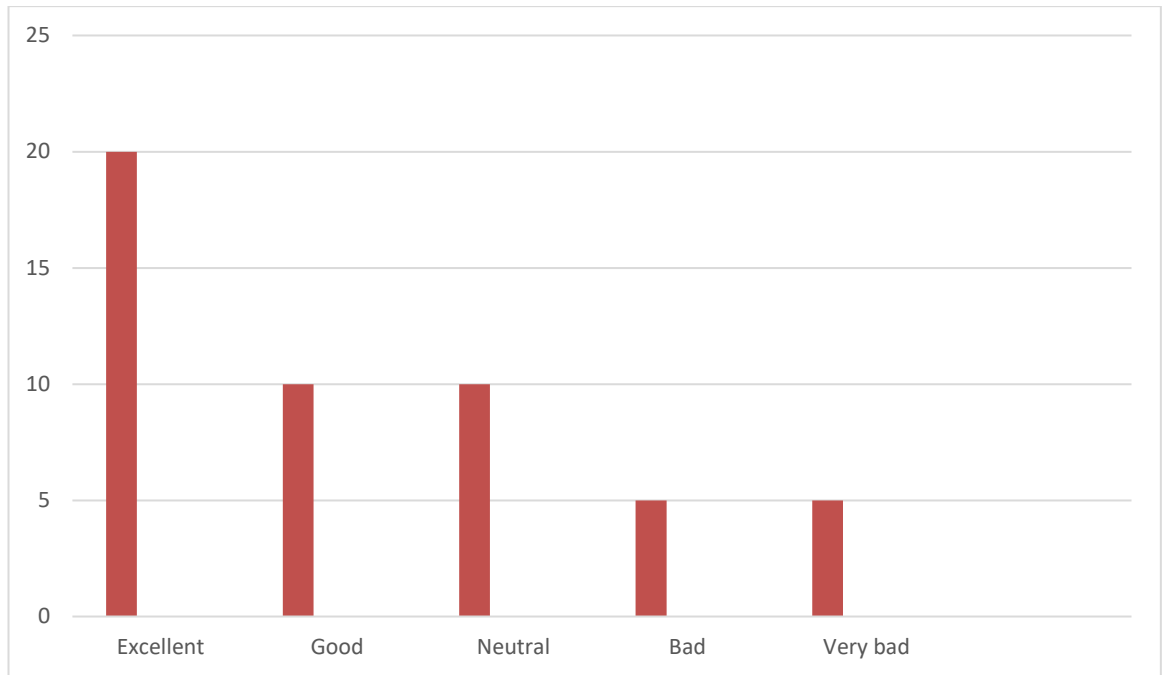


Figure 12: Rating company's services by the customers.

In the diagram, it is shown that 20 of 50 people think that the company has excellent services. Then ten of them think the company services are good and ten people are neutral about the company's services. Whereas, five people think the company's services are bad and five of them think it's very bad and looks completely dissatisfied.

Factors	Mean	Std. Deviation
I think Advent trekking company has a good reputation.	4.17	0.686
I think the promotional strategies that advent trekking company has been executing are effective enough to attract the customers.	3.93	0.754
I think that company's promotional strategy has helped to gain the competitive advantage over others.	4.00	0.516
I am satisfied with the services provided by the organization.	3.79	0.731
I think promotional strategies play a vital role in improving organizations performance.	3.60	0.611

I think promotional strategy is important for attracting customers.	3.47	1.024
I like the new and wide range of promotional products.	3.87	0.763

Table 3: Descriptive statistics analysis of effectiveness of organizational promotional strategies

Above table shows the mean of the result of respondents on factor is above the level of 3.0. As all factors have standard deviation more than 0.5, the result of respondents on factor is significant and it means those are highly representative and close to the mean value. This ultimately means that customers are somewhat satisfied with the services provided by the organization. And also they believe that the promotional strategies that have been executed by the Advent Himalaya Treks Private Limited is quietly effective and can attract customers. Looking at the table, it looks that the customers are neutral about the satisfaction provided by the company. According to the research, the company has a good reputation but wants a wide range of promotional activities from the company.

