

A Project Report On

“A Study Of distribution system of Pepsi”

Submitted to

G.S. Commerce and economics

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment of the award of the degree of

Bachelor of Business Administration

Submitted by

Abhinav Sahu

Under the guidance

Prof. Dr.Afsar Sheikh



G.S. College of commerce & Economics, Nagpur

NAAC Re -Accredited "A" Grade Autonomous Institutions.

CERTIFICATE

This is to be certify that the project entitled “**Marketing research on distribution system of pepsi**’prepared by **Abhinav sahu** submitted in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination, has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has completed his project as prescribed by BBA Department (Autonomous), G.S. Autonomous College of Commerce & Economics, Nagpur. Affiliated To Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr.Afsar Sheikh

(Projet Guide)

Dr.Afsar Sheikh

(BBA Co-Coordinator)



G.S. College of commerce & Economics, Nagpur

NAAC Re -Accredited "A" Grade Autonomous Institutions.

DECLARATION

I here-by declare that the project entitled “**Marketing strategies followed by Modicare**” has been completed by me in partial

Fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by BBA Department (Autonomous), G.S.College of Commerce & Economics, Nagpur. Affiliated To Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

and has not been submitted for any other examination and does not form the part of any other course undergone by me.

Abhinav sahu

Place: Nagpur

Date:



G.S. College of commerce & Economics, Nagpur
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Abhinav sahu

Place: Nagpur

Date

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CHAPTER-1

INTRODUCTION

Beverage industry is one of the fast growing industries in India. It can be divided into two parts, alcoholic and non-alcoholic beverages. The non-alcoholic drinks can be further classified into cola, lemon, orange, mango and apple segments. Marketing includes all the activities like promotion, distribution, advertising etc. to fulfil the demand of all segments of customers. Marketing is also converts social needs into profitable opportunities so this topic provides all the essentials to theoretical knowledge with practical knowledge and to inculcate the efficiency. It is also a requirement for the company to improve its service and product quality to achieve the ultimate goal.

Today different types of soft drinks are available in the market and more and less the contents of the soft drinks facing the cutthroat competition and many companies are flooding in the market with their different brand name. in such a situation a different factor which influences a person's choice for soft drinks are e.g. Taste quality, image, easy availability of the product, cost and advertisement. The survey shows a keen interest of my own preference. As a result of my personal attachment in this business, I was very keen to survey on this topic. With a proper knowledge in this area and watching the vast opportunities in the soft drink industry, I was attracted to do this project. As a result, the survey improved my knowledge. I got acquainted with the vast opportunities.

Chapter 2



Fig no .1

PEPSI COMPANY

PROFILE

PepsiCo's Company Profile Pepsi is a multinational company in cold drink industry. It is a Well-known name. It has a good product line. All the products Of Pepsi are popular enough.

❖ History

Pepsi was first made in New Bern, North Carolina, in the United States in the early 1890s by Pharmacist Caleb Bradham. In 1898, "Brad's drink" was changed to "Pepsi- Cola" and later trademarked on June 16, 1903. There are several theories on the origin of the word "PEPSI".

The only two discussed within the current PepsiCo. Website is the following:

1. Caleb Bradham bought the name "Pep Kola" from a local competitor and changed it to Pepsi-Cola.
2. "Pepsi-Cola" is an anagram for "Episcopal" - a large church across the street from Bradham's drugstore. There is a plaque at the site of the original drugstore documenting this, though PepsiCo has denied this theory.

The word Pepsi comes from the Greek word "Pepsi", which is a medical term, describing the food dissolving process within one's stomach. It is also a medical term that describes a problem with one's stomach to dissolve foods properly

Another theory regarding the name's origins is that Caleb Bradham and his customers simply thought the name sounded good and reflected the fact that the drink had some kind of "pep" in it because it was a carbonated drink. It was made of carbonated water, sugar, vanilla, rare oils, and kola nuts. Whether the original recipe included the enzyme pepsin is disputed In 1903, Bradham moved the bottling of Pepsi-Cola from his drugstore into a rented warehouse. That year, Bradham sold 7,968 gallons of syrup. The next year, Pepsi was sold in six-ounce bottles, and sales increased to 19,848 gallons. In 1924, Pepsi received its first logo redesign since the original design of 1905. In 1926, the logo was changed again. In 1929, automobile race pioneer Barney Old field endorsed Pepsi-Cola in newspaper ads as "A bully drink...refreshing, invigorating, a fine bracer before a race".

In 1929, the Pepsi-Cola Company went bankrupt during the Great Depression- in large part due financial losses incurred by speculating on wildly fluctuating sugar prices as a result of World War I. Assets were sold and Roy C. Megargel bought the Pepsi trademark. Eight years later, the company went bankrupt again. Pepsi's assets were then purchased by Charles Guth, the President of Loft Inc. Loft was a candy manufacturer with retail stores that contained soda fountains. He sought to replace Coca-Cola at his stores' fountains after Coke refused to give him a discount on syrup. Guth then had Loft's chemists reformulate the Pepsi-Cola syrup formula

COMPANY PROFILE

PEPSI



PEPSI PRODUCTS



Fig no.2

Steel City Beverages Ltd. Adityapur, Jamshedpur a medium sector enterprise located amidst beautiful surrounding on the Tata- Kandra road in the Adityapur industrial area and producing Pepsi range of bottled soft drinks viz. Pepsi, 7up, Mirinda and Slice had now become a household name in Jharkhand today symbolizes achievement and advancement over the years. Today, it symbolizes

Self reliance in quality and technology, productivity and industrial relations since its inception more than 25 years ago.

S.C.B.L. was established in 1967 and production commenced in March 1969. At the very outset the installed state of the art machines and technology, for the production and bottling of soft drinks. The bottling plant with a capacity to produce 220 bottles per minute is totally automatic and also has a modern state of the art inter mix machine for bringing forth the right blend of flavors. The company continues to adapt innovative technology in keeping with its policy of constant quality improvements. With the advent of Pepsi Cola internationals in India, the company entered into an agreement with Pepsi foods ltd. For the production and sales of Pepsi range of soft drinks in Jharkhand and Bihar.

In 1993, it bagged top honors for being the best quality conscious plant among all Pepsi bottling companies in India. The company's highly sophisticated plant and quality control laboratory along with the dedication and enterprises of its employees is more than evenly matched by the management's sense of understanding and compassion that had ensured the company's progress with every passing day. S.C.B.L. Was taken over by Mr.S.K. Jaipuria in March 1999 from Mr. Nakul Kamani along with Rishabh Marketing (P) Ltd., the marketing unit. It has a number of bottling plants all over India, like Orissa, Bhopal, Nagpur, Hyderabad, Dharward etc. In 2002 he setup of SMV Agencies (P) ltd. It has a capacity of 600 BPM which is catering to the whole of Jharkhand. It is also a franchisee of Pepsi.

