

Project Report

(Submitted for the Degree of B.Com Honours in Accounting & Finance under the University of Calcutta)

TOPIC: OVERVIEW OF SOFT-DRINK INDUSTRY

Submitted by

Name of the Candidate: Poonam Gupta

C.U. Registration No : 144-1211-0289-17

C.U. Roll No : 171144-11-0088

College Roll No : 169

Supervised by

Name of the Supervisor: Sri. BISWAJIT SARKAR

Name of the College : BANGABASI MORNING COLLEGE

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THANKS AGAIN TO ALL WHO HELPED ME.

(POONAM GUPTA)

Annexure- IA

Supervisor's Certificate

This is to certify that Ms POONAM GUPTA, a student of B.Com. Honours in Accounting & Finance of BANGABASI MORNING COLLEGE under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title OVERVIEW OF SOFTDRINK INDUSTRY which she is submitting, is her genuine and original work to the best of my knowledge.

Signature of the Supervisor

Name : Sri. BISWAJIT SARKAR

Designation : Professor

Name of the College: BANGABASI MORNING COLLEGE

Place:

Date:

Annexure- IB

Student's Declaration

I hereby declare that the Project Work with the title OVERVIEW ON SOFTDRINK INDUSTRY submitted by me for the partial fulfilment of the degree of B.Com. Honours in Accounting & Finance under the University of Calcutta is my original work and has not been submitted earlier to any other University /Institution for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

Signature of the Student

Name : POONAM GUPTA

C.U. Registration No : 144-1211-0289-17

C.U Roll No : 171144-11-0088

College Roll No : 169

Place: KOLKATA

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CHAPTER-1

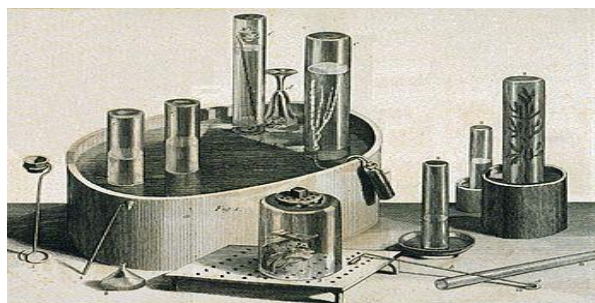
1.1 Introduction

A soft drink (see terminology for other names) is a drink that typically contains carbonated water, a sweetener, and a natural or artificial flavouring. The sweetener may be sugar, high-fructose corn syrup, fruit juice, sugar substitutes (in the case of diet drinks), or some combination of these. Soft drinks may also contain caffeine, colourings, preservatives, and other ingredients.

Soft drinks are called "soft" in contrast to "hard drinks" (alcoholic beverages). Small amounts of alcohol may be present in a soft drink, but the alcohol content must be less than 0.5% of the total volume if the drink is to be considered non-alcoholic. Fruit juice, tea, and other such non-alcoholic beverages are technically soft drinks by this definition but are not generally referred to as such.

Soft drinks may be served chilled, over ice cubes or at room temperature. In rare cases, some soft drinks, such as Dr Pepper, can be served warm. Soft drinks are available in many formats, including cans, glass bottles, and plastic bottles (the latter in a variety of sizes ranging from small bottles to large 2-liter containers). Soft drinks are also widely available at fast food restaurants, movie theaters, convenience stores, casual dining restaurants, and bars from soda fountain machines. Soda fountain drinks are typically served in paper or plastic disposable cups in the first three venues. In casual dining restaurants and bars, soft drinks are often served in glasses. Soft drinks may be drunk with straws or sipped directly from the cups.

Soft drinks are mixed with other ingredients in several contexts. In Western countries, in bars and other places where alcohol is served (e.g., airplanes, restaurants and nightclubs) many mixed drinks are made by blending a soft drink with hard liquor and serving the drink over ice. One well-known example is the rum and coke, which may also contain lime juice. Some homemade fruit punch recipes, which may or may not contain alcohol, contain a mixture of various fruit juices and soda pop (e.g., ginger ale). At ice cream parlours and 1950s-themed diners, ice cream floats are often sold. Two popular ice cream floats are the coke float and the root beer float, which consist of a scoop of ice cream placed in a tall glass of the respectively named soft drinks.



