

A
PROJECT REPORT
ON

“A STUDY ON SALES PROMOTION OF PEPSICO”

Submitted to

G.S COLLEGE OF COMMERCE AND ECONOMICS

(AUTONOMOUS), NAGPUR

Affiliated to

RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

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G.S College of Commerce and Economics (Autonomous),

Nagpur

Academic year 2023-24



G.S College of Commerce and Economics (Autonomous),

Nagpur

Academic year 2023-24



CERTIFICATE

This is to certify that “**PRATIKA YELKAR**” has submitted the project report titled “**A STUDY ON SALES PROMOTION OF PEPSICO**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This 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 ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Academic year 2023-24



DECLARATION

I here-by declare that the project with title “**A STUDY ON SALES PROMOTION OF PEPSICO**” has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

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I would like to thank all those who helped me in making this project complete and successful.

Place: Nagpur

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INDEX

Sr.No	PARTICULARS	PAGE No.
.		
1.	Introduction	1-6
2.	Company Profile	7-22
3.	Literature Review	23-25
4.	Research Study	26-31
	<ul style="list-style-type: none">• Problem Defination	
	<ul style="list-style-type: none">• Needs Of Study	
	<ul style="list-style-type: none">• Objectives Of Study	
	<ul style="list-style-type: none">• Hypothesis	
	<ul style="list-style-type: none">• Limitations of Study	
5.	Research Methodology	32-34
6.	Data Analysis & Interpretation	35-48
7.	Findings & Suggestions	49-51
8.	Conclusion	52-53
9.	Bibliography	54-55
10.	Annexure	56-58

CHAPTER-1
INTRODUCTION

INTRODUCTION

SALES PROMOTION:

Sales Promotion is a tool of promotion that a company uses to promote their brand and product to increase sales or to create a demand for that product in the market. Sales promotion can be defined as a temporary or a limited period offer by the companies to promote their brand or new products. Here are several types of sales promotion strategies, including:

- 1. Discounts and Deals:** Offering price reductions, such as percentage discounts, buyone-get-one-free (BOGO) deals, or bundle discounts to encourage immediate purchases.
- 2. Coupons:** Providing vouchers or codes that entitle customers to discounts or special offers when redeemed at the point of sale.
- 3. Contests and Sweepstakes:** Organizing competitions or random drawings where participants have the chance to win prizes by engaging with the brand or product.
- 4. Samples and Freebies:** Distributing free product samples or trial offers to allow customers to experience the product before making a purchase.
- 5. Loyalty Programs:** Rewarding repeat customers with points, discounts, or exclusive offers based on their purchasing behavior and loyalty to the brand.
- 6. Rebates:** Offering cash-back incentives or refunds to customers who purchase a product within a specified time frame or meet certain conditions.
- 7. Product Demonstrations:** Conducting demonstrations or interactive experiences to showcase the features and benefits of a product and persuade customers to buy.
- 8. Trade Promotions:** Providing incentives to retailers or distributors, such as discounts, promotional allowances, or co-op advertising support, to encourage them to promote and sell the product.

9. Seasonal Promotions: Tailoring promotions to coincide with holidays, seasons, or special events to capitalize on increased consumer spending and drive sales.

10. Cross-Promotions: Collaborating with other complementary brands or products to offer joint promotions, leveraging each other's customer bases and marketing channels for mutual benefit.

Sales promotion is one of the four aspects of promotional mix. (The other three parts of the promotional mix are advertising, personal selling, and publicity/public relations.) Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability.

Examples include:

- Contests

- Point of purchase displays

- Rebates

- Free travel, such as free flights

SALES PROMOTION TECHNIQUES:

Sales promotion techniques are used to introduce new products into the market by educating people who may not have necessarily tried the product if no promotion existed. For current products, a sense of goodwill is created whilst new clients and accounts are attracted by the offer of discounting or gifts.

1. Consumer sales promotion techniques:

Sales promotions targeted at the consumer are called consumer sales promotions.

- Price deal: A temporary reduction in the price, such as happy hour
- Loyal Reward Program: Consumers collect points, miles, or credits for purchases and redeem them for rewards. Two famous examples are Pepsi Stuff and Advantage.
- Cents-off deal: Offers a brand at a lower price. Price reduction may be a percentage marked on the package.
- Price-pack deal: The packaging offers a consumer a certain percentage more of the product for the same price (for example, 25 percent extra).
- Coupons: coupons have become a standard mechanism for sales promotions.
- Loss leader: the price of a popular product is temporarily reduced in order to stimulate other profitable sales.
- Free-standing insert (FSI): A coupon booklet is inserted into the local newspaper for delivery.
- On-shelf couponing: Coupons are present at the shelf where the product is available.
- On-line couponing: Coupons are available on line. Consumers print them out and take them to the store.
- Mobile couponing: Coupons are available on a mobile phone. Consumers show the offer on a mobile phone to a salesperson for redemption.

2. Trade Sales Promotion Techniques:

Sales promotions targeted at retailers and wholesale are called trade sales promotions.

- Trade Allowances: Offering discounts or incentives to retailers for purchasing or promoting products.

- Trade Shows and Exhibitions: Showcasing products to retailers and distributors to generate interest and orders.
- Slotting Allowances: Paying retailers for shelf space or prominent product placement.
- Trade Incentives: Providing rewards or bonuses to retailers for meeting sales targets or stocking certain products.
- Co-op Advertising: Sharing advertising costs with retailers to promote products.
- Merchandising Support: Providing retailers with promotional materials, displays, or training to enhance product visibility and sales.
- Sales Contests: Encouraging sales representatives or distributors to increase sales through competitions with rewards.
- Trade Discounts: Offering discounts to trade partners for bulk purchases or early payments.
- Dealer Loader: Providing retailers with free merchandise or additional products to stimulate initial sales.
- Sales Training: Educating sales staff about product features, benefits, and selling techniques to improve effectiveness.

Both consumer and trade sales promotion techniques aim to increase sales and brand awareness, but they target different audiences and stakeholders in the distribution channel.

PROMOTION MIX:

Promotion Mix is an important decision and includes all decisions of an organisation related to the promotion of a sale of goods and services. Some of the important decisions under promotion mix are selecting a media to advertise the product, selecting promotional techniques, public relations, etc.

There are four main aspects of a promotional mix. These are Advertising, Personal selling, Promotion, Public relations.