Though Mr. Jaipuria holds the top position but overall policies regarding managerial decisions and all executive functions are performed and looked after by Mr. P.S. Kumar, Director S.M.V. Beverages. S.M.V. Beverages won the Pepsi.

- 1 Q.A. (GOLD) INTERNATIONAL QUALITY AWARD for the year 2001.
- 2.PESICO Beverage INTERNATIONAL BROANZ QUALITY AWARD for the year 2002.
- 3.OUTSTANDING PERFORMANCE AWARD to Mr. P.S. Kumar for 2003.
4. PESICO Beverage International SILVER QUALITY AWARD 2004.

THE R.M.P.L. & HYDERABAD BEVERAGES (P) Ltd.

The head of sales and marketing is in charge of all the marketing activities i.e. sales promotion, publicity, advertising, market survey and shipping. Though his main function is to have a control over the outlet distribution. Sales executive and sales supervisor assist the sales manager. R.M.P.L was closed down in end of 2001 due to administration and policy of the company. Simultaneous, another marketing company came in the name of Hyderabad Marketing Co (P) Ltd in the year 2002. Recently in the year March 2003 S.M.V. Beverage Jamshedpur had set up new plant of pet bottles. It is producing per bottle of 2ltrs, 600ml of all flavors of Pepsi.

- Pepsi cola
- Miranda orange
- Miranda lemon
- 7 UP
- Mountain dew

This plant is having the capacity of 400 bottles per minute. During the ICC world cup it has introduced PEPSI Blue in the market. At present M/s S.K. Jaipuria is having following plants and marketing companies in Jamshedpur.

1. M/s Steel city beverage
2. M/s SMV beverage Jamshedpur
3. M/s kamani foods
4. M/s Hyderabad marketing company.

For the every concern a structure is necessary on which the complete organization should be founded. The existence of a structure as obvious in every organization whether planned /unplanned or ill planned. to have a structure is not a choice of the organizer. The choice is only of the form and pattern of the organization.

Planned organizational structure may be proved logical clear-cut and streamlined in order to meet the present requirements. Otherwise it will merely be a makeshift arrangement and the management is rendered difficult and ineffective because organizational structure affects everyone in the organization. A good organizational structure facilitates management and the operation of enterprise and it encourage growth. It helps organization to reach its common goal. In order to make the organizational structure more effective one structure that can meet the demand of various factors namely environment, technology, size and people.

Following are the major consideration:-

- Declare lines of authority
- Adequate delegation of authority.
- Minimum managerial level
- Unity of directors.
- Application of ultimate responsibility.
- Span of control.
- Simplicity.
- Flexibility
- Due consideration for top groups
- Proper emphasized on shift activities.



Fig no.3

2.1 PEPSI HEDQUATOR

The World Headquarter of PepsiCo is located in New York, approximately 45 minutes far from New York City. The headquarter in India has located at Mumbai. The Co-founder of the company is Mr. Donald M. Kendall, The President and Chief Executive Officer is **Indra K.Nooyi**.

Pepsi Beverage:-

Pepsi beverage business was founded 1898 by Caleb Bradham, a New Bern, North Carolina druggist, who first formulated Pepsi-Cola.

2.2 THE SUCCESS STORY OF INDIRA NOOYI



Fig no.4

(CEO OF PEPSICO)

By now, most of us probably know that Indra Nooyi is being promoted to the CEO of PepsiCo, a company with \$38 billion in revenues. She's been mentioned several times before on Sepia Mutiny, mainly in response to comments she made at a graduation ceremony at Columbia Business School last year. (There are several other posts on her as well.) And Manish had a solid post on her recent promotion this past Monday on ultra brown. I draw two conclusions from her success. First, you can be a working mother and climb the corporate ladder while raising kids (Indra has two, who are I believe in their early/mid teens). Second, you can get ahead in the American corporate environment without sacrificing who you are culturally.

2.3 COMPANY'S OBJECTIVE

Our objective is to deliver sustained growth, through empowered people, acting with responsibility and building trust. Here's what this means:

Sustained Growth is fundamental to motivating and measuring our success. Our quest for sustained growth stimulates innovation, places a value on results, and helps us understand whether today's actions will contribute to our future. It is about growth of people and company performance. It prioritizes making a difference and getting things done.

Empowered People means we have the freedom to act and think in ways that we feel will get the job done, while being consistent with the processes that ensure proper governance and being mindful of the rest of the

company's needs. Responsibility and Trust form the foundation for healthy growth. It's about earning the confidence that other people place in us as individuals and as a company. Our responsibility means we take personal and corporate ownership for all we do, to be good stewards of the resources entrusted to us. We build trust between ourselves and others by walking the talk and being committed to succeeding together.

Guiding Principles

This is how we carry out our objective. We must always strive to:

Care for customers, consumers and the world we live in.

We are driven by an intense, competitive spirit in the marketplace, but we direct this spirit toward solutions that achieve a win for each of our constituents as well as a win for the corporation. Our success depends on a thorough understanding of our customers, consumers and communities. Caring means going the extra mile. Essentially, this is a spirit of growing rather than taking.

Sell only products we can be proud of.

The test of our standards is that we must be able to personally endorse our products without reservation and consume them ourselves. This principle extends to every part of the business, from the purchasing of ingredients to the point where our products reach the consumer's hands.

Speak with truth and candor.

We speak up, telling the whole picture, not just what is convenient to achieving individual goals. In addition to being clear, honest and accurate, we take responsibility to ensure our communications are understood.

Balance short term and long term.

We make decisions that hold both short-term and long-term risks and benefits in balance over time. Without this balance, we cannot achieve the goal of sustainable growth.

2.4 MARKETING STRATEGY OF PEPSI

Marketing needs a framework that begins and ends with the customer. Marketing tools by themselves do not achieve marketing objectives. There is an intermediate step between the deployment of marketing tools and achievement of marketing objectives. The operating principle is simple: build an effective network of relationship with key stakeholders, and profit will follow. A set of marketing tools the firm uses to pursue its marketing objectives are called marketing-mix. These tools can be classified into four groups which are called the four P's of marketing.

PRODUCT
PRICE
PLACE
PROMOTION

However in this competitive age, only four P's are not sufficient so company follow the four A's or four C's of marketing for its better connected to consumer.

