

A
PROJECT REPORT
ON
“TO STUDY COMPARATIVE OF SERVICE PROVIDED BY PEPSICO &
COCA-COLA AT NEERAJ ENTERPRISES IN SOLAPUR”



In partial fulfillment of MASTER’S DEGREE

In

MASTER OF BUSINESS ADMINISTRATION
PUNE UNIVERSITY, PUNE

Submitted by

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Under the Guidance of

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M.J.P.E.T’s

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DECLARATION

I undersigned hereby declare that, the project entitled, “” is executed as per the course requirement of two year full time MBA program of University of Pune. This report has not been submitted by me or any other person to any other University or Institution for a degree or diploma course. This is mu own and original work.

Date:

Place:

JAVED M. MULLA

ACKNOWLEDGEMENT

I have great pleasure in presenting this report entitled “” as a part of postgraduate degree of M.B.A.

I would like to express my sincere thanks to Dr .S. N. Tiwari, Director, S.N.G Institute of management and research, I also thankful to Prof. Swapnil Shah who encouraged, guided and helped me a lot for doing this project work.

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JAVEDM.MULLA
(M.B.A II YEAR)

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CHAPTER - I
EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Today many new companies are coming in to existence and because of these the competition is also growing rapidly. Because of this reason they have to compete with their competitors constantly. In some industries the new companies may not come into existence but the competition between the existing companies is growing more and more. The soft drink industry is mainly suffering with this particular problem. The Companies have to continuously compete with their competitors to get good, market share and good profits. To face their competitors they have to know their position and the competitor's position in the market. For this, the companies will compare itself with their competitor that means they will do the comparative analysis in all aspects

I was carried out this project at **Neeraj Enterprises, Solapur**. They are distributor of PepsiCo beverage in the selected area of Solapur.

The project title is “TO STUDY COMPARATIVE OF SERVICE PROVIDED BY PEPSICO & COCA-COLA AT NEERAJ ENTERPRISES IN SOLAPUR”.

The duration for this project was of 50 Days i.e. from 25 May to 14 July 2011. In this period I was survey of 100 outlets and collect from useful data for this project.

“ Item by Item comparison of two or more comparable alternatives, processes, products, qualification, set of data and systems etc. in accounting for, for example changes in a financial statements items over several accounting period maybe presented together to detect the emerging trends in the firms operation and results”.

From this we can understand that Comparative analysis means the comparison between the similar things (products, place, technologies, living beings and etc.) Regarding the features, nature, functions, behavior, SWOT, and many other characters is called comparative analysis.

In this comparative analysis the researcher will take any two or more similar products (That means the functioning of the products are almost same) and compare the common and the similar features of the products to find out that which the best one is.

In comparative analysis the Company will compare itself with the company which is in the top position in that industry or which is top in the position in that particular area or region; from this they can understand their position in that industry. It will be very useful know what is the strength and weakness of the Company and the company will try rectify the problems in order to increase their performance to reach and to beat out that other company with whom they are comparing their company.

SOFT DRINK

A Soft Drink (also referred to as soda, pop, soda pop or fizzy drink) is a non-alcoholic beverage typically containing water and a flavoring agent. Many are carbonated and sweetened, and may contain additional ingredients such as fruit juice. Small amounts of alcohol may be present, but the level would generally remain under 0.5 of the total volume for the drink to be considered non-alcoholic Soft Drinks are most often consumed chilled, and sometimes at room temperatures. Common Soft Drinks include cola, flavored water, sparkling water, iced tea, sweet tea, sparkling lemonade (or other lemon-lime soft drinks), squash, fruit punch, root beer, orange soda, grape soda, cream soda, and ginger ale.

SOFT DRINKS INDUSTRY IN INDIA

Soft Drinks Bounces back after a somewhat subdued performance in 2006 due to a recurrence of the pesticides controversy, soft drinks sales bounced back strongly to record double-digit volume growth in 2007. With carbonates growth back on a positive unpaired curve alongside burgeoning sales of fruit/vegetable juice and bottles water,

Soft drinks showed impressive growth in 2007. Off-trade volumes grew slightly faster than on trade volumes, driven by higher consumption of packaged and branded soft drinks at home and on the go.

The emergence of supermarkets/hypermarkets, heavy consumer promotions and various new product launches played a key role in driving off trade volume growth. Bottled Water and Fruit/vegetable juice continue to be Star Performers Soft drinks sales in 2007 were propelled by bottled water and fruit/vegetable juice with their healthier positioning helping to drive sales of soft drinks. While carbonates posted single digit growth in 2007, rebounding from the pesticides controversy of 2006, it was bottled water and fruit/vegetable juice that stormed ahead with high double digit growth rates. Poor municipal infrastructure for tap water has pushed sales of bulk packaged water to households. Fruit/vegetable juice is growing as a result of increased consumer expenditure on naturally healthy (NH) beverages. While functional drinks and RTD tea also posted impressive growth in 2007, they were growing from a very small base and are yet to achieve a critical mass in terms of establishing a loyal consumer base. Coca-Cola India and PepsiCo India slip in shares with consumers showing a growing preference for healthier soft drinks such as bottled water and fruit/vegetable juice rather than carbonates in 2007, the two carbonates giants suffered a marginal decline in share.

PEPSICO

The summer of 1898, as usual, was hot and humid in New Bern, North Carolina. So a young pharmacist named Caleb Braham Began experimenting with combinations of spices, juices, and systems trying to create a refreshing new drink to serve his customers. He succeeded beyond all expectations because he invented the beverage known around the world as Pepsi-Cola.

COCA-COLA

Dr. John Pemberton, an Atlanta pharmacist, invented Coca-Cola. He concocted the formula in a three-legged brass kettle in his backyard on May 8, 1885. He mixed a combination of lime, cinnamon, coca leaves, and the seeds of a Brazilian shrub to make the fabulous beverage. Coca-Cola debuted in Atlanta's largest pharmacy, Jacob's Pharmacy, as a five-cent non-carbonated beverage. Later on, the carbonated water was added to the syrup to make the beverage that we know today as Coca-Cola.

This study focuses on the comparison of Services provided by the PepsiCo and Coca-Cola Company. This mainly focuses on the distribution services provided by the both companies. And this study covers other aspects of the services provided by the both companies like information of the Refrigerators using by the retailers. And it focuses on the problems of the retailers what they facing.

CHAPTER – II

OBJECTIVES OF THE STUDY

OBJECTIVES OF THE STUDY:

1. To study the products of PepsiCo and Coca-Cola.
2. To study the distribution services provided by the PepsiCo and Coca-Cola.
3. To analysis the market shares of PepsiCo & Coco-cola.
4. To investigate the problems of retailers with regards to products of PepsiCo.

SCOPE OF STUDY:

1. This study focuses only on the beverage products.
2. The study only focuses on strategies used by PepsiCo & Coco-cola only.
3. This study only focuses on problems related to distribution, services & storage capacity of the retailers related to PepsiCo.

IMPORTANCE OF THE STUDY:

1. This study is help to the company to know the problems of retailers.
2. This study also helps to the distributors to know the satisfaction of the retailers about the distribution services.
3. This study help to the distributors to know the stock of both companies products maintaining by the different retailers.
4. It helps me to understand customer's preferences towards the Soft drinks.
5. It helps me to understand the various services provided by the PepsiCo and Coca-Cola.

CHAPTER –III
INDUSTRY PROFILE

INDUSTRY PROFILE

3.1(A) INTRODUCTION TO THE SOFT DRINK INDUSTRY:

At the core of the beverage industry is the carbonated Soft-Drink category. Soft drink holds 51% (majority of market share) of the total beverage market. Soft drink can be further divided into carbonated drinks (Coca-Cola, Pepsi, Thumbs up, Diet coke, Diet Pepsi etc.) and non-carbonated drinks (Orange, Cloudy lime, Clear lime and Mango). The dominant players in soft drink market are Coca-Cola and Pepsi, which own virtually all of the North American market's most widely distributed and best-known brands. They are dominant in world markets as well. These companies' products occupy large portions of any supermarkets shelf space, often covering more territory than real food categories like dairy products, meat etc.

BEVERAGE

Any type of liquid specifically prepared for human consumption. Beverages in addition to basic need form part of the culture of human society. Different types of beverages are as follow

WATER

Despite the fact that most beverages, including juice, soft drinks, and carbonated drinks, have some form of water in them; water itself is often not classified as a beverage, and the word

beverage has been recurrently defined as not referring to water but the bottled water that is processed through proper filtration and purification comes under the beverage category.

3.1 (B) TYPES OF BEVERAGES

ALCOHOLIC BEVERAGES

An alcoholic beverage is a drink containing ethanol, commonly known as alcohol, although in chemistry the definition of an alcohol includes many other compounds. Ethanol (alcohol) is a psychoactive drug that has a depressant effect.

Alcoholic beverages are divided into three general classes:

Beers: The two main types of beer are ale and lager; each type has a distinct production processes. Mass-produced beer is typically aged for only a week or two after its fermentation and has an alcohol content of 4%–6% ABV. Other kinds of beer may be fermented and aged for several months.

Wines: Wine involves a longer (complete) fermentation process and a long aging process (months or years) that results in an alcohol content of 9%–16% ABV. Sparkling wine can be made by adding a small amount of sugar before bottling, which causes a secondary fermentation to occur in the bottle.

Spirits: Unsweetened, distilled, alcoholic beverages that have an alcohol content of at least 20% ABV are called spirits. Spirits are produced by distillation of a fermented product; this process concentrates the alcohol and eliminates some of the congeners.

NON-ALCOHOL BEVERAGES

A non-alcoholic beverage is a beverage that contains no alcohol. Non-alcoholic mixed drinks (including punches, "virgin cocktails", or "mock tails") are often consumed by children; people whom wishing to enjoy flavorful drinks without alcohol. Non-alcoholic beverages contain no more than .5 percent alcohol

by volume. It also includes drinks that have undergone an alcohol removal process such as non-alcoholic beers and de-alcohol zed wines.

Non-alcoholic variants:

Low Alcohol Beer

Non-Alcoholic Wines

Sparkling Ciders

SOFT DRINKS

A soft drink is a beverage that does not contain alcohol. The name "soft drink" specifies a lack of alcohol by way of contrast to the term "hard drink". The term "drink", while nominally neutral, sometimes carries connotations of alcoholic content. Beverages like colas, flavored water, sparkling water, iced tea, lemonade, squash, and fruit punch are among the most common types of soft drinks. Many carbonated soft drinks are optionally available in versions sweetened with sugars or with non-caloric sweeteners.

HOT BEVERAGES

Coffee-based beverages: Cappuccino, Coffee Espresso, Café au lait, Frappe, Flavored Coffees (mocha etc)

Hot Chocolate: It is a heated beverage that typically consists of shaved chocolate or cocoa Powder, heated milk or water, and sugar.

Hot cider: It is an alcoholic beverage usually made from the fermented juice of apples, although pears are also used. In the United Kingdom, pear cider, which has no apple content, is known as Perry.

Tea-based beverages: Tea, Green Tea, Flavored Tea, Pearl Milk Tea.

Herbal teas: An herbal tea, tisane, or tisane is an herbal infusion made from anything other than the leaves of the tea bush (*Camellia sinensis*). Originated from both China and Middle East

OTHERS

Some substances may either be called food or drink, or accordingly be eaten with a spoon or drunk, depending on solid ingredients in it and on how thick it is, and on preference

Soups: Soup is a food that is made by combining ingredients such as meat and vegetables in stock or hot/boiling water, until the flavor is extracted, forming a broth.

Yogurt: yoghurt is a dairy product produced by bacterial fermentation of milk. Fermentation of the milk sugar produces lactic acid, which acts on milk protein to give yoghurt its texture and its characteristic tang. Soy yoghurt, a dairy yoghurt alternative, is made from soymilk.

