

SUMMER INTERNSHIP PROJECT

**“A Study of Marketing Strategies Adopted by Kothari Marketing, Nagpur with
Respect to Hershey’s Chocolates”**

Submitted to:

DMSR

G.S. College of Commerce and Economics, Nagpur

(An Autonomous Institution)

Affiliated to:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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**Department of Management Sciences and Research,
G.S. College Commerce & Economics, Nagpur NAAC Accredited
"A" Grade Institution**



Academic Year 2022-23



CERTIFICATE

This is to certify that the investigation describes in this report titled “**A study of Marketing strategies adopted by kothari marketing, Nagpur with respect to Hershey’s Chocolate**” has been carried out by **Mr. Sanket Raut** during the summer internship Project. This study was done in the organization of “**Kothari Marketing**”, in partial fulfillment of the requirement for the degree of Master of Business Administration of G.S. College of Commerce & Economics (An Autonomous Institute) affiliated to R.T.M.N.U., Nagpur. This work is the own work of the candidate, complete in all respect and is to sufficiently high standard to warrant it's submission to the said degree. The assistance and resources used for the work are duly acknowledged.

Prof. Shubhangi Jepulkar
(Faculty Guide)

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INTERNSHIP CERTIFICATE

This is to certify that **Mr. SANKET SURESH RAUT**, a student of **Master of Business Administration G.S. College of Commerce and Economics, Nagpur** Has undergone internship with **Kothari Marketing Nagpur** for the period of 45 days from 16th September 2022 to 05th November 2022.

During his tenure he had demonstrated his skills in the field of Marketing. He had successfully worked in the field.

During his internship period he was found to be sincere, quick learner and hard working.

Date: 08.11.2022

Place: Nagpur



Kothari Marketing

Mr. Ankit Kothari

ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project at “**Kothari Marketing**” and I am sincerely thankful to them for providing this opportunity to me.

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I am also thankful to all the faculty members of Department of Management Sciences and Research, G.S. College of Commerce and Economics, Nagpur and particularly my mentor and coordinator **Prof. Shubhangi Jepulkar** for helping me during this project.

I'm thankful to the principal of G.S. College of Commerce and Economics, Nagpur, **Dr. Swati Kataley** and to the Dean of DMSR, **Mr. Anand Kale**.

Finally, I am grateful to my family and friends for their unending support.

Sanket S. Raut

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INTRODUCTION:

India with a population of more than 100 crores is potentially one of the largest consumer markets in the world. With urbanization and development of economy, tastes and interests of the people change according to the advanced nation.

Marketing is about winning this new environment. It is about understanding what the consumer's wants and supplying it more efficiently and more conveniently.

The consumer market may be identified as the market for products and services that are purchased by individuals as households for their personal consumption. Soft-drinks is a typical consumer product purchased by the individual primarily to quench their thirst and also for refreshment. Different types of soft drinks are available in the market and more or less the content of all soft drinks is the same. The market of soft-drinks is facing a cutthroat competition and many companies are floating in the market with their products with different brand names. In such a kind of situation, different factors which influence the people's choice for soft drinks are taste, quality, images, easy availability and the product cost of soft drinks and the advertisement. The Govt. of India has considered the soft drinks industry as "Non-essential". As a result, the excise duty levied by the govt. on better soft drinks is very high.

Thus in a country like India where, more than 50% of the total population exists below poverty line, the consumer cannot afford such high price for soft drinks. As a result, the trading activities of the soft drinks industry are concentrated in and around big cities and town where the purchasing power of population considered comparatively high.

Soft drinks Industries in India has an annual sale of about 4000 crores, with per capita consumption of soft drinks at a low of seven bottle per annum (even Pakistan has a per capita consumption of 14 or in China and U.S. it's more than 800 bottles) is due to price factor.

So, marketing is both philosophy and technology. It is technology because it suggests ways and means for effective production and distribution of goods and services in the market to give maximum satisfaction to the consumer.

The marketing manager is responsible for both, determining and suitability of goods and services presented by the company to the market, and also determining about potential market and make better relation with the retailer

Distribution is the process of making a product or service available for the consumer or business user who needs it, and a **distributor** is a business involved in the distribution stage of the value chain.

This can be done directly by the producer or service provider or using indirect channels with distributors or intermediaries.

Distribution (or **place**) is one of the four elements of the marketing mix: the other three elements being product, pricing, and promotion.

Decisions about distribution need to be taken in line with a company's overall strategic vision and mission.

Developing a coherent distribution plan is a central component of strategic planning. At the strategic level, there are three broad approaches to distribution, namely mass, selective and exclusive distribution.

The number and type of intermediaries selected largely depend on the strategic approach.

The overall distribution channel should add value to the consumer.

In this regard the marketing management will have to apply to marketing technology in the conceptual philosophy of system. It is the process of system analysis in the marketing management for effective research and can be defined as “Systematic objective and exhaustive study of tasks relevant to any problem in the field or marketing

Company profile:

Kothari Marketing in Sitabuldi, Nagpur is known to satisfactorily cater to the demands of its customer base.

The business came into existence in 2012 and has, since then, been a known name in its field. It stands located at Kothari Mansion 2nd, B/H Laxmi Theatre, Sitabuldi-440012.

B/H Laxmi Theatre is a prominent landmark in the area and this establishment is in close proximity to the same. It has earned stamps like Jd Verified, Jd Pay substantiating the credentials of the business. The business strives to make for a positive experience through its offerings. The accepted modes of payment such as Cash, Master Card, Visa Card, Debit Cards, Cheques, American Express Card, Credit Card make every business transaction easy and seamless, contributing to making the entire process even more effective.

Customer centricity is at the core of Kothari Marketing in Sitabuldi, Nagpur and it is this belief that has led the business to build long-term relationships. Ensuring a positive customer experience, making available goods and/or services that are of top-notch quality is given prime importance.