FOUR A'S

FOUR C'S

- ACCEPTABILITY**
- AFFORDABILITY**
- AWARNNESS**
- ACCESSIBILITY**

- CUSTOMER VALUE**
- CUSTOMER COST**
- CUSTOMER COMMUNICATION**
- CUSTOMER SOLUTION**

2.5 pepsi profile

type	public
industry	Food Non-alcoholic beverage
founded	New Bern N.C,U.S.(1890)
Founder(s)	Caleb bradham,Donald.M.kendall and Herman.W.lay
headquarters	Purchase,new your,u.s.
Area served	worldwide
Key people	Indra nooyi (chairperson and ceo)
PRODUCTs	Pepsi Diet pepsi Mountain dew AMP energy Aquafina Sierra mist Sobe Starbucks frappuccio Lipton leed tea 7up Mirinda Izze Tropicana products Copella Naked juice Gatorade Propel fitness water Quaker oats company Lays Doritos Cheetos

	Kurkure Fritos Rold gold Ruffles Tostitos Slice nimbooz
revenue	▲ US\$44.3 billion
Operating income	▲ US\$7.3 billion
Net income	▲ US\$6.24 billion
Total equity	▲ US\$16.8 Billion (FY 2009)[2]
Employees	203,000 (2010)
Divisions	PepsiCo Americas (PepsiCo Ameri Food, PepsiCo Americas Beverages), PepsiCo International
website	Pepico.com

Table no .1

2.6 product profile

❖ PEPSI SOFT DRINKS

Contains: Carbonated water, high fructose corn syrup, caramel color, phosphoric acid, caffeine, citric acid and natural flavors



Fig no.5

CATEGORY	PRICE
GLASS 200 ml	8
GLASS 300 ml	10
CAN 250 ml	17
CAN 330 ml	25
PET 600 ml	22
PET 1 Ltr	32
PET 2 Ltr	56

Table no 2

❖ **MIRINDA**

Contains: carbonated water, high fructose corn syrup, citric acid, purity gum, potassium benzoate and potassium sorbet (preserves freshness), ester gum, natural flavor, yellow 6, ascorbic acid and calcium disodium EDTA (to protect flavor), sodium citrate.



Fig.no-6

CATEGORY	PRICE
GLASS 200 ml	8
GLASS 300 ml	10
CAN 330 ml	25
PET 600 ml	23
PET 1 Ltr	32
PET 2 Ltr	56

Table.no-3

❖ **MOUNTAIN DEW DO THE DEW**

Contains: Carbonated water, high fructose corn syrup, concentrated orange juice and other natural flavors, citric acid, sodium benzoate (preserves freshness), calcium disodium EDTA (to protect flavor) and brominated vegetable oil.



Fig.no-7

CATEGORY	PRICE
GLASS 200 ml	8

GLASS 300 ml	10
CAN 330 ml	25
PET 600 ml	23
PET 1 Ltr	32
PET 2 Ltr	56

Table.no 4

The fastest-growing soft drink of the decade, Mountain Dew currently ranks as the nation’s leading soft drink in retail outlets. Doing the “Dew” is like no other soft drink experience because of its daring, high-energy, high-intensity, active, extreme citrus taste.

❖ **7UP CLEAR LEMON**

Contains: Carbonated water, caramel color, aspartame, phosphoric acid, Potassium benzoate (preserves freshness), caffeine, citric acid and natural flavors.



Fig.no-8

CATEGORY	PRICE
GLASS 200 ml	8
GLASS 300 ml	10
CAN 250 ml	15
CAN 300 ml	25
PET 600 ml	23
PET 1 Ltr	32
PET 2 Ltr	56

Table.no-5

❖ **SLICE FRUIT JUICE**

Contains: Carbonated Water, high Fructose Corn syrup, Mango Juice From concentrate, Citric Acid, Potassium Benzoate (preserves freshness), Modified Food Starch, Natural & Artificial Flavors, Potassium Sorbet (preserves Freshness), ascorbic acid (Vitamin C), Yellow 6, glycerol Ester of Wood Rosin, Calcium Disodium EDTA (To protect flavor), Sodium Citrate.



Fig.no-9

CATEGORY	PRICE
GLASS 200 ml	10
GLASS 250 ml	12
PET 500 ml	24
PET1.2 Ltr	48
Tetra 200 ml	12

Table.no-6

AQUANAFINA WATER, PERFECT TEST



Fig.no-10

Enjoy the crisp, refreshing taste of Aquafina -100 %pure, non-carbonated purified drinking water. The consistent purity and great taste of Aquafina are guaranteed by means of a state-of- the art purification process that includes reverse osmosis and carbon filtration. Since its debut in 1995, Aquafina has won over consumers with its great taste and purity. Aquafina is the official bottled water of Major league Soccer and the PGA of America. Aquafina is distributed nationwide and can be enjoyed in 500 ml, 1-litter@ ` 14.60 and 1.5- litter bottles. Aquafina. Purity Guaranteed.

Contains: purified water

⌘ TROPICANA TWISTER

Tropicana twister is a packed fruit juice with orange flavor. It comes in both 330 ml and 1.2 ltr bottle. It contains energy 56 kcal, protein 0g, fat 0g, carbohydrate 14.6g, fiber, c.17g.it is manufacture by pepsi co. India holding Pvt. Ltd plot no.D-7, MIDC, paithan, dist. Aurangabad-431148.



Fig.no-11

CATEGORY	PRICE
ORANGE PET 350 ml	25
ORANGE PET 1.2 Ltr	75

Table.no-7

Every product advertises in media with attractive punch line for capture the attention of the Consumer about the particular product. Punch lines are changes time to time, in current period punch line for PEPSI is YOUNGISTAN KA WOW .

Some are as follows:

2.7 swot analysis

strengths	Weaknesses
<ul style="list-style-type: none"> • PEPSI has an excellent brand image • PEPSI has effective and stronger base in India than its competitors like • COKE who too have a good name in soft drink market. • Retailer friendly schemes • Distribution of Pepsi is very efficient • Continuous & strategic improvement in the promotional strategies • Strong dealer network • PEPSI has got goodwill in the market with regard to the brand name. • Introduction of new flavors continuously from time to time. • Large number of celebrity endorsed. • A very good sales force. 	<ul style="list-style-type: none"> • PEPSI not able to keep retailers satisfied as they are not providing with the coolers on time as compared to Coke. • Interior part of the city is not looked after as the main city as roads are not good enough for vehicle to reach there. • Support material not provided to the retailers as being provided by the competitor (Coke). • In terms of stands, dealer board, and other Add. Material Coke is ahead of PEPSI in Jamshedpur.

opportunities	Threats
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<ul style="list-style-type: none"> • Consumers are showing increased interests in PEPSI products. • Promotional activities provide it an edge over the competitors • Top position in C.S.D. products in India gives it an advantage. • Pepsi can explore its distribution network in interior area also. • Already enjoys top position in the “Jamshedpur” market. 	<ul style="list-style-type: none"> • Some dealers are not very satisfied with the services of Pepsi which directly affect the sale of product. • Competitor’s products already available in the market with similar schemes. Tough competition from Coke. • Strategic pricing by competitors may affect the company’s wafer thin margins. • Pesticide controversy taking away the consumer. Many religious Guru asking there followers not to consume soft drinks.
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Table.no.9

Chapter 3

INDUSTRY PROFILE

A soft drink is a non alcoholic beverage. It is artificially flavored and contains no fruit and pulp. India with population of more than 100 corers is potentially one of the largest consumer markets in the world after china. The consumer market can be defined as the market for the product and services that are purchased by individuals as household goods for their personal consumption. Soft drink is a typical consumer product purchased by individuals to quench thirst and secondly for refreshment.