Buttermilk: It is a fermented dairy product produced from cows' milk with a characteristically sour taste. The product is made in one of two ways. Originally, buttermilk was the liquid left over from churning butter from cream. In India, buttermilk, widely known as "chaas" is known to be the liquid leftover after extracting butter from churned curd.

3.1(C) MARKET SHARE PEPSICO & COCA-COLA

The soft drink market in India is dominated by the two global majors Pepsi and Coca-Cola. Coca-Cola, which had winded up its India operations during the introduction of the FERA regime, reentered India 16 years later in 1993. Coca-Cola acquired a major chunk of the soft drink market by buying out local brands Thumps Up, Limca and Gold Spot from Parle Beverages. Coca Cola has also acquired Cadbury Schweppes soft drink brands Crush, Canada Dry and Sport Cola in early 1999 and now recently in Oct '00 it acquired distribution rights of these brands from IFB Agro Limited.

Pepsi although started a couple of years before Coca Cola in 1991, has a lower market share today. It has bought over Mumbai based Duke's range of soft drink brands. Both the cola manufacturers come up with their own market share figures and claim to have increased their share. Recently in August '00 Pepsi claimed to have increased its market share for first five months of calendar year 2000, to 49% from earlier levels of 47.3%, while Coke claims to have increased its share in the market to 57% in the same period from 55% in the corresponding period last year. Coke figures are based on ORG's data while that of Pepsi are based on IMRB data.

3.1 (D) ABOUT COCO-COLA

HISTORY OF COCA-COLA

Coca-Cola started out as an insignificant one-man business and over the last one hundred and ten year has grown into one of the largest companies in the world. Dr. John Pemberton, an Atlanta Pharmacist, invented Coca-Cola. He concocted the formula in a three-legged brass kettle in his backyard on May 8, 1886. He mixed a combination of lime, cinnamon, coca leaves, and the seeds of a Brazilian shrub to make the fabulous beverage. Coca-Cola debuted in Atlanta's largest Pharmacy, Jacob's Pharmacy, as a five cent non-carbonated beverage. Later on, the carbonated water was added to the syrup to make the beverage that we know today as Coca-Cola. In the mid 1970, more than half Coca-Cola sold was outside of the U.S. Coca-Cola products outsell closest competitor by more than two to one. One in every two cola and one in every three soft drinks is a Coca-Cola product. The best-known trademark in the world is sold in about one hundred and forty countries to 5.8 billion people in eighty different languages. This is why Coca-Cola is the largest soft drink company in the world. For more than 65 years, Coca-Cola has been a sponsor of the Olympics. Advertisements for Coca-Cola started on the radio in the 1930s and on the television in 1950. Currently Coca-Cola is advertised on over five hundred TV channels around the world.

COKE'S CORPORATE VISION

For more than a century, Coke has consistently delivered the simple promise of “Coca-Cola”. This has enabled Coke to sustain a long track record of growth. Amidst all the years of success, the most pivotal moments in Coke’s history came when they had to change their business dramatically. They had to do this to meet new challenges of the evolving world. But each time, Coke’s predecessors sustained growth momentum because of three consistent factors.

The Company remained focus on the basic promise of Coca-Cola, which has not only endured, but also indeed carried Coke. Coca-Cola has been Coke’s consistent theme throughout the 115 year history.

Working with strong ideals, always striving to behave in ways consistent with the brand itself. Coke’s leaders had the vision, foresight and the courage to innovate and adapt the mechanics of business to be enabled to thrive within the business conditions of each particular day.

COKE'S OUSTER FROM INDIA

The company left India in 1977 after the newly elected Janaty Party Government came to power at the Centre for the first time. They asked the company to divest 60% of its business and divulge its secret Coca-Cola formula.

THE RE-LAUNCH OF COCA-COLA IN INDIA

Coca-Cola came back to India after 16 years when it was launched on October 24, 1993, at Agra. The Godrej group, Great Eastern Shipping and the Britannia Industries Ltd, led by Rajan Pillai, initially wooed Coca-Cola. In March 1991, it signed an MOU with BIL and the Chandrasekhar government accepted this proposal. But relationship between the two companies turned sour over the export-oriented clause and finally on June 23, 1993, Coca-Cola got the permission to enter the country with a 100 per cent unit in India. On September 22, 1993, the company bought out the Parle brands.

3.1(E) PRODUCTS OF COCA-COLA

THUMPS UP

Strong cola taste for exciting personality. Thumps Up is a leading carbonated soft drink and most trust brand in India. Originally introduced in 1977 and later on was acquired by the Coca-Cola Company in 1993.

Thumps-Up is known for its strong, fizzy taste and its confident, mature and uniquely masculine attitude. This brand clearly seeks to separate the men from the boys.

LIMCA

The drink that can cast a tangy refreshing spell on anyone, anywhere. Born in 1971, Limca has been the original thirst choice, of millions of consumers for over 3 decades. The brand has been displaying healthy volume growth year on year and Limca continue to be the leading flavor soft drink in the country with a market share of 12%. The success formula of Limca lies in its sharp fizz and lemony bite combined with the single minded positioning of the brand as the ultimate refresher has continuously strengthened the brand franchise. Limca energizes refreshes and transforms. Dive into the zingy refreshment of Limca and walk away a new person.

FANTA

Internationally, Fanta- the orange drink of the Coca-Cola Company is seen as one of the favorite drink since 1940's. Fanta entered the Indian market in the year 1993. Over the years Fanta has occupied a strong market place and is identified as "The Fun Catalyst". Perceived a fun youth brand, Fanta stands for its vibrant color, tempting taste and tingling bubbles that not just uplifts feelings but also helps free spirit thus encouraging one to indulge in the moment. This positive imagery is associated with happy, cheerful and special times with friends. Fanta is available around the country in 200 ml, 30ml, 1.5 liter and 2.25 liter and 330 ml cans.

SPRITE

Worldwide Sprite is ranked as the No. 4 Soft Drink and is sold in more than 190 countries. In India, Sprite was launched in year 1999 and today it has grown to be one of the fastest growing soft drinks, leading the clear lime category.

Today Sprite is perceived as a youth icon. Why? With a strong appeal to the youth Sprite has stood for straightforward and honest attitude. Its clear crisp refreshing taste encourages the today's youth to trust their instincts, influences them to be true to who they are and to obey their thirst. Sprite is available around the country in 200 ml, 300ml, 500ml, 500ml+100ml free, 1.5 liter, 2 liter 2.25 liter and 330 ml cans.

MAAZA

Mazza was launched in 1976. Here was a drink that offered the same real taste of fruit juices and was available throughout the year. In 1993, Coca-Cola India acquired Maaza. Mazza currently dominates the fruit drink category. Over the years, brand Mazza has become synonymous with Mango. This has been the result of such successful campaign like "Taaza Mango, Mazza Mango" and "Botal Main Aam, Maaza Hai Naam". Consumers regard Maaza as wholesome natural, fun drink, which delivers the real experience of fruit. The current advertising of Maaza positions it as an enabler of fun friendship moments between moms and kids as mom trust the brand and the kids love its taste. It is available in SKUs of 200ml RBG, 250ml RGB, 125ml Tetra pack and 200 Tetra pack.

BRIEF PROFILE OF COCA-COLA

Type	Soft drink (Cola)
Manufacturer	The Coca-Cola Company.
Country of origin	United States
Introduced	1886
Color	Caramel E-150d
Flavor	Cola, Cola Green Tea, Cola Lemon, Cola Lemon Lime, Cola Lime, Cola Orange and Cola Raspberry.
Variants	See Brand portfolio section below
Related Products	Pepsi Iran Brue RC Cola Cola Turka Zam Zam Cola Mecca-Cola Virgin Cola Paris Cola Oibla Cola Evoke Cola Corsica Cola Breizh Cola Africa Cola

CHAPTER – IV
COMPANY PROFILE

COMPANY PROFILE

1.1 (A) INTRODUCTION TO PEPSICO INDIA

PepsiCo entered India in 1989 and has grown to become the country's largest selling food and Beverage Company. One of the largest multinational investors in the country, PepsiCo has established a business which aims to serve the long term dynamic needs of consumers in India.

PepsiCo nourishes consumers with a range of products from treats to healthy eats that delivery joy as well as nutrition and always, good taste. PepsiCo India's expansive portfolio includes iconic refreshment beverages Pepsi, 7up, Mirinda and Mountain Dew, in addition to low calorie options such as Diet Pepsi, hydrating and nutritional beverages such as Aquafina drinking water, isotonic sports drink-Gatorade, Tropicana 100% fruit juices, and juice based drinks Tropicana Nectars, Tropicana Twister and Slice, non-carbonated beverage and a new innovation Nimbooz by 7up. Local brands Lehar Evervess Soda, Dukes Lemonade and Mangola add to the diverse range of brands. PepsiCo's foods Company, Frito-Lay, is the leader in the branded salty snack market and all Frito Lay products are free of trans-fat and MSG. It manufactures Lay's Potato Chips; Cheetos extruded snacks, Uncle Chips and traditional snacks under the Kurkure and Lehar brands and the recently launched 'Aliva' savoury crackers. The Company's high fiber breakfast cereal, Quaker Oats, and low fat and roasted snack options enhance the healthful choices available to consumers. Frito Lay's core products, Lay's, Kurkure, Uncle Chips and Cheetos are cooked in Rice Bran Oil to significantly reduce saturated fats and all of its products contain voluntary nutritional labeling on their packets.

The group has built an expansive beverage and foods business. To support its operations, PepsiCo has 36 bottling plants in India, of which 13 are Company

Owned and 23 are franchisee owned. In addition to this, PepsiCo's Frito Lay foods division has 3 state-of-the-art plants. PepsiCo's business is based on its sustainability

vision of making tomorrow better than today. PepsiCo's commitment to living by this vision every day is visible in its contribution to the country, consumers and farmers.

ESTABLISHMENT

PepsiCo established its business operations in India in 1989 and has grown to become one of the country's leading food and beverage companies. One of the largest multinational investors in the country, PepsiCo has established a business which aims to serve the long term dynamic needs of consumers in India.

HISTORY OF PEPSICO

Born in the Carolinas in 1898, Pepsi-Cola has a long and rich history. The drink is the invention of Caleb Bradham (left), a pharmacist and drugstore owner in New Bern, North Carolina.

The summer of 1898, as usual, was hot and humid in New Bern, North Carolina. So a young pharmacist named Caleb Bradham began experimenting with combinations of spices, juices, and syrups trying to create a refreshing new drink to serve his customers. He succeeded beyond all expectations because he invented the beverage known around the world as Pepsi-Cola.

Caleb Bradham knew that to keep people returning to his pharmacy, he would have to turn it into a gathering place. He did so by concocting his own special beverage, a soft drink. His creation, a unique mixture of kola nut extract, vanilla and rare oils, became so popular his customers named it "Brad's Drink." Caleb decided to rename it "Pepsi-Cola," and advertised his new soft drink. People responded, and sales of Pepsi-Cola started to grow, convincing him that he should form a company to market the new beverage. In 1902, he launched the Pepsi-Cola Company in the back room of his pharmacy, and applied to the U.S. Patent Office for a trademark. At first, he mixed the syrup himself and

Sold it exclusively through soda fountains. But soon Caleb recognized that a greater

BRAND HISTORY

Pepsi is a hundred year old brand loved by over 200 million people worldwide. The largest single selling soft drink brand in India is the ubiquitous socialize at every occasion.

