

Avant Garde Solutions Newsletter

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Happy New Year 2026!

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Happy New Year 2026 !

Wishing you a truly joyful and prosperous New Year 2026, filled with peace, countless warmth, and countless meaningful moments.

May this new year open doors to fresh beginnings, inspire you to chase your dreams with confidence, and bring growth in every aspect of life. May each day unfold with opportunities for growth, learning, and success.

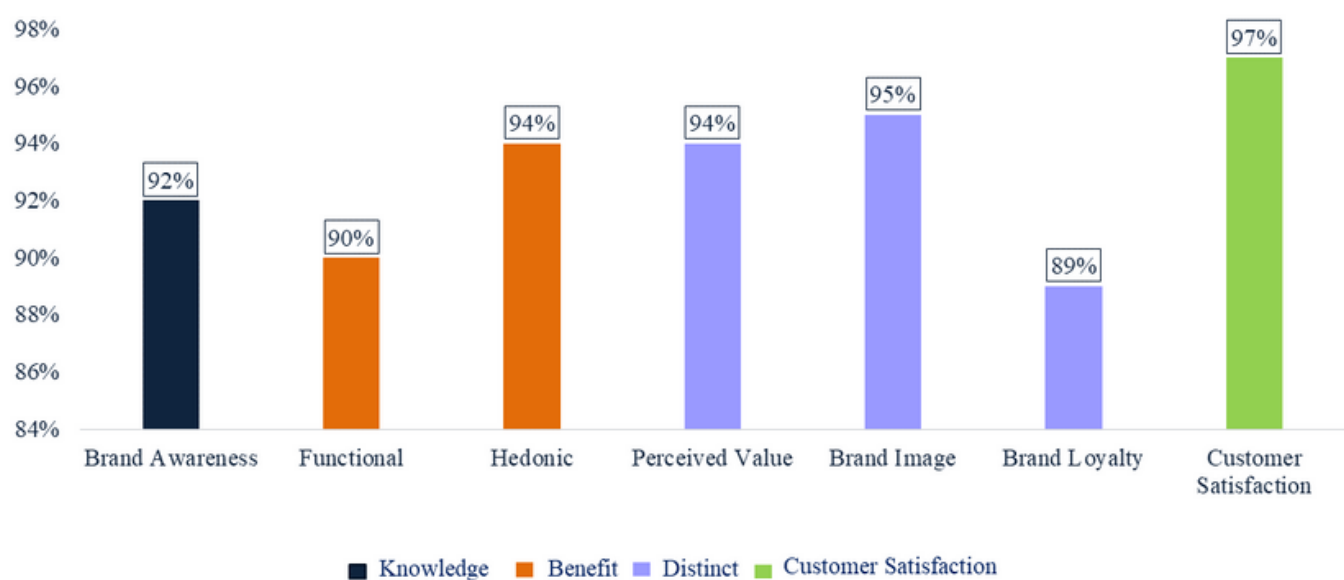


Beer Brand Equity, Consumption Pattern & Consumer Preferences in Kathmandu Valley, Nepal

This study explores the brand equity, consumption patterns, and consumer preferences of beer drinkers in Kathmandu Valley, Nepal. Conducted through a quantitative survey using Computer Aided Personal Interviewing (CAPI), the research engages 508 respondents aged 21 and above who have purchased and consumed beer within the past three months. It provides data-driven insights into how consumers perceive beer brands, their purchase behavior, and the factors that influence their choices.

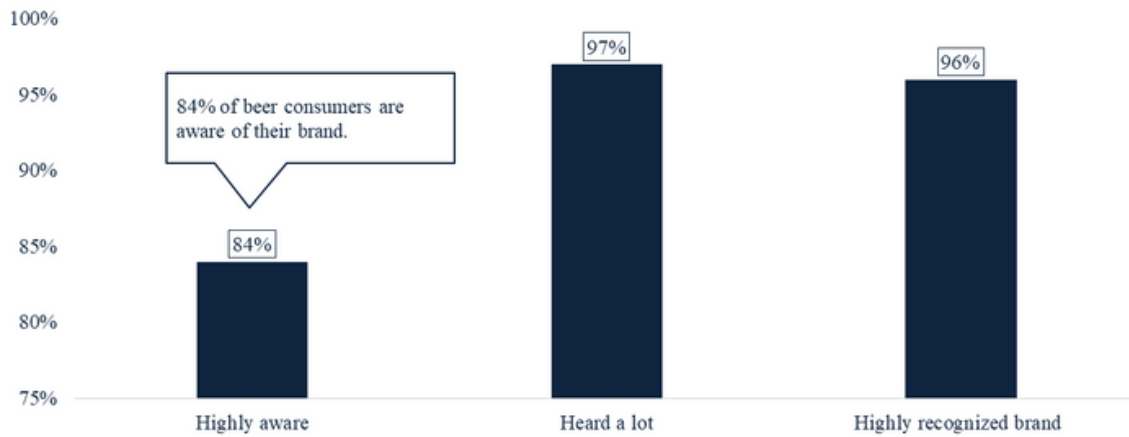
Findings show that the beer industry in Kathmandu Valley maintains strong brand equity across multiple dimensions. Customer satisfaction, brand image and perceived value are notably high, showing that consumers view beer brands as trusted, reputable, and offering good value for money. Similarly, hedonic appeal is equally strong, as consumers associate beer with feelings of refreshment, happiness, and relaxation. Consumer preference indicates that beer is mostly consumed in social settings with friends and family, with 650 ml bottles being the most preferred packaging. Taste, prior experience, and easy availability are the main factors influencing brand choice. Word of mouth remains the strongest information source, while promotional recall is relatively low, suggesting room to improve marketing visibility. Most consumers purchase from liquor stores and spend between NPR 501–2,000 per month. Many consumers’ intends to repurchase, and two-thirds are willing to pay a premium for quality.