India's leading B2B market place, Jd Mart ensures engaging in business activities is a seamless process for small and medium enterprises as well as large businesses. In a wake to enable these businesses to reach their audience, this portal lets them showcase their offerings in terms of the products and/or services through a digital catalogue. This business has a wide range of product offerings and the product/catalogue list includes Revlon

TERMINOLOGY

1. Digital marketing

Digital marketing is any form of communication aiming to persuade people to purchase a product or service that occurs through some form of digital device.

2. Brand positioning

Brand positioning is the way you differentiate yourself from your competitors and how consumers identify and connect with your brand. It's comprised of the key qualities and values that are synonymous with your company.

3. Brand awareness

Brand awareness is the extent to which people are able to recall and recognize your brand. It has two components: brand recall, which is a measure of how well a brand name is connected to a product class

4. Demand generation

Demand generation encompasses — you guessed it! — generating demand for your product or service. More formally, it is the data-driven focus of marketing programs to produce awareness and interest in a company's offerings through the use of technology.

5. Revenue performance management

Revenue performance management ensures the functions of acquisition, retention and expansion are aligned in order to maximize profitability.

6. Inbound marketing

Inbound marketing is a customer-centric approach that focuses on drawing high-fit customers in as opposed to blasting your message to anyone and everyone.

7. Lead nurturing

Lead nurturing is the process of educating and building trust with your prospects in order to guide them through the buyer's journey. The ultimate goal of lead nurturing is to provide your prospects with a unique experience that keeps them coming back for more — and eventually converts them into customers.

8. Flywheel

Introduced in 2018, the flywheel represents a shift in how marketers think about B2B marketing success. The flywheel places customers at the center of a business and highlights the opportunity for repeat business through relationship building and customer service engagement. It represents how you keeping your customers coming back leads to the success of your company.

9. Buyer persona

Buyer personas are semi-fictional representations of your ideal customers.

Buyer personas should include demographic, psychographic and behavioral information, and they tend to go more in-depth about the role and influence these people have within their companies, emphasizing their goals and motivations.

10. Ideal customer profile (ICP) An ideal customer profile is a hypothetical description of the type of company that would reap the most benefit from your

product or solution. These companies tend to have the quickest, most successful sales cycle, the greatest customer retention rates and the highest number of evangelists for your brand.

11. Sales enablement

Sales enablement is a combination of coaching, tools and content to help your sales team be more efficient and effective. Your sales team needs to be properly enabled to carry out a successful sales strategy.

1.1 OBJECTIVES OF STUDY

Primary Objective

To study **sales and distribution system & to know the market share of Hershey's in West Nagpur.**

Secondary Objectives

1. To determine the factors which persuade the retailer for sale of Hershey's.
2. To find out the promotional activities in Hershey's
3. To find out the market share of Hershey's against its competitor.

Need OF THE STUDY

The seven weeks Training is very important for a student of MBA. This type of study gives some practical knowledge to MBA students and practical knowledge is more useful than theoretical knowledge for any one. There is no certain formula for any particular problem but the aim of this study is to develop the ability of decision – making. A right decision at the right time itself helps an organization to run smoothly.

The training in any organization gives us an idea of different marketing activities and many emphases is given on “Promotional Activities Aspect” and also it is seen how business is taken tactfully when any problem comes to an executive. The way of problem solving, right decision making and knowledge of different types of marketing activities gives much importance to this study. Though only in 50 days, it was not possible to understand it so deeply but overall ideas would be developed.

The market survey was conducted on a study of retail outlets and their “Sales & Distribution System” for Hershey’s in Kothari marketing.

This study was done in Kothari marketing. The geographical scope of my survey was limited to Nagpur. Study aims at relationship between Company Executives and retailer and why any retailer sold particular brand only.

The survey covers a wide range of activities and factors, which influence the retailer to sell the Hershey’s product. The samples of 150 respondents were taken to represent total retailers of the chocolate drinks, and the result was in the favour of Hershey’s. The validity of the findings of this survey is limited to the period during which the field survey was conducted i.e., 45 days i.e. 15th September to 30th October 2022.

LIMITATIONS OF THE STUDY

Although all efforts have been made to study all start of population as compared to the topic of study, universe size and sample size findings of the study will be considered only on the Urban Area and will be applied in Nagpur only because of the Retailers perception and expectation varies in other place due to socio-economic and educational background. At last but not the least the study will try to find out real depth of the actual position as far as possible.

The survey suffers from following limitations:-

1. Since the product under study was a consumer good which requires a large sample to have a correct study, a sample size of 150 respondents was too small for it. But time & money did not allow researcher to have a large sample. And also to manage a large sample would also be difficult by Researcher alone.
2. Duration of study is also limited for further intensive study.
3. Most stress was given on primary data. As it was difficult to collect Secondary data form organization & distributors.
4. The sample selected is not purely random sample but it is convenient so that the result of the survey doesn't have any high degree if statistical significance.
5. The results of the survey are based upon crucial assumption.



VISION

To be known and identified. As an ethical, trustworthy And dependable company
Relied uponby Clients.

OBJECTIVES

To be partners in Progress by assisting Our clients in Optimizing their Potential
to achieve corporate goals.

PRODUCT PROFILE

HERSHEY'S

<u>Type</u>	<u>Quantity</u>	<u>Rate</u>
65ml	80pc/case	Rs. 212/case
200ml	24pc/case	Rs. 260/case
500ml	24pc/case	Rs. 540/case
1 litre	12pc/case	Rs. 486/case
1.5 litre	8pc/case	Rs. 432/case

HERSHEY'S

Chocolate syrup is a sweet, chocolate-flavored condiment. It is often used as a topping or dessert sauce for various desserts, such as ice cream, or mixed with milk to make chocolate milk or blended with milk and ice cream to make a chocolate milkshake. Chocolate syrup is sold in a variety of consistencies, ranging from a thin liquid that can be drizzled from a bottle to a thick sauce that needs to be spooned onto the dessert item.

Chocolate syrup is also used to top puddings and cakes. Some restaurants use an artistic drizzling of chocolate syrup to decorate servings of cheesecake or cake, along with other decorations such as cocoa powder, powdered sugar or chocolate shavings. Some brands of chocolate syrup are marketed as chocolate milk syrup (e.g., Nesquik). Other brands are marketed as ice cream sundae toppings.