- Youngistan loves it; 200 million peoples worldwide love it. But what has made Pepsi the single largest selling soft drink brand in Indian is actually a formula concocted a century ago in a far away continent.
- 1886, United States of America, Caleb Bradman, the man with a plan, got on to formulate a blockbuster digestive drink and decided to call it Brads drink. It was this doctor's potion that was to become Pepsi Cola in 1898, and eventually, Pepsi in 1903.
- Pepsi has always played on the front foot and since its inception has come out with revolutionary concepts like Diet, 2L bottles, recyclable plastic cola bottles and the enviable My Can.

BRAND ADVANTAGE

- Pepsi has become a friend to the youth and has led many youth cultures. Youngster over the generations have grown up with Pepsi and share an emotional connect with it, unlike any other cola brand be it parties, hangouts, or just another day at home, a day is never complete without the fizz of Pepsi!
- Pepsi, Cricket and Bollywood have been joined at the hip since the beginning. Shah Rukh Khan, Sachin Tendulkar, Saif Ali Khan, Amitabh Bachchan, Kareena Kapoor, Priyanka Chopra, Virender Sehwag, M.S. Dhoni, John Abraham, Ranbir Kapoor and Deepika Padukone are a few celebrities who will go any length for a chilled Pepsi.
- The Pepsi My Can is undoubtedly the most popular cola pack of all times. It is not just a pack but a style statement for today's youth.

4.1(B) OUR MISSION AND VISION

At PepsiCo, we believe being a responsible corporate citizen is not only the right thing to do, but the right thing to do for our business.

OUR MISSION

Our mission is to be the world's premier consumer Products Company focused on convenient foods and beverages. We seek to produce financial rewards to investors as we provide opportunities for growth and enrichment to our employees, our business partners and the communities in which we operate. And in everything we do, we strive for honesty, fairness and integrity.

OUR VISION

“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.

PERFORMANCE WITH PURPOSE

At PepsiCo, we're committed to achieving business and financial success while leaving a positive imprint on society-delivering what we call Performance with Purpose.

Our approach to superior financial performance is straightforward-drive shareholder value. By addressing social and environmental issues, we also deliver on our purpose agenda, which consists of human, environmental, and talent sustainability.

4.2(A) PRODUCTS OF PEPSICO

A) PEPSI – Yeh Hai Youngistan Meri Jaan

Pepsi is a hundred year old brand loved by over 200 million people worldwide. The largest single selling soft drink brand in India is the ubiquitous socialize at every occasion.

- 1886, United States of America, Caleb Bradman, the man with a plan, got on to formulate a blockbuster digestive drink and decided to call it Brads drink. It was this doctor's potion that was to become Pepsi Cola in 1898, and eventually, Pepsi in 1903.
- Pepsi has always played on the front foot and since its inception has come out with revolutionary concepts like Diet, 2L bottles, recyclable plastic cola bottles and the enviable My Can.

B) 7UP – Mood Ko Do Lemon Ka Lift

7UP, the refreshing clear drink with natural lemon and lime flavor was created in 1929. 7Up was launched in Indian in 1990 and its international mascot Fido Dido was used for advertising in 1992 to position the brand as a cool drink for youngsters. Fido became an instant hit with his trendy look, laid back attitude and refreshing take on life. During the brand's early years in India, 7Up gained market leader status in the lemon lime category by being one of the first to be nationally distributed as well as being marketed as a healthier alternative to other soft drinks.

C) MOUNTAIN DEW – Darr Ke Aage Jeet Hai

The main formula of Mountain Dew was invented in Virginia, named and first marketed in Johnson City, Tennessee and Knoxville, Tennessee in 1948. In India, Mountain Dew set the soft drink category ablaze in 2003 with their iconic launch campaign "Cheetah Bhi Peeta Hai".

D) AQUAFINA – The Purest Part Of You

Aquafina was first launched in USA in the year 1994 and with its unique purification system and great taste; Aquafina soon became the bestselling brand in the country. In India, Aquafina's journey began with the Bombay launch in 1999 and it was rolled out

nationally by the year 2000. On the strength of its brand appeal and distribution, Aquafina has become one of India's leading brands of bottled water in a relatively short span.

E) SLICE – Pure Mango Pleasure

Slice was launched in India in 1993 as a refreshing mango drink and quickly went on to become a leading player in the category. In 2008, Slice was re-launched with a 'winning' product formulation which made the consumers fall in love with its taste. With refreshed pack graphics and clutter breaking advertising, Slice has driven strong appeal within the category.

F) MIRINDA – Weekend Aaye Tho Pagalpanti Chaye

Mirinda in 2010 launched the "Weekend Pagalpanti" campaign stemming from the insight that the youth of today love to spend fun time with their families on a weekend, but any unwanted interruption causes annoyance. Mirinda helps the youth to have some spontaneous fun that helps to drive away the unwanted interruptions. The campaign was launched with an interesting advertising copy, innovative outdoors, radio contests & DTH activation and in-store presence.

A BRIEF PROFILE OF PEPSICO

<u>Type</u>	<u>Public (NYSE: PEP)</u>
<u>Industry</u>	<u>Food</u> <u>Beverages</u>
<u>Founded</u>	<u>New Bern, North Carolina, U.S. (1898)</u>
<u>Founder(s)</u>	<u>Caleb Bradham</u> <u>Donald M. Kendall</u> <u>Herman W. Lay</u>
<u>Headquarters</u>	<u>Purchase, New York, U.S.</u>
<u>Area served</u>	Worldwide
<u>Key people</u>	<u>Indra Nooyi</u> (Chairperson and <u>CEO</u>) ^[1]
	<u>Pepsi</u> <u>Diet Pepsi</u> <u>Mountain Dew</u> <u>AMP Energy</u> <u>Aquafina</u> <u>Sierra Mist</u> <u>SoBe</u> <u>Starbucks Frappuccino</u> Lipton Iced Tea 7up

<p><u>Products</u></p>	<p><u>Mirinda</u> <u>Izze</u> <u>Tropicana Products</u> <u>Copella</u> <u>Naked Juice</u> <u>Gatorade</u> <u>Propel Fitness Water</u> <u>Quaker Oats Company</u> <u>Lay's</u> <u>Doritos</u> <u>Cheetos</u> <u>Kurkure</u> <u>Fritos</u> <u>Rold Gold</u> <u>Ruffles</u> <u>Tostitos</u> <u>Slice</u></p>
<p><u>Revenue</u></p>	<p>▲ <u>US\$44.3 billion</u></p>
<p><u>Operating income</u></p>	<p>▲ <u>US\$7.3 billion</u></p>
<p><u>Total assets</u></p>	<p>▲ <u>US\$39.8 Billion (FY 2009)^[2]</u></p>
<p><u>Total equity</u></p>	<p>▲ <u>US\$16.8 Billion (FY 2009)^[2]</u></p>

<u>Employees</u>	203,000 (2010)
<u>Divisions</u>	PepsiCo Americas (PepsiCo Ameri Food, PepsiCo Americas Beverages), PepsiCo International
<u>Website</u>	PepsiCo.com

CHAPTER – V
THEROTICAL BACKGROUND

THEROTICAL BACKGROUND

5.1 INTRODUCTION TO COMPARATIVE STUDY:

Comparative study means the comparison between the similar things e.g. Products, Place, Technologies, Living beings and etc. Regarding the features, nature, functions, behavior, SWOT (Strength, Weakness, Opportunity and Threats) and many other characters is called comparative analysis. In this comparative analysis the researcher will take any two or more similar products (that means the functioning of the products are almost same) and compare the common and the similar features of the products to find out that which the best one is.

In comparative analysis the Company will compare itself with the company which is in the top position in that industry or which is top in the position in that particular area or region; from this they can understand their position in that industry. It will be very useful know what is the strength and weakness of the Company and the company will try rectify the problems in order to increase their performance to reach and to beat out that other company with whom they are comparing their company.

5.1(A) DISTRIBUTION CHANNEL

A distribution channel is a method of getting a product to its consumer. Distribution channels are part of a company's marketing mix. A marketing mix refers to each business unique combination of product, price, promotion and place. Distribution affects the place or path through which consumers can buy and receive the product. A distribution channel may be an onsite store, a virtual store, a retailer, a wholesaler, an agent, a telemarketer or direct mail.

Direct mail distribution channels work on a large scale. Materials advertising the product and presenting an offer usually target a specific audience most likely to purchase the item. Direct marketing materials inform and compel the

Target audience to take immediate action and respond at once by mailing in the order form. The reward for the urgent responses is often a discount price or added value such as free gifts.

It is defined as a chain of intermediaries; each passing the product down the chain to the next organization, before it finally reaches the consumer or end user. This process is known as the “Distribution Chain” or the “Channel”. Each of the elements in these chains will have their own specific needs, which the producer must take into account, along with those of the all-important end-user.

CHANNELS

A number of alternate 'channels' of distribution may be available:

- Distributor- who sells to retailers.
- Retailer(also called dealer or reseller), who sells to end customers
- Advertisement typically used for consumption goods.

Distribution channels may not be restricted to physical products alone. They may be just as important for moving a service from producer to consumer in certain sectors, since both direct and indirect channels may be used. Hotels, for example, may sell their services (typically rooms) directly or through travel agents, tour operators, airlines, tourist boards, centralized reservation systems, etc. If we mention in a single sentence the distribution channel is nothing but it is a process of transfer the products or services from Producer to Customer or end user.

There have also been some innovations in the distribution of services. For example, there has been an increase in franchising and in rental services - the latter offering anything from televisions through tools. There has also been some evidence of service integration, with services linking together, particularly in the travel and tourism sectors. For example, links now exist between airlines, hotels and car rental services. In addition, there has been a significant increase in retail outlets for the service sector. Outlets such as estate agencies and building society offices are crowding out traditional grocers from major shopping areas. Channel decisions

- Channel strategy
- Gravity & Gravity
- Push and Pull strategy
- Product(or service)
- Cost
- Consumer location

RETAIL CHANNEL

1. **Convenience Channel-** Convenience channel includes different kiosks are which is convenient to general public.
2. **Grocery Channel-** Grocery channel includes different grocery shops.
3. **Eatery Channel-** Eatery channel includes different hotels, restaurants etc.

5.1(B) TYPES OF DISTRIBUTION CHANNELS

1. **Convenience Channel-** Convenience channel includes different kiosks are which is convenient to general public.
2. **Grocery Channel-** Grocery channel includes different grocery shops.

3. **Eatery Channel-** Eatery channel includes different hotels, restaurants etc.

OTHER TYPES

1. Indirect Channel

The indirect channel is used by companies who do not sell their goods directly to consumers. Suppliers and manufacturers typically use indirect channels because they exist early in the supply chain. Depending on the industry and product, direct distribution channels have become more prevalent because of the internet.

2. Direct Channel

A direct distribution channel is where a company sells its products direct to consumers. While direct channels were not popular many years ago, the internet has greatly increased the use of direct channels. Additionally, companies needing to cut costs may use direct channels to avoid middlemen markups on their products.

3. Indirect Channel Methods

Distributors, wholesalers and retailers are the primary indirect channels a company may use when selling its products in the marketplace. Companies choose the indirect channel best suited for their product to obtain the best market share; it also allows them to focus on producing their goods.

4. Direct Channel Methods

Selling agents and internet sales are two types of direct distribution channels. Selling agents work for the company and market their products directly to consumers through mail order, storefronts or other means. The internet is an easy distribution channel because of the global availability to consumers.

5.1(C) FUNCTIONS OF DISTRIBUTION CHANNEL

Distribution channel perform a number of functions that make possible the flow of goods from the producer to the customer. These functions must be handled by someone in the channel to channel; the functions themselves cannot be eliminated. Channels provide time, place, and ownership utility. They make products available when, where, and in the sized and quantities that customers want. Distribution channels provide a number of logistics or physical distribution functions that increase the efficiency of the flow of goods from producer to customer. Distribution channels create efficiencies by reducing the number of transaction necessary for goods to flow from many different manufacturers to large numbers of customers.