Brand Equity of Beer Industry

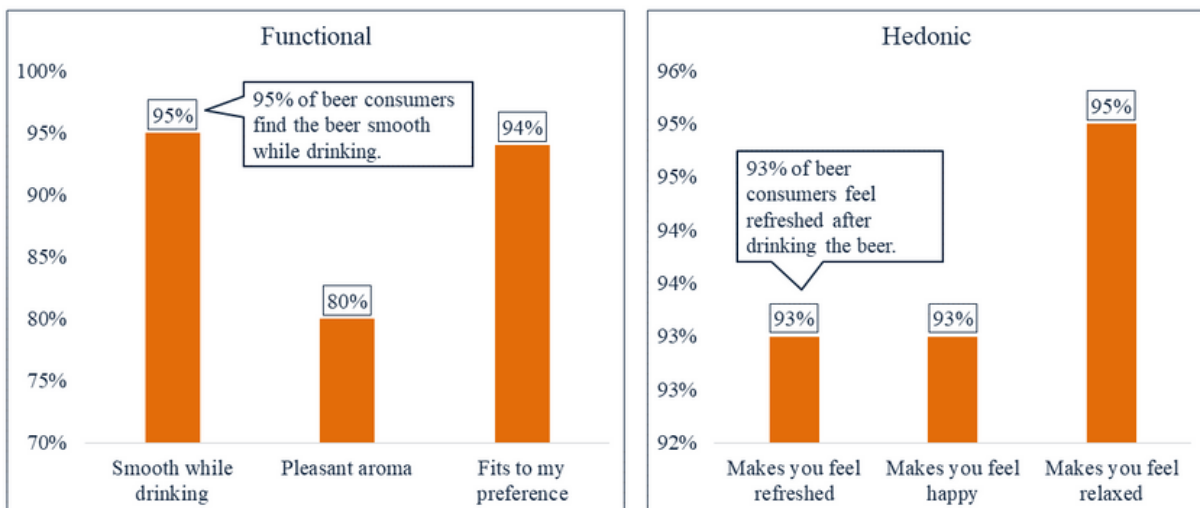


Brand image holds higher significance than other brand equity construct

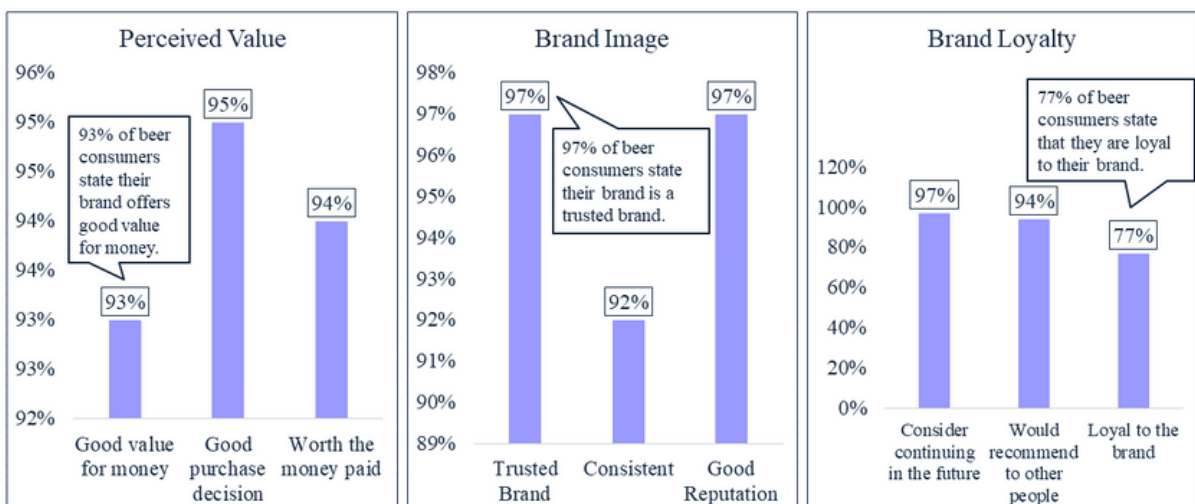
Knowledge: Brand Awareness



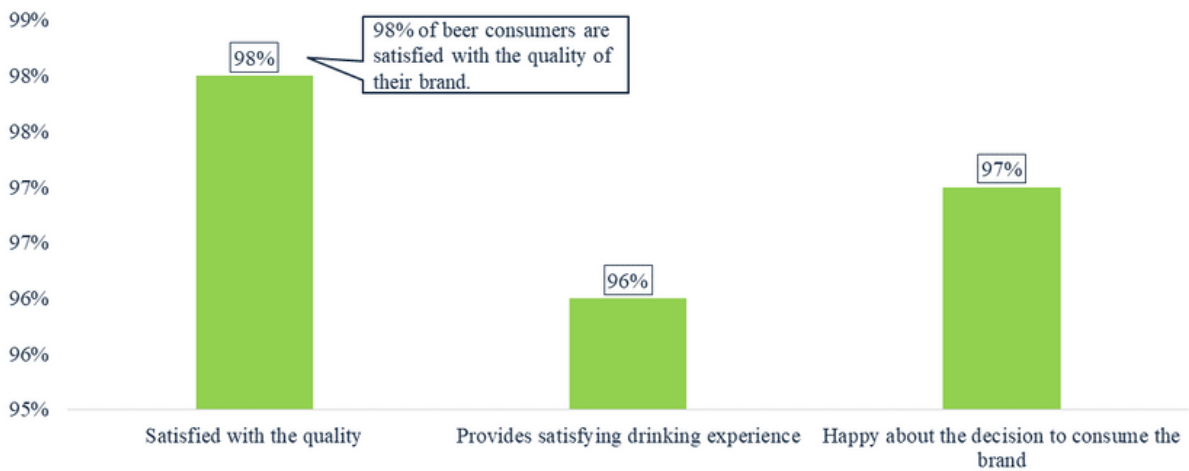
Benefit: Functional and Hedonic



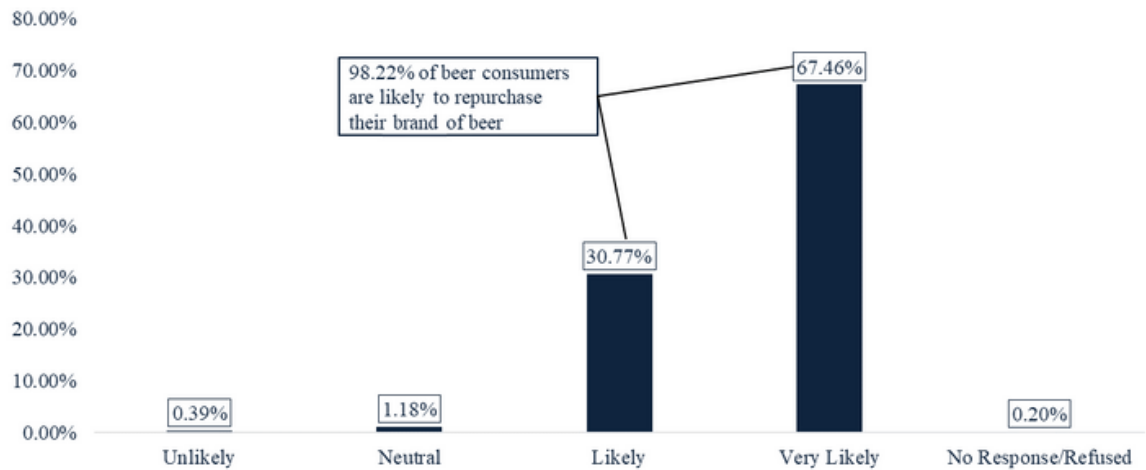
Distinct: Perceived Value, Brand Image and Brand Loyalty