- 1. Advertising-** Any paid form of non-personal presentation and promotion of goods and services by an identified sponsor is known as Advertising. It is one of the most common tools of promotion. Information regarding benefits, price, features, etc., of products and services, is provided with the help

of advertising. It is an impersonal method of promotion because there is no direct contact between the customer and the advertiser. It targets a large number of people at a time.

- 2. Personal Selling** - The process of informing customers and persuading them to purchase the products through personal communication is known as personal selling. Two-way communication and face-to-face contact are involved in the case of personal selling.
- 3. Promotions**- Short-term incentives, which are offered to encourage the buyers to make an immediate purchase of a product or service is known as Sales Promotion. It helps to boost the sales of a company. It also aids other promotional efforts, such as advertising and personal selling. All the activities that provide short-term incentives to boost sales are included in sales promotion.
- 4. Public relations**- The deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and its public is known as Public Relations. It is a continuous activity and aims to create and manage relations with the public successfully. It aims at establishing healthy relations between the organization and the public

CHAPTER-2
COMPANY PROFILE

COMPANY PROFILE

PepsiCo, Inc.



Global headquarters building from the [Donald M. Kendall Sculpture Gardens](#) in Harrison, New York, in the hamlet of Purchase

Company name	PepsiCo, Inc.
Company type	Public
Traded as	Nasdaq: PEP Nasdaq-100 component S&P 100 component S&P 500 component
Industry	Beverages Food processing

Founded	August 28, 1898; 125 years ago
	New Bern, North Carolina, U.S.
Founder	Caleb Bradham (for the Pepsi-Cola Company branch)
Headquarters	Donald M. Kendall Sculpture Gardens, Harrison, New York, U.S.
Area served	Worldwide
Key people	Ramon Laguarta (Chairman & CEO)
Products	See list of PepsiCo products
Revenue	▲ US\$91.47 billion (2023)
Operating income	▲ US\$11.98 billion (2023)
Net income	▲ US\$9.16 billion (2023)
Total assets	▲ US\$100.5 billion (2023)
Total equity	▲ US\$18.64 billion (2023)
Number of	318,000 (2023) employees
Subsidiaries	List of subsidiaries
Website	pepsico.com

Caleb Bradham a New Bern N.C druggist who formulated Pepsi Cola founded Pepsi Cola Beverage business at turn of the century. Pepsi Cola Company now produces and markets nearly 200 refreshment beverages to retail, restaurants and food service customers in more than 190 countries and territories around the world and generates revenue of over 18 billion dollars PepsiCo World Headquarters is located in Purchase, New York, Pepsi Co. is the world leader in the food chain business. It consists of many companies amongst which the prominent ones are Pepsi Cola, Frito-lay, Pepsi food international Pizza-hut ,KFC and Taco bell. The group is presently into three most profitable businesses namely, Beverages Snacks foods and Restaurants. The beverages segment primarily market it Pepsi diet, Pepsi Mountain other brands worldwide and 7UP outside the U.S. market. They are positioned in close competition with Coca Cola inc. of USA. The Snacks food divisions manufacture and distribute and markets other snacks worldwide. The restaurant segment primarily consists of the operations of the worldwide Pizza- Hut, Taco bell and KFC chains PFS, PepsiCo's restaurant distribution operation, supplies to Company owned and Franchise restaurants in the U.S. when Coca Cola changed its formula in 1985, Pepsi Stepped up its competition with its long time archrival claiming victory in the Cola-wars. Coke and Pepsi expended their rivalry to tea in 1991 when Pepsi formed a venture with No.1 Lipton in response to Coke's announced venture with Nestle (Nestea).Although Pepsi holdings over the years have become diverse in such fields as the Snacks industry and Restaurants industry, this portfolio will discuss its core business and its highly successful business of Beverages. The soft drink industry customer base is probably the widest and deepest base in a world that is flooded with some many categories. According to Beverage Digest the customer base for soft drinks is a whopping 95% of regular users in the United States. This represents a large field of potential customers for Pepsi Cola. Pepsi prefers to segment itself as the beverage choice of the "New Generation", "Generation Next", or just as the "Pepsi Generation". These terms adopted in Pepsi's advertising campaigns are referring to the markets that marketers refer to as Generation X. The Generation

X consumer is profiled to be between the ages of 18 to 29. They have high expectations in life and are very mobile and active. They adopt a lifestyle of living for today and not worrying about long-term goals. Those Pepsi's main emphasis on this segment they also have a focus on the 12 to 18 year old market. Pepsi believes if they can get this market to adopt their product then they could establish a loyal customer for life. Pepsi Cola throughout its 100 years of existence has developed much strength. One of the strengths that has developed Pepsi into such a large corporation is a strong franchise system. The strong franchise system was the backbone of success along with a great entrepreneur spirit. Pepsi's franchise system and distributors is credited to bring Pepsi from a 7,968 gallons of soda sold in 1903 to nearly 5 billion gallons in the year of 1997. Pepsi also has the luxury to spend 225 million dollars in advertising a year. This enormous ad budget allows Pepsi to reinforce their products the advertising and promotions. This large budget also allows Pepsi to introduce new products and very quickly make the consumer become aware of their new products. Pepsi also has had the good fortune of making very wise investments. Some of the best investments have been in their acquiring several large fast food restaurants. They have also made wise investments in snack food companies like Frito Lay, which at present time is the largest snack company in the world. Probably high on the list of strengths is Pepsi's beverage line up. Pepsi has four soft drinks in the top ten beverages in the world. These brands are Pepsi, Mountain Dew, Diet Pepsi, and Caffeine Free Diet Pepsi. Some other strong brands are All Sport, Slice, Tropicana, Starbucks, Aquafina and a license agreement with Ocean Spray Juices.

THE HISTORY OF PEPSICO

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 are the following: Caleb Bradham bought the name "Pep Kola" from a local competitor and changed it to Pepsi-Cola. "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 is that Caleb Bradham and his customers simply thought the name sounded good or the fact that the drink had some kind of "pep" in it because it was a carbonated drink, they gave it the name "Pepsi". 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 19,848gallons. 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.