SELLING AND PROMOTING

This function is extremely important to manufacturers. Where as retailers develop complex place and promotion strategies to reach the marketplace, manufacturers have only limited number of locations and have great difficulty in executing sales, promotions, and fulfillment as customers are located geographically further from the home factory. To counter this deficiency, manufacturers can pursue two strategies. In the first, the manufacturer establishes its own marketing and direct sales staff responsible for channel development and logistics and locates finished goods warehouses close to wholesale and retail customers. The advantages of this strategy are direct control over products, pricing and marketplace identity. Disadvantages include the people, physical plant and inventory carrying costs associated with the maintenance of these organizations.

BUYING AND BUILDING PRODUCT ASSORTMENT

Assortment is often described as the smoothing function. The smoothing function relates to how raw material are converted to increasingly more refined forms until the goods are acceptable for use by final consumers. The next time you purchase a soda, consider the role intermediaries played in converting the original syrup to a conveniently consumed form. Coca-Cola ships syrup and other materials to bottlers throughout the world. Independent bottlers carbonate and add purified water to the syrup. The products is then packaged and distributed to retailers and we buy it. That's assortment. That's what channels of distribution do. Two principal tasks are associated with sorting function:

a. Breaking Bulk

Along with building assortments, this function is one of the fundamental reasons for the existence of distributors. The term refers to the fact that whereas manufacturers normally produce large quantities of limited number of products and wholesalers and retailers purchase large quantities of goods from manufacturers but sell only one or a few at a time to many different customers. Producers want to produce in bulk quantities. Thus, it is necessary for intermediaries to break homogeneous lots into smaller units.

b. Categorizing

At some point in every channel, large amounts of heterogeneous supplies have to be converted into smaller homogeneous categories. Returning to pharmaceutical channels, the number of drugs available through retail outlets is huge. More than 10,000 legal drugs exist. In performing the categorization task, intermediaries first arrange this vast product portfolio into manageable the reputed categories. The items within these categories are then categorized further to satisfy the specific needs of individual consumers.

FACILITATING

Functions that make the purchase process easier for customers and manufacturers. Intermediaries often provide customer services such as offering credit to buyers and accepting customer's returns. Customer services are oftentimes more important B2B markets in which customers purchase larger quantities of higher-priced products. Although often confused with logistics, the facilitating functions of intermediaries supplement the entire marketing flow of the product and are separate from logistics. The facilitating functions include financially supporting the marketing chain by investing in storage capabilities.

FACTORS FOR CHANNEL DESIGN

1. Customer Needs

- a. **Assortment of Goods:** Pepsi has a wide assortment of goods. Inn beverages some very famous are Pepsi, Mirinda, 7Up, Slice etc. Aquafina, Lehar Soda also.
- b. **Ubiquitous:** Restaurant, Pan shops, Kinana Stores, Confectionaries, Pepsi on wheels, all these are some examples of the fact that the product Pepsi is ubiquitous.

2. Number of Intermediaries

1. **Intensive Distribution:** Pepsi Co follows and intensive distribution strategy. To support their product in as many outlets as possible.
2. Increases market coverage.
3. Competing against Coca-Cola and other local companies.

3. Terms and Responsibilities

Price Policy: Distributors: 3 to 5% is the profit margin Retailers: 10% to 16% is the profit margin.

4. Territorial Rights

Distributors are given territorial rights and are not allowed to work beyond their territories.

5. Conditions of Sale

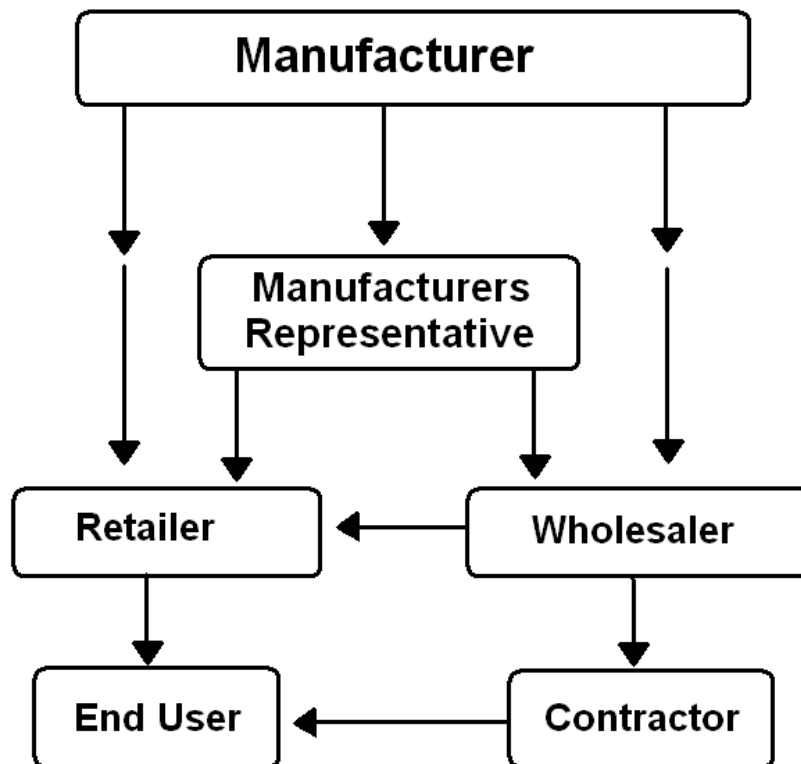
Payment is done through cheque or cash. A Guarantee of damaged goods provided.

CHANNEL MEMBERS AND ROLES

PepsiCo

1. Assigns a territory to the distributor.
2. Assigns sales target acc to region and seasons.
3. Evaluates performance against predefined parameters.
4. Sales incentives.
5. Promotional offers.

DISTRIBUTION CHANNEL



CHAPTER – VI
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

A sincere attempt has been made to know the Procedure and Documentation for Exporting Grapes. The Research Methodology used to serve the above purpose involves.

Data Collection

There are two types of data considered for collecting information.

Primary Data

Data has been mainly collected from primary source. The method was combination of direct personal interview backed by questionnaires method i.e. a questionnaire being drafted and data being collected by meeting soft drink retailers directly.

As per the nature of my study I have collected primary information from customers of telecom users and also from the company officials.

Secondary Data

Data have obtained regarding the information relates to soft drink industry profile i.e. industry growth, present status of industrial background, govt. And trade report, company records, sales force reports etc.

To study the basic of comparative study I have referred various marketing related books and magazines. Also to collect the information about company & telecom industry I have referred various sites.

Research Instrument

Questionnaire for consume.

Sample Size

Sample size taken for consumer is 100.

Sampling Method

This includes all the method used for making different samples for the purpose of study.

The above are different types of data collection methods. In this study I used the survey method. In a survey method I have taken 100 samples. I surveyed the retailers of PepsiCo and Coca-Cola in Solapur City.

LIMITATIONS:

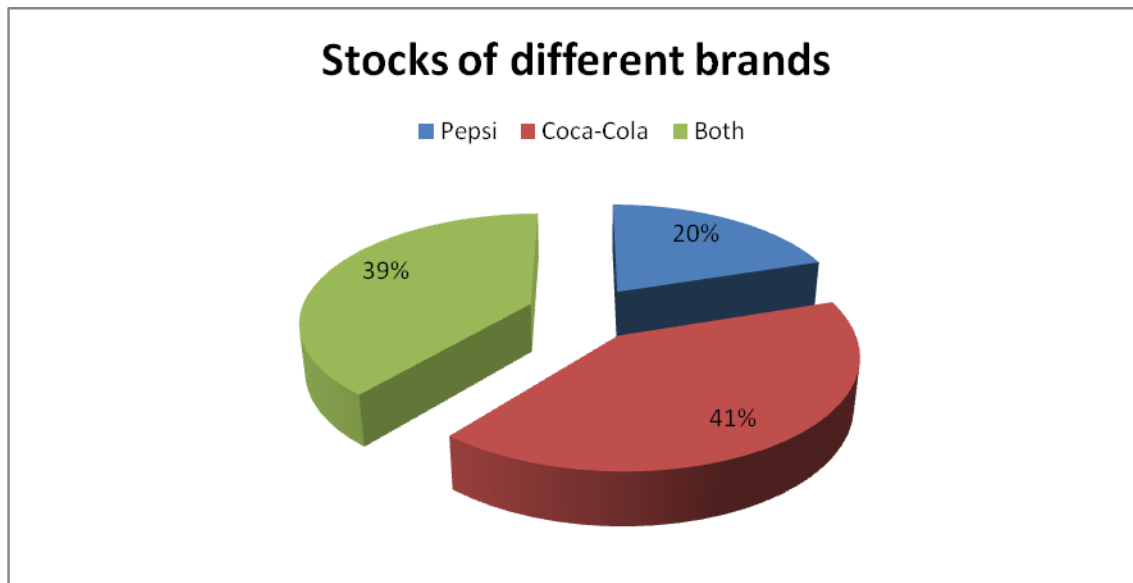
1. The survey is restricted to Solapur city only.
2. The project is done on the products available in Solapur city.
3. In this study the sample size of retailer is taken only 100.
4. This study is done only within period of 52 days. (25th May 2011 to 15 July 2011).
5. In this study making comparison between two major soft drinks companies one of the PepsiCo & other is Coca-Cola.
6. There is nothing doing comparative study about local or any other companies.

CHAPTER – VII
DATA ANALYSIS AND
INTERPRETATION

Que : - 1) which brand you maintain maximum stock?

Table No.1: the following table shows the maximum stocks of different brands maintained by the Retailers.

Products	No. of Respondents	Percentages
Pepsi	20	23%
Coca-Cola	41	27%
Both	39	50%
Total	100	100%



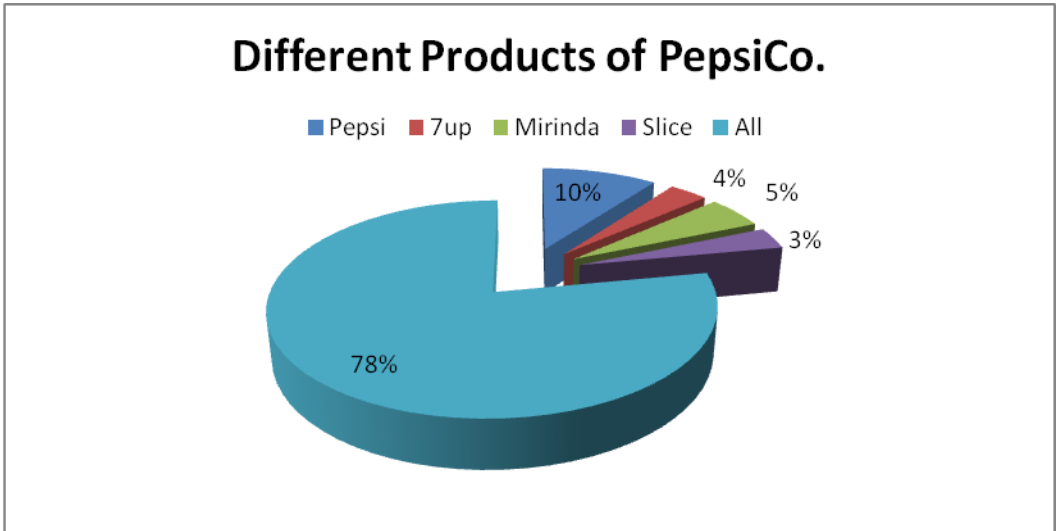
Interpretation:

The above table reveals the information about the maximum stocks of PepsiCo and Coca-Cola maintained by the different retailers in Solapur. From 100 retailers 20 retailers are maintain only products of PepsiCo and 41 retailers are maintain a stock of Coca-Cola only and remaining 39 retailers are maintain a stocks of both Companies.