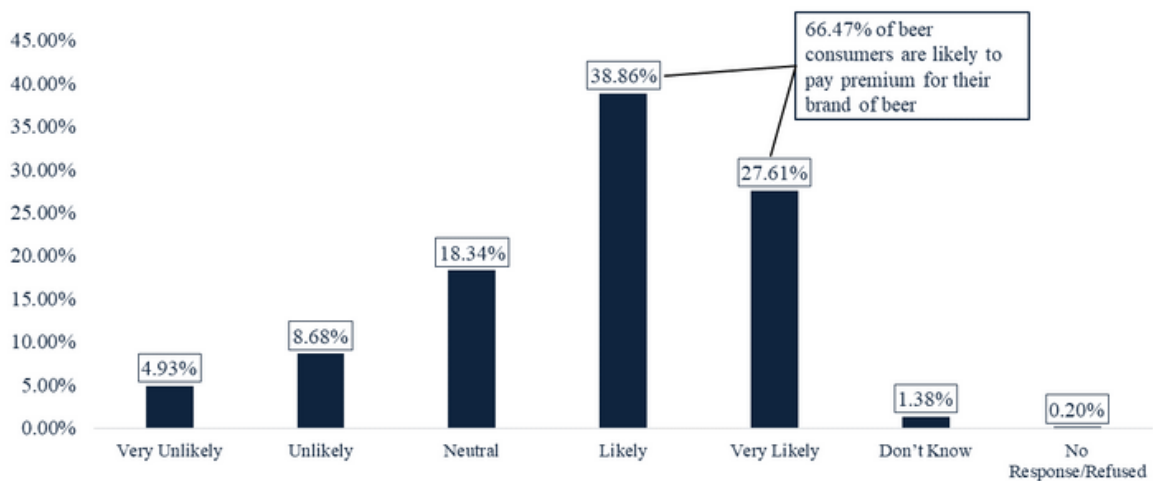
Customer Satisfaction



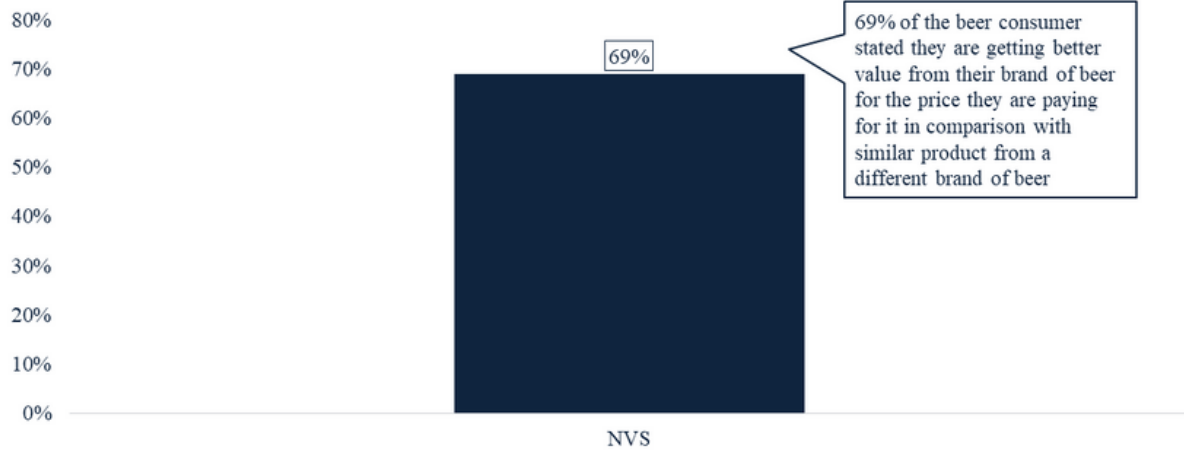
Repurchase Potential



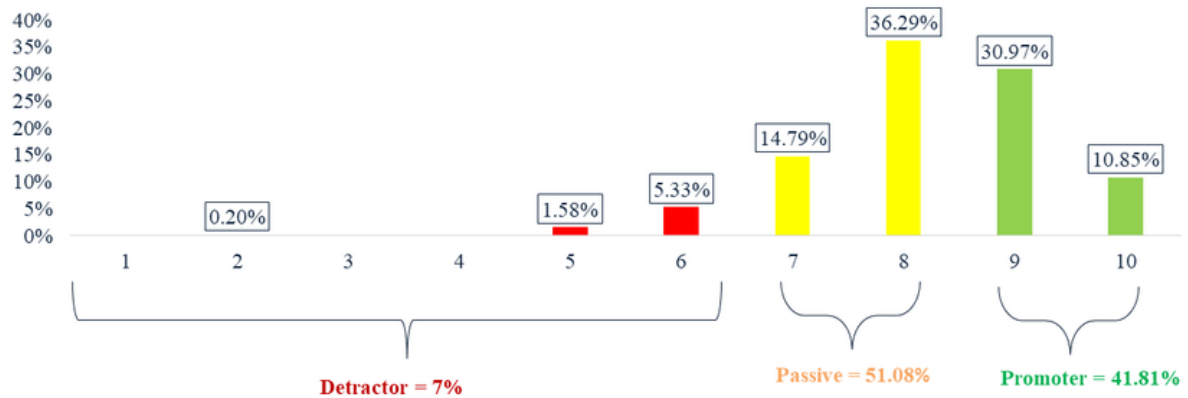
Premium Potential



Net Value Score (NVS)

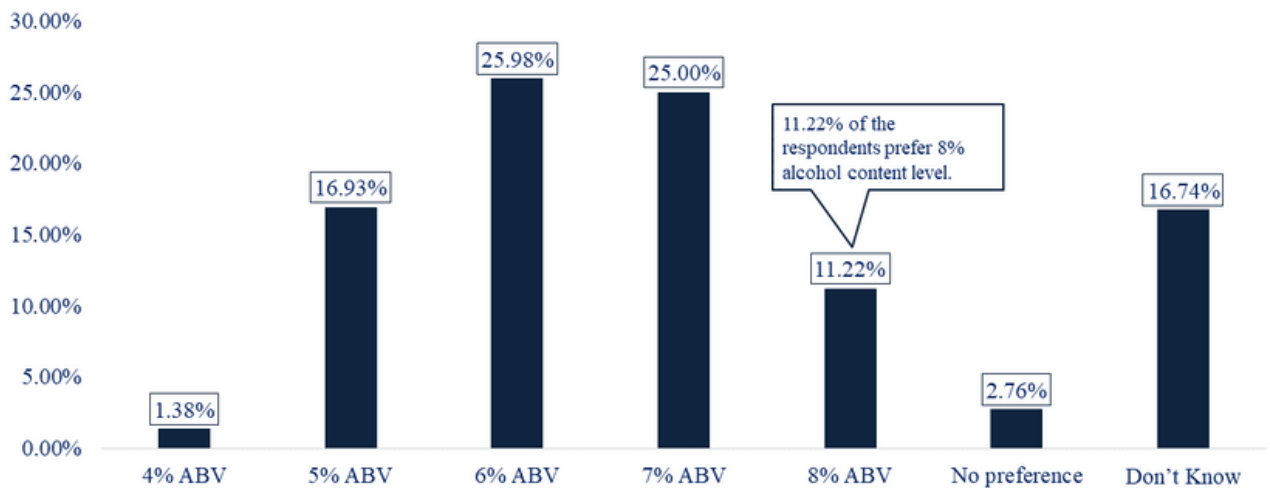


Net Promoter Score (NPS)