RISE IN POPULARITY

During the Great Depression, Pepsi gained popularity following the introduction in 1929 of a 10-ounce bottle. Initially priced at 10 cents, sales were slow, but when the price was slashed to five cents, sales increased substantially. With a radio advertising campaign featuring the jingle "Pepsi cola hits the spot / Twelve full ounces, that's a lot / Twice as much for a nickel, too / Pepsi-Cola is the drink for you," Pepsi encouraged price-watching consumers to switch, obliquely referring to the Coca-Cola standard of six ounces a bottle for the price of five cents (a nickel), instead of the 12 ounces Pepsi sold at the same price. Coming at a time of economic crisis, the campaign succeeded in boosting Pepsi's status. In 1936 alone 500,000,000 bottles of Pepsi were consumed. From 1936 to 1938, Pepsi-Cola's profits doubled. Pepsi's success under Guth came while the Loft Candy business was faltering. Since he had initially used Loft's finances and facilities to establish the new Pepsi success, the near-bankrupt Loft Company sued Guth for possession of the Pepsi-Cola company. A long legal battle, Guth v. Loft, then ensued, with the case reaching the Delaware Supreme Court and ultimately ending in a loss for Guth. Loft now owned Pepsi, and the two companies did a merger, then immediately spun off the Loft Company.

1. **Early Expansion (1902-1930s):** Pepsi-Cola gained popularity regionally and expanded its reach beyond North Carolina. The company faced financial struggles during the Great Depression but managed to stay afloat.

2. **Ownership Changes (1931-1965):** Pepsi underwent several ownership changes during this period. In 1931, the Loft Candy Company acquired Pepsi-Cola. In 1935, Pepsi introduced the 12-ounce bottle, offering more product for the same price as competitors.
3. **Pepsi Generation (1960s-1970s):** Pepsi launched its "Pepsi Generation" marketing campaign in the 1960s, targeting the younger demographic. The company's innovative marketing strategies and celebrity endorsements, such as the Pepsi
4. **Merger with Frito-Lay (1965):** Pepsi-Cola merged with Frito-Lay, Inc. to form PepsiCo, Inc. in 1965. This merger expanded PepsiCo's product portfolio beyond beverages into the snack food market.
5. **International Expansion (1970s-1980s):** PepsiCo focused on global expansion, entering new markets and diversifying its product offerings. The company introduced new brands and acquired several companies, including Pizza Hut, Taco Bell, and KFC.
6. **New Leadership and Diversification (1980s-1990s):** In the 1980s, PepsiCo appointed Roger Enrico as CEO, who spearheaded further diversification and innovation. PepsiCo expanded into the bottled water market with the acquisition of Aquafina and entered the sports drink market with Gatorade.
7. **21st Century Growth (2000s-Present):** PepsiCo continued to grow through acquisitions, product innovation, and strategic partnerships. The company focused on healthier alternatives and sustainability initiatives. In 2021, Ramon Laguarta succeeded Indra Nooyi as CEO, continuing PepsiCo's legacy of growth and innovation.

Throughout its history, PepsiCo has evolved from a regional soft drink company to a global powerhouse in the food and beverage industry, with a diverse portfolio of iconic brand.

Now it is a multinational corporation known for its extensive range of food and beverage brands. Founded in 1965 through the merger of Pepsi-Cola and Frito-Lay, it has since grown into one of the world's leading food and beverage companies. PepsiCo's portfolio includes iconic brands such as Pepsi, Lay's, Gatorade, Tropicana, Quaker Oats, and many others. The company operates in over 200 countries and territories, employing hundreds of thousands of people worldwide. With a focus on sustainability, innovation, and community engagement, PepsiCo continues to be a dominant force in the global consumer goods industry.

Pepsi products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world, Pepsi generated more than US \$63 billion dollars in net revenue in 2015, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than US \$1 billion dollars each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose- our goal to deliver top-tier financial performance while creating sustainable growth and shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate.

PepsiCo in India:

Leadership through Performance with Purpose PepsiCo entered India in 1989 and in a short period, has grown into one of the largest MNC food and revenue businesses in the country. PepsiCo's growth in India has been guided by "Performance with Purpose", its goal to deliver top-tier financial performance while creating sustainable growth and shareholder value.

Large investor in India with strong brands:

PepsiCo has been consistently investing in India, in the areas of product innovation, increasing manufacturing capacity. Ramping up market infrastructure, strengthening supply chain and expanding company's agriculture programmed. The company has built an expansive beverage and snack food business supported by 62 plants across the country. In two decades, the company has been able to organically grow eight brands each of which generate Rs. 1000 crores or more in estimated annual retail sales and are household names, trusted across the country. A growing portfolio of enjoyable and wholesome snacks and beverages: PepsiCo India's diverse portfolio reflects its commitment to nourish consumers with a diverse range of fun and healthier products and includes iconic brands like Pepsi, Lay's, Kurkure, Tropicana, Gatorade and Quaker. In addition to the recently launched Lay's Maxx, 7UP Revive and Tropicana Slice Alphonso, the portfolio includes several healthier treats like Quaker Oats, Tropicana juices, rehydrator Gatorade, Tata Water Plus and Quaker flavored oats. Model partnership with over 24,000 farmers: PepsiCo India has pioneered and established a model of partnership with farmers and now works with over 24.000 happy farmers across nine states. More than 45 percent of these are small and marginal farmers with a land holding of one acre or less. PepsiCo provides 360-degree support to the farmer through assured buy back of their produce at pre-agreed prices, quality seeds, extension services,

disease control packages, bank loans, weather insurance, and the latest technological practices. The association with PepsiCo India has not only raised the incomes of small and marginal farmers, but also their social standing. In 2009, PepsiCo India achieved a significant milestone, by becoming the first business to achieve “Positive Water

Balance in the beverage world, and has been Water Positive since then. In 2015, PepsiCo India saved 12.75 billion liters more than it consumed in its manufacturing operations. The company made this possible through innovative irrigation practices like direct seeding, community water recharging initiatives, and by reducing the consumption of water in its manufacturing facilities. PepsiCo is lauded for its efforts for water conservation and has received numerous awards such as CII National award for water management, Water Digest award for water practices and Golden Peacock award for water conservation amongst others care for the environment: PepsiCo India is focused on reducing its carbon footprint. In 2015, PepsiCo's India's Food and Beverage plants had a 78% and 41% share from renewable energy sources, respectively such as bio mass and rice husk boilers and wind turbines. Initiatives such as reduction in use of chemicals, ecofriendly packaging initiatives and efficient waste management help reduce load on the environment. PepsiCo in partnership with the NGO Exnora and local municipalities has also been working on a unique waste collection and treatment model. Programme called Waste-to-Wealth. The award-winning programme has positively impacted more than 5,00,000 people.

Mission and Vision Statement

PepsiCo's mission and vision statements guide its strategic direction and goals.