Que: - 2) which product of PepsiCo you have maintained?

Table No.2: The following table shows the information of the numbers of retailers who are maintaining the different products of PepsiCo.

Types of Products	No. of Respondents	Percentages
Pepsi	06	10.17%
7up	02	03.38%
Mirinda	03	05.08%
Slice	02	03.39%
All	46	77.98%
Total	59	100%



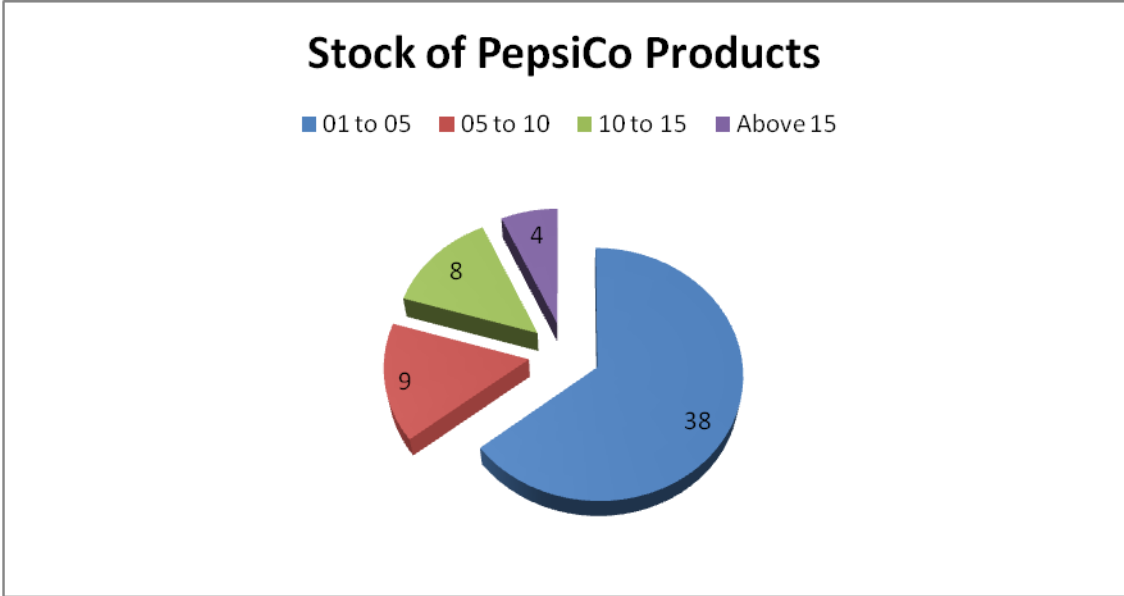
Interpretation:

The above chart shows the information about different types of products of PepsiCo. The PepsiCo has the different brands like PepsiCo, 7up, Miranda, Slice etc these are the major products of PepsiCo. As per the table 10.17% retailers maintaining the stock of Pepsi, 03.38% retailers are maintaining the stock of 7up, 05.08% retailers are maintaining the stock of Miranda, 03.39% retailers are maintaining the stock of Slice and remaining 77.98% retailers are maintaining the stock of all products of the PepsiCo.

Que: - 3) How many crates of PepsiCo you have maintained?

Table No.3: The following table shows the numbers of PepsiCo crates maintaining by the retailers.

Range of Crates	No. of Respondents	Percentages
01 to 05	38	64.41%
05 to 10	09	15.25%
10 to 15	08	13.60%
Above 15	04	06.78%
Total	59	100%



Interpretation:

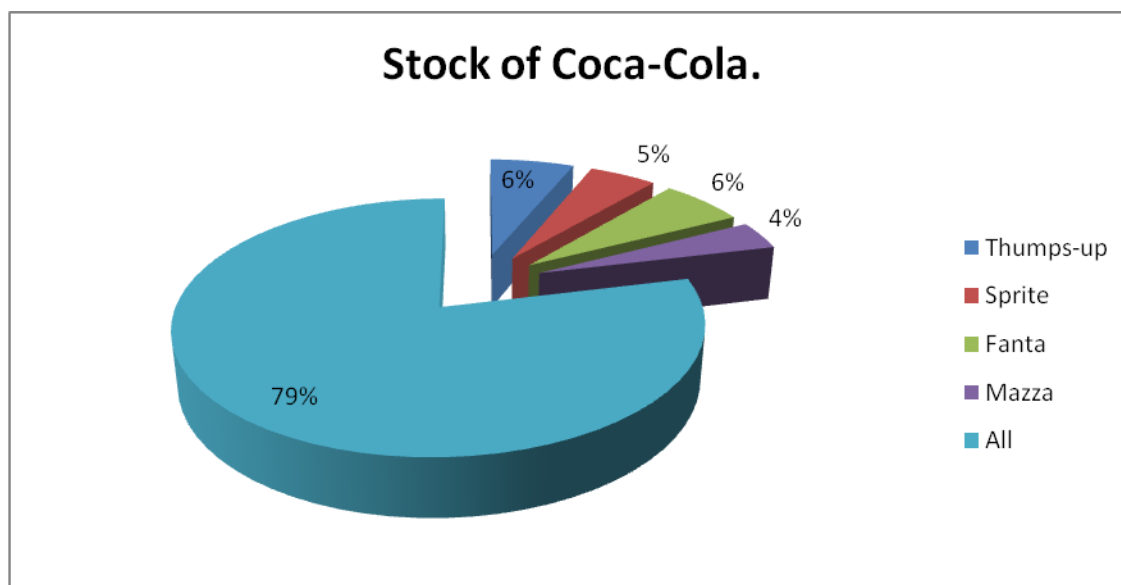
The above table shows the information about the crates of PepsiCo maintaining by the retailers. 64.47% retailers are maintaining crates between 1 to 5, 15.25% retailers are maintaining between 5 to 10, 13.60% retailers are maintaining between 10 to 15, 06.78% retailers are maintaining above 10 and 41 retailers are not maintaining the crates of PepsiCo.

Que: - 4) which product of Coca cola you have maintained?

Table No.4: The following table shows the information about the no. of retailers who have maintaining the different products of Coca-Cola.

Types of Products	No. of Respondents	Percentages
Thumps-up	05	06.25%
Sprite	04	05.00%

Fanta	05	06.25%
Mazza	03	03.75%
All	63	78.75%
Total	80	100%



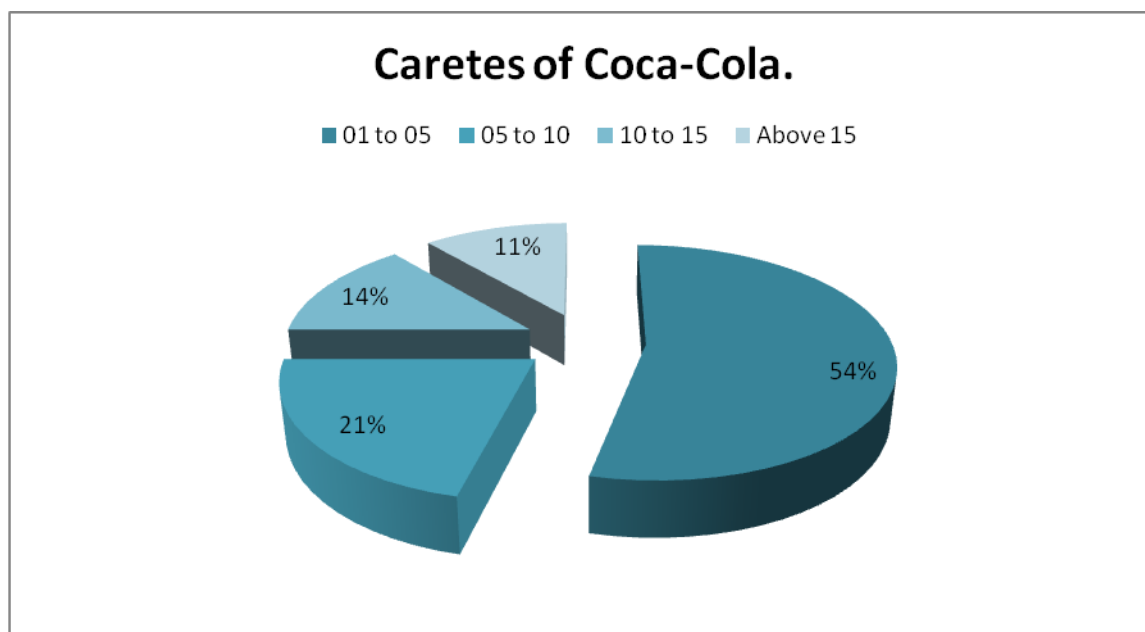
Interpretation:

The above chart shows the different types of products of Coca-Cola which is maintained by the retailers. The Coca-Cola has different types of products like Thumps-up, Sprite, Fanta, Mazza etc. As per the above table 06.25% retailers are maintaining Thumps only, 05.00% retailers are maintaining only Sprite, 06.25% retailers are maintaining Fanta only, 03.75% retailers are maintaining only Mazza and remaining 78.75% retailers are maintaining all the products of Coca-Cola.

Que : - 5) How many crates of coca cola you have maintained?

Table No.5: The following table shows the information of crates of Coca-Cola maintaining by the retailers.

Range of Crates	No. of Respondents	Percentages
01 to 05	43	53.75%
05 to 10	17	21.25%
10 to 15	11	13.75%
Above 15	09	11.25%
Total	80	100%



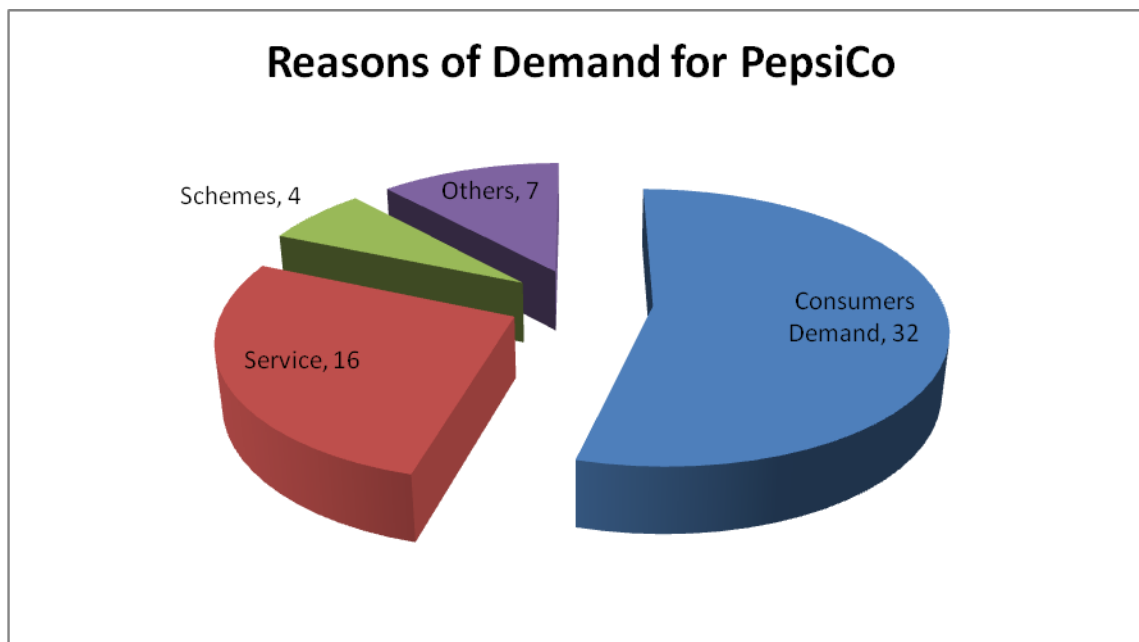
Interpretation:

The above table shows the information about the crates of Coca-Cola maintaining by the retailers. 53.75% retailers are maintaining crates between 1 to 5, 21.25% retailers are maintaining between 5 to 10, 13.75% retailers are maintaining between 10 to 15, 11.25% retailers are maintain above 15 and other 20 retailers are not maintaining the crates of Coca-Cola.