Searching for the point of origin of Indian soft drinks we first document Gold Spot, which was the first brand soft drink in India. It was introduced by Parle during later part of 40’s. Cola giant, Coca Cola was the first foreign soft drink to be introduced in India in 1965, coca-cola make a very good beginning and dominated the whole scheme right from the word go. It (coca-cola) faced no competition at that time. The marketing people did not even receive to publicize coca-cola for it sold first like probability not cakes. This extraordinary success of soft drinks can be attributed to the following factors:-

Absence of contemporary competitive brand.

Euphoric image built up in the western countries preceded the entry into Indian market.

Indians are very fond by nature of foreign goods, service etc due to prolonged foreign rules.

Parle exports (p) Ltd, later in 1970 introduced Limca, lemony soft drinks. Before Limca introduced, they had tentatively introduced cola, Pepino, which they had to soon withdraw in the face of battering confrontation with coca-cola. Three of four groups of Indian companies who had the required production capacity started their own brands of cola, lemon, orange, but failed to achieve their goal on a national basis. India always has love and hate relationship with MNC's which gave a significant opportunity to soft drink industries in India when coca cola decided to windup its operations in 1977 rather than bowing to the Indian government insisting on:-

1. Dilution of equity, as the government felt that lots of foreign currency was being wasted.
2. Manufacturing of the top-secret concentrate in India
3. Disclose of the chemical composition of the essence.

This left a large vacuum in the popular soft drink market, and a vista was opened to any Company with the requisite, technical, marketing and organizational skills. The exit of coca-cola from India in 1977 accelerated the growth of several Indian Soft Drink. New soft drink in the form of Tetra pack entered the market among Frooti .Jump-in and Tree- Top were the prominent once. Till 1977 their equipped bottling plants and the distribution network a longing to be on use. It took them one year to develop new formula to service and gradually came up with Campa Lemon, Orange and Cola that order. However Parle ,the pioneer in the soft drinks blazed its way to national prominence with their product „Thumps Up ,, bearing the slogan „Happy Days“ Are Here Again ,, .This particular slogan helped to win over the loyalists or addicts to Coca-Cola, who was in the state of “cola shock” or “cola depression”

Soon the Indian soft drink industry started at a phenomenal rate and all parle products Gold Spot, Limca and Thumps Up became the brand leader in their own segment. In spite of all these, the drink market still has large gap, as claim by soft drink manufactures. To fill this gap there are many soft drinks concentrate and squashes flooded the market. The Indian soft markets basically offered three flavors i.e., Orange, Lemon and Cola. 1990 saw the coming of the multinational company Pepsi entering the Indian market. 11 years after the exit of coca-cola. It had name, fame and edge of being one of the best in the game and it also offered stiff competition to parley and coke. Pepsi cola company founded by Caleb Bradham in 1890 at north Carolina in USA . Now it is ranked 86th (1998) in the world with the asset of around \$25000 million, having its head quarter Atlanta. Its CEO is Roger Enrico and Pepsi Co. India holding chairman is Mr. Rajiv Bakshi. Pepsi co india's headquarter is at Gurgaon, presently is operating in 196 countries. In India it has 34 bottling plant, of them 8 are cobo and 26 are fobo of which one in Jamshedpur.Coca-Cola entered India in the year 1993.in collaboration with Parle India

CHAPTER-4

SCOPE OF WORK

The research was carried on in the western region of Ranchi. It is restricted to Ranchi where it has got 220 retailer outlets & Hotels and 1 distributor. I have visited outlets managers as per the list given to me nearby my locality, different small & big outlets etc

. ORGANIZATIONAL POINT OF VIEW

The research is conducted in the organizational to follow a particular criterion. Research has to find a solution to estimate a particular problem or has to follow the way through which organization gets the idea how to increase its market and also to get the idea regarding policies wherein they lack.

By conducting proper market research, the company can increase the market share in local market as well as international market. After augmenting the advertisements and after being made aware about the new competitors' strategy & customer demand, so customers can be attracted to buy more. After solving the product's replacement problem, company can sell more stock soft drink.

FROM THE RESEARCHER'S POINT OF VIEW

- Being in the field work, I came into contact with Dealer's & retailers and increase and enriched my knowledge regarding marketing field.
- I have also increased my knowledge about market like: - → What the consumer want? → What is the retailer problem?
- What strategy distributor follows to sell their product to retailers?
- The retailer requirement through the company product is known during the field work
- I also gained proper insight regarding company's policy towards retailers & distributor
- . → This project helped me to get practical experience of market. This practical experience encouraged me in improving efficiency & skill of market and market strategies.

CHAPTER 5

OBJECTIVES

Primary Objectives: -

- To know market strength of Pepsi in Ranchi area.
- To know about the distribution system of Pepsi in Ranchi.
- To find out the sales level of Pepsi in comparison to the coke.
- Secondary Objectives: -
 - To know the percentage of carats of Pepsi and its competitor.
 - To determine the visibility of Pepsi in the retailer Outlets.
 - To find out the Retailer's perception about the Pepsi products.

CHAPTER 6

RESEARCH METHODOLOGY

Research may be defined as the search for knowledge through an objective and scientific method of finding solution of problem. Research Methodology is a way to systematically solve the research problem. It includes various steps that are generally adopted by a research problem along with the logic behind them. During my research I have adopted the following research design. Market Research The purpose of market research is to provide information, which will aid management decision-making. Marketing managers are commissioned to undertake marketing research and formal studies on specific problems and opportunities. They may request a marketing survey, a product preference test, a sales forecast for a region or a research advertising effectiveness. It was felt that to obtain more information intense study with practices was required for understanding the subject. The basic aim of the study is to analyze the market share of PEPSI in product market with its competitor.

In this Project I have applied DESCRIPTIVE RESEARCH because Descriptive Research aims at fact finding and more often is based on surveys. Its purpose is to describe the present state of affairs of topic of study. The researcher has little control over the variables involved and he merely reports whatever is occurring or has occurred. It is often referred to Post – facto study. It provides basic information for formulating more sophisticated studies. Data are collected by one or more methods of observation, interviewing and a mail questionnaire.