Mission Statement:

"PepsiCo's mission is to provide consumers around the world with delicious, affordable, convenient, and complementary foods and beverages from wholesome breakfasts to healthy and fun daytime snacks and beverages to evening treats. We are committed to investing in our people, our company, and the communities where we operate to help position the company for long-term, sustainable growth."

Vision Statement:

"PepsiCo's responsibility is to continually improve all aspects of the world in which we operate—environment, social, economic—creating a better tomorrow than today. Our vision is put into action through programs and a focus on environmental stewardship, activities to benefit society, and a commitment to build shareholder value by making PepsiCo a truly sustainable company.

Guiding Principles:

To advance our mission and vision with honesty, fairness and integrity, we are committed to six guiding principles. When conducting business around the world, we must always strive to Care for our customers, our consumers and the world we live in. We are driven by the intense, competitive spirit of the marketplace, but we direct this spirit toward solutions that benefit both our company and our constituents.

PROMOTIONAL STRATEGY OF PEPSICO

PepsiCo promotional strategies typically include:

- 1. Advertising:** PepsiCo invests heavily in advertising through various channels such as television, radio, print media, and digital platforms. Their advertisements often feature celebrities, catchy slogans, and creative storytelling to engage consumers and build brand awareness.
- 2. Sponsorships and Endorsements:** PepsiCo sponsors major events, sports leagues, and entertainment programs globally. They also endorse athletes, musicians, and celebrities to promote their products and enhance brand visibility.
- 3. Digital Marketing:** PepsiCo leverages digital marketing channels, including social media platforms, websites, and mobile apps, to reach and engage with consumers. They create interactive campaigns, share user-generated content, and run targeted advertisements to connect with their target audience effectively.
- 4. Sales Promotions:** PepsiCo offers various sales promotions, such as discounts, coupons, contests, and sweepstakes, to incentivize consumers to purchase their products. These promotions are often tied to specific events, seasons, or product launches to drive sales and encourage brand loyalty.
- 5. Product Placement:** PepsiCo strategically places its products in movies, TV shows, and other forms of entertainment media to increase brand exposure and influence consumer behavior subtly.

PRODUCT PROFILE OF PEPSICO



1. **Pepsi:** Pepsi is a main product of PepsiCo. It is a cold drink which is generally preferred by all sections of consumer.
2. **Mirinda** is a orange colored drink considered to be lemony in taste, and comes under the light drink.
3. **7UP:** 7UP is a good product of Pepsi and contains lemon flavor. It is sweeter and slightly less carbonated.
4. **Mountain Dew:** It is a cold drink which is light in comparison to Pepsi and citrus in taste.
5. **Slice:** Slice is a cold drink which has no gas only based on juice. It is non aerated soft drink.
6. **Tropicana:** It is a fruit based beverage or juice.
7. **Lay's:** It is a brand of potato chips with different flavors.
8. **Doritos:** It is a type of chips which are in triangle shape made out of corn.

□ Mergers and Acquisition :

PepsiCo has engaged in several mergers and acquisitions over the years to expand its product portfolio and global presence. Here are some notable ones:

1. **Quaker Oats Company (2001):** PepsiCo acquired Quaker Oats Company, which brought brands like Quaker Oats, Gatorade, and Aunt Jemima under its umbrella.
2. **Tropicana (1998):** PepsiCo acquired Tropicana Products, Inc., adding a wide range of fruit juices to its beverage portfolio.
3. **Gatorade (2001):** As part of the Quaker Oats acquisition, PepsiCo gained ownership of Gatorade, a leading sports drink brand.
4. **Tropicana Products (1998):** The acquisition of Tropicana added a significant lineup of juices, including Tropicana Pure Premium, to PepsiCo's beverage offerings.
5. **Frito-Lay (1965):** PepsiCo merged with Frito-Lay, creating one of the largest snack food companies globally. This brought brands like Lay's, Doritos, and Cheetos into PepsiCo's portfolio.
6. **SodaStream (2018):** PepsiCo acquired Soda Stream International Ltd., a company known for its home carbonation products, as part of its strategy to expand into healthier beverage options.

Collaboration and Partnerships:

PepsiCo has formed various partnerships across different industries to expand its reach, innovate, and create value for consumers. Here are some notable partnerships:

- 1. Starbucks:** PepsiCo has a longstanding partnership with Starbucks to produce and distribute ready-to-drink (RTD) coffee beverages under the Starbucks brand, including bottled Frappuccino and Doubleshot drinks.
- 2. Unilever:** PepsiCo has collaborated with Unilever, a consumer goods company, on various projects. Notably, they worked together on the Lipton ready-to-drink tea portfolio, which is owned by Unilever but distributed by PepsiCo.
- 3. Pizza Hut:** PepsiCo has a long-standing partnership with Pizza Hut, one of the world's largest pizza restaurant chains. Pizza Hut typically serves PepsiCo beverages, including Pepsi, Mountain Dew, and other PepsiCo brands, in its restaurants and for delivery.
- 4. Domino's:** While Domino's has historically had a partnership with Coca-Cola for beverage offerings, PepsiCo has occasionally collaborated with Domino's on promotional campaigns or limited-time offers. However, Domino's primary beverage supplier has been Coca-Cola.

CHAPTER-3
LITERATURE REVIEW

LITERATURE REVIEW

The literature on sales promotion strategies in the beverage industry, particularly focusing on PepsiCo, reveals several key themes. Scholars such as:

Kotler and Keller (2016) emphasize the importance of sales promotion as a tool for influencing consumer behavior and driving short-term sales. Sales promotion techniques commonly employed by PepsiCo include discounts, coupons, contests, and product bundling.

Shimp and Andrews (2013) suggests that sales promotions can effectively increase brand awareness and trial purchases, especially in highly competitive markets like the beverage industry. However, excessive reliance on promotions may lead to price sensitivity and erode brand equity over time.

Ailawadi et al. (2014) highlight the need for synergy between sales promotion efforts and overall marketing strategies to maximize long-term profitability. Integrating sales promotions with other marketing activities, such as advertising and public relations, can enhance brand perceptions and customer loyalty.

In addition, advancements in technology and the rise of digital marketing platforms have reshaped the landscape of sales promotion strategies. Social media, mobile apps, and personalized promotions have become integral components of PepsiCo's marketing mix, allowing for targeted communication and engagement with consumers (Hollensen, 2019).