Que : - 6) Why you choose of PepsiCo?

Table No.6: The following table shows the information of why the retailers are prefers PepsiCo products.

Reasons	No. of Respondents	Percentages
Consumers Demand	32	54.24%
Service	16	27.12%
Schemes	04	06.78%
Others	07	11.86%
Total	59	100%



Interpretation:

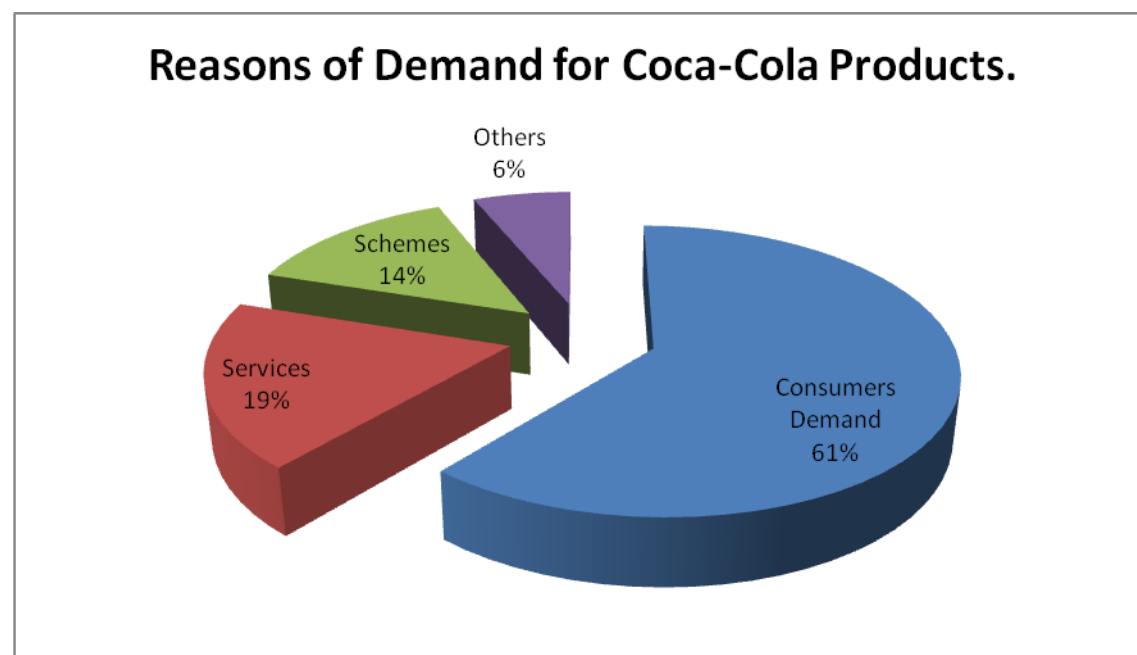
The above graph shows the demand for PepsiCo products. As per the table the 54.24% retailers are said they maintain the products of PepsiCo because of consumers

demand.27.12% retailers are said they prefer the PepsiCo products because of services provided by the Company. 06.78% retailers are said they maintain products of PepsiCo because of Schemes. And 11.86% retailers prefer the products of PepsiCo because of other things like Taste, Low cost etc.

Que: -7) why you choose of coca cola?

Table No.7: The following table shows the information of why the retailers are prefers Coca –Cola products.

Reasons	No. of Retailers	Percentage
Consumers Demand	49	61.25 %
Services	15	18.75%
Schemes	11	13.75%
Others	05	06.25%
Total	80	100%



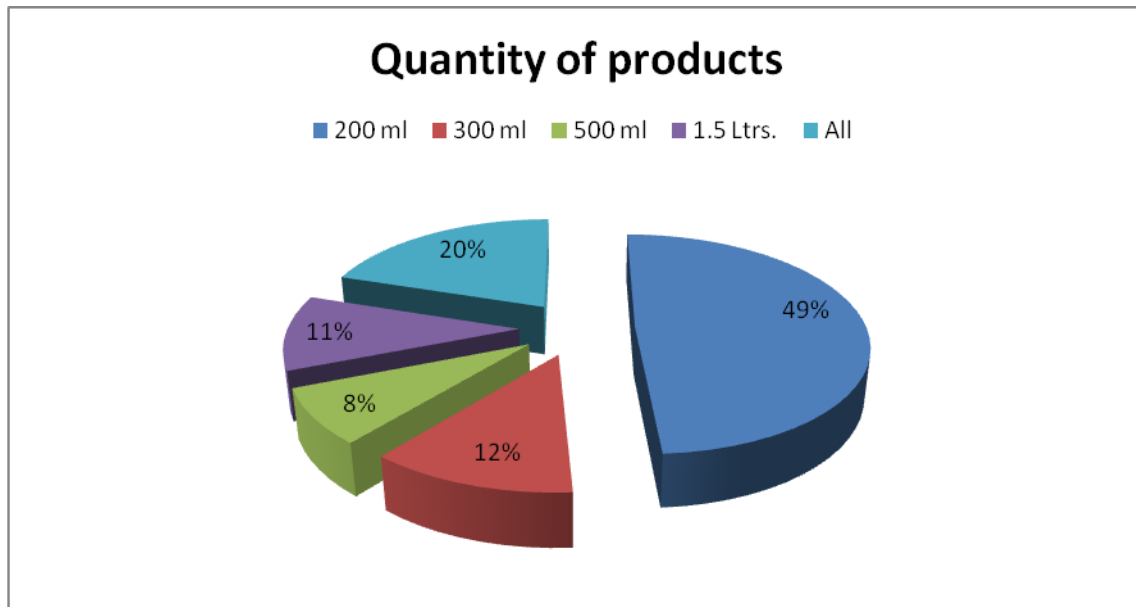
Interpretation:

The above chart shows the demand of Coca-Cola products. As per the table the 61.25% retailers are said they maintain the products of Coca-Cola because of consumers demand. 18.75% retailers are said they prefer the Coca-Cola products because of services provided by the Company. 11% retailers are said they maintain products of Coca-Cola because of Schemes. And 06.25% retailers prefer the products of Coca-Cola because of other things like Taste, Low cost etc.

Que : - 8) which quantity you have maintained maximum stock?

Table No.8: The following table shows the range of quantity maintaining by the retailers.

Quantity	No. of Retailers	Percentages
200 ml	49	49%
300 ml	12	12%
500 ml	08	08%
1.5 Liters.	11	11%
All	20	20%
Total	100	100%



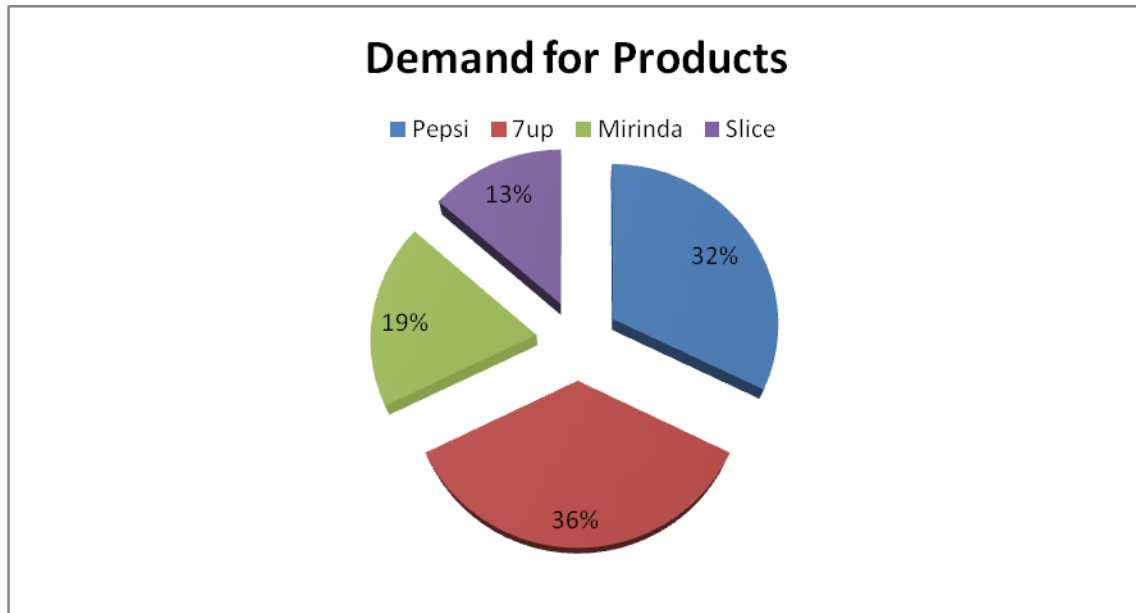
Interpretation:

The above chart shows the different quantities maintaining by the retailers. As per above chart 49% retailers are maintaining 200 ml bottles, 12% retailers are maintaining 300ml bottles, 08% retailers maintaining 500ml bottles, 11% retailers maintaining 1.5 Liters. And 20% retailers maintaining all quantity. Because of huge demand for 200 ml bottles the more retailers prefers only 200ml bottles.

Que : - 9) which product of PepsiCo has maximum demand from customer?

Table No.9: The following table shows the information about which product of PepsiCo has a maximum demand.

Products	No. of retailers	Percentages
Pepsi	19	32.21%
7up	21	35.59%
Mirinda	11	18.64%
Slice	08	13.56%
Total	59	100%



Interpretation:

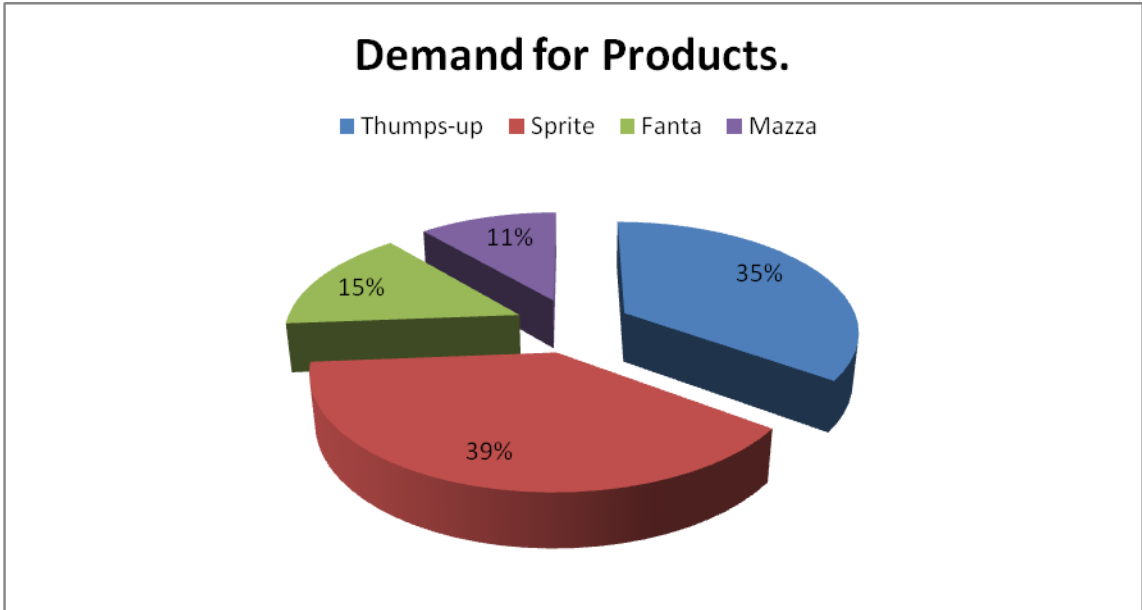
The above chart showing the demand for the different products of PepsiCo. As per the chart 32.21% retailers said more consumers prefers Pepsi, 35.59% retailers said consumers prefers 7up, 18.64% retailers said more consumers prefers Miranda and 13.56% retailers said consumers prefers Slice.