HISTORY OF HERSHEY'S

*The Hershey Company, commonly known as Hershey's, is an American multinational company and one of the largest chocolate manufacturers in the world. It also manufactures baked products, such as cookies and cakes, and sells beverages like milkshakes, as well as other products. Its headquarters are in Hershey, Pennsylvania, United States, which is also home to Hersheypark and Hershey's Chocolate World. It was founded by Milton S. Hershey in 1894 as the Hershey Chocolate Company, which is a subsidiary of his Lancaster Caramel Company. The Hershey Trust Company owns a minority stake but retains a majority of the voting power within the company.

Hershey's chocolate is available across the United States, and in over 60 countries worldwide. ^[failed verification] It has three large distribution centers with modern labour management systems. In addition, Hershey is a member of the World Cocoa Foundation. It is also associated with the Hershey Park Stadium and the Giant Center.

The Hershey Company has no affiliation to Hershey Creamery Company though both companies were founded in Lancaster County, Pennsylvania, in the same year. The companies have had a tumultuous relationship marked by multiple lawsuits over trademark issues. In the mid-1990s, the companies settled their most recent legal battles out of court, with Hershey Creamery Company agreeing to add a disclaimer to its ice cream products to note that it is not affiliated with The Hershey Company

MARKETING STRATEGY

Marketing strategy is the complete and unbeatable plan designed specifically for attaining the marketing objectives of the firm. The market objective indicates what the firm indicates, what the firm wants to achieve, the marketing strategy provides for achieving them.

The marketing strategy is not an idea. It is a well-outlined plan, and there are different ways to formulating it. Basically, formulating of marketing strategy consists of two main steps.

Selecting a Target Market. Assembling the marketing mix, Actually, the target marketing and marketing mix together constitute the marketing strategy of the firm.

When the Hershey's food Company entered in India Soft drink market, the market was already prevailed by Amul and previously it was established in India with a unique marketing policy, Hershey's took into consideration of youth segment target markets. Though the advertisement of Amul highlighted the style of living of young generation with different walk of life. Hershey's brought in its advertisement different stalwarts personalities from different fields. It has attracted the young generation and of course increase the sale of Hershey's.

MARKETING STRATEGIES

- * Based on the mapping of market potentially untapped areas would be identified and suitable number of retailers would be appointed based on demographic profile of the prospective consumers.
- * Emphasis will be given more on the grocery shops, kirana store in small locality and in villages, Pan Dukan at the Bus Stand and Railway Stations, near hospitals, in canteen of school and colleges, Authorized vendors at Railway Stations, and many more suitable places.
- * Distribution vehicle should be in good condition to deliver the products.
- * Undeveloped market like remote areas should be developed.
- * More value added products like sugar free hershey's, dark chocolate drink, etc. Should be added to the product line
- * Packing of the product can be more attractive. There is a necessity of a change in the current packing of hershey's.
- * Retailers should get some more margins. This will attract them towards hershey's.

MARKETING PROCESS

- 1) Delivery of product to the retailers directly
- 2) Supply of products on credit basis.
- 3) Delivery of products through different distribution channels, viz- dealers, sub dealers.
- 4) Flexible price
- 5) Personal rapport with the consumer.
- 6) Ensuring regular and reliable supply of the hershey's to consumers.
- 7) Seasonal and special offers to retailers, to make more margins for them.
- 8) Improvement in the quality of different available products as a result of taking up quality assurance programme at the manufacturing unit.
- 9) Reaching close to consumers by expanding the retail network and establishing parlours.
- 10) Implementing the consumer awareness programme, specially by involving school children.
- 11) Service to retailers and redress of consumer and retailers complains
- 12) Liberalizing the term for appointment of retailers, by increasing commission to them.
- 13) Strengthening of marketing teams by including professionals and better supervision. Appointment of Sales Officer (S.O.) will be helpful in knowing the market condition and supervising the salesman.

FIELD EXPERIENCE

Different areas of nagpur were visited with respective salesperson of the company and the Intern. Persons were visited, who were engaged in dealing Hershey's and its competitor products. Dealers, Retailers, Stockiest to meet them directly and collected information about the sale of chocolate drink and and completed this.

job-training programme. During survey I faced a bundle of problem, as communication, lack of time and money factors also.

Besides these obstacles, I felt, that survey is an interesting work, because the person who dealing Cold Drinks from different culture and attitude, and there was a good opportunity to know actual behaviour of the businessman and the actual activities of different areas of Marketing and other business department, or activities.

Today there is a very tough situation in this competitive market, to survive in the field of marketing basically. Here a brief knowledge about the Government Policies, other competitors company's policy, marketing channels, etc. Is the essential component in the field of marketing? A good marketer has over looked about these various areas (A kind of bands). If the marketer has not a brief knowledge about these over write obstacles (various areas of business activities) they cannot survive in market for long period of time, the ending stage is very near to these companies or distribution channel or marketer who engaged in Business activities.

WORKING CONDITION

- * Salesman has to work directly in the market. They have to sale their product directly to the retailers.
- * At nagpur depot sales man were working directly for retailers.
- * At the distributors appointed by the Depot or directly by the manufacture, they appoint their own salesman for the purpose of distributing and selling the products of the company.
- * Depot and agency were also getting orders from the retailers and their other potential customers. Manger or the in charge of the depot and agency get order by telephone, and they ensure for delivery on respected time.
- * At some places salesmen have to wait for a long period for the payment. This may be a cause of irritation.

CONSUMER CHARACTERISTICS OF NAGPUR

- nagpur is no different from the general characteristics exhibited by the customers Buying habits.

Consumers often asked about some discount, low price of competitors, and some special attraction.

- Size and location of market.

Size of the market depend upon the locality, living style of the people, their income. Sale of the products also differs upon rural and urban area.

- Order size/lot size.
- Number of customers/geographical dispersion.
- Frequency of purchase.
- Regularity and successibility selling method.
- Assortment.
- Easily available.