1.2 Background

The origin of soft drinks lies in the development of fruit-flavoured drinks. In Tudor England 'water imperial' was widely drunk; it was a sweetened drink with lemon flavour and containing cream of tartar. 'Manways Crystal' was a sweetened cordial flavoured with rosewater, violets or cinnamon.

Another early type of soft drink was lemonade, made of water and lemon juice sweetened with honey, but without carbonated water. The Companies des Lemonades of Paris was granted a monopoly for the sale of lemonade soft drinks in 1676. Vendors carried tanks of lemonade on their backs and dispensed cups of the soft drink to Parisians.

1.3 Rationale

Changing lifestyle and spending habits coupled with increased disposable incomes supported growth in soft drinks in 2014. Consumers also started to move towards health and wellness products that are perceived as healthier. Categories including juice and bottled water received a further boost, while sports drinks and RTD tea continued to struggle due to their low consumer bases. While traditional retailers remained the leading retail distribution channel for soft drinks in 2014, modern grocery retailers became the most popular one-stop-shopping destinations for bulk purchases of soft drinks. Modern retailer channels including hypermarkets and supermarkets became increasingly popular for the sale of larger pack sizes, which are usually purchased during monthly grocery shopping expeditions. Attractive discounts and the wider assortment of products on offer with greater accessibility are likely to remain the driving factors drawing India's urban consumers towards modern retail channels for purchasing soft drinks.

1.4 Literature Review

Marketing Mix play a significant role in the majority of companies' strategies. There are a number of important strategic philosophies and practices that guide Marketing planning, efforts and/or Marketing relationships/partnerships.

Many authors have provided their point of view, just as **Peter F. Drucker** summarized as follows:

“The Marketing Concept is a philosophy. It makes the customer, and the satisfaction of his or her needs, the focal point of all business activities. It is driven by senior managers who are passionate about delighting their customers. Marketing is not only much broader than selling; it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer's point of view. Concern and responsibility for marketing must therefore permeate all areas of the enterprise.”

1.5 Limitation of Study

In every project work there is some kind of limitation which affects the accuracy of work. Same in this project work some of the limitations which were faced by us are as follows:

- Since the source of primary data i.e. data which is directly collected from the companies could not be availed, our project is based on research methodology of secondary data collection. The reason being, we were unable to have any direct contact with the managers, officers, employees of the companies, which formed the main limitation of our project.
- Since the data and the key information of each company in this dissertation are secondary source, there may be a possibility that the data obtained from the particular source might have a little bias due to the potential creative accounting techniques.
- The topic we have selected is very vast in respect of scope in the corporate sector and the word limit of our study project is limited thus limiting the wide scope to a smaller extent which could otherwise have been done.
- We have collected data since the inception of the respective companies till the current time but only a brief analysis has been presented due to constraint of time, which is also another limitation of our project.

1.6 Chapter Planning

The dissertation is structured as follows:

- The first chapter serves as an introduction to the dissertation including background, literature review (which gives an overview of the theoretical literature on Marketing Mix), the objectives, research methodology, some limitation and chapter planning of this dissertation.
- Chapter two refers to the conceptual framework which includes definition, difference and types of Marketing Mix, motives behind, process and regulatory framework of comparison of Marketing Mix for Coca Cola and Pepsi Co.
- Chapter three looks at presentation, analysis and findings to study the motives behind Marketing Mix, as well as evaluating companies' financial performance before and after Marketing Mix and to see how it affects the company's financial performance in the same industry.
- Finally, in the last chapter presents some conclusion and recommendation or suggestions for the further study.