Que: - 10) which product of Coca-Cola has maximum demand from customer?

Table No.10: The following table shows the information about which product of Coca-Cola have maximum demands.

Products	No. of Retailers	Percentages
Thumps-up	28	35.00%
Sprite	31	38.75%

Fanta	12	15.00%
Mazza	09	11.25%
Total	80	100%



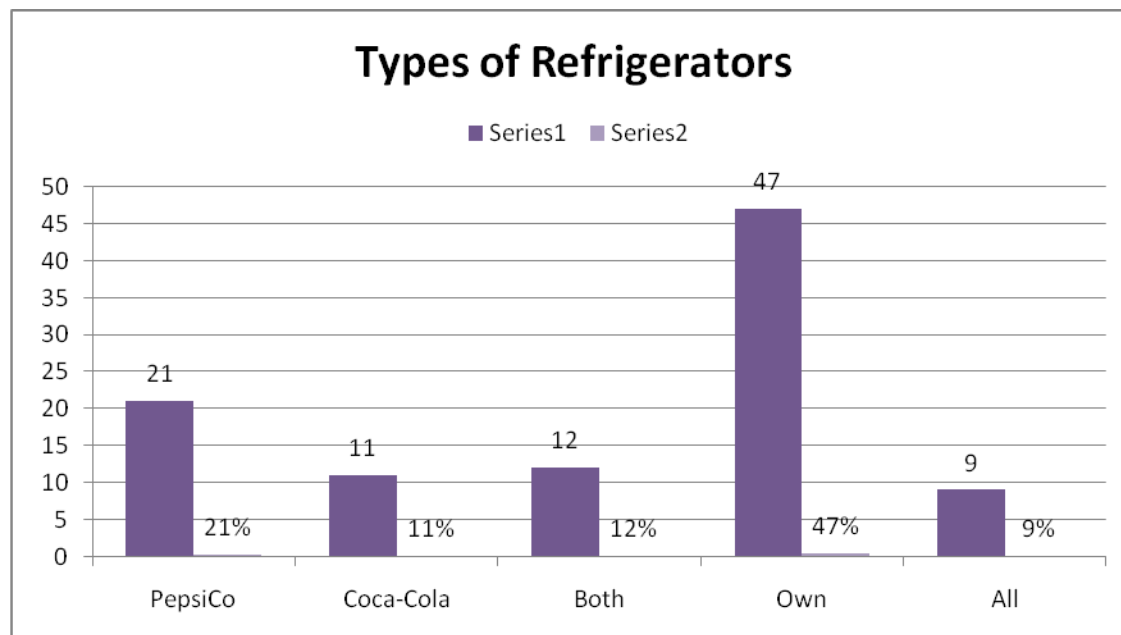
Interpretation:

The above chart showing the demand for the different products of Coca-Cola. As per the chart 35% retailers said more consumers prefers Thumps-up, 38.75% retailers said consumers prefers Sprite, 15% retailers said more consumers prefers Fanta and 11.25s% retailers said consumers prefers Mazza.

Que: - 11) which companies' refrigerator you are using?

Table No.11: The following table showing the refrigerators using by the retailers.

Refrigerator	No. of Retailers	Percentages
PepsiCo	21	21%
Coca-Cola	11	11%
Both	12	12%
Own	47	47%
All	09	09%
Total	100	100%



Interpretation:

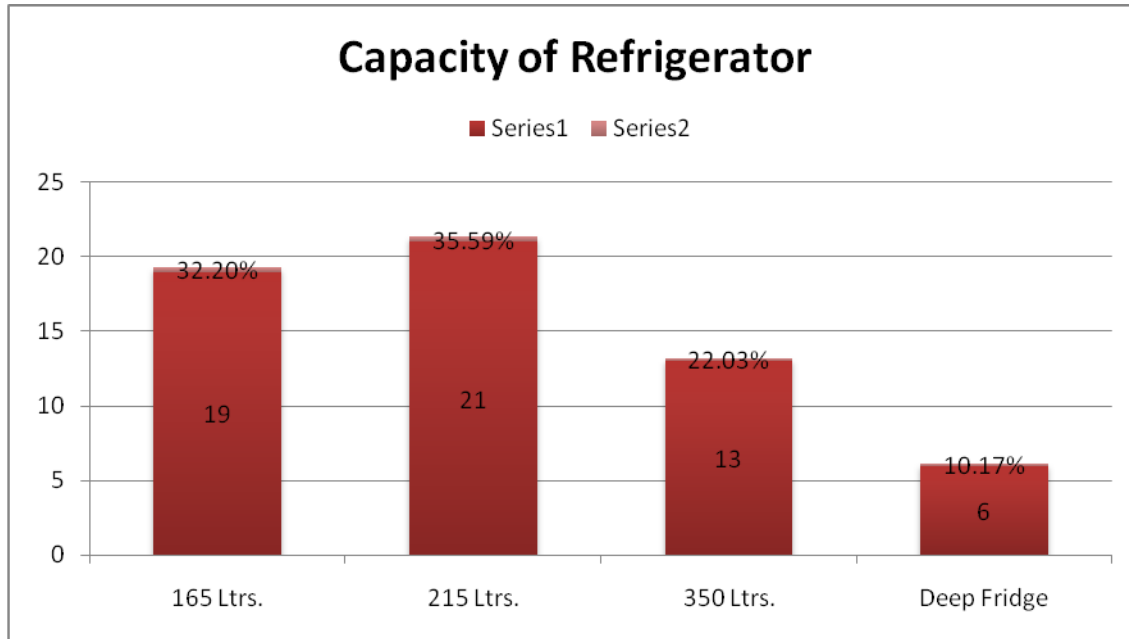
The above chart showing the information about which types of refrigerators using the retailers. The 21% retailers are using PepsiCo refrigerator, 11% retailers are using Coca-

Cola, 47% retailers are using their own refrigerator,09% retailers are using all the refrigerators and 12% retailers using the refrigerators provided by the PepsiCo and Coca-Cola.

Que: -12) what is the capacity of your PepsiCo refrigerator?

Table No.12: The following table showing the capacity of PepsiCo's refrigerator using by the retailers.

Capacity of refrigerators	No. of Retailers	Percentages
165 Liters.	19	32.20%
215 Liters.	21	35.59%
350 Liters.	13	22.03%
Deep Fridge	06	10.17%
Total	59	100%



Interpretation:

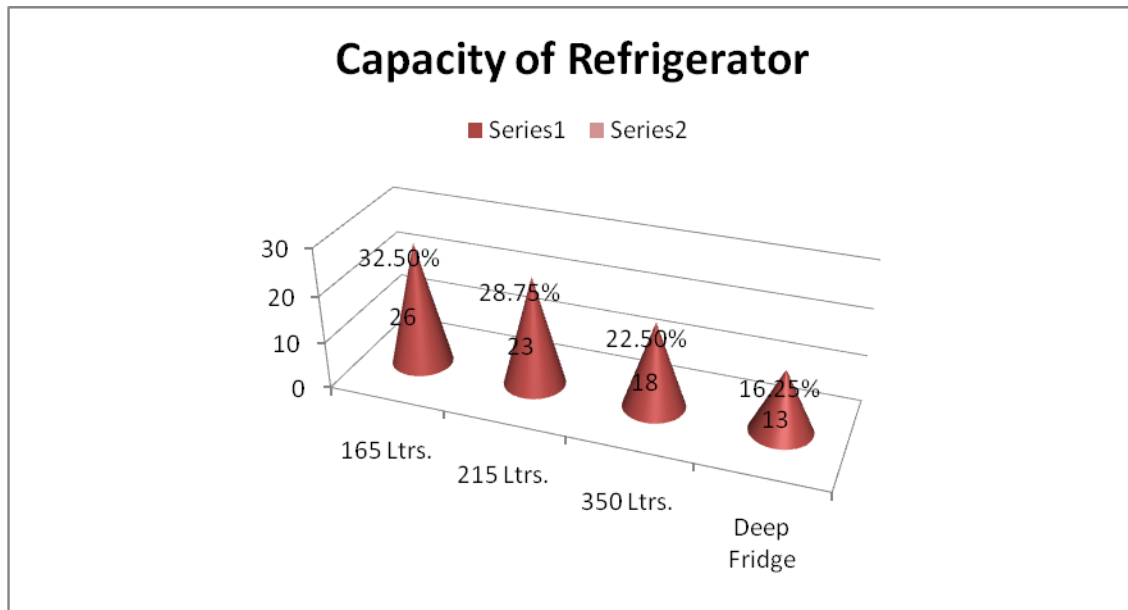
The above chart showing the capacity of refrigerator using the retailers. 32.20% retailers are using 165 Liters refrigerator, 35.59% retailers are using 215 Liters refrigerator, 22.03% retailers are using 350 Liters refrigerator and 10.17% retailers are using Deep Fridge.

Que: - 13) what is the capacity of your coca cola refrigerator?

Table No.13: The following table showing the capacity of Coca-Cola’s refrigerator using by the retailers.

Capacity of refrigerators	No. of Retailers	Percentages
165 Liters.	26	32.50%
215 Liters.	23	28.75%

350 Liters.	18	22.50%
Deep Fridge	13	16.25%
Total	80	100%



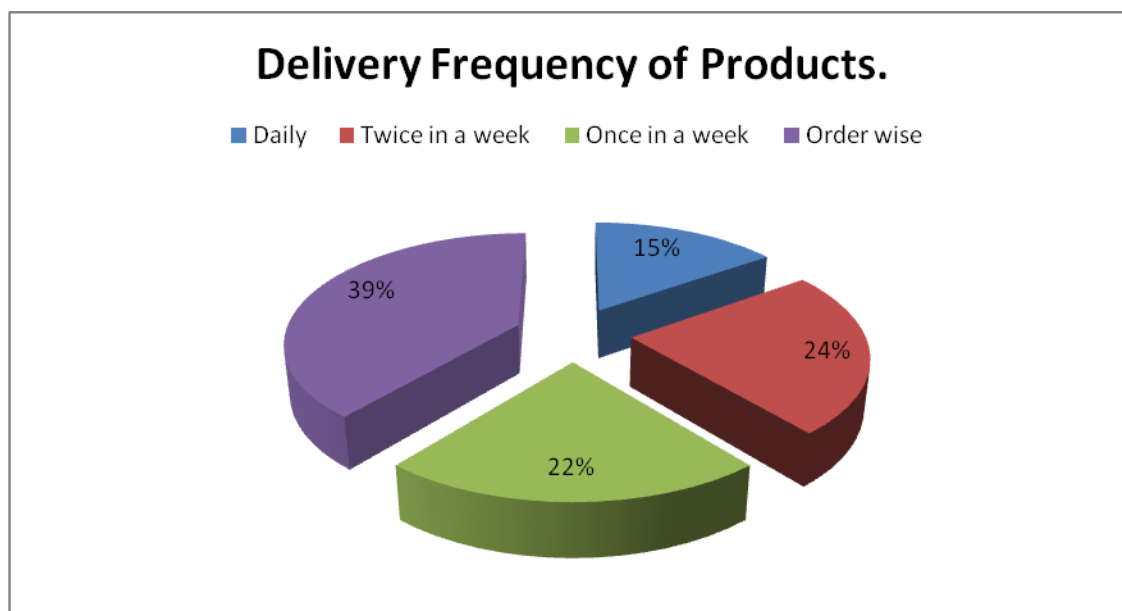
Interpretation:

The above chart showing the capacity of refrigerator using the retailers. 32.50% retailers are using 165 Liters refrigerator, 28.75% retailers are using 215 Liters refrigerator, 22.50% retailers are using 350 Liters refrigerator and 16.25% retailers are using Deep Fridge.