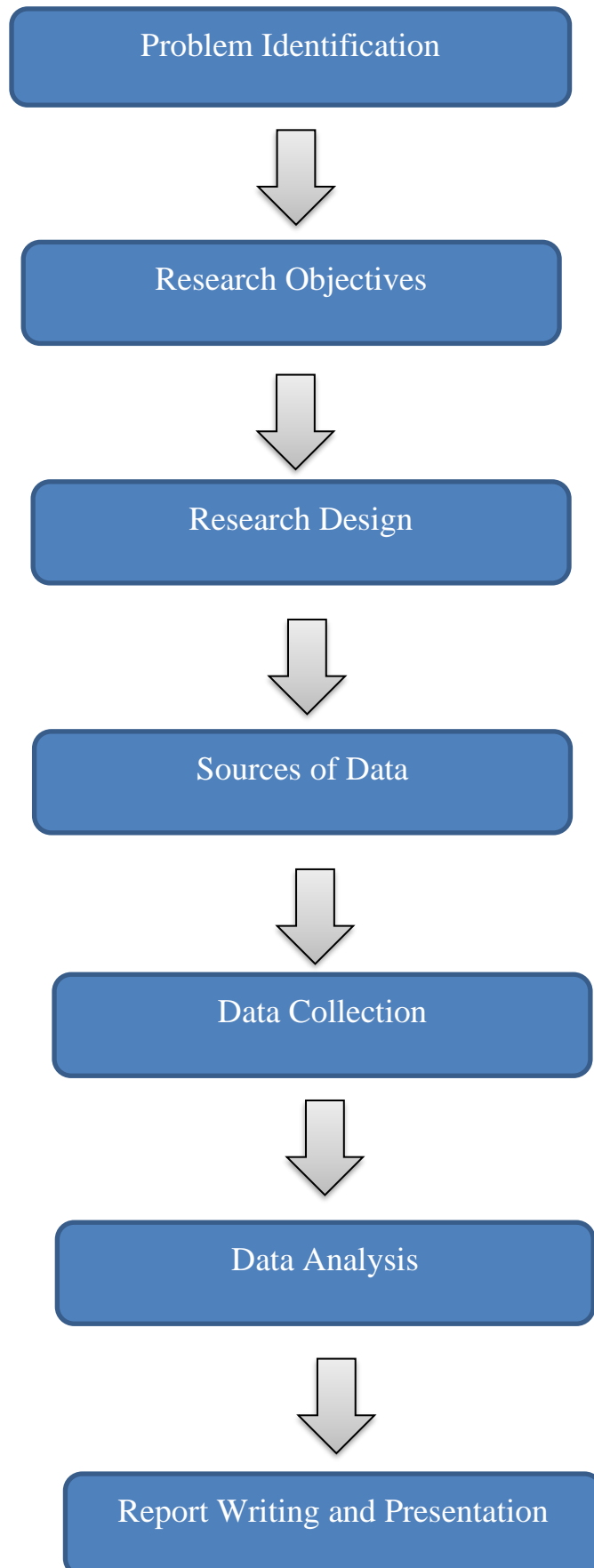
6.1 RESEARCH DESIGN

A research design is the specification of the methods and procedures for acquiring the information needed. According to my research design, I have performed the following steps in project:-

STEPS:

- 1) Determining the objective of the project.
- 2) Finding out its Scope.
- 3) Research method to be adopted
- 4) Sources of data.
- 5) Method of data collection.
- 6) Concluding field survey for data collection.
- 7) Checking of the data.
- 8) Preparing the final project report.

6.2 RESEARCH PROCESS



There may be different types of data and information. Some of the information may be published and some unpublished, some is complete and some is incomplete, some are reliable and some are biased. It is necessary for the researcher to know the kind of information which is usually employed in marketing research work and the type of sources from which it is generally collected. The research problem decides the nature of sources of data. They are primary and secondary data.

PRIMARY DATA:

Primary data is being collected during the course of asking questions by performing survey – primary data is obtained through respondents, questionnaire or through personal interview. I have collected the primary data through questionnaire.

SECONDARY DATA:

Secondary data are the data already available in the form of print materials, website contents, journals etc. I have used some magazines, websites and course materials for that purpose

RESEARCH INSTRUMENTS:

I have used the Each Retail Outlets, Dealer sheet in my research process which had been carefully designed keeping all objective in mind. Most of the data collected in the sheet are very close ended in nature.

SAMPLING PLAN:

The process of collecting observation from the elements of large population may be expensive, time consuming and difficult. It will be cheaper and quick to collect information from a sample plan of the population. A sample is fraction of subset of population through a valid statistical procedure so that it can be regarded as representative of the entire population. The valid statistical procedure of drawing sample from the population is called sampling. Sampling plan consists of following elements:-

- Sample unit: - My sample unit was the people selling cold drinks, so it is clear that sample unit is nothing but variables to be studied.
- Universe: - The word universe refers to the total items about which information is desired. So the universe of my research was broad market of Ranchi.
- Sample Frame: - The entire list, which contains the sample units, is known as sample frame. In this case my sample frame was segment in Ranchi Area.

Area Covered: -

- a) Gudri Chowk
- b) Laljihirji Road
- c) tharpakna
- d) indrapuri
- e) piskamor

f) Morhabadi

g) vikas

h) Plaza Road

i) Namkum

Sample Size: - The larger the sample the more accurate the result will be but practically it is not feasible to survey the entire target population or even its substantial portion also. In this project being aware of time and cost constraints, sample size was 220 retailers belonging to various categories & 12 Dealer's.

Convenience Sampling Method: - Personal interview is a method in which an interviewer obtains information from the respondents in face – to – face meeting. Selection of sample according to the convenience is convenience sampling method. Questionnaire is filled by using convenience sampling method.

CHAPTER 7

DATA ANALYSIS & INTERPETITION

For Dealer's

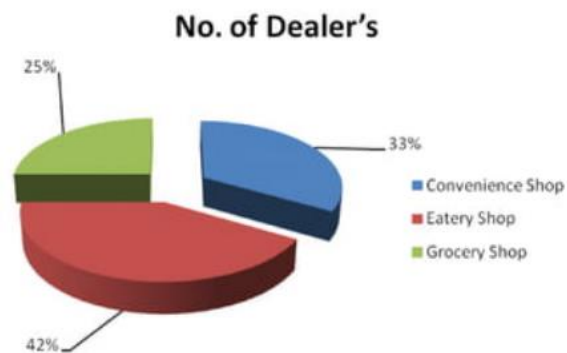
Q. 1 Which type of shop you selected to sell Pepsi products?

Shop	No.of Deale's	% of Respondents
Convenience Shop	4	33%
Eatery Shop	5	42%
Grocery Shop	3	25%
Total	12	100%

Sample size 12

Graphical representation

Figur no 13



Interpretation

Out of 12 Dealer's

→ It is found that dealer's prefer to sell 42% to Eatery shop.

→ And, 33% to convenience, 25% to Grocery Shop.

So, it shows that maximum no. of dealer's want to sell Pepsi products to Every Shops.

Q. 2 How satisfied are you with Visi cooler of Pepsi?

Table. no: 11

Decision	No. of Dealer's	% of Respondents
Yes	7	58%
No	5	42%
Total	12	100%

Sample size 12

Graphical representation

fig no.14



Interpretation

Out of 12 Dealer's

→ It is found that 58% Dealer's satisfied with Pepsi's Visi Cooler.

→ And, 42% are not satisfied with Pepsi's Visi Cooler.