Selling of the product also depends upon easily availability of the product. In rural areas cool chocolates drink is hardly available. If available they generally charge more for cooling charges. Large size is generally unavailable in rural market and small locality.

During peak season there is scarcity of product. The company generally unable to meet the demand of consumers in all segments and size of the product.

LEVEL OF DISTRIBUTION CHANNEL

a) Zero level distribution channels

e.g. Direct marketing,



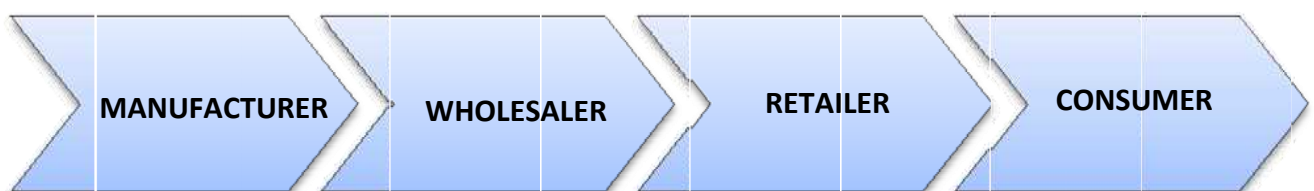
b) First level distribution channel

e.g. Retailers



c) Second level distribution channel

e.g. Wholesalers, Retailers



d) Third level distribution channel

e.g. Broker, Wholesaler, Retailer



the company adopts first level and second level distribution channel. The depot of the company sales its product directly to retailers, and then from retailer it goes to consumers. This happens only places where depot of the company is located.

In small towns wholesalers are established by the company. Wholesalers get product from the depot of the company, and they sale to retailers. From retailers it goes to consumer.

, According to “American Marketing association” sales promotion refers †Those activities other than personal selling., advertising and publicity, that stimulate consumer purchasing and dealer effectiveness, such as display, shows and Exhibition, demonstration and various other non-recurrent selling efforts not ordinary†. Sales promotion .

ASSEMBLING THE MARKET MIX

The set of controllable tactical tools :-

A product, place service and promotion that the firm blend to produce the response it wants in the target market. These are the following

- .Products: - That could meet the identified needs of chosen consuming groups.
- Place : -)t performs various functions like transportations, were housing, channel management etc. So the product could consentingly reach the consumer and promoter of the product.
- Promotion : - The firm carries out a no. of measures like personal selling, advertising and sales promotion programmed with view to communicate the consumer and promoter of the product.
- Price : - it refers to the various services to be provided to the customer before and after sale period.

it is the mechanism to achieve the consumptions of marketing process, striking the level of price that is accepted to the firm as well as consumer, policies of the Pepsi products

- **. Product**

There are different lines of products of mango drink in Indian that is almost matched with international quality product line.

- **.Place**

Hershey's has a strong channel of distribution, and view intermediaries

command the distribution work.

Bottler - Distributor – Retailer – Consumer

By this simple distribution, Hershey's is doing well. The company is trying to reach at every route urban and village areas. The company has succeeded to some extent in reaching its target.

- **. Promotion**

In the specific sense sales promotion methods are those sales activities that supplement both – personal selling and advertising and co-ordination them and helps to make them effective such as display, shows and exposition and demonstration and other recurrent setting efforts not in ordinary route.

Hershey's has taken variety of tools and techniques of sales promotion. Like for example sales promotion letters, catalogues, point of purchase customer service programmed and demonstration free sample.

Sales promotional activities of hershey's:

Scheme : Hershey's under Kothari marketing has offered a lot of schemes for sales promotion.

RESEARCH METHODOLOGY

A research methodology is the specification of methods and procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or frame work of the project that stipulates what information is to be collected from which sources, and by what procedures. If it is a good design it will ensure that the information obtained is relevant to the research problem and that it was collected by objective and economical procedures. A research design might be described as a series of advance decisions that, taken together, form a specific master plan or model for the conduct of the investigation. Although research designs may be classified by many criteria, the most useful one concerns the major purpose of the investigation. The major purposes of exploratory studies are the identification of problems, the more precise formulation of problems (including the identification of relevant variables), and the formulation of new alternative courses of action. An exploratory study is often the first in the series of projects that culminate in one concerned with the drawing of inferences that are used as the basis of management action. That is, an exploratory study is often used as an introductory phase of a larger study and results are used in developing specific techniques for the larger study. Secondary sources of information, as used in the section, are the rough equivalent of the "Literature" on the subject.

- Research methodology is a way to systematically solve the research problem.

Information can be collected from only a part of population. It is possible for the researcher to collect more elaborate information from the few sampling units in Patna than from the large population which can be taken as representation of the universe

There are many ways to get information. The methods used are:

- Primary Research

Research methodology is the specific procedures or techniques used to identify select, process and analyse information about topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

The methodology Sections answers two main questions: How was the data collected generated?

- Secondary research

How it analyzed Research methodology was is the path through which researchers need to conduct their research. It shows the path through their problem and objective and present their result from the data obtained during the study period. This research design and methodology also shows how the research outcome at the end will be obtained in line with meeting the objective of the study.

The whole research is based on primary data as well as secondary data.

Primary data collected through the questionnaire from the various respondents.

Data's were collected in the questionnaire format not on a particular date but taking into consideration ordinary working days.

Secondary data collected through the magazines, newspapers, Companies catalogue and the advertisement.

PROCESS ADOPTED:

Gaining Knowledge About The Sales & Distribution System And Market Share O Hershey's In Consumer Market: Reading About The Market Was The First Step Undertaken. This Gave Not Only In Depth Knowledge About What Has Been Offered By The Hershey's (Kothari Marketing) But Also Proved Useful While Developing The Questionnaire.

STEPS IN THE DEVELOPMENT OF THE SURVEY INSTRUMENTS:

The Main Instruments Required For Survey Was A Well-Developed Questionnaire. The Questionnaire Development Took Place In A Series Of Steps As Described Below:

Research objectives are being transformed into information objectives.

STEP 1: The Appropriate data collection methods have been determined

STEP 2: The information required by each objective is being determined.

