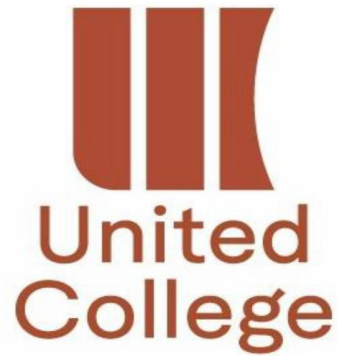




Trend Analysis Report Guidelines – 2024

BBM, Fifth Semester

Prepared by
Research & Extension Committee
United College
Kumaripati, Lalitpur, Nepal

July 2024

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Background

The trend analysis, conducted by the BBM fifth-semester students of United College (UC), Kumaripati, Lalitpur, as part of their internal assessment, focuses on analyzing emerging trends in marketing within the context of Nepal. Facilitated by the Research Management Cell (RMC), the analysis aims to identify and evaluate shifts in consumer behavior and market dynamics impacting marketing strategies in Nepal. The students are tasked with examining recent patterns in digital marketing, social media engagement, e-commerce growth, and consumer preferences, providing insights into how businesses in Nepal are adapting to global and local changes. This analysis will also highlight the influence of cultural, economic, and demographic factors on marketing practices, with a special focus on how companies are utilizing modern marketing tools like influencer marketing, data analytics, and online advertising to enhance brand visibility and customer loyalty. The trend analysis is based on primary and secondary data sources, providing a comprehensive overview of current and future marketing trends, offering actionable recommendations for businesses looking to stay competitive in Nepal's evolving market landscape. The findings will contribute to the academic development of the students while providing valuable industry insights to stakeholders.

Objectives

The purpose of conducting trend analysis and preparing the report by BBM fifth-semester students at United College is to provide students with hands-on experience in researching and analyzing real-world marketing trends. This exercise allows students to apply theoretical knowledge to practical scenarios, specifically focusing on marketing developments in Nepal. By conducting the trend analysis, students gain critical insights into consumer behavior, technological advancements, and market dynamics, enhancing their ability to interpret data and draw meaningful conclusions. The process of preparing the report helps students develop essential skills such as data collection, critical thinking, report writing, and presenting actionable recommendations. Additionally, the trend analysis report aims to contribute valuable insights to businesses in Nepal, assisting them in understanding and adapting to current marketing trends, ultimately bridging the gap between academic learning and industry practice.

Outcomes

Conducting trend analysis and preparing the report by BBM fifth-semester students at United College are significant for both students and businesses in Nepal. For students, the primary outcome is the development of critical research, analytical, and report-writing skills. They gain practical experience in identifying and analyzing emerging marketing trends, particularly in digital marketing, e-commerce, and consumer behavior. This process enhances their ability to interpret data, draw conclusions, and present actionable recommendations. Students also improve their problem-solving and critical thinking

abilities, bridging theoretical knowledge with real-world marketing challenges. For businesses in Nepal, the outcomes include valuable insights into current and future marketing trends, helping companies stay competitive in a rapidly evolving market. The report provides businesses with a better understanding of how technological advancements, cultural shifts, and economic factors are reshaping marketing strategies, enabling them to adapt effectively to these changes. Additionally, the trend analysis offers businesses actionable strategies to improve customer engagement, brand visibility, and overall marketing effectiveness.

Evaluation

The trend analysis work for BBM fifth-semester students at United College follows a structured process. It begins with an orientation session where students learn about research methodology, data collection, and analysis techniques. Students then visit the field to collect primary data through surveys, interviews, and observations, alongside gathering secondary data. After data collection, students analyze and interpret the findings to identify key marketing trends, such as consumer behavior and digital marketing growth. They then prepare a comprehensive report, detailing their analysis, insights, and recommendations for businesses in Nepal. Once the report is submitted, students present their findings in a PowerPoint presentation to effectively communicate their results. The evaluation of the project is done by an internal evaluator, the supervisor, and an external evaluator, based on the quality of the research, the depth of analysis, the clarity of the report, and the effectiveness of the presentation.