Overall, the literature underscores the significance of sales promotion in driving short-term sales and enhancing brand visibility for PepsiCo. However, it also emphasizes the importance of balancing promotional activities with long-term brand-building efforts to sustain competitive advantage and profitability in the dynamic beverage market.

CHAPTER-4
RESEARCH STUDY

PROBLEM DEFINATION

In this study problem that is identified is the highest competition in the market by the leading company or a biggest competitor of PepsiCo is Coca Cola Company. Although PepsiCo and Coca Cola are the dominant players in the global beverage market, a number of rival companies have emerged with unique products, which reduces the sales volume made by these two leading company.

PepsiCo is finding itself in a position where it has to compete against new entrants offering substitutes, which are becoming popular in the market. Some of these substitute products are propositioned as more healthy alternatives than the cola products. Other than these emerging companies in the global market, PepsiCo has to deal with stiff competition from Coca Cola Company both locally and internationally. Coca Cola Company has successfully created a strong brand in the market, and it forces PepsiCo to find ways of dealing with the growing popularity of this rival brand in the market.

NEED OF STUDY

- To keep things in mind that as the ever-changing competitive business environment. New thoughts and ideas should pour into its, Research & Development to innovate its existing products which should be beyond competitor's comprehension.
- This study enables the user with answer to formulate an effective marketing mix strategy with broader prospective to tap areas where it did not feel the need earlier, hence the decision of whether to penetrate this section or not can be found out at the end of the data analysis.
- It also gives an idea of the potential of our business in the future & the fluctuation in prices from time to time & from product to product.
- Special reference is made to the improvement of ability of product in terms of packaging& product innovations & advertisement always means to cut down competitors.

OBJECTIVES OF STUDY

1. To analysis sales promotion towards the company's products range.
2. To analysis consumer satisfaction for after sales service provided by PepsiCo.
3. To Analysis the Consumer behavior among PepsiCo.
4. To get aware with the procedure of sales department.
5. To analyze the awareness of customer of PepsiCo.

HYPOTHESIS

Hypothesis-1

H0- Majority of Customers don't like Pepsi in Cold Drink Segment.

H1- Majority of Customers like Pepsi in Cold Drink Segment.

Hypothesis-2

H0- Pepsi do not have Strong Brand Loyalty & Customer Base.

H2- Pepsi Have Strong Brand Loyalty & Customer Base.

LIMITATIONS OF STUDY

- The project is valid for Nagpur city only.
- It was not possible to cover each and every respondent due to time constraints.
- There may be some biased response from the respondents.
- Some respondents did not provide the full data.

CHAPTER-5
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

This chapter aims to understand the research methodology establishing a framework of evaluation and reevaluation of primary and secondary research. The techniques and concepts used during primary research in order to arrive at findings, which are also deal with and lead to a logical deduction towards the analysis and results.

Data Collection:

The data collected through these methods can be analyzed and used to support research hypothesis and draw conclusions about study's subject matter. There are two types of data which are taken for the study i.e,

1. Primary data
2. Secondary data

Primary Data:

A structured questionnaire will be developed to measure that how many customers like Pepsi in cold drink segment. The questionnaire use various aspects such as customer preferances, prices, product demand and customer reviews about the products. In this I used the primary data collection method to collect required data by conducting survey.

The survey can be administered online through forms.

Secondary Data:

Secondary data is taken from the available sources such as books, websites. Also used secondary data as a source of data collection so that I take information from websites, past researches and other secondary sources to supplement the primary data.

Data Analysis:

The collected data were not easily understandable, so there is a needs to analyze and interpret the collected data in a systematic manner. By which it can be easy to understand the customer preferances, choices, brand value, demand of particular product and consumer reviews.

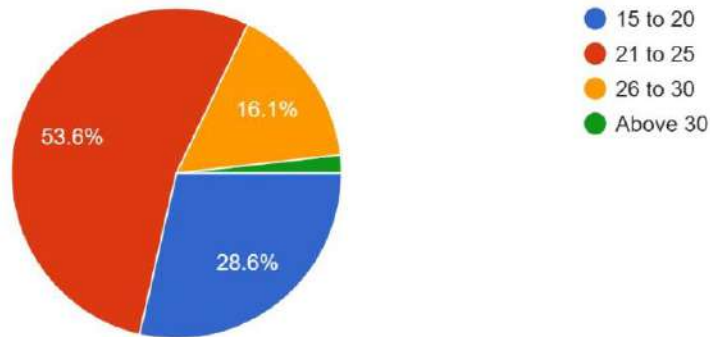
CHAPTER-6
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

Age Classification

Sr.No	No. of Age	No. of Respondent	Percentage
1.	15-20	16	28.6%
2.	21-25	30	53.6%
3.	26-30	9	16.1%
4.	Above 30	1	1.8%
5.	Total	56	100%

56 responses



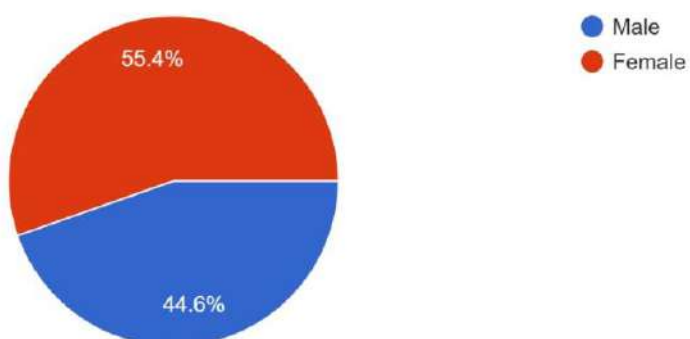
Interpretation:

As per the above table and graph the respondents of age group 21-25 are (53.6%), 15-20 are (28.6%), 26-30 are (16.1%), and above 30 age group respondents are (1.8%).

Gender Classification:

Sr. No	No. of Gender	No. of Respondent	Percentage
1.	Male	25	44.6%
2.	Female	31	55.4%
3.	Total	56	100%

56 responses



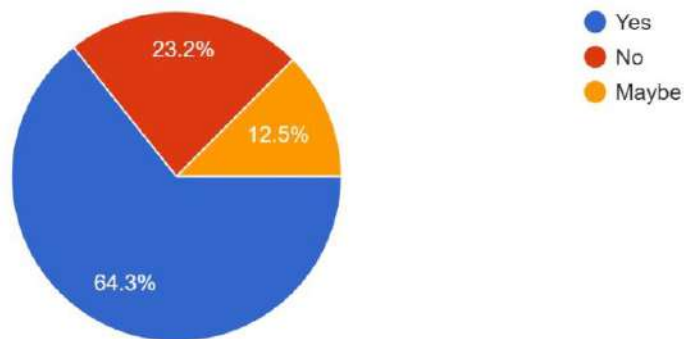
Interpretation:

As per the above graph shows that majority of respondents are male (44.6%) and the female are (55.4%).