1.7 Objectives

Marketing Mix, nowadays, play significant roles for helping companies achieve certain objectives and financial strategies. The main purpose of this dissertation is:

- To explain the concept of Marketing Mix. The main purpose of our project is to make a comparative analysis on Coca-Cola & PepsiCo and their products from pre-production stage to sales.
- To explore and review the recent scenario of Coca-Cola & PepsiCo in India and also to show relevance of Marketing Mix in today's world which plays a vital role in strategic decision-making.
- To help marketing of the product and its consequent planning and execution.
- To develop an effective combination of the 4P's& 4C's through experimentation and thorough market research.

1.8 Research Methodology

Methodology is a means through which we are able to collect the data for our project which results in achieving the objective of our project. While a project can be prepared in various ways depending on the topic and the circumstances in which it is prepared. Further, to mention, where there are two ways of a data collection-being primary and secondary we are choosing the secondary data collection method given the various limitations and constraints of our project because primary data cannot be collected. Thus the secondary data collection resembles very nearly to the research methodology and hence we opted for it. The data collected for this project is based on the secondary information which includes business articles, books and internet sites etc. The relevant data is mainly collected from online and printed publications, such as research papers and articles.

We are using different statistical tools for explaining our project. For achieving our objectives, we are using charts and different statistical tools like bar graph, Pie Charts, histograms etc. Specifically speaking, a comparative analysis is performed to measure the changes of firms' financial performance before and after the use of Marketing Mix and to see how Marketing Mix affect the company's financial performance.

CHAPTER-2

CONCEPTUAL FRAMEWORK

2.1 National Scenario

The 50-bn-rupee soft drink industry is growing now at 6 to 7% annually. In India, Coke and Pepsi have a combined market share of around 95% directly or through franchisees. Cola has a 1% share, and the rest is divided among local players. Industry watchers say, fake products also account for a good share of the balance. There are about 110 soft drink producing units (60% being owned by Indian bottlers) in the country, employing about 125,000 people. There are two distinct segments of the market, cola and non-cola drinks. The cola segment claims a share of 62%, while the non-cola segment includes soda, clear lime, cloudy lime and drinks with orange and mango flavours.

The per capita consumption of soft drinks in India is around 5 to 6 bottles (same as Nepal's) compared to Pakistan's 17 bottles, Sri Lanka's 21, Thailand's 73, the Philippines 173 and Mexico 605. The industry contributes over Rs12bn to the exchequer and exports goods worth Rs 2 bn. It also supports growth of industries like glass, refrigeration, transportation, paper and sugar. The Department of Food Processing Industries had stipulated that 'contains-no-fruit-juice' labels be pasted on returnable glass bottles. About 85% of the soft drinks are currently sold in returnable bottles. There was a floating stock of about 1000 mm bottles valued at Rs 6 bn. If the industry were to abide by the new guidelines, it would have to invest in new bottles, resulting in a cost outgo of Rs 5 bn. Neither Coke nor Pepsi is in a position to invest such a large amount.

2.2 International Scenario

Soft drink industry has a powerful impact on the lives of its consumers from throughout the world. The consumption of the soft drinks continued to increase year by year because of link between healthy diet and soft drinks. King (2010) states that in 2009 Eastern Europe, Africa, Middle East and Asia are fastest growing regions as compare to developed markets. In soft drinks category, bottled water, carbonated, non- carbonated and other fruit juices are available in the market. Bottled watered drinks have achieved sound sales growth due to distinctive attributes of the product which is refreshing element in hot weather and sugar free flavoured water.

On the other hand, a number of functional drinks had been also a part of consumer's interest. Each soft drink has certain attributes which attracts its consumers. It is reality that some soft drinks remain very popular in the market for certain reasons such as brand image, quality and price. The market size of the soft drink industry has been changing with the time being. This industry has 46.8% market shares within non-alcoholic industry. The global soft drinks market was valued at \$479bn in 2009 and is projected to grow at a CAGR of 3.1% to reach \$556bn in 2014. According to financial forecast period to 2014, soft drinks sales are expected to increase 39.8% to PKR19.5 billion (\$233 million).