So, it shows that maximum dealer's satisfied with Pepsi's Visi Cooler.

Q.3 what is your favorites C.S.D of Pepsi?

Table. no: 12

brands	No. of dealer's	% of respondents
--------	-----------------	------------------

Pepsi	5	41%
Mountain dew	3	25%
7 up	2	17%
Miranda	2	17%
total	12	100%

Sample size 12

Graphical representation

fig no.15



Interpretation

Out of 12 Dealer's

→ It is found that 41% dealer's prefer Pepsi.

→ And, some dealer's prefer 17% 7 up, 25% Mountain Dew, 17% Miranda

So, it shows that maximum dealer's prefer Pepsi.

Q.4 How satisfied with the credit facilities of Pepsi?

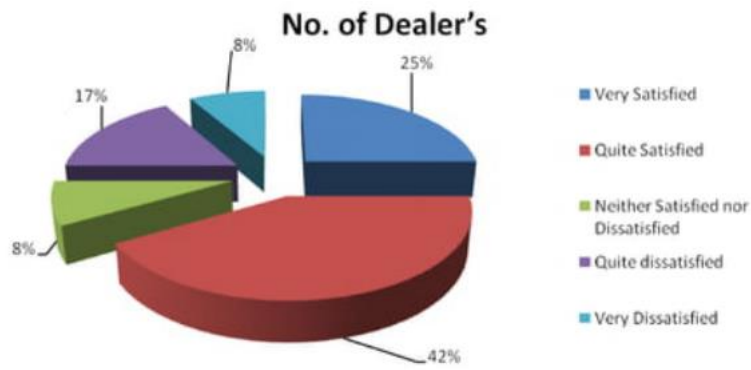
Table. no:12

Satisfaction level	No.dealer's	% of respondents
Very satisfied	3	25%
Quite satisfied	5	42%
Neither satisfied nor dissatisfied	1	8%
Quite dissatisfied	2	17%
Very dissatisfied	1	8%
total	12	100%

Sample size 12

Graphical representation

fig no.16



Interpretation

Out of 12 dealers"

– It is found that 8% dealer"s are Neither Satisfied nor Dissatisfied.

– And others are 25% Very Satisfied, 42% Quite Satisfied, 17 % Quite dissatisfied, 8% Very Dissatisfied.

So, it shows that maximum dealer"s are quite satisfied.

Q. 5. How much you satisfied with the dealer board of Pepsi?

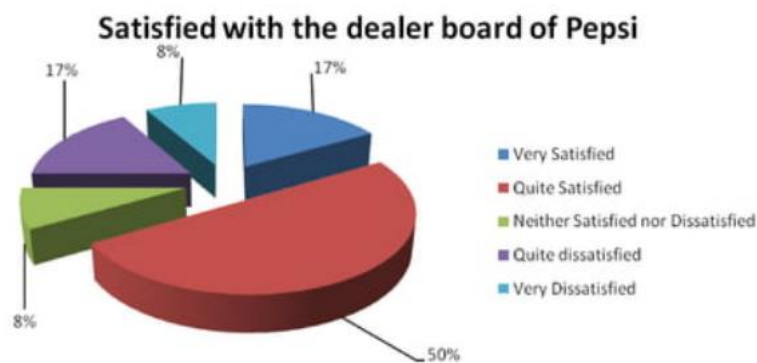
Table. no: 13

Satisfaction level	No.dealer's	% of respondents
Very satisfied	2	17%
Quite satisfied	6	50%
Neither satisfied nor dissatisfied	1	8%
Quite dissatisfied	2	17%
Very dissatisfied	1	8%
total	12	100%

Sample size 12

Graphical representation

fig no.17



Interpretation

Out of 12 Dealer's

→ It is found that 8% dealer's are Neither Satisfied nor Dissatisfied.

→ And others are 17% Very Satisfied 8% Very Dissatisfied 17% Quite dissatisfied 50% Quite Satisfied.

So, it shows that maximum dealer's are Satisfied.

Q. 6 Are you satisfied with the distribution system of Pepsi?

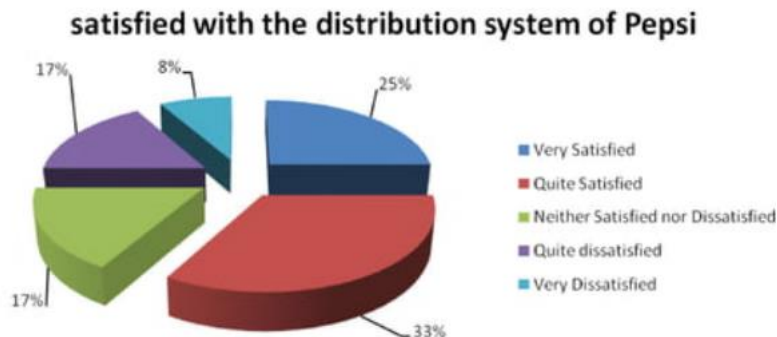
Table. no:14

Satisfaction level	No.dealer's	% of respondents
Very satisfied	3	25%
Quite satisfied	4	33%
Neither satisfied nor dissatisfied	2	17%
Quite dissatisfied	2	17%
Very dissatisfied	1	8%
total	12	100%

Sample size 12

Graphical representation

fig no.18



Interpretation

Out of 12 dealers

→ It is found that 33% dealer's are quite satisfied.

→ And others are 8% Very Dissatisfied, 17% Quite dissatisfied, 17%

→ Neither Satisfied nor Dissatisfied, 25% Very Satisfied.

So it shows that maximum dealer's are quite satisfied with distribution system of Pepsi.

Q. 7 Does the Pepsi board make available of Pepsi products in summer season?

Table no 15

decision	No. of dealer's	No. of respondents
Yes	5	42%
No	7	58%
total	12	100%

Sample size 12

Graphical representation

fig no.19



Interpretation

Out of 12 dealers"

→ It is found that 58% dealers say no.

→ And 42% dealers say yes.

So, it shows that maximum dealers say Pepsi board doesn't make available Pepsi products in summer season.

7.1 DATA ANALYSIS & INTERPETITION

For Retailer's

Q. 1 Which brand do you prefer to sell?

Table. no:17

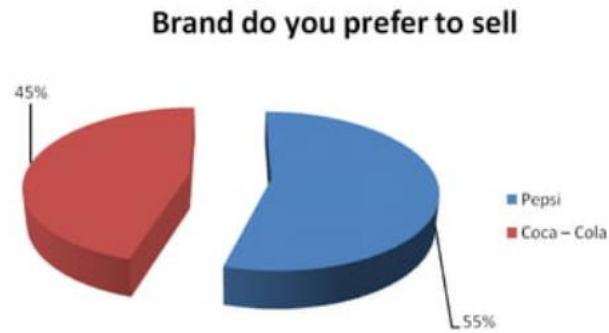
brand	No. of retailers	% of retailers
Pepsi	120	55%
Coca-cola	100	45%

total	220	100%
-------	-----	------

SampleSize-220

Graphical Representation

Fig. no -20



Interpretation :

Out of 220 retailers:

- It is found that 55% Retailers prefer to sell PEPSI
- Whereas 45% Retailers prefer to sell COCA-COLA.