STEP 3: Specific Questions/Scale Measurement format is developed.

STEP 4: Question/Scale Measurements is being evaluated.

STEP 5: The number of information needed is being determined.

STEP 6: The questionnaire and layout is being evaluated.

STEP 7: Revise the questionnaire layout if needed.

STEP 8: The Questionnaire format is being finalized.

STEP 9: The selected customers have filled the questionnaires.

STEP 10: Filled questionnaire are being analyzed

STEP 11: Conclusion and Recommendations are drawn after the analysis.

As) was unaware of the sales and distribution system, exploratory research helped me to gather information from the secondary resources. referred to various magazines, internet, and industry association reports etc.

DESCRIPTIVE DESIGN

After conducting the exploratory research, for further concrete details regarding various small (in the world of Consumer,) resorted to the Descriptive Design of market research. Under this) have analyzed the customer behaviour on different parameters. The Descriptive design has given me a better insight of **sales and distribution system** by bringing to the fore many minute details regarding the consumer preferences.)t has further helped me in a careful analysis of the secondary data and also refining the desired data by making the objective clearer.

Descriptive Design using the following methods:

QUALITATIVE METHODS:

- Telephone Surveys
- Questionnaire Survey
- Talking to the customers

QUANTITATIVE METHODS:

DATA COLLECTION _____

The whole research is based on primary data as well as secondary data.

PRIMARY DATA:

Primary data collected through the questionnaire from the various respondents.

Data were collected in the questionnaire format not on a particular date but

taking into consideration ordinary working days.

SECONDARY DATA:

Secondary data collected through the magazines, newspapers, Companies catalogue and the advertisement.

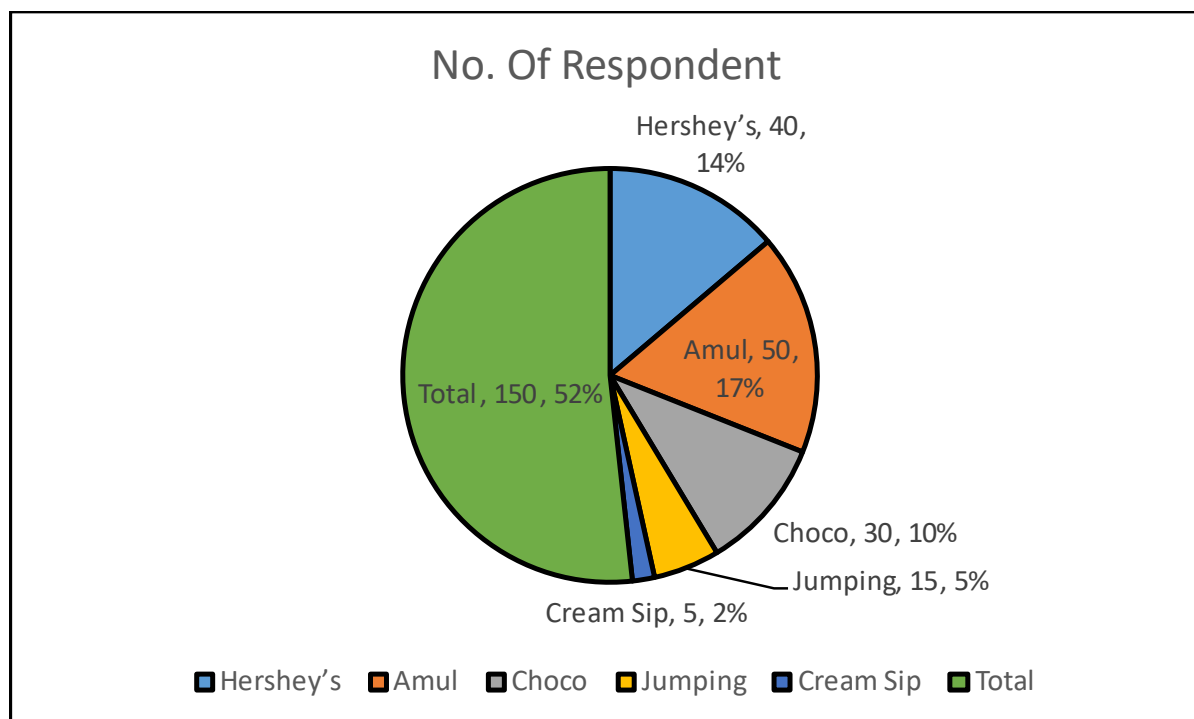
SAMPLE SIZE:

- Appox. 120 consumer + 30 retailers respondents.
- The respondents are consumer and retailers.
- These respondents are selected approximately equally for all the brands.
- The Age of respondents is approximately between 15-65 yrs.
- it is based on the convenient sampling.
- Reasons for selecting convenient sampling.
 - Time constraint
 - Resource constraint
 - Cost constraint

DATA ANALYSIS: -

TABLE 1: - General Awareness

Particular	No. Of Respondent	% of Respondent
Aware	142	94.66%
Unaware	8	5.33%
Total	150	100%