Have you ever purchased product of PepsiCo?

Sr.No	Particular	No. of Respondent	Percentage
1.	Yes	36	64.3%
2.	No	13	23.2%
3.	May be	7	12.5%
4.	Total	56	100%

56 responses



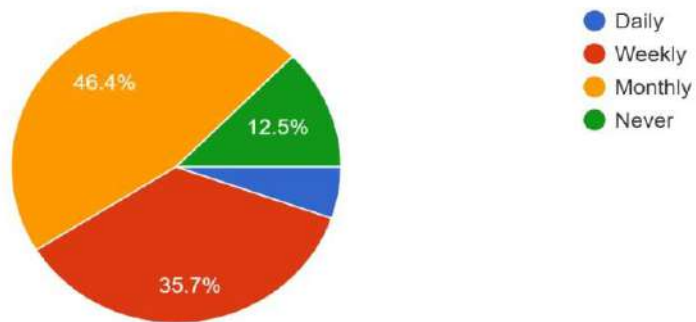
Interpretation:

As per the graph and table define that the high percentage of respondents i.e (64.3%) purchased the product of PepsiCo and the respondents (23.2%) said no and the remaining (12.5%) may be purchased the product of PepsiCo.

How frequently do you consume PepsiCo products?

Sr.No	Particulars	No. of Respondents	Percentage
1.	Daily	3	5.4%
2.	Weekly	20	35.7%
3.	Monthly	26	46.4%
4.	Never	7	12.5%
5.	Total	56	100%

56 responses



Interpretation:

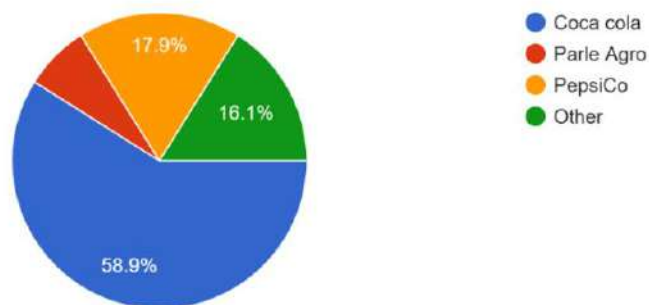
As per the above table and graph 46.4% of respondents consume PepsiCo products monthly, 35.7% of respondents consume weekly, 5.4% respondents consume daily and 12.5% respondents said never.

Including PepsiCo which company's soft drink do you like to consume?

Sr.No	Particulars	No. of Respondents	Percentage
1.	Coca cola	33	58.9%
2.	Parle Agro	4	7.1%
3.	PepsiCo	10	17.9%
4.	Other	9	16.1%
5.	Total	56	100%

Including PepsiCo which company's soft drink do you like to consume?

56 responses



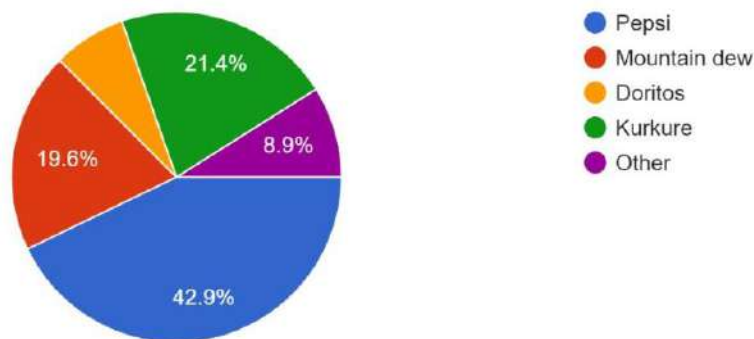
Interpretation:

In the above graph the 58.9% of respondents like to consume soft drink of Coca Cola, 17.9% of respondents consume the soft drink of PepsiCo, 16.1% consume the soft drink of other brand.

Which Product of PepsiCo do you like the most?

Sr. No	Particular	No. of Respondent	Percentage
1.	Pepsi	24	42.9%
2.	Mountain Dew	11	19.6%
3.	Doritos	4	7.1%
4.	Kurkure	12	21.4%
5.	Others	5	8.9%
6.	Total	56	100%

56 responses



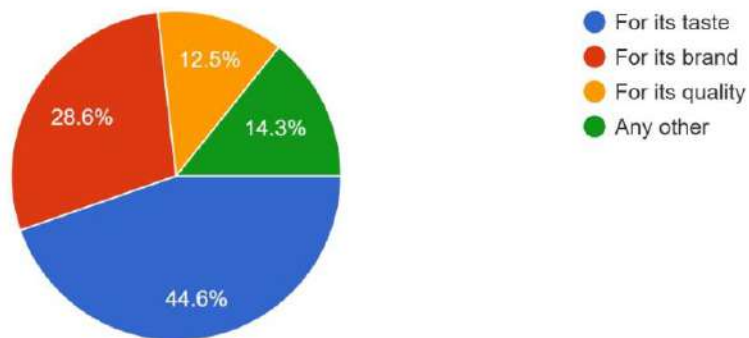
Interpretation:

The above table and graph reveals that the majority of the respondents (42.9%) like Pepsi among the products of PepsiCo, (21.4%) like Kurkure, (19.6%) like Mountain Dew, and (8.9%) like other.

Why do you prefer Pepsi apart from other brands?

Sr.No	Particular	No. of Respondent	Percentage
1.	For its Taste	25	44.6%
2.	For its Quality	7	12.5%
3.	For its Brand	16	28.6%
4.	Any others	8	14.3%
5.	Total	56	100%

56 responses



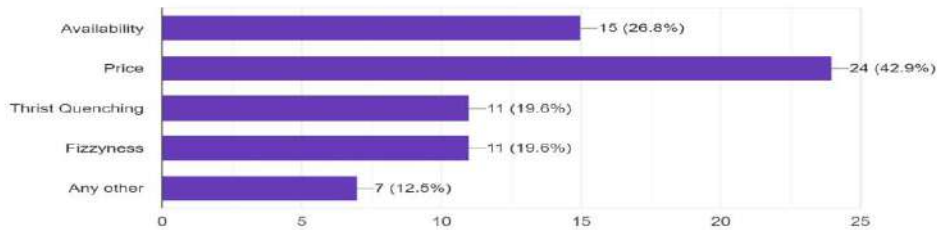
Interpretation:

As per the above table and graph (44.6%) of respondents prefer Pepsi apart from other brands for its taste, (28.6%) prefer due to its brand, and (12.5%) for its quality.