Volume of report

The trend analysis report, with a volume of 6,000 to 7,000 words and spanning 20 to 25 pages, should be structured to cover all essential aspects of the research, analysis, and findings in a comprehensive and organized manner. The report should include the following key sections:

Deadlines

The trend analysis project for BBM fifth-semester students at United College is structured to be completed within the duration of the semester, with specific deadlines for each phase, as notified by the Research Management Cell (RMC). The process begins with an orientation on trend analysis, followed by scheduled field visits for data collection. After gathering primary and secondary data, students will have a designated period for analyzing and interpreting the information. The students will then prepare their trend analysis report, which is due by the end of the semester. Finally, students will present their findings through a PowerPoint presentation. These tasks are carefully planned within the semester, ensuring that students have ample time to complete each step and receive the necessary guidance from the RMC throughout the process.

Data collection

The trend analysis report will be based on a combination of both primary and secondary data to ensure a comprehensive and in-depth analysis of the marketing trends in Nepal. For that, primary data will be primarily collected through field visits, which allow students to gather firsthand insights into consumer behavior, market dynamics, and business activities. The field visit areas will typically focus on the Kathmandu and Lalitpur districts, as these regions are hubs for significant business activity and offer a rich variety of consumer interactions that reflect current marketing trends. However, the specific field visit areas may vary depending on the individual topics chosen by the students for their projects. Students are encouraged to carefully select field visit locations that are directly relevant to their research objectives and chosen trends, enabling them to collect accurate, detailed, and relevant data. In addition to primary data, secondary data will be gathered from existing reports, academic articles, market research studies, and reliable online sources.

Topics for trend analysis

Students can either select any of the provided topics for their trend analysis project or choose a topic of their own interest, provided it aligns with the scope of the study. Alternatively, the concerned supervisor may assign a specific topic for the project based on the student's academic focus or area of research.

1. **Mobile marketing trends and their effectiveness:** The shift towards mobile-centric marketing strategies due to the rise of smartphone usage in Nepal.
2. **E-commerce growth and consumer preferences:** The rapid trend of increasing consumer reliance on online shopping and digital payment methods.
3. **Rise of social media marketing and its influence on Nepali brands:** The trend of Nepali brands leveraging social media platforms for targeted marketing campaigns.
4. **Growth of influencer marketing: opportunities and challenges:** The trend of using social media influencers to promote brands and products, and the challenges it presents in the Nepali market.
5. **Shifting consumer preferences towards sustainable products:** The increasing consumer demand for environmentally friendly and sustainable products.
6. **Role of content marketing in shaping consumer decisions:** The trend of brands using educational, entertaining, and informative content to influence consumer buying decisions.
7. **Impact of COVID-19 on e-commerce and online shopping behavior:** How the pandemic accelerated the shift to online shopping and digital transactions in Nepal.
8. **Changing trends in customer loyalty programs in Nepalese retail:** The trend of retail businesses evolving their loyalty programs to retain and engage customers.
9. **Role of data analytics in shaping marketing strategies:** The increasing use of data analytics by businesses to drive targeted marketing and improve customer experiences.