CHAPTER-3

PRESENTATION OF DATA, ANALYSIS AND FINDINGS

3.1 FINDINGS & ANALYSIS:

Coca-Cola is a carbonated soft drinks. The Coca-Cola Company of Atlanta, Georgia, and is often referred to simply as **Coke** (a registered trademark of The Coca-Cola Company in the United States since March 27, 1944). Originally intended as a patent medicine when it was invented in the late 19th century by John Pemberton, Coca-Cola was bought out by businessman Asa Griggs Candler, whose marketing tactics led Coke to its dominance of the world soft-drink market throughout the 20th century. The name refers to two of its original ingredients: kola nuts, a source of caffeine, and coca leaves. The current formula of Coca-Cola remains a trade secret, although a variety of reported recipes and experimental recreations have been published.

The company produces concentrate, which is then sold to licensed Coca-Cola bottlers throughout the world. The bottlers, who hold territorially exclusive contracts with the company, produce finished product in cans and bottles from the concentrate in combination with filtered water and sweeteners. The bottlers then sell, distribute and merchandise Coca-Cola to retail stores, restaurants and vending machines. The Coca-Cola Company also sells concentrate for soda fountains to major restaurants and food service distributors.

The Coca-Cola Company has, on occasion, introduced other cola drinks under the Coke brand name. The most common of these is Diet Coke, with others including Caffeine-Free Coca-Cola, Diet Coke Caffeine-Free, Coca-Cola Cherry, Coca-Cola Zero, Coca-Cola Vanilla, and special versions with lemon, lime, or coffee. In 2013, Coke products could be found in over 200 countries worldwide, with consumers downing more than 1.8 billion company beverage servings each day.

Based on Inter brand's best global brand study of 2015, Coca-Cola was the world's third most valuable brand.

Coca-Cola is a carbonated soft drink sold in stores, restaurants and vending machines worldwide. The Coca-Cola Company in Atlanta, Georgia produces it. It was incorporated in 1886. The Coca-Cola Company claims that it is sold in over 200 countries.

3.2 Four P's & Four C's:

FOUR P's:



• PRODUCT:

In marketing, a product is anything that can be offered to a market that might satisfy a want or need. It is of two types: Tangible (physical) and Intangible (non-physical). Since services have been at the forefront of all modern marketing strategies, some intangibility has become essential part of marketing offers. The term product is used primarily by those that wish to examine the details and richness of a specific market offering.

• PRICE:

In economics and business, the price is the assigned numerical monetary value of a good, service or asset. Price is also central to marketing where it is one of the four variables in the marketing mix that business people use to develop a marketing plan. Choosing the right price and the right pricing strategy is crucial to the marketing process.

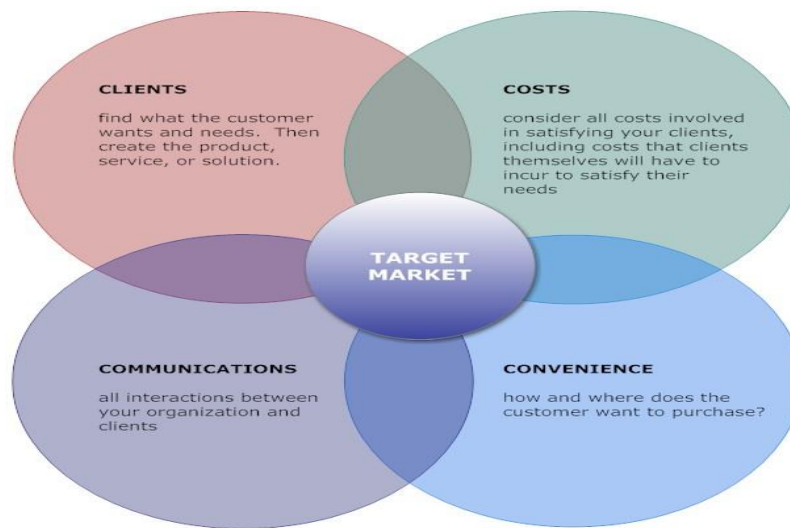
• PLACE:

Place is a term that has a variety of meanings in a dictionary sense, but which is principally used in a geographic sense as a noun to denote location, though in a sense of a location identified with that which is located there.