Which of the following attribute compel you to purchase Pepsi?

Sr.No	Particular	No. of Respondent	Percentage
1.	Availability	15	26.8%
2.	Price	24	42.9%
3.	Thrist Quenching	11	19.6%
4.	Fizzyness	11	19.6%
5.	Any Others	7	12.5%
6.	Total	56	100%

Which of the following attributes compel you to purchase Pepsi?
56 responses



Interpretation:

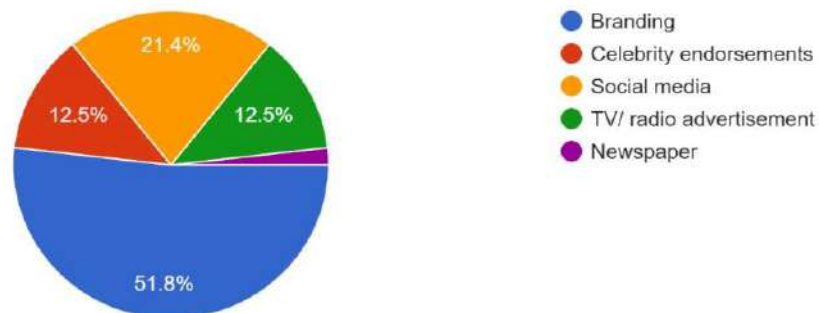
As per the above graph and table (42.9%) purchase Pepsi due to its price attribute, (26.8%) purchase due to its availability, (19.6%) go for it due to its thrist quenching ability and its fizziness and (12.5%) said other.

Which promotional activity influence your decision to purchase PepsiCo products?

Sr.No	Particular	No. of Respondent	Percentage
1.	Branding	29	51.8%
2.	Celebrity Endorsements	7	12.5%
3.	Social media	12	21.4%
4.	TV/Radio advertisements	7	12.5%
5.	Newspaper	1	1.8%
6.	Total	56	100%

Which promotional activity influenced your decision to purchase PepsiCo products?

56 responses



Interpretation:

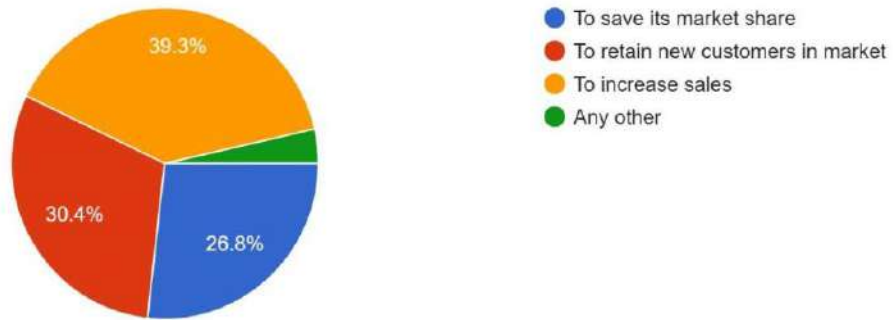
The above table and graph shows that branding influence (51.8%) respondents to choose PepsiCo products, (12.5%) influence due to celebrity endorsements and TV/Radio advertisements and (1.8%) said that due to newspaper.

Why PepsiCo offers more advertisement?

Sr.No	Particular	No. of Respondent	Percentage
1.	To save its market share	15	26.8%
2.	To retain new customers in market	17	30.4%
3.	To increase sales	22	39.3%
4.	Any other	2	3.6%
5.	Total	56	100%

Why PepsiCo offers more advertisement?

56 responses



Interpretation:

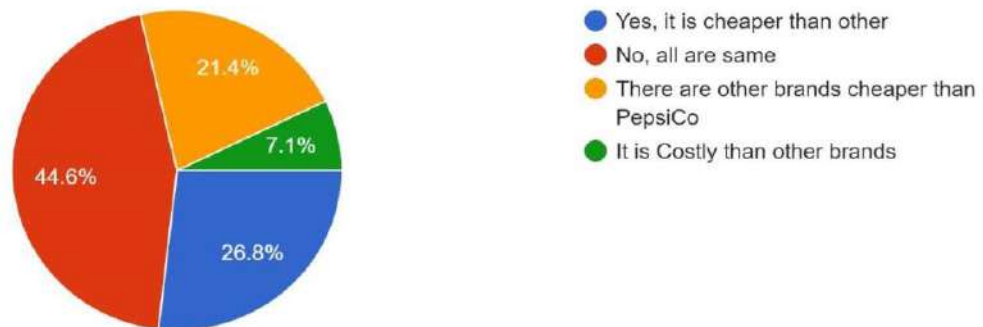
From the about table and graph (26.8%) respondents believe that PepsiCo offers more advertisements to increase its market share, (30.4%) said to retain new customers in market and (39.3%) said that to increase sales.

Do you find any difference in the prices of PepsiCo and other brands?

Sr.No	Particular	No. of Respondent	Percentage
1.	Yes, it is cheaper than other	15	26.8%
2.	No, all are same	25	44.6%
3.	There are other brand cheaper than PepsiCo	12	21.4%
4.	It is costly than other brands	4	7.1%
5.	Total	56	100%

Do you find any difference in the prices of PepsiCo and other brands?

56 responses



Interpretation:

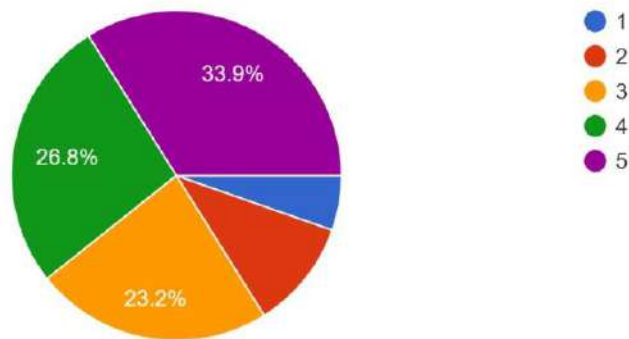
From the above table and graph it is reveal that the respondents (26.8%) consider that prices of PepsiCo and other brands are cheaper than other, (44.6%) said that all are same, (21.4%) said that there are other brands are cheaper than PepsiCo and (7.1%) said that it is costly than other brands.