So, it shows that maximum retailer prefer Pepsi.

Q. 2 Which brand of cold drinks you keep in your stock?

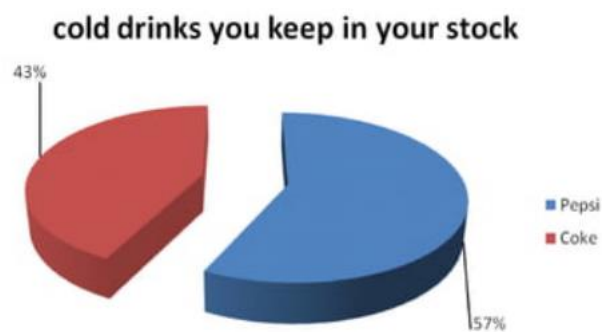
Table no. 18

brand	No. of respondents	% of respondents
Pepsi	126	57%
Coke	94	43%
total	220	100%

SampleSize-220

Graphical Representation

Fig. no -21



Interpretation

Out of 220 Retailer's

→ It is found that 57% retailer's keep more stocks of Pepsi.

→ And, other 43% of Coke.

So, it shows that maximum retailer's keep stock of Pepsi.

Q. 3 Which brand of Pepsi you keep in your stock?

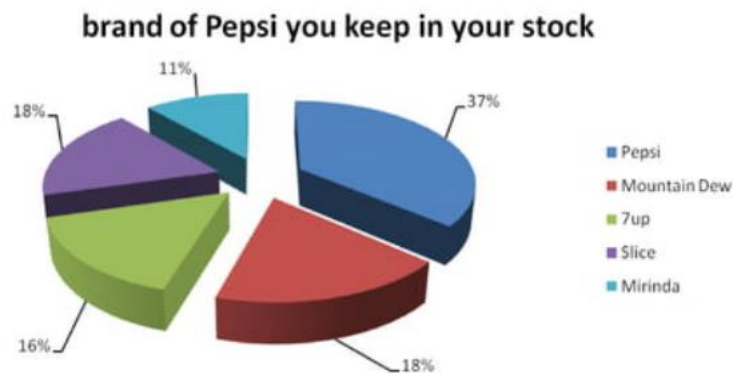
Table no.19

brand	No. of respondents	% of respondents
Pepsi	80	37%
Mountain dew	40	18%
7up	35	16%
Slice	40	18%
Mirinda	25	11%
total	220	100%

Sample Size – 220

Graphical Representation

Fig. no -22



Interpretation

Out of 220 Retailer's

→ It is found that 37% Retailer's keep stocks of Pepsi.

→ And others are keeping Mountain Dew, 7up, Slice, Miranda.

So, it shows that maximum retailer's keep more stocks of Pepsi.

Q. 4 which brand are mostly preferred by Customer's?

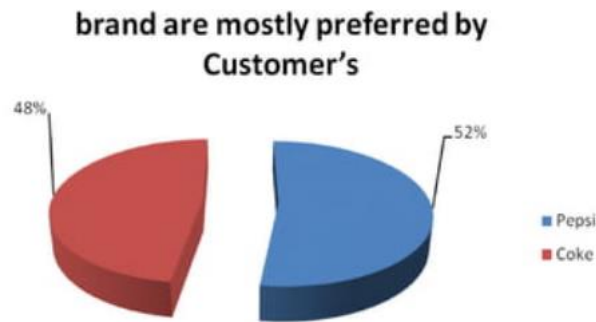
Table no 20

brand	No. of respondents	% of respondents
Pepsi	115	54.2%
Coke	105	45.8%
total	220	100%

SampleSize-220

Graphical Representation

Fig. no -23



Interpretation

Out of 220 Retailer's

→ It is found that 52% Customer's preferred Pepsi products.

→ And, others are preferred coke products.

So, it shows that Maximum customers preferred Pepsi products.

Q. 5 which brands of visi cooler you have?

Table no 21

brand	No. of respondents	% of respondents
Pepsi	120	55%
Coke	100	45%
total	220	100%

SampleSize-220

Graphical Representation

Fig. no -24

Brands of visi cooler you have?



Interpretation

Out of 220 Retailer's

→ It is found that 45% retailer's are having Coke visi* cooler.

→ And 55% are having Pepsi visi* cooler.

So, it shows that maximum retailer's are having Coke visi* cooler.

Q. 6 Are you satisfied with the distribution system of Pepsi?

Table no 22

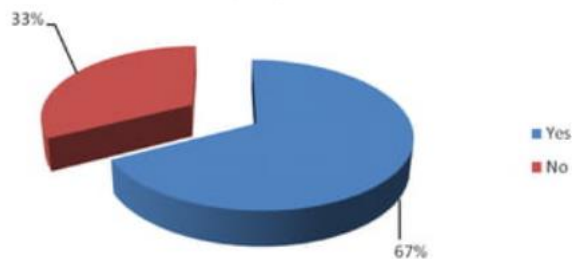
decision	No. of respondents	% of respondents
Yes	155	67%
No	75	33%
total	220	100%

Sample size 220

Graphical representation

fig no.25

satisfied with the distribution system of Pepsi



Interpretation:

Out of 220 Retailer's

→ It is found that 67% reviler's are satisfied with Pepsi distribution System.

→ And 33% are satisfied with Coke.

So, it shows that Pepsi has a better distribution.

Q. 7 Are the dealers make available the products of Pepsi in summer season?

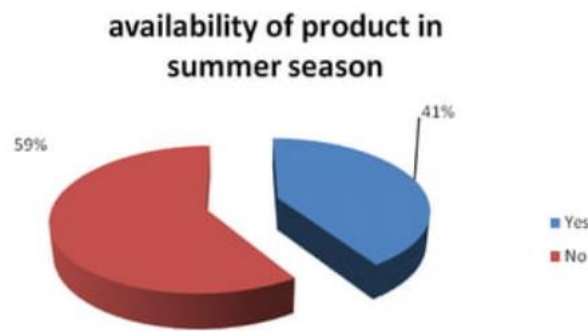
Table no 23

decision	No. of respondents	% of respondents
Yes	90	41%
No	130	59%
total	220	100%

Sample size 220

Graphical representation

fig no.26



Interpretation

Out of 220 Retailer's

- It is found that 59% retailer's says no.
- And 41% says yes.

So, it shows that maximum retailer's says dealers don't make available of Pepsi products in summer season.

7.2 DISTRIBUTION CHANNEL

All the market intermediaries (Sole selling agents, whole sellers, distribution, retailers etc.) used by the producer for the purpose of making their products available to users are collectively constituting the distribution channel.