- 10. Evolution of traditional vs. digital advertising in Nepal:** The growing trend of businesses shifting their focus from traditional advertising to digital platforms to reach modern consumers.
- 11. Consumer behavior in growing luxury goods market:** Emerging trend of Nepalese consumers increasingly purchasing luxury goods as disposable income rises.
- 12. Role of artificial intelligence in marketing strategies in Nepal:** The trend of integrating AI technologies to enhance personalization, automation, and consumer engagement in marketing.
- 13. Future of omnichannel marketing in retail sector:** Trend of blending online and offline marketing strategies to provide a seamless shopping experience for consumers.
- 14. Impact of social media advertising on Nepalese youth consumer behavior:** The trend of social media influencing the purchasing habits and preferences of young consumers in Nepal.
- 15. Growth of online food delivery services in Nepal and consumer preferences:** The trend of increasing demand for online food delivery services, especially in urban areas like Kathmandu and Lalitpur.
- 16. Trends in customer service and relationship marketing in Nepal's hospitality industry:** The trend of personalized customer service and relationship-building marketing strategies in Nepal's hospitality sector.
- 17. Marketing strategies in Nepal's tourism industry post-COVID-19:** The trend of Nepal's tourism industry adopting digital marketing and health-oriented campaigns to rebuild consumer confidence post-pandemic.
- 18. The rise of subscription-based business models in Nepal:** The trend of subscription-based services gaining popularity in Nepal, ranging from entertainment to lifestyle and essential goods.
- 19. Influence of cultural values on marketing strategies in Nepal:** The trend of incorporating Nepalese cultural values, festivals, and traditions into marketing campaigns to connect with local consumers.
- 20. Growth and adoption of fintech marketing trends in Nepal:** The rise of financial technology (fintech) marketing and the growing adoption of digital financial services among Nepali consumers.
- 21. Role of personalization in digital marketing campaigns:** Trend of using personalized marketing strategies to target individual preferences and improve engagement with Nepali consumers.
- 22. Brand loyalty and the influence of word-of-mouth marketing:** The increasing importance of consumer recommendations and reviews in building brand loyalty.
- 23. Role of SEO (search engine optimization) in marketing success in Nepal:** The trend of businesses in Nepal optimizing their websites for better search engine visibility to attract more customers.

24. **Impact of sustainability marketing on consumer choices in Nepal:** The growing trend of businesses promoting eco-friendly and sustainable products to attract environmentally conscious consumers in Nepal.
25. **Influence of global fashion trends on Nepali apparel brands:** The trend of Nepali fashion brands incorporating international fashion trends to cater to the evolving tastes of local consumers.
26. **Growth of online education platforms in Nepal and marketing strategies:** The trend of increased demand for online education and the marketing strategies adopted by platforms to attract students.
27. **Role of traditional media in Nepalese marketing campaigns:** The continued use of traditional media channels (TV, radio, print) alongside digital marketing in reaching a wider audience in Nepal.
28. **Changing advertising strategies of Nepalese telecom companies:** The trend of telecom companies in Nepal evolving their marketing strategies to attract new customers amidst increased competition.
29. **Effectiveness of email marketing in Nepal's retail sector:** The trend of using email marketing to reach targeted audiences with promotions, discounts, and personalized offers in Nepal.
30. **Consumer behavior towards imported vs. local products in Nepal:** The growing trend of Nepali consumers showing a preference for local products due to factors like price, quality, and nationalism.
31. **Impact of celebrity endorsements on marketing:** The trend of Nepali businesses using celebrities to build brand recognition and enhance credibility in the market.
32. **Role of customer reviews and ratings in shaping marketing strategies in Nepal:** The increasing influence of customer reviews and ratings on purchase decisions and marketing strategies in Nepal.
33. **Impact of government policies on marketing practices in Nepal:** The trend of government regulations shaping the marketing landscape, especially in industries such as tobacco, alcohol, and telecommunications in Nepal.
34. **Exploring the effectiveness of social media campaigns for non-profits in Nepal:** The growing trend of non-profit organizations using social media platforms to raise awareness, engage supporters, and fundraise in Nepal.
35. **Role of virtual reality in marketing in Nepal's tourism industry:** The trend of using virtual reality to enhance marketing campaigns and provide potential tourists with immersive experiences of Nepal's tourist destinations.
36. **Evolution of marketing strategies in Nepal's real estate industry:** The growing trend of real estate companies in Nepal adopting digital marketing tools to showcase properties and attract buyers.