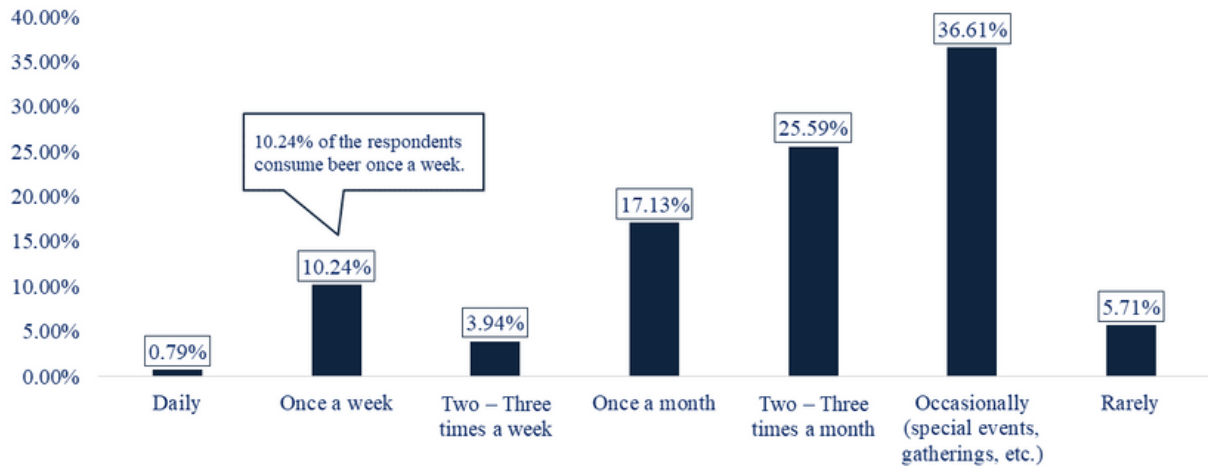


Net Promoter Score (NPS) = 34.71%

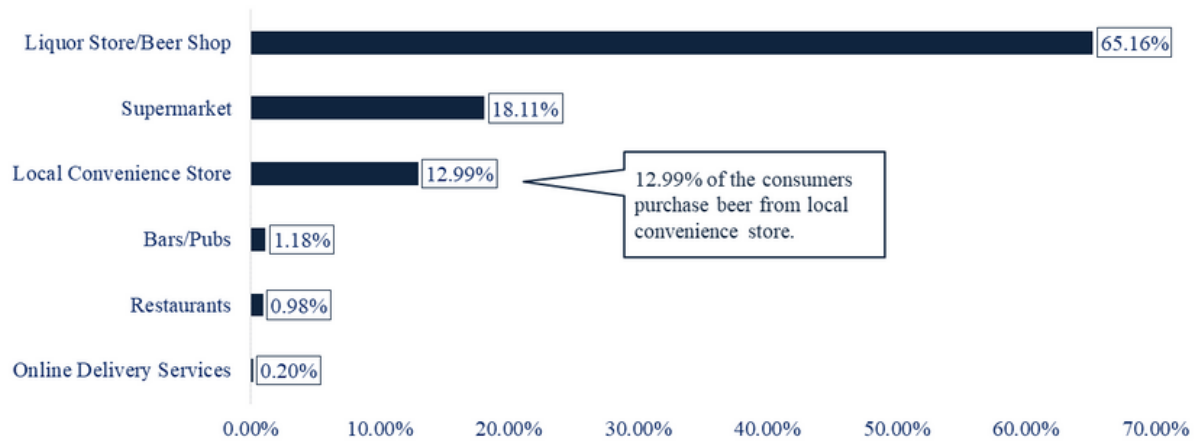
Preferred Beer Packaging



Consumption of Beer in One Drinking Session

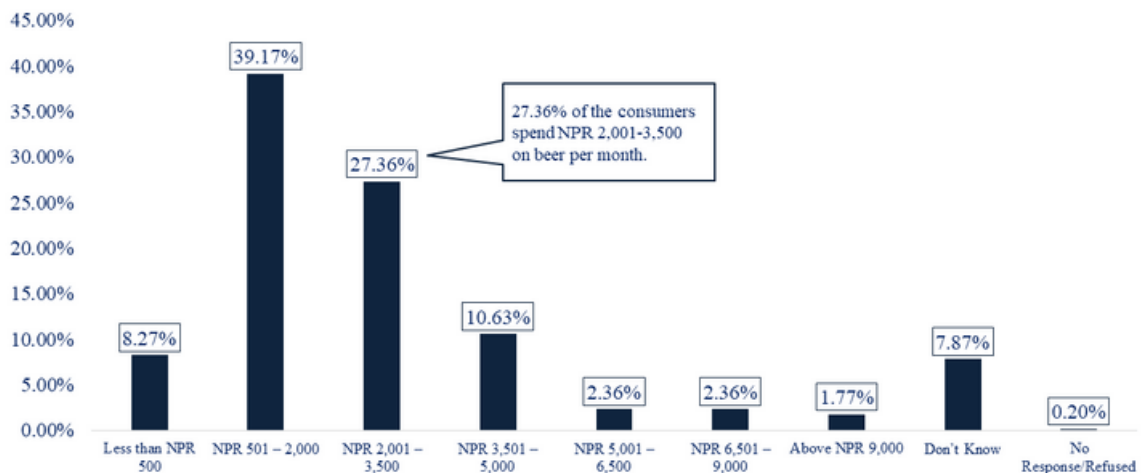


Purchase Location

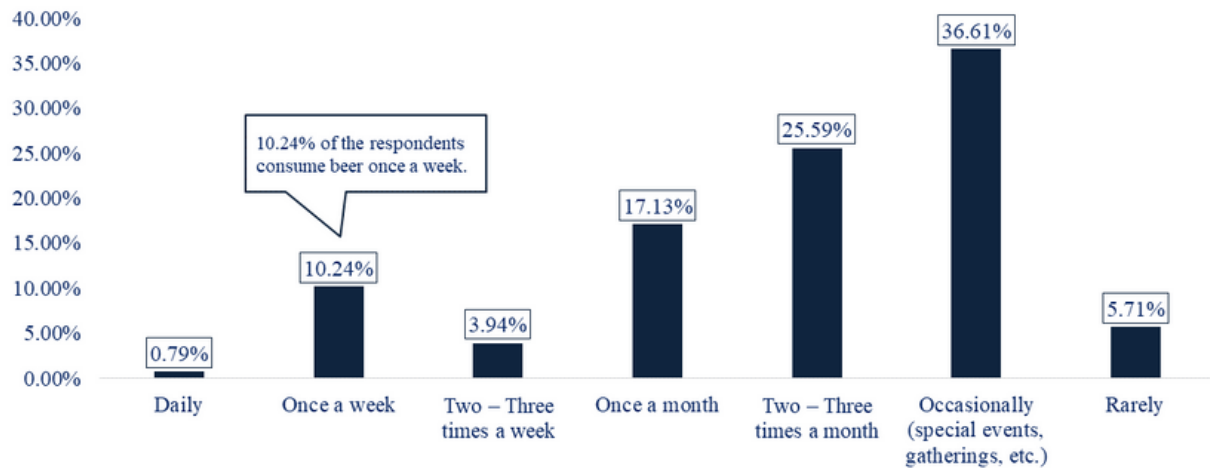


Note: The question only specifies the place of purchase, not where the product is purchased and consumed.