Que: -14) what is the frequency of delivery from PepsiCo?

Table No.14: The following table showing the frequency of delivery of PepsiCo products.

Frequency of delivery	No. of retailers	Percentages
Daily	09	15.25%
Twice in a week	14	23.73%
Once in a week	13	22.03%
Order wise	23	38.98%
Total	59	100%



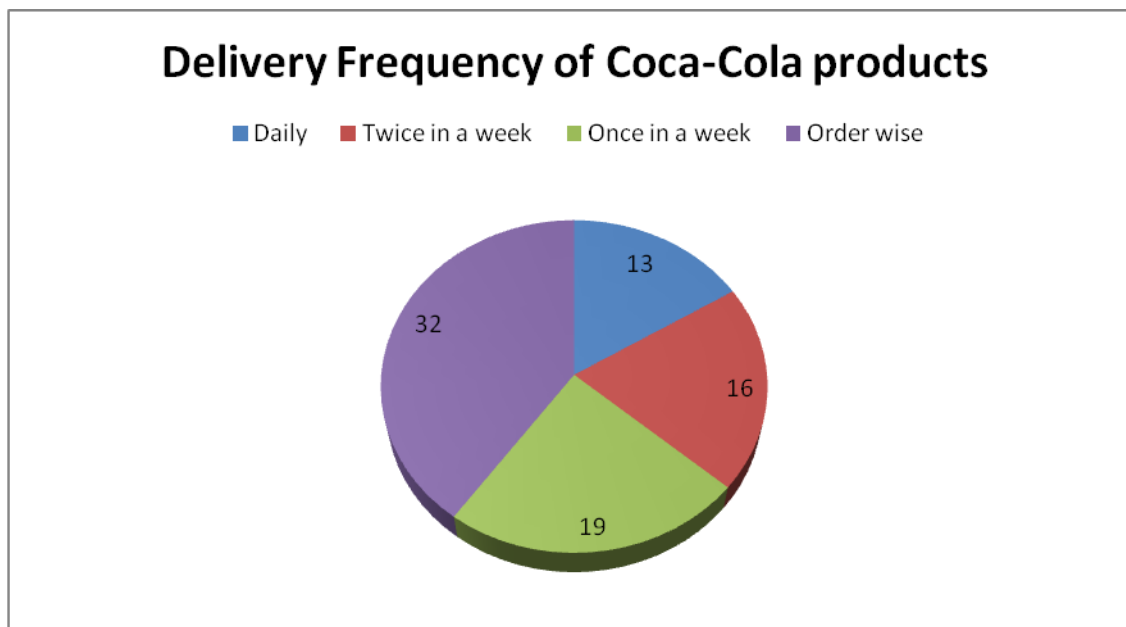
Interpretation:

The above chart showing the frequency of delivery by the wholesaler to the retailers. The above chart showing the 15.25% retailers said daily, 23.73% retailers said Twice in a week, 22.03% retailers said once in a week and 38.98% retailers said order wise. As per the chart more retailers got delivery by order wise.

Que: - 15) what is the frequency of delivery from coca cola?

Table No.15: The following table showing the frequency of delivery of Coca-Cola products.

Frequency of delivery	No. of retailers	Percentages
Daily	13	16.25%
Twice in a week	16	20.00%
Once in a week	19	23.75%
Order wise	32	40.00%
Total	80	100%



Interpretation:

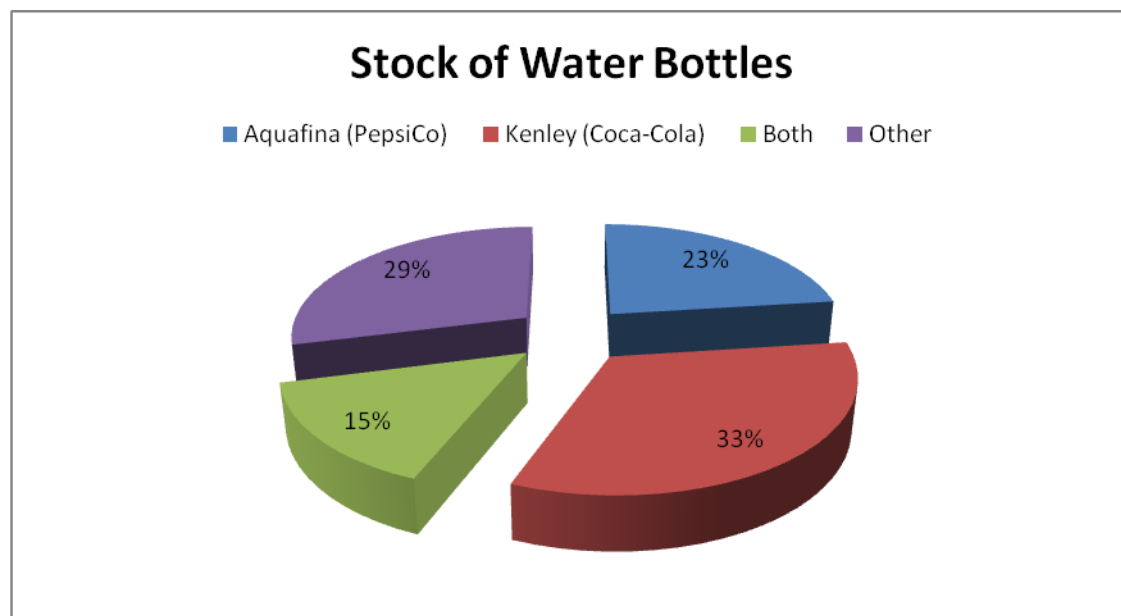
The above chart showing the frequency of delivery by the wholesaler to the retailers. The above chart showing the 16.25% retailers said daily, 20% retailers said Twice in a week,

23.75% retailers said once in a week and 40% retailers said order wise. As per the chart more retailers got delivery by order wise.

Que:-16) which brand of water you have maintained?

Table No. 16: the following table showing the retailers maintaining stock of different company's water bottles.

Product name	No. of retailers	Percentages
Aquafina (PepsiCo)	23	23%
Kenley (Coca-Cola)	33	33%
Both	15	15%
Other	29	29%
Total	100	100%



Interpretation:

The above chart showing the different companies water bottles maintaining by the retailers. As per the chart 23% retailers are maintaining Aquafina (PepsiCo), 33% retailers are maintaining Kenley (Coca-Cola), 15% retailers are maintaining the stock of both PepsiCo and Coca-Cola companies and 29% retailers are maintaining other companies products.

CHAPTER – VIII
FINDINGS

FINDINGS

1. It is observed that retailers are more prefers to the both brands the percentages of preference of both brands are 50%.
2. It is observed that more retailers are maintaining the all products of PepsiCo.
3. It is observed that more retailers are maintaining 5 to 10 crates of PepsiCo.
4. It is observed that 78% retailers are maintaining the all products of Coca-Cola.
5. It is observed that more retailers are maintaining 5 to 10 crates of Coca-Cola.
6. It is observed that more than retailers are maintaining the products of PepsiCo and Coca-Cola because of Consumer demands.
7. I found that more retailers are prefers to 200ml bottles Soft drink.
8. Most of the Consumers demand for the Pepsi, 7Up and Mirinda Products of PepsiCo.
9. It is observed that the more Consumers demand for the Thumps-up, Sprit and Fanta products of Coca-Cola.
10. It is observed that the more numbers of retailers are using the refrigerators which are provided by the PepsiCo and Coca-Cola.
11. It is observed that the frequency of delivery of the products of both companies is once in a week and order wise.
12. The water bottles of both companies are more demanded by the retailers.

CHAPTER – IX

CONCLUSION

CONCLUSION

- Thus, on the basis of the data analysis and interpretation the Competition of PepsiCo product is the tactical point of the sale and under short term incentive the retailers can increase the sales.
- Competition was high among the retailer located in nearby areas to get more incentive and further to increase no. of customer's to their shop can raise their selling of other product with PepsiCo product.
- TV, news paper and outdoor are liked outlet owners and it help them to increase sale of Pepsi products.
- Fridge, displays and schemes influences on outlet owners as it motivates to them to sales more Pepsi product.

CHAPTER – X
SUGGESTIONS

SUGGESTIONS

1. The company providing good services but more retailers is facing problems with the delivery of products by the company in summer period. In summer time retailers are not get delivery on time that why they prefers other companies products. So, Company should try to provide their product in summer period on time.
2. The Company should provide the refrigerators to the retailers. Some retailers who don't have refrigerators but they want to sale the Company's products if Company provide the refrigerators.
3. For the increasing the sales of the Company's products Company should provide the promotional tools to their retailers.
4. Some are as are facing problems related to delivery. The Company should provide the delivery to that area's which are facing the problems of getting product on time.

The major Problem is the delivery of the products on time in summer season. Last summer season more retailers were not getting the products of PepsiCo on time. The Company should try to provide the delivery of products on time in the 'Summer Seasons'.

ANNEXURE

NAME OF THE STORE:

ADDRESS: _____

CONTACT PERSON: _____

CONTACT NO: _____

YEAR OF ESTABLISHMENT: _____

1) Which brand you maintain maximum stock?

- A. PepsiCo
- B. Coca-Cola
- C. Both

2) Which product of PepsiCo you have maintained?

- A. Pepsi
- B. 7 Up
- C. Mirinda
- D. All

3) How many crates of PepsiCo you have maintained?

- A. 1 To 5
- B. 5 To 10
- C. 10 To 15
- D. Above 15

4) Which product of Coca cola you have maintained?

- A. Thums Up
- B. Sprite
- C. Fanta
- D. Maaza
- E. All

5) How many crates of coca cola you have maintained?

- A. 1 To 5
- B. 5 To 10
- C. 10 To 15
- D. Above 15

- 6) Why you choose of PepsiCo?
- A. Consumers Demand
 - B. Service
 - C. Schemes
 - D. Others
- 7) Why you choose of coca cola?
- A. Consumers Demand
 - B. Service
 - C. Schemes
 - D. Others
- 8) Which quantity you have maintained maximum stock?
- A. 200 ml
 - B. 300 ml
 - C. 500 ml
 - D. 1.5 Ltr
 - E. All
- 9) Which product of PepsiCo has maximum demand from customer?
- A. Pepsi
 - B. 7 Up
 - C. Mirinda
 - D. Slice
- 10) Which product of coca cola has maximum demand from customer?
- A. Thums Up
 - B. Sprite
 - C. Fanta
 - D. Maaza

11) Which companies' refrigerator you are using?

- A. Pepsi Co
- B. Coca cola
- C. Both
- D. Own
- E. All

12) What is the capacity of your PepsiCo refrigerator?

- A. 165 Ltr
- B. 250 Ltr
- C. 350 Ltr
- D. Deep Fridge

13) What is the capacity of your coca cola refrigerator?

- A. 165 Ltr
- B. 250 Ltr
- C. 350 Ltr
- D. Deep Fridge

14) What is the frequency of delivery from PepsiCo?

- A. Daily
- B. Twice in week
- C. Once in week
- D. Order wise

15) What is the frequency of delivery from coca cola?

- A. Daily
- B. Twice in Week
- C. Once in Week
- D. Order wise

16) Which brand of water you have maintained?

- A. Aquafina (PepsiCo)
- B. Kenley (Coca-Cola)
- C. Both
- D. Other

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