9. RECOMMENDATION

By analyzing the interview result of the owner and employees as well as survey of the customers, I would like to give the company following suggestions to improve and develop their promotional status:

- Proper management of customer rush during busy hours by increasing the number of additional temporary staffs for such hours mostly in the trekking season. This will help to manage and satisfy all the customers easily. Moreover, it will avoid the transfer of customers to other companies. Because if there is the condition to transfer the customers or have to return them, then there will be a huge loss for a small company like yours.
- Better customer service through addressing the complaints and queries of the customer more quickly. This will help to know the weaknesses of the company and its services and also what the customers think about the company. If the complaints and queries are collected fast then, the company can improve or change their weaknesses.
- Proper information about the hidden cost and the relevant charges for eg: tax, insurance themselves etc should be given to customers and should not be levied to customers as far as possible. Because the customers can manage and plan the expenses before coming to Nepal. If they have to pay extra after starting the service, then they may have a bad image about the company.
- Lodges facility should be made more flexible. The current system is such that they provide camping. Sometimes, camping can be dangerous for the customers at some places. If there is a good logging facility, then it will help the customers' safety.
- Temporary staffs should be kept at customer's desk to respond to customers quickly and smoothly.
- Female guides should also be given more priority in the trekking as today's women are equally trekking conscious as men. If there is a group of women who

want to do trekking then, they may feel comfortable and safe to use the company's services.

- Customer company like travel agencies in foreign countries which can help the company to get customers from there. Customers may feel more secure and comfortable to use the company's service arranged by their home country agencies.
- The customer satisfaction should be given due importance because it is the customer satisfaction, which can increase the demand. Hence excellent customer service should be provided. If the customers are satisfied and happy, they may use the company's service next time also and promote the company to their friends and relatives.
- Employees should be given more training and ideas about how to promote the company's services to the customer from indoor as well as outdoor effectively. This can help the employees to bring new innovative ideas of promotion.
- Focus on the people of age group 25-36. These are the people who are more interested and active in trekking. They are more active in social media and easy to connect.

10.SUMMARY AND CONCLUSION

The scenario of entrepreneurial development has been increasing in Nepal. In this complex and competitive environment, every business organization should try to serve something new to the customers that could meet the changing taste and preference of the customers. Large customer base prefers that the organization's performance is stable and its sustainability is affected positively.

Promotional strategy in Nepal is considered as one of the most important tools for marketing. It has contributed a lot in the modern economic development of the country. Promotional strategy not only play the role of marketing communication but also it consists of activities that facilitate exchanges with target customers through persuasive communication. It stimulates demand. Promotional strategies are used in the marketing to determine the best ways to get the product or services to a particular market. Advent Himalaya Treks Pvt. Ltd. has been concentrating its activities mainly towards the tourism and trekking bussiness.

Advent Himalaya Treks Pvt. Ltd is small sized business company but it has been able to build a good image among the customers by providing quality service and products. Its existence has been possible because of the loyalty of the customers towards the organization. It provides a high standard of service, with a blend of care and sincerity to make client feel welcome and at home.

Research shows that customer satisfaction directly or indirectly helps in the organization's existence in the long run. Most of the customers are satisfied with the service like bunjee jump and rafting, at the same time trekking and mountain flight and paragliding compared to other trekking companys. Customers are neutral with the service provided by them. In this research we found that customers were neither completely satisfied nor completely dissatisfied with the guides because of their extensive experience on several trekking routes across Nepal. Research also shows that customers were somewhat impressed by Advent Himalaya Treks Pvt. Ltd. that they do a very good job for great price.

From this research, several issues are found which needs to be emphasized for organizations success. Most of the information was gained from the interviews of owner and employees and customer questionnaire. It was seen that though the organization has been catering generic services to its customers, the expectations of the customers still have not been met to ensure complete customer satisfaction.

To achieve organization's mission of establishing itself as one of the potential Trekking organization of the Nepal, the organization should meet the customers' expectations at any cost and delight them always.

For a trekking organization to lead ahead of its competition and sustain its existence, it needs to capture the potential segment of the customers by offering them more than what they expect. Together with that, the every employee should work on the minor flaws that it has and work on it to make itself as good as the other organizations. The customers are a very important asset of the organization which gives an impression to the outsiders about the organization, so it needs to be good in order to attract and retain.