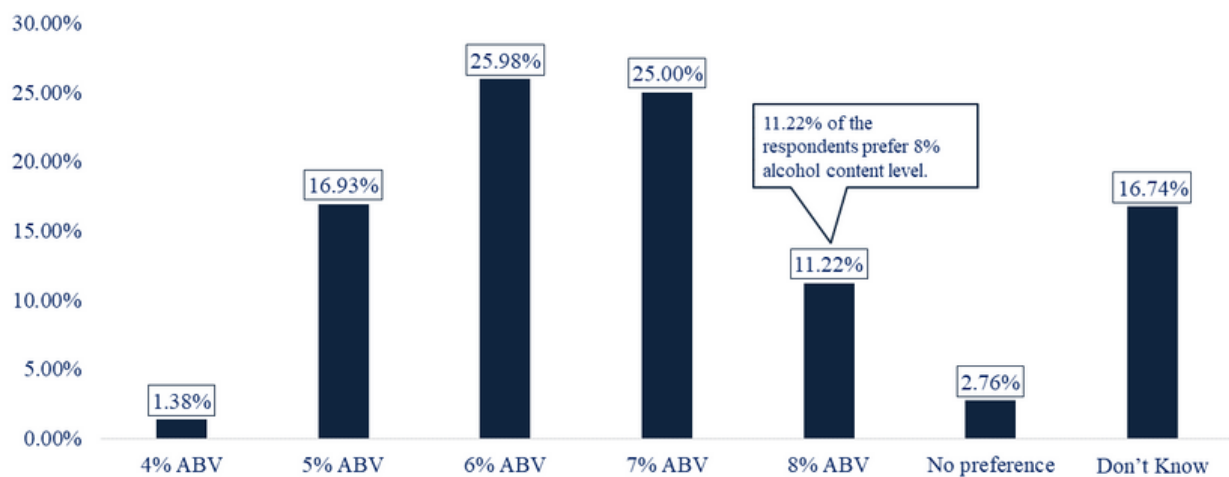
Spending on Beer Per Month



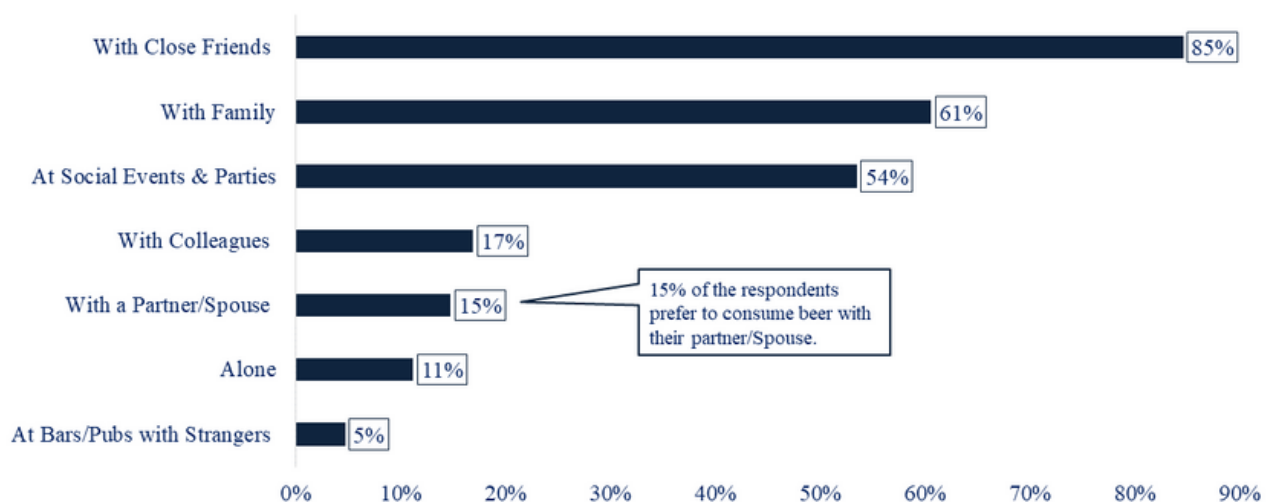
Consumption of Beer



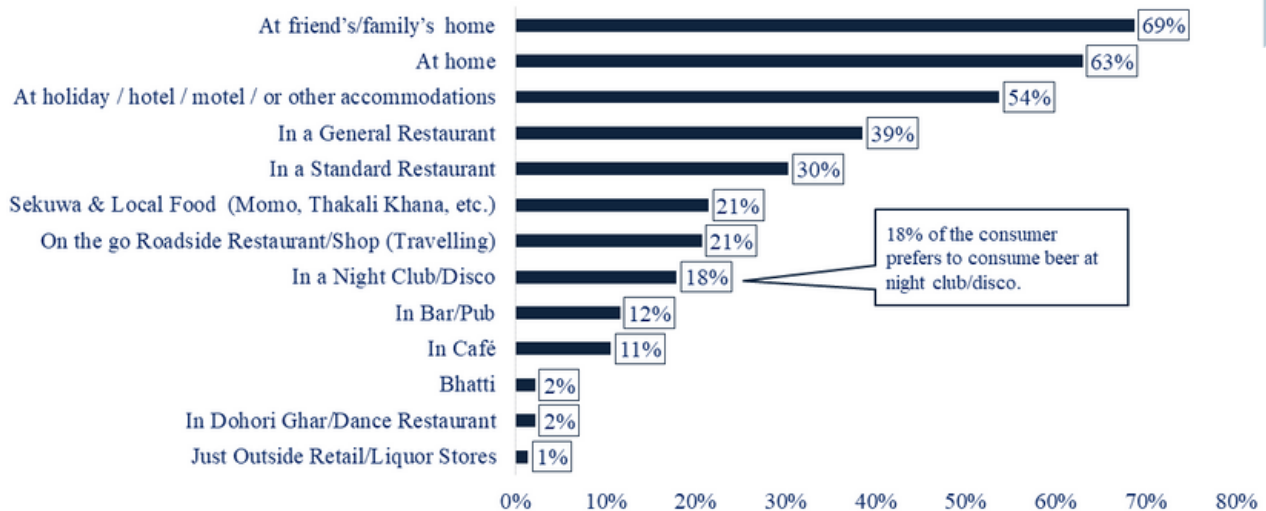
Preferred Alcohol Content Level



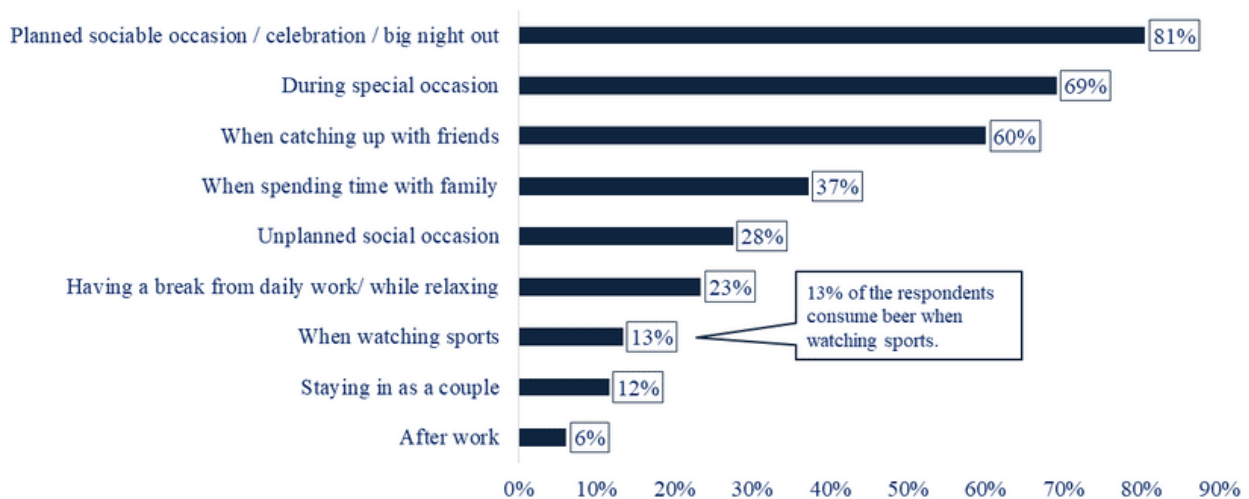