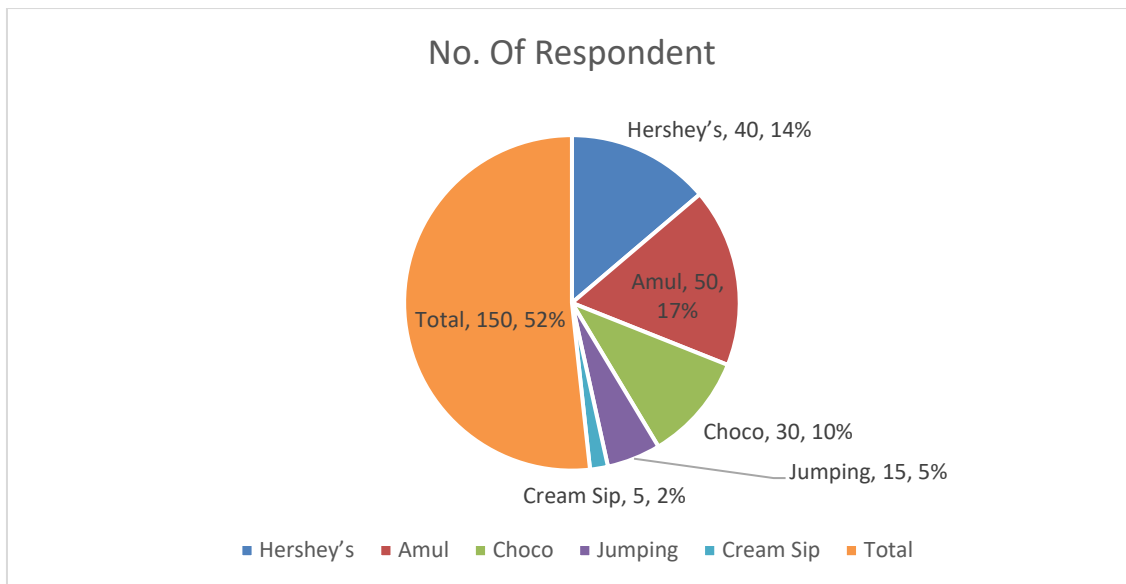


No. Of people aware about Hershey's: 142

No. Of people not aware about Hershey's: 8

TABLE 2: - Satisfactory Level

Particular	No. Of Respondent	%
Satisfactory	90	60%
Dissatisfactory	60	40%
Total	150	100%

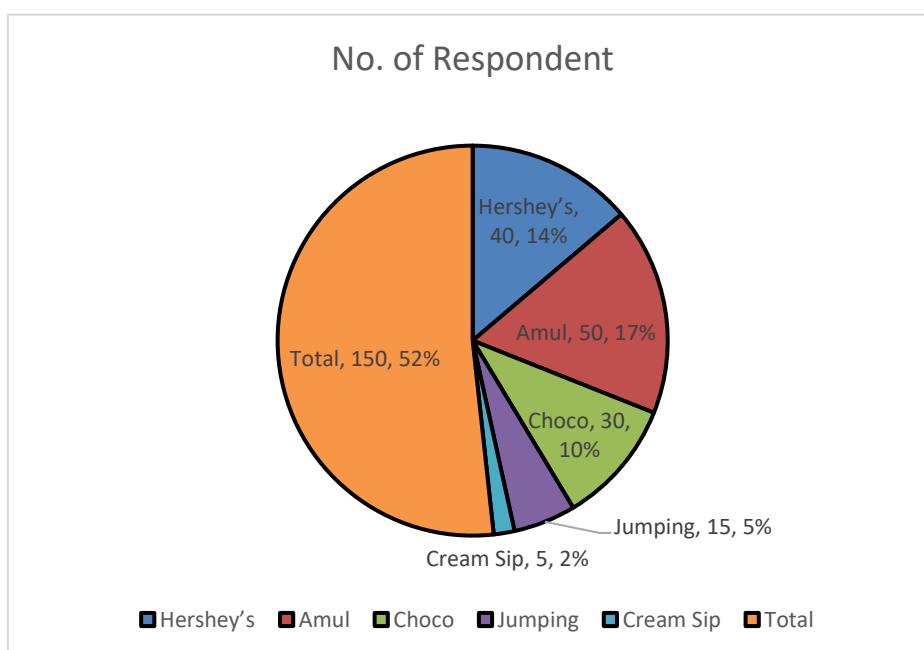


No. Of people satisfied with Hershey's: 90

No. Of people not satisfied with Hershey's: 60

TABLE 3:- No. of People Who Want to Change Hershey's

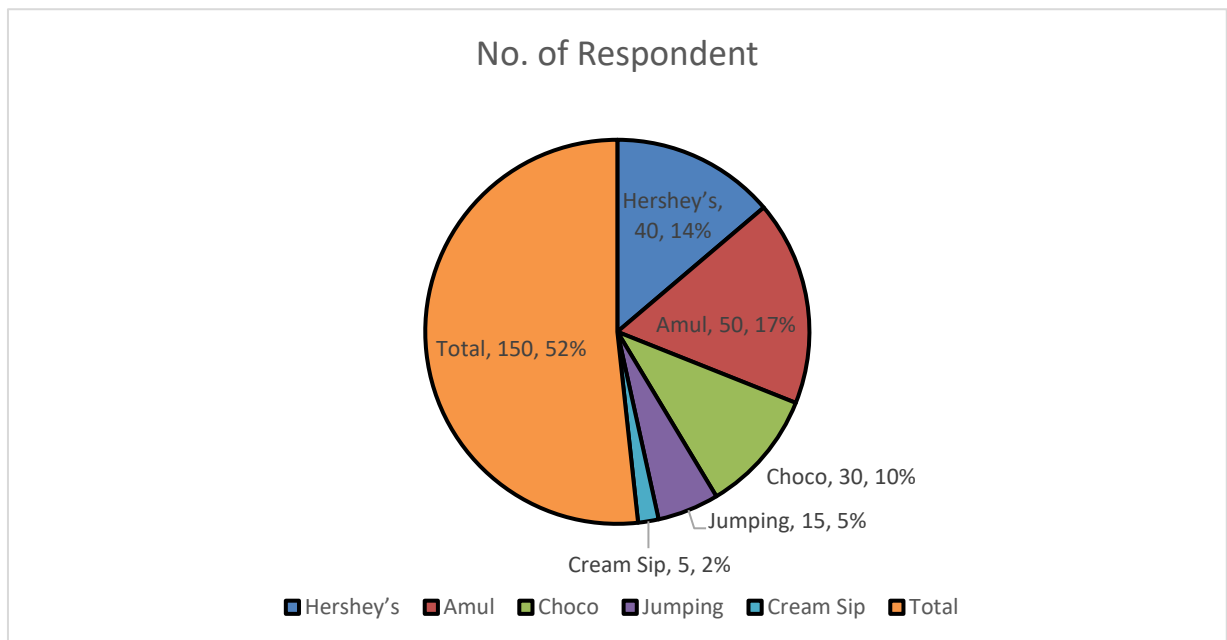
Particulars	No. Of Respondent	%
Want to change	60	40%
Does not want to change	90	60%
Total	150	100%