From the research conducted on 50 respondents of Advent Himalaya Treks Pvt. Ltd. researcher has drawn some conclusions. It was found that more than half percent of customers were satisfied with the services provided by the organization. They were satisfied with the wide range of products that organization provides. As per the research, reasonable price that the organization charge for the services it provides is another core area where it is gaining popularity. Others are a wide range of products, friendly and hard working staffs, well capable management and much more are also reasons behind customer attraction towards organization's products. Some of the customers were found dissatisfied. Some customers complained that there is limited guides, employees are not responding quickly to their problems. While some complained that the high price is charged and so on.

Hence it is concluded that most of the customers are satisfied with organization's services but we can't deny the fact that some customers are still unsatisfied with the organization's services. The organization has to work on its weaknesses and should try to satisfy everyone's need and desires as far as possible which will ultimately extend the sustainability of the organization.

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APPENDICES

Appendix 1: Interview question with the owner:

1. Do you have a promotional strategy? What kind of strategy is it?
2. How do your customers get to know about your company? How do they contact you?
3. Have you changed your promotional strategy? If when and why?
4. Have you done direct marketing, advertising, sales promotion, public relation or personal selling for your promotion?
5. Which of these promotional strategy is good for a trekking business?
6. Do you have different promotional strategies for different seasons?
7. How would you describe your current promotional strengths?
8. How would you describe weakness, opportunities and threats?
9. How do you get customers from different countries?
10. How important is a promotion for trekking business?

Appendix 2: Interview question with the employees.

1. Do you know the Advent Himalaya Treks' promotional strategy? If yes, describe what kind of strategy it is.
2. Do you think employees are effectively mobilized to promote organization's services? How?
3. Do you think employee's contribution towards promotional strategy is high?
4. Are employees' opinion and suggestions are taken into consideration in building and executing promotional strategies?
5. Describe your own role in promoting company's services? How has this role changed during the last 5 years?
6. Are employees means to promote organizational services?
7. Which promotional tools do you use in your work to promote the company?

- 1) What is your profession?

- 2) How did you get to know about Advent Himalaya Treks Pvt Ltd company?
 - Through mouth to mouth publicity
 - Hoarding Boards
 - Internet
 - Newspaper or Television
 - Other way, what?

- 3) How would you rate Advent Himalaya Treks Himalaya Pvt Ltd Company's Services?
 - Excellent
 - Good
 - Neutral
 - Bad
 - Very bad

- 4) Which factors did you consider important when choosing Advent Himalaya Treks Pvt Ltd services? Choose the two most important alternatives for you.
 - Quick Service
 - Entertaining Packages
 - Location
 - Reliability
 - Assurance

Free comments=

- 5) What are the factors that need to be improved in Advent Himalaya Treks Pvt Ltd?
 - Sufficient staffs
 - Quick response
 - Branch office

- Customer care

Free comments=

6) Why do you choose Advent Himalaya Treks Private Limited?

- Well located
- Wide range of products
- Friendly and hard working staffs
- Reasonable price
- Others

Free comments=

7) Which service did you use from the company?

- Bungee jump and rafting
- Trekking
- Sightseeing and jungle safari
- Mountain flight and paragliding
- Others (what?) =

8) What is your satisfaction level from the company?

- Completely satisfied
- Satisfied
- Neutral
- Dissatisfied
- Completely dissatisfied

9) Any other comments related to this study

.....

Appendix 4: Survey Questionnaire

Dear Respondents,

Below are some of the questions that you need to answer

1. Name:
2. Gender: Male[.] Female[] Others[]

3. Age Group: 18-25[] 26-35[] 36-45[] 46and over[]
4. Occupation: Service[] Business[] Students[] Housewife[]
5. Scaling: Please rate the following scale items according to instructions given below:
 1= Strongly Disagree (S.D) 2=Disagree (D) 3=Neutral (N)
 4=Agree (A), and 5=Strongly Agree (S.A)

Customer Satisfaction Related Questionnaire

	Categories	S.D	D	N	A	S.A
CS 1	I think Advent Himalaya Trekking company have a good reputation.	1	2	3	4	5
CS 2	I think the promotional strategies that advent trekking company has been executing are effective enough to attract the customers.	1	2	3	4	5
CS3	I think that the company's promotional strategies has helped to gain the competitive advantage over others.	1	2	3	4	5
CS 4	I am satisfied with the services provided by the organization.	1	2	3	4	5
CS 5	I think promotional strategies play a vital role in improving organization's performance.	1	2	3	4	5
CS 6	I think promotional strategy is important for attracting the customers.	1	2	3	4	5