Companionship to Consume Beer



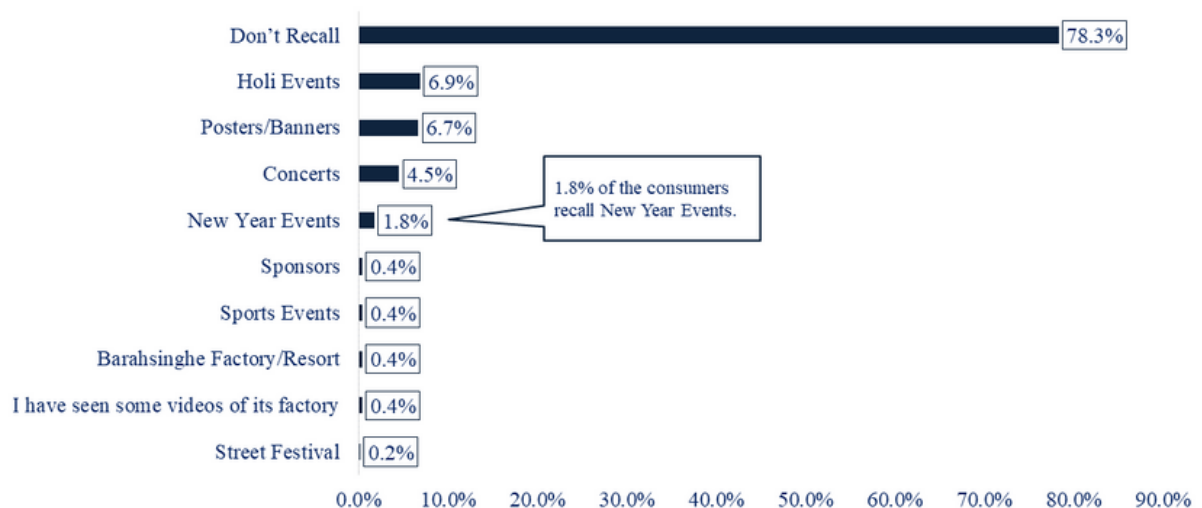
Preferred Place to Consume Beer



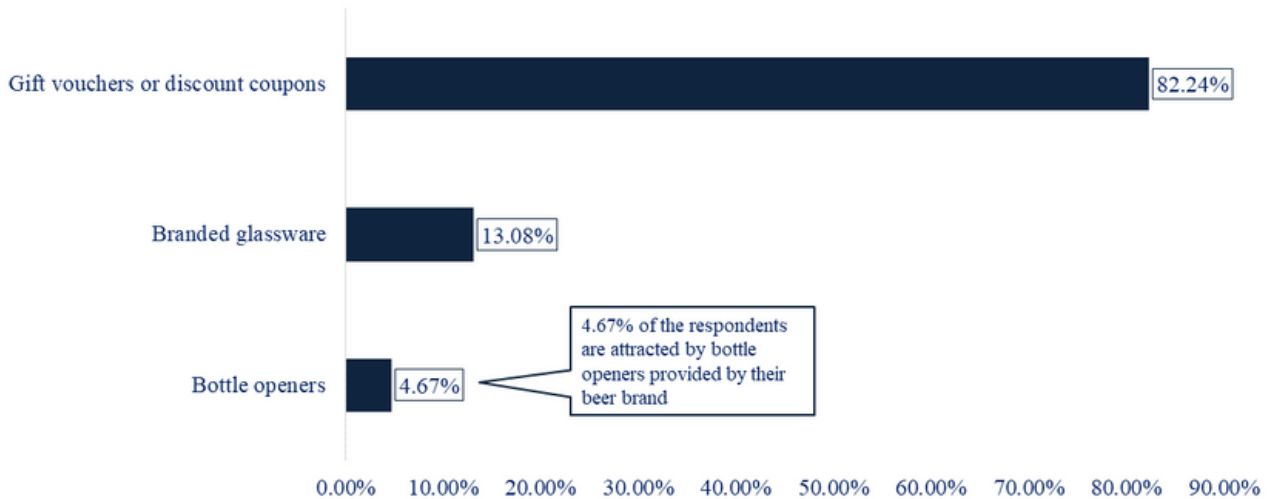
Occasion to Consume Beer



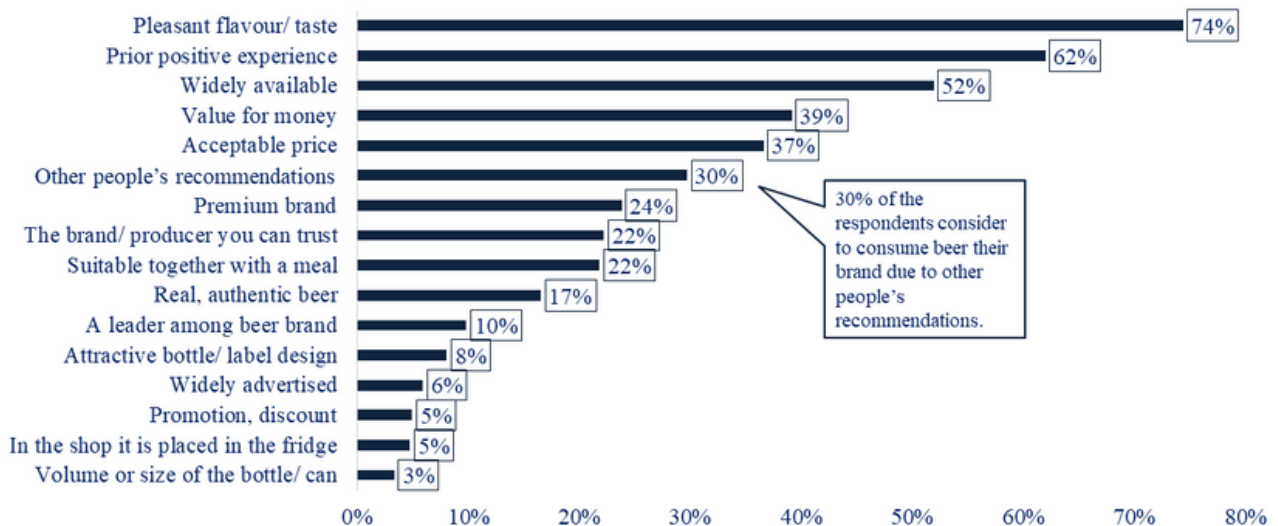
Recalled Recent Activities or Events