37. **Influence of local festivals on marketing campaigns in Nepal:** The trend of businesses in Nepal aligning their marketing campaigns with major local festivals to drive consumer engagement and sales.
38. **Trends in marketing and branding strategies in Nepal's FMCG sector:** The trend of FMCG companies in Nepal adopting digital marketing techniques, influencer campaigns, and packaging innovations to connect with consumers.
39. **Role of consumer trust in digital marketing success in Nepal:** The growing importance of building consumer trust through transparency, privacy protection, and quality assurance in digital marketing efforts.
40. **Growth of digital payment systems and its impact on marketing in Nepal:** The rise of digital payment systems and the role they play in shaping marketing strategies for businesses in Nepal.
41. **Effectiveness of loyalty programs in Nepalese supermarkets:** The increasing trend of supermarkets in Nepal using loyalty programs to retain customers and drive repeat purchases.
42. **Trends in cross-border e-commerce and their impact on Nepal's retail market:** The growing trend of cross-border e-commerce and its implications for local retailers and consumer preferences in Nepal.
43. **Role of video marketing in driving engagement:** The increasing use of video content as a powerful marketing tool to engage and convert consumers in Nepal.
44. **Impact of environmental awareness on consumer purchasing behavior in Nepal:** The growing trend of environmental concerns influencing consumer purchasing behavior and brand preference in Nepal.
45. **Marketing strategies for Nepal's small and medium enterprises (SMEs):** The trend of SMEs in Nepal adopting cost-effective digital marketing strategies to compete in the market.
46. **Rise of online gaming marketing trends in Nepal:** The growing trend of marketing targeting online gamers and sports enthusiasts in Nepal.
47. **Social media trends in Nepal: A case study of Facebook and Instagram marketing:** The trend of Facebook and Instagram being used by Nepali businesses to target younger consumers through paid advertisements.
48. **Effect of international brands on Nepali market and consumer preferences:** The growing influence of international brands on consumer behavior and marketing strategies in Nepal.
49. **Role of big data in shaping marketing strategies for businesses in Nepal:** The increasing adoption of big data analytics by businesses in Nepal to create personalized and data-driven marketing campaigns.
50. **Future of retail marketing in Nepal: trends and consumer expectations:** The evolving retail landscape in Nepal, driven by changing consumer expectations and the integration of online and offline marketing strategies.

Plagiarism policy

The trend analysis report submitted by students must not exceed 10% plagiarism, as determined by the college's plagiarism detection tool, iThenticate. If the report exceeds this threshold, the student will be notified and required to revise and correct the plagiarized sections before resubmitting. If, after revisions, the report still contains more than 10% plagiarism, it will be rejected. This policy is designed to maintain academic integrity and ensure the originality of the students' work. Proper citation and referencing of all sources are mandatory to avoid plagiarism. Students are encouraged to conduct thorough research, paraphrase effectively, and properly attribute ideas, data, and information from external sources to uphold the highest standards of academic honesty throughout the trend analysis report writing process.

Technical guidelines

S/N	Particular	Descriptions			
1	Chapter heading	Font: Times New Roman	Size: 16	Align: Center	
2	Sub-heading	Font: Times New Roman	Size: 14	Align: Left	
3	Body part	Font: Times New Roman	Size: 12	Align: Justification	
4	Margin	Left: 1.5	Right: 1	Top: 1	Bottom: 1
5	Spacing:	1.5			
6	Alignment	Justification			
7	Page number	Font: Roman numeral for preliminary Arabic number for main body	Size: 12	Align: Lower center of the page	

Outlines of trend analysis

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Explanation

Title page

- Title of the Report: Clearly state the focus of the trend analysis.
- Student's Name: Your full name.
- Roll Number: The roll number assigned to you.
- Regd. Number: Your registration number, if applicable.
- Institution Name: Name of the institution or university.
- Date: Date of submission.