On the scale of 1 to 5 how much will you rate PepsiCo products?

Sr.No	Particular	No. of Respondent	Percentage
1.	1	1	5.4%
2.	2	6	10.7%
3.	3	13	23.2%
4.	4	15	26.8%
5.	5	19	33.9%
6.	Total	56	100%

On the scale of 1 to 5 how much will you rate PepsiCo products ?

56 responses



Interpretation:

As per the above table and graph the respondents (33.9%) give the rating of 5 to PepsiCo products, (26.8%) gives rating of 4, (23.2%) gives rating of 3, (10.7%) gives rating of 2 and other (5.4%) of respondents gives the rating of 1.

HYPOTHESIS TESTING

HYPOTHESIS 1:

H0- Majority of Customers don't like Pepsi in Cold Drink Segment.

H1- Majority of Customers Like Pepsi in Cold Drink Segment.

From the above research study conducted during my work it is found that among the above mentioned hypothesis, Hypothesis H1 i.e Majority of customers like Pepsi in cold drink segment is found to be true hence accepted where as another hypothesis, Hypothesis H0 i.e Majority of customers don't like Pepsi in cold drink segment is rejected.

HYPOTHESIS 2:

H0- Pepsi do not have Strong Brand Loyalty & Customer Base.

H2- Pepsi Have Strong Brand Loyalty & Customer Base.

From the above research study conducted during my work it is found that among the above mentioned hypothesis Hypothesis H2 i.e "Pepsi have strong brand loyalty and customer base" is found to be true hence accepted where as another hypothesis, Hypothesis H0 i.e "Pepsi do not have strong brand loyalty and customer base is rejected".

CHAPTER-7
FINDINGS AND SUGGESTIONS

FINDINGS

- Total respondents are 56.
- Majority of respondents are in the group of 21-25, where females secure large no in it.
- From the survey report the female consumers are 55.4% and males are 44.7%.
- 64.3% respondents said that they have ever purchased pepsi and 23.2% said no.
- 46.4% respondents said that they have consume PepsiCo products monthly, 35.7% consume weekly, 12.5% consume never and 5.4% consume daily.
- The respondents 58.9% like to consume Coca-Cola over PepsiCo products.
- Among the products of PepsiCo 42.9% of respondents mostly like Pepsi.
- Most of the respondents about 44.6% prefer Pepsi as a cold drink segment due to its taste, 28.6% of it prefer due to its brand and 12.5% for its quality and other reasons.
- The 42.9% respondents said that they purchase Pepsi due to its price attribute, 26.8% said that for its availability and other 19.6% go for it due to its thirst quenching ability and it's fizzyness.
- As per the overall survey it is found that branding as a promotional activity influenced 51.8% of respondents to purchase PepsiCo products, and 12.5% influenced due to celebrity endorsements and TV/radio advertisements.
- From the survey report it comes to know that PepsiCo offers more advertisement to increase sales.
- The 44.6% respondents believe that prices of PepsiCo and other brands are same.

SUGGESTIONS

1. Develop creative and engaging marketing campaigns to capture consumer attention. Utilize various platforms such as social media, influencer marketing, and experiential marketing to reach a wider audience.
2. Introduce new flavors or variations of existing products to appeal to different consumer preferences. Conduct market research to identify emerging trends and capitalize on them.
3. Collaborate with popular brands or celebrities to create limited-edition products or co-branded campaigns. This can generate buzz and attract new customers.
4. Offer discounts, promotions, or bundle deals to incentivize purchases and encourage trial of new products. Utilize loyalty programs to reward frequent customers and encourage repeat purchases.
5. Expand distribution channels to reach more consumers, including online platforms, convenience stores, and vending machines. Ensure products are readily available and easily accessible to customers.
6. Emphasize the health benefits of products, such as reduced sugar or natural ingredients. Invest in research and development to create healthier alternatives to existing products.
7. Implement sustainable practices throughout the supply chain and promote environmental initiatives. Consumers are increasingly conscious of sustainability, and aligning with their values can enhance brand perception.

CHAPTER-8
CONCLUSION

CONCLUSION

The study report comes to the conclusion that:

The customers of PepsiCo are brand loyal with only a small percent of them want to shift over other brands. The performance of Pepsi is slight fair in comparison to Coca-Cola and also the customers are satisfied with the product range of PepsiCo and almost half of the customers like Pepsi in the product segment of PepsiCo which clear that Pepsi is high in demand among the consumers. It is found that Pepsi is preferred by customers due to its taste and price and its successful branding. Most of the respondents give the rating of 5 for the products of PepsiCo which shows that they are satisfied with the products.

CHAPTER-9
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BIBLIOGRAPHY

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www.scribd.com

CHAPTER-10
ANNEXURE

ANNEXURE

Q1. What is your age?

- 15-20
- 21-25
- 25-30
- 30 Above

Q2. What is your gender?

- Male
- Female

Q3. Have you ever purchased product of PepsiCo?

- Yes
- No
- May be

Q4. How frequently do you consume PepsiCo products?

- Daily
- Weekly
- Monthly
- Never

Q5. Including PepsiCo which company's soft drink do you like to consume?

- Coca cola
- Parle Agro
- PepsiCo
- Other

Q6. Which product of PepsiCo do you like the most?

- Pepsi
- Mountain dew
- Doritos
- Kurkure
- Other

Q7. Why do you prefer Pepsi apart from other brands?

- For its taste
- For its brand
- For its quality
- Any otherl

Q8. Which of the following attributes compel you to purchase Pepsi

- Availability
- Price
- Thirst Quenching
- Fizzyness
- Any other

Q9. Which promotional activity influenced your decision to purchase PepsiCo products?

- Branding
- Celebrity endorsements
- Social media
- TV/ radio advertisement
- Newspaper

Q10. Why PepsiCo offers more advertisement?

- To save its market share
- To retain new customers in market
- To increase sales
- Any other

Q11. Do you find any difference in the prices of PepsiCo and other brands?

- Yes, it is cheaper than other
- No, all are same
- There are other brands cheaper than PepsiCo
- It is Costly than other brands

Q12. On the scale of 1 to 5 how much will you rate PepsiCo products?

- 1
- 2
- 4
- 3
- 5