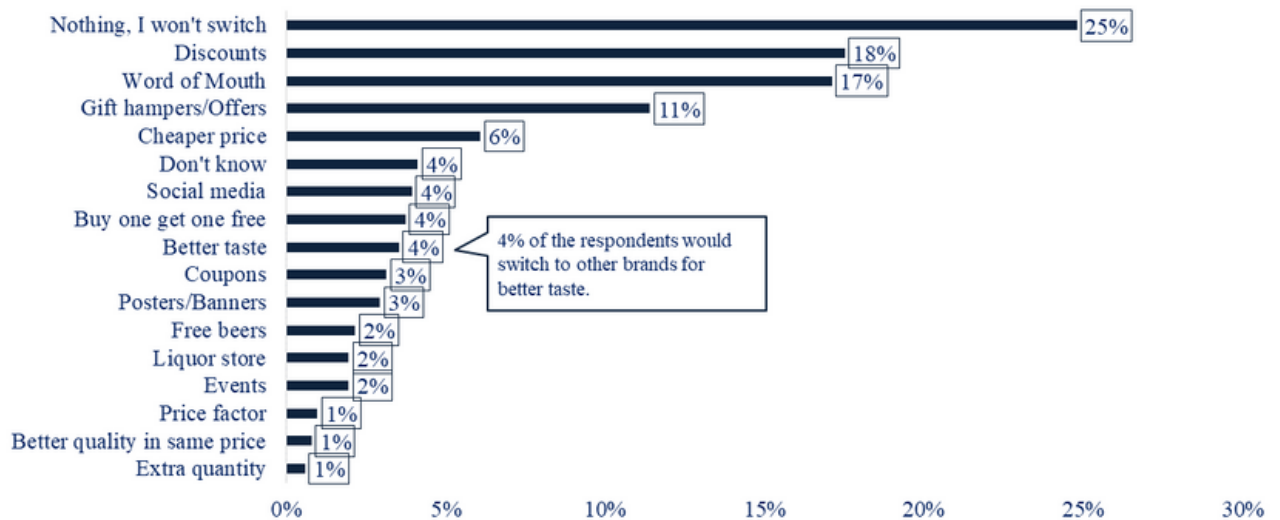
Attracting Promotional Offers



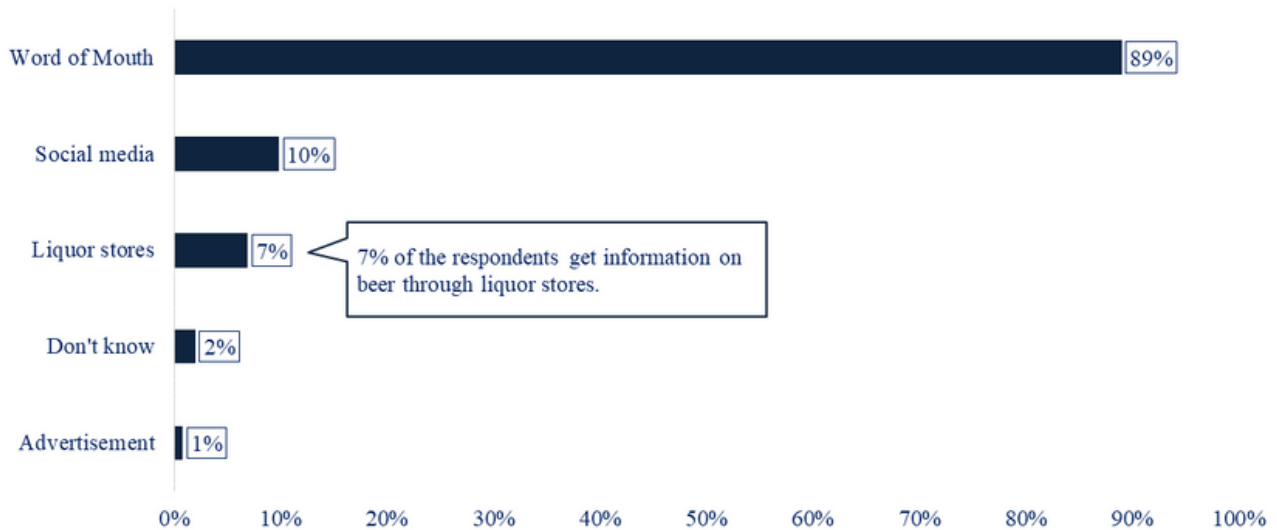
Reasons for Consideration



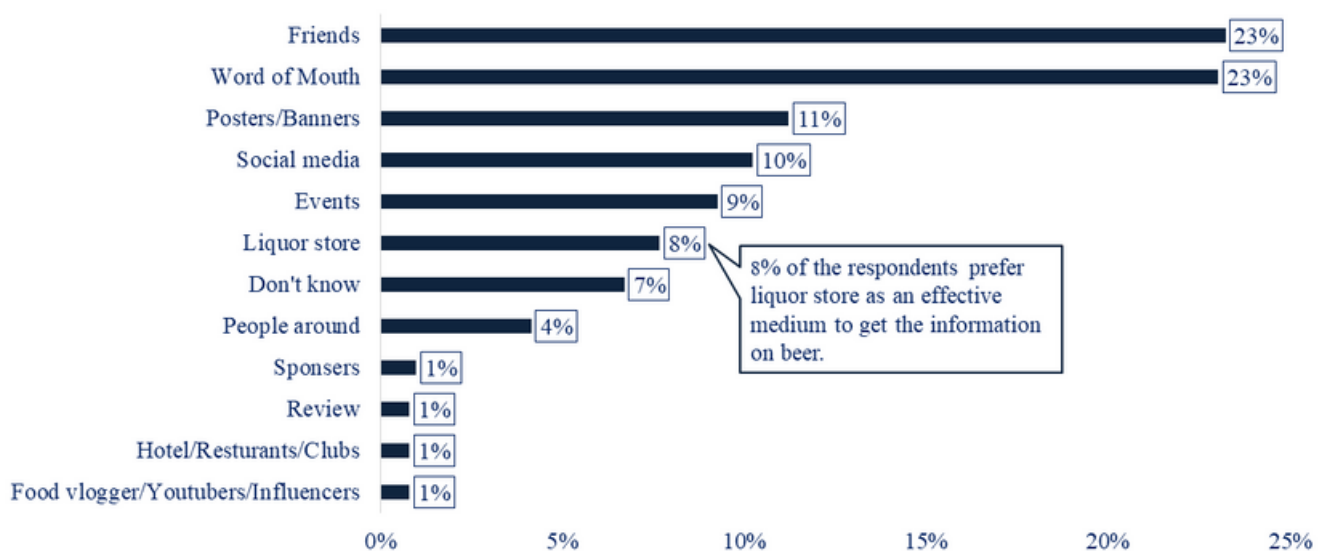
Preferred Promotional Activities to Switch Other Brands