Role of Distribution Channel

- Provide Distribution Efficiency to manufactures
- Supply products in required Assortments

- Help Merchandising the product
- Help implement the Price Mechanism
- Physical Distribution & Financing
- Change Agent & generate Demand

Physical distribution of goods and products is a process of reaching out to the customer. After the production process is over the main concern for a company is how to make that product available at the nearest shop of the target customer. For this the company needs to have an effective distribution network which is cost effective, reaches to every nook and corner of the target market and delivers the goods to the shop on time so that there is no scarcity. Thus a company needs to have a very clear cut understanding of the geographies of that particular area for an effective distribution channel. Basically there are two types of market viz. urban market and rural market. Both the markets are very different from each other in term of preference, frequency of goods sold, price and quality. With respect to soft drinks it has been seen that the frequency of sale faster in the urban market. Thus the distribution network has to be more prudent in the urban market.

CHAPTER -8

OBSERVATION & FINDINGS

Dealer survey or retailer survey is one of the most accurate methods to know about the market share of a company and it is especially true for soft drinks companies. Soft drink market is typically characterized by changes in the stock position every day. In order to have a good knowledge about the market and the route it was important for me to move along with the Pepsi vehicle. This helped me to know about

- Number of dealers in the choker market
- Location of the dealers
- Type of dealers
- Market share

Learning in the classrooms and learning practically are two different things. So for the first 10 days I moved along with the Pepsi vehicle interacting with the retailers and trying to build up a rapport with them. From this I also came to know how to deal with different types of retailers and how to convince them. Feedback from the retailers helped me to find out where the Company was lacking in terms of service provided and also how the competitors fared on the same parameters. These feedback help the company to improve its services and as such increase retailer satisfaction which in turn results in better sales and revenue generation. Thus appropriate marketing strategies can be worked out based upon the findings .

While conducting the survey of the dealers a format was provided to me by the company which I personally filled up by interviewing all the retailers in the Namkum, Gudri chowk, Thadpakna and Morhabadi .

NUMBER OF OUTLETS:

In Namkum, vikas, Thadpakna, Morhabadi, Indrapuri, piska mor and Plaza road „area. There are 220outlets selling soft drinks out of which around 15 are Pepsi exclusive outlets and 3 are coca-cola exclusive outlets. Rests are selling both the brands. Also there are three types of outlets in Ranchi.

Convenience outlets which includes general stores, beetle shops, medical stores and other Types of shops

- Grocery outlets which includes shops selling grocery.
- Eatery which includes restaurants, fast food joints etc.

Number of total outlets

Total number of outlets: 220

Outlet type	Outlet numbers
CONVININCE	70
GROCERY	65
EATERY	85

The market shares of Pepsi and Coca cola of Namkum, Gudri chowk, Thadpakna and Morhabadi are being determined in the subsequent pages of every outlet.

8.1 FINDINGS FOR DISTRIBUTION CHANNEL

1. Company must avail new route vehicle to cater properly to the retailers. Company must explore the interior areas and try to make new outlets over there.
2. Company must regularly monitor on the distributors.
3. Supply of the products should be properly maintained in order of not loosing the customer.
4. Company must provide a gift or bonus to the salesman and distributors.
5. Company must distribute a gift and schemes through a proper channel.
6. Give more schemes to retailers in comparison of offers to consumer, so that they purchases Pepsi products more because consumers are not too brand loyal in terms of consuming

carbonated cold drink, if they don't get product they may go for Coke product and vice-versa. Here availability of product is more important in retail outlets.

7. Give more service in terms of giving „Banners, Posters, Decorated gates, Wall clocks, calendars, because TOP OF THE MIND ALWAYS RECALLS.
8. Pepsi should maintain the regularity of supply to meet the demand. It has been seen that the supply of Mineral water (Aquafina) is irregular
9. . – Periodic feedback should be taken from Hostels regarding service and quality and try to implement them.
10. Company should try to make more agreement from the hotel as the sale of the C.S.D is large.
11. More support like giving opener and T-Shirts to the employee of the hotel.
12. Company must encourage the high selling counters by providing incentives and other extra benefits.
13. Company must collaborate with Big hotel owners and sell there product through these channel.

CHAPTER-9

LIMITATIONS

- The sample size and area was limited, as a result of which the survey represents very small percentage of the total population of Ranchi.
- The project period was only for sixty days which was not sufficient to cover the whole area.
- The person interviewed did not give enough time to answer the questionnaire.
- Some of the people interviewed shows that they don't have enough knowledge about the Pepsi's products. It shows the lack of product knowledge among people.
- As the expertise in the field of project conducted was not proper, the performance was hampered which affected my survey.
- Many outlets having cooling equipment problem.
- Lack of advertising and sales promotion.
- Lack of signage at various outlets.

- Improper supply of various products by the Route Agent to the Retailer.
- Poor distribution channel of few distributions.

CHAPTER-10

SUGGESTIONS

After analyzing the fact we came to the conclusion that PEPSI is undisputed market leader. This conclusion is based on overall information collected from various distributors, retailers, markets and consumers. They are having an edge over other soft drink producer in the market. They are doing very good in the current scenario, but they need some object oriented and bit dynamism in the strategy in the outskirts.

- To increase the market share penetration level must be increase. This can done by building good relationship with distributor, retailer and end user
- All brands should be making availability will also increase visibilities, which in turn increase the sale.
- To increase the visibility more visi cooler can be distributed and display can be made.
- Pepsi distributed can convince retailer for entering into agreement for excusive outlet with some extra benefit.
- The company should concentrate more on After and Presales Services

- There should be Good balance between Production and Sales.

Thus the SMV beverages (Jamshedpur) have an upcoming bright future in the future years. The training at PEPSI taught me that classroom study is not an end but is mean to achieve your goals. The stint at PEPSI will go on long way in enhancing my life as a student as life is full of learning one being student through.

CHAPTER-11

CONCLUSION

Promotion is a wide concept after studying and analyzing the market promotion activity the conclusion drawn is that there should be an integrated marketing communication. Only then it will have positive impact on sales.

A good understanding of the market was accomplished as around 200 outlets were spoken to and that group consisted of a variety of people and customers. This even helped in the polishing of communication skills, a must-have to survive and make it big in the present world. It even gave a good understanding of behavior of channel people and customers when placed in different situations. It was a good opportunity to work on the skill of patience, as a large number of outlets were to be dealt with. It helped in developing the kind of relations one needs to uphold in the corporate world and it helped in building up the right attitude.

As all the points in the above mentioned paragraph, are the must-have skills for anyone in the field of Marketing and Sales, the training period was a good experience and a good stepping stone into the real business world.

As a future line of research, the Marketing and Sales could offer projects like“

1. Analysis Impact of advertisements on the Sales of a particular product
2. Analysis of major trends in the Indian Non-Alcoholic Beverage market
3. Analysis of changing trends in the market activation for PEPSI products

CHAPTER-12

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