Student declaration

- A statement where the student declares that the work is original and has been carried out independently.
- You may also acknowledge that the report has not been submitted for any other course or purpose.

Recommendation letter

- A letter from a supervisor or mentor recommending the student's work and confirming the validity of the study.
- This letter should endorse the student's analysis and provide any additional context about the research conducted.

Table of contents

- A list of chapters and sections, with page numbers for quick reference.
- This provides an outline of the structure of the report, ensuring easy navigation.

List of tables and figures

- A list of all the tables and figures (charts, graphs) used in the report, along with their respective page numbers.
- This section allows readers to quickly find the visual representations of data.

Chapter 1: Introduction

1.1 Background of the trend analysis

- A brief overview of the trend analysis, explaining its relevance to the industry.
- Outline why trend analysis is important and how it helps stakeholders understand shifts in the market or environment.

1.2 Objectives of the trend analysis

- Clearly define the specific goals of the trend analysis.
- State what the report aims to achieve, such as identifying market trends, analyzing past patterns, or predicting future developments.

1.3 Data collection method

- List the sources of data, such as market research reports, interviews, surveys, public databases or any other secondary sources of information.
- Describe the data collection method(s), for instance, primary research (surveys, interviews) or secondary research (industry reports, government publications).

1.4 Data analysis techniques

- Explain the techniques used to analyze the data, such as time-series analysis, regression analysis, or qualitative analysis.
- Mention the tools or software used, like Excel, SPSS, R, or Python, and justify why these methods were selected for the analysis.

Chapter 2: Information of the industry/sector

2.1 Overview of the Industry/Sector

- Provide a detailed introduction to the industry or sector being studied.
- Discuss its key characteristics, structure, size, and major players.

2.2 Historical background of the industry/sector

- Trace the development and evolution of the industry/sector over time.
- Highlight any major changes, trends, or milestones that have shaped the current state of the industry.

2.3 Current status of the industry/sector

- Describe the current landscape of the industry, including its market size, growth rate, and key players.
- Discuss recent trends, challenges, and opportunities in the industry.

2.4 Background of an organization (if applicable)

- If the study is focused on a particular organization within the industry, provide a brief background of the organization.
- Include information on its history, operations, mission, and role within the industry.

Chapter 3: Data presentation of key trends

3.1 Presentation of the Raw Data of Trends (in Tables, Graphs)

- Present the raw data of trends in clear and understandable formats, such as tables, graphs, or charts.
- Use visuals to represent trends over a defined period to help the reader easily identify patterns and shifts.

3.2 Comparison of current trend with historical data

- Compare the current trends with historical data to identify any changes or continuities.
- Highlight any significant differences or similarities, providing explanations for the trends observed.

3.3 Highlighting of any deviations or shifts

- Identify any major deviations from expected trends or shifts that could impact the industry.
- Discuss the causes behind these shifts and their potential effects.

3.4 Analyzing the factors influencing trends

- Explore the factors influencing the identified trends, including both internal (company-specific) and external (market conditions, economic forces) factors.
- Discuss how these factors contribute to shaping the trends.

3.5 Making Predictions of Trends

- Based on the data analysis, predict future trends in the industry or sector.
- Discuss how these trends might evolve and their potential implications for stakeholders.

Chapter 4: Conclusion and recommendations

4.1 Summary

- Summarize the key findings of the trend analysis, focusing on the most significant trends and insights.
- Restate the importance of understanding these trends for industry stakeholders.

4.2 Conclusion

- Provide a concluding statement that reflects on the overall importance of the trend analysis.
- Emphasize how the findings contribute to a better understanding of the industry's dynamics.

4.3 Recommendations

- Offer actionable recommendations based on the trend analysis, such as strategies for businesses to adapt to emerging trends or for policymakers to address industry challenges.
- Provide suggestions for stakeholders on how they can leverage trends for competitive advantage.