Get Information on Beer



Effective medium / Material to Get the Information on Beer



Overall, the beer industry in Kathmandu Valley demonstrates strong brand equity, high customer loyalty, and solid repurchase potential. However, the low level of promotional activities reveals room for improvement in brand visibility and engagement strategies. These insights guide breweries, distributors, and marketers in designing more effective campaigns and product positioning.

Enumerators Across Nepal: Fieldwork Experience

At Avant Garde Solutions, enumerators play a vital role in driving research operations all over Nepal. Every day, they step into diverse communities to collect data. The organization provides a supportive, flexible, and professional environment that enables enumerators to gain valuable field experience while feeling motivated and respected. As one enumerator shared, *"I feel like part of a team that genuinely cares about how I perform and grow. It makes the work rewarding every day."* Such experiences reflect the positive culture at Avant Garde Solutions



Enumerators at Avant Garde Solutions come from many different backgrounds and bring a variety of skills and experiences to their work. Some work on creative projects like content creation alongside fieldwork, while others balance being students, homemakers, or professionals. This mix of people makes the team stronger and more capable. One enumerator said, *"I like that I can continue my personal projects while completing my fieldwork,"* showing work life balance.

Training is a key part of the enumerator experience at Avant Garde Solutions. Our programs are concise, practical, and easy to follow, helping team members quickly learn essential skills. One enumerator explained, *"The trainings are short, practical, and easy to understand. I can immediately use what I learn in the field."*

Our training Sessions cover communication, data collection, problem-solving, and survey protocols, giving enumerator's confidence. We also value flexibility and transparency, encouraging independence while providing clear guidance. As one enumerator said, *"I feel trusted to do my work independently, but I also know I can ask for help anytime."* This approach helps them work efficiently and maintain a positive field experience.



The approachable and supportive atmosphere at Avant Garde Solutions helps strengthen team morale. Enumerators feel comfortable raising concerns and asking questions. Fieldwork can be challenging, especially when respondents are busy or hesitant. An enumerator explained, *"Some respondents are hesitant at first, but by being polite and professional, I often earn their trust."* These experiences help build confidence and strong interpersonal skills over time.

At Avant Garde Solutions, understanding local culture and how communities work is very important for collecting data. We guide our enumerators so they can interact respectfully with different people. One enumerator stated, *"Knowing how to approach people in different areas makes my work much easier and more respectful."* This helps ensure our research is accurate and fair. Motivation also comes from timely payments and recognition. Enumerators appreciate when their work is noticed and paid on time. As one respondent shared, *"Being recognized for my work and receiving payments on time makes me feel valued and motivated to perform better."* These actions help build trust and a strong connection between our team and the organization.



Many enumerators appreciate the clear structure and supportive environment at Avant Garde Solutions. Trainings are efficient and practical, supervision is responsive, and our policies are flexible, allowing team members to balance fieldwork with personal responsibilities. One enumerator said, *"I've worked in other firm as well, where projects were delayed or communication was unclear. Here, everything is smooth and transparent."*

We also emphasize continuous learning and professional growth beyond daily tasks. Enumerators are encouraged to expand their skills in leadership, social research, and technical areas. One respondent noted, *"I would love training that helps me grow personally and professionally, not just for market research."* By providing these opportunities, we help our team gain knowledge, build confidence, and prepare for long-term growth. Combined with our supportive supervision and flexible policies, this ensures our enumerators stay motivated, perform consistently, and feel valued as an integral part of Avant Garde Solutions.

A strong sense of community is a hallmark of Avant Garde Solutions. Relationships among enumerators go beyond individual projects through regular engagement, gatherings, and recognition programs. One enumerator shared, *"We feel connected even when there's no active project. It's motivating and makes me proud to be part of this team."* This supportive, family-like environment fosters loyalty and a sense of belonging.

At the same time, enumerators appreciate the balance between structure and independence. They enjoy the freedom to manage their tasks while knowing guidance is always available. As one team member noted, *"I enjoy the freedom to perform my tasks my way, but I also have the support I need whenever I ask for it."* This combination of autonomy and support empowers enumerators to work confidently, responsibly, and efficiently.

Working at Avant Garde Solutions allows enumerators to grow professionally and personally while making a meaningful impact through their work. Our supportive environment, practical training, and clear communication help team members feel confident and capable in the field. The flexibility we provide, along with recognition of their efforts, fosters motivation and a sense of belonging. As one enumerator shared, *"I feel respected, empowered, and capable of handling challenges in the field."* These experiences reflect our commitment to nurturing talent, encouraging independence, and building a strong, dedicated team that thrives together.

A Refreshing Hike to Jamacho: Where Nature Meets Peace

Recently, we set out on a refreshing hike to Jamacho, a serene destination nestled within the Shivapuri-Nagarjun National Park. Away from the rush of daily routines, the hike offered the perfect opportunity to reconnect with nature, breathe fresh mountain air, and enjoy meaningful moments along the trail.

The journey was filled with lush greenery, well-marked forest paths, and the calming sounds of birds and rustling leaves. As we moved higher, the views became more rewarding, reminding us why Jamacho is considered one of the most peaceful hiking spots around Kathmandu. The climb was moderately challenging, making it both energizing and enjoyable for everyone.



Reaching the top was truly fulfilling. The panoramic view of the Kathmandu Valley, combined with the tranquil surroundings of the Jamacho Gumba, created a moment of calm and reflection. It was a reminder of the importance of taking time off to recharge both physically and mentally.



Beyond the physical journey, the hike also strengthened our sense of connection and well-being. Walking together, sharing conversations, and supporting one another along the trail made the experience even more meaningful. Such moments outside the workplace help foster balance, positivity, and renewed energy, reminding us that spending time in nature is essential for both personal growth and collective harmony.

Overall, the Jamacho hike was not just about reaching a destination, but about the shared experience, teamwork, and appreciation of Nepal's natural beauty. It was a refreshing escape that left us motivated, relaxed, and inspired to explore more of the trails that surround us.