No. Of customers who want to change Hershey's: 6

TABLE 4: - Satisfaction with Packaging of Hershey's

Particular	No. Of Respondent	%
Satisfy with packaging	80	53.33%
Does not satisfy with packaging	70	46.66%

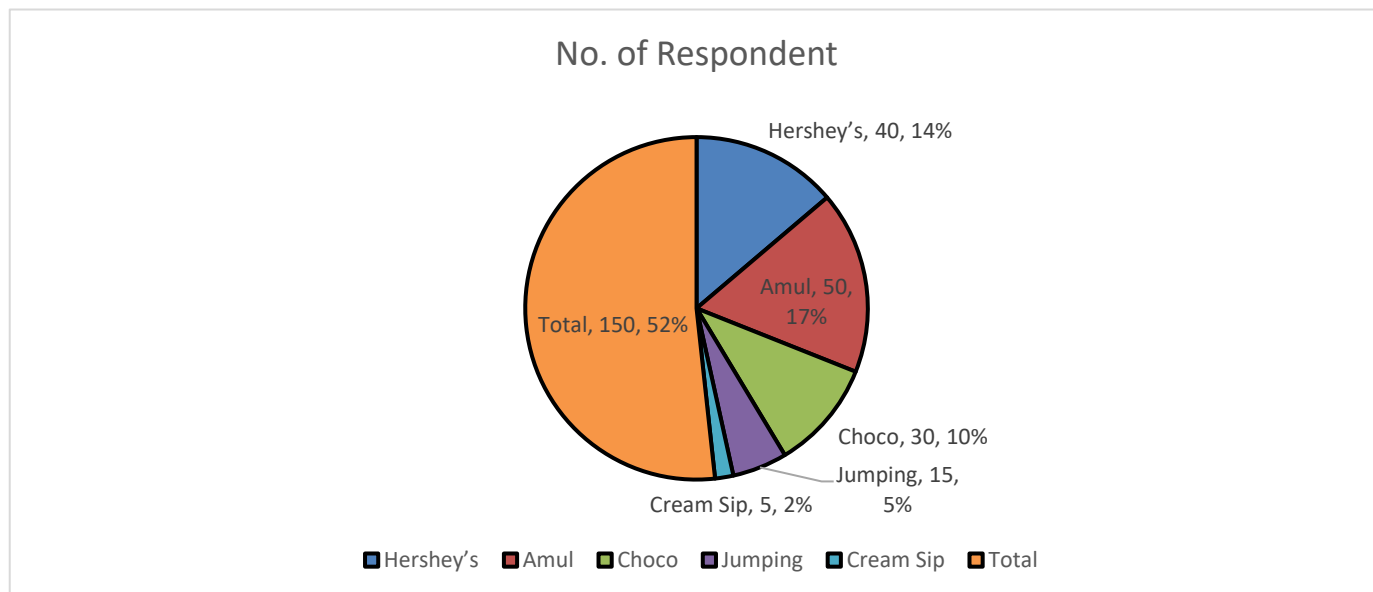


No. Of customers satisfy with packaging of Hershey's: 80

No. Of customers does not satisfy with packaging of Hershey's: 70

TABLE 5:- Satisfaction With Packaging of Hershey's

Particulars	No. Of respondent	%
Satisfy	130	86.66%
Does not satisfy	20	13.33%
Total	150	100%

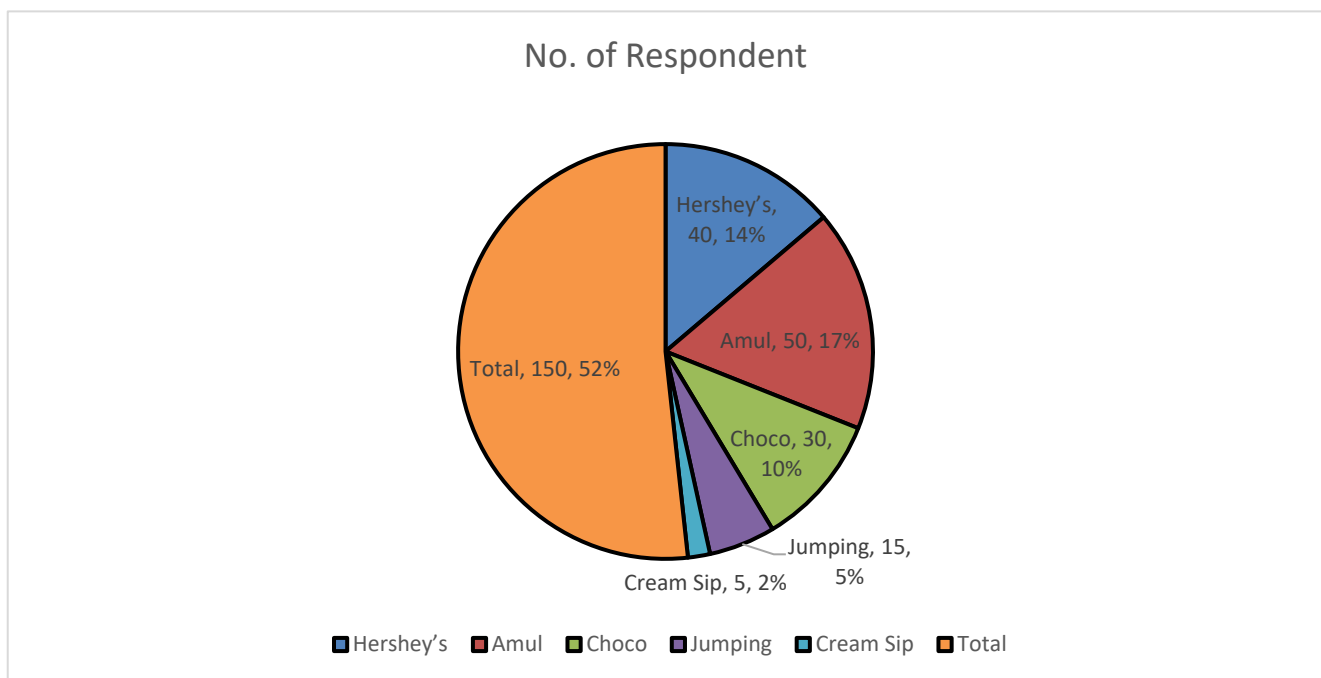


No. Of customers satisfy with packaging of Appy Fizz: 130

No. Of customers does not satisfy with packaging of Appy Fizz: 20

TABLE: - 6. **Preference of Products**

Preference	No. Of Respondent	%
Hershey's	40	26.66%
Amul	50	33.33%
Choco	30	20%
Jumping	15	10%
Cream Sip	05	3.33%
Total	150	100%