References

- Include a complete list of all sources consulted for the report, formatted according to the required citation style (e.g., APA, MLA, Chicago).
- Cite books, articles, reports, websites, and other resources referenced during your research.

Appendices

- Provide supplementary material that supports the main text of the report.
- This could include raw data, additional charts, detailed tables, or any other relevant information that is too lengthy to be included in the main sections.

.....<Title, Capital letter>.....

Trend Analysis Report

Submitted by

<Name of student>

Exam Roll No.:

T.U. Regd. No.:

United College

Kumaripati, Lalitpur

Submitted to

Faculty of Management

Tribhuvan University

Kirtipur, Kathmandu

In Partial Fulfillment of the Requirement for the Degree of
Bachelor of Business Management (BBM)

<Month, Year>

Declaration

I hereby declare that the Trend Analysis Report submitted to the Faculty of Management, Tribhuvan University, Kathmandu, is an original piece of work carried out under my supervision. This report is submitted in partial fulfillment of the requirements for the award of the degree of Bachelor of Business Management (BBM). The contents of this report have not been submitted for any other degree or diploma to any other university or institution.

.....
<Name of student>

Date:

Supervisor’s recommendation

I, <Supervisor’s Name>, hereby recommend the Trend Analysis Report submitted by [Student’s Name] for the course in the BBM program at United College, as part of the requirements for the degree of Bachelor of Business Management (BBM). The report provides an insightful and thorough analysis of the trends in the relevant industry, demonstrating the student’s ability to identify, evaluate, and interpret key patterns and data.

Throughout the course, the student exhibited strong analytical skills and a deep understanding of the concepts related to trend analysis. The report showcases the student’s dedication, thorough research, and attention to detail in presenting the findings effectively. Based on my evaluation, the student has met the expectations of the course and has produced a well-structured and high-quality report.

I recommend this Trend Analysis Report for submission and further evaluation.

.....

<Supervisor’s Name>

Supervisor

United College

Date:.....

(It should be printed in college letterhead and mention the followings)

Letter of approval

We hereby approve the Trend Analysis Report submitted by <Student's Name> for the course in the BBM program under Tribhuvan University. This report, which forms part of the requirements for the degree of Bachelor of Business Management (BBM), provides an in-depth analysis of trends in the relevant industry. After a thorough review, we confirm that the report meets the required standards for submission. We also acknowledge the effort and diligence shown by the student in compiling and documenting the findings. This report is now submitted for further evaluation and approval as per the college's procedures.

.....

<Name>

Supervisor

.....

<Name >

Research coordinator

Date:.....

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Acknowledgement

I would like to express my sincere gratitude to everyone who supported me throughout the preparation of this Trend Analysis Report.

First and foremost, I would like to extend my heartfelt thanks to <Name>, my faculty supervisor, for his invaluable guidance, constant support, and constructive feedback throughout the course. His encouragement and expertise have been instrumental in shaping this report.

I would also like to thank the Graduate Program Director, <Name> at United College, for their assistance in managing the logistical aspects of the course and ensuring that all resources were available for the successful completion of the report.

I would also like to acknowledge my friends, whose collaboration and shared learning made this experience more enriching and enjoyable. Their discussions and help in understanding complex concepts were invaluable.

Finally, I am deeply grateful to my family for their unwavering support and encouragement throughout my academic journey. Their belief in me has motivated me to strive for excellence.

Thank you all for your contribution to my success.

<Student's Name>

BBM Fifth Semester

United College

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Closing note:

While preparing the trend analysis, students must work closely with their concerned supervisor, who is responsible for guiding them throughout the process. Supervisor should ensure that the trend analysis report follows the prescribed guidelines regarding structure, content, and formatting. Adherence to this guideline is crucial for maintaining the quality and consistency of the report, ensuring it aligns with academic and institutional requirements. This collaborative approach helps students present their work effectively and meet the expected academic standards.

Dr. Binod Lingden
Research Coordinator
United College
Kumaripati, Lalitpur