No. Of customers who prefer Hershey's: 40

No. Of customers who prefer Amul: 50

No. Of customers who prefer Choco: 30

No. Of customers who prefer Jumpin: 15

No. Of customers who prefer Cream Sip: 5

Limitations Of Research:

- The results through the questionnaire not always correct.
- Convenient sampling some time leads to the distortion in results.
- The sample size of 120 consumers not sufficient for exact results

Regional limitations

My survey was limited to nagpur region.

Sample size

The sample size taken for this market research was 150 in which 30 was retailers and 120 as consumers. But this sample size is too small to be a true representative for population size. The data collected from this sample size cannot be generalized for the population.

TARGET POPULATION

The target population for this market group was 200 and above. But while conducting the research) found that the respondents were maximum in the age category of 20-40, which limited the boundaries of our research.

CLASS LIMITATION

The targeted population was in majority from the middle and high-income group.

FINDINGS:

I have given to study the various distribution and market aspects, which are responsible for increasing market share of Hershey's in nagpur under the Hershey's Depot in nagpur Zone.

Studied:-

1. Market share of Hershey's.
2. Exclusive outlets of Hershey's.
3. Signage i.e. hoarding, glow sign boards, sign boards and wall painting (for advertisement) in the market.

This is self-explanatory, and basically it's based on the market survey.) found that the total result of the soft drinks that like all products, here we also have a competitor as a big brand like amul and from the data of last year this brand is decreasing is consuming power a little bit. And these are all about shows through the data, which gathered from Nagpur market.

1. Hershey's is the second largest chocolate drinks.
2. The total percentage of market share of Hershey's is **26.66%**.
3. The total signage of Hershey's is **19.05%**.
4. The total percentage of market share of maaza is **33.33%** slice 20%
5. The total percentage of medium that affects the sales must: Television-36.19%, Magazines/Newspapers-09.25%, Display-20.95% and wall paintings & Hoardings-33.33%.

SWOT ANALYSIS

After doing seven weeks of field work and through survey in Nagpur market, following Swot analysis for Kothari marketing is been derived:

1. Though it has strong brand equity, brand image, it can survive in the most competitive situation.
2. It has built market and market share, currently holds up over more than percentage market share.
3. Consumer retention, consumer satisfaction after sales service is satisfaction.
4. Product quality is maintained.
5. Distribution is effective.
6. Promotional activities are satisfactory.
7. In the organisation capable leaders and the dedicated employees are there.

Still the company has no fault but there are many problems in dealers: -

1. Lacking of communication with others.
2. Breakdown of Hershey's vans when products are being distributed to the retailers.
3. Timing of distribution is not logistic.
4. Lack of efficiency, enthusiasm in salesman.
5. No distribution of cooling equipment amongst the retailers.
6. Due to specific taste, Hershey's is lagging behind it nearest competitor brand Amul (amool doodh).

SUGGESTIONS: -

1) Packing can be more attractive

Packing of Hershey's can be more attractive comparing to present packing. Bottle of Hershey's should have the quality to customers towards it. It can have the quality to be used later. Its competitor's amul bottle quality is more good and attractive comparing to it.

2) Availability of product should be regular

Availability of different products of different available size regularly to retailers is necessary. Generally retailers were not getting satisfied with the product supply. This may make them to switch to other products. This may be a loss to the company.

3) Greed should be produced in the customers

Some offers should be given to customers. This will attract customers towards Hershey's. Seasonal scheme such as prize or others should be offer, this will be helpful to lure customers towards Hershey's and others product.

4) Working area to each salesman should be clearly defined

In greed to get more sales, salesman should enter to the area of their colleague. When the salesman of the corresponding area goes to his working area, he became to know that some other salesman has already done the business.

CONCLUSION:

So far as the people's opinion is concerned I found an excellent result in favors of Hershey's, Especially among chocolate drinks Hershey's is on the top of the market. The overwhelming demand of 200ml in every region and 65ml especially in suburban and in rural areas. It is clear that consumer are not much bothered for price rather they prefer quality. Even they can get other chocolate drinks at low cost available in the market. So, it is my finding that the consumers of the present era are not at all willing to compromise with the quality standards of product. Price could be accepted to some extent.

During my survey, it was discovered that Sugar free Hershey's if provided in the market, could be highly appreciated specially by diabetes patients.

In my opinion Kothari marketing has not left a single stone unturned in its way to progress but there is always a room to improvement and there is much more to do for the advancement of the organization.

Although there are several competitors for the company, the main competitor for the organization is amul. In city's it has demand so and large equal to the Hershey's.

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ANNEXURE

QUESTIONNAIRE

1. Do you know Hershey's (syrup, chocolate, kisses)

(A) Yes (B) No

2. How do you find Hershey's product?

(A) Satisfactory (B) Dissatisfactory

3. Do you want to change Hershey's product to other product?

A) Yes (B) No

4. Do you use Hershey's product as a regular source of refreshment?

(A) Yes (B) No

5. Do you think any kind of modification in existing product of Hershey's?

(A) Yes (B) No

6. Are you satisfied with the packaging of Hershey's product?

(1) Hershey's Syrup----

(A) Yes (B) No

(2) Kisses-----

(A) Yes (B) No

7) Reason for preference of particular brand?

(A) Taste (B) Brand Image
(C) Price (D) Availability