• PROMOTION:

Promotion is one of the four aspects of marketing. Promotion comprises four sub categories: (A) Advertising (B) Personal selling (C) Sales promotion & (D) Publicity and public relations. The specification of these four variables creates a promotional mix or promotional plan. A promotional mix specifies how much attention to pay to each of the four subcategories, and how much money to budget for each.

FOUR C's:



- **CONSUMER/ CLIENT:**

A company will only sell what the consumer specifically wants to buy. So, marketers should study consumer wants and needs in order to attract them one by one with something he/she wants to purchase.

- **COST:**

Price is only a part of the total cost to satisfy a want or a need. The total cost will consider for example the cost of time in acquiring a good or a service, a cost of conscience by consuming that or even a cost of guilt "for not treating the kids". It reflects the total cost of ownership. Many factors affect Cost, including but not limited to the customer's cost to change or implement the new product or service and the customer's cost for not selecting a competitor's product or service.

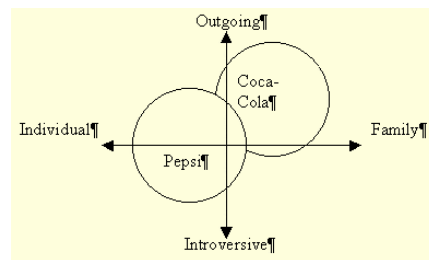
- **COMMUNICATION:**

While promotion is "manipulative" and from the seller, communication is "cooperative" and from the buyer with the aim to create a dialogue with the potential customers based on their needs and life styles.

- **CONVENIENCE:**

In the era of Internet catalogs, credit cards and phones people neither need to go anyplace to satisfy a want or a need nor are limited to a few places to satisfy them. Marketers should know how the target market prefers to buy, how to be there and be ubiquitous, in order to guarantee convenience to buy. With the rise of Internet and hybrid models of purchasing, Place is becoming less relevant. Convenience takes into account the ease of buying the product, finding the product, finding information about the product, and several other factors.

3.4 COMPARISON OF FOUR P's WITH COCA-COLA & PEPSICO.



The two organizations chosen to analyze their marketing mixes are Coca-Cola, and Pepsi, within the soft drink industry. Coca-Cola is the leading manufacturer, marketer, and distributor of non-alcoholic beverages with Pepsi Co following second. Firstly, we will look at how Coca-Cola has used their marketing mix. The marketing mix is divided up into 4 parts; **PRODUCT, PRICE, PROMOTIONS AND PLACE.**

Firstly, the product (Coca-Cola soft drink) includes not just the liquid inside but also the packaging. On the product-service continuum we see that a soft drink provides little service, apart from the convenience. Soft drinks satisfy the need of thirst. However, people are always different, some want more and others want less. Therefore Coca-Cola have made allowances for that by providing many sizes. We also have particular tastes, and again they have provided several options. So, although thirst is what is needed to be satisfied and that is the core benefit, we are receiving other benefits in the taste and size. This is all related to the product line, which is a term used to describe a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, and marketed the same 10.

Coca-Cola uses the "pull strategy" in their promotion. That is, they promote to the consumers to create the want for their product which in turn creates a demand on the retailers and then back to them. For example, in supermarkets and convenience stores Coca-Cola has their own fridge which contains only their products. There is little personal selling, but that is made up for in public relations and corporate image. Coca-Cola sponsors a lot of events including sports and recreational activities. Market segmentation is the term used to describe the first step organisations take in deciding who they are going to sell the product too.

PEPSI VS. COKE



COMPARISON BETWEEN MARKETING STRATEGY OF COCA-COLA & PEPSICO.:

PepsiCo Incorporated and Coca-Cola have been competitors for a very long time. Beginning in the 1980s the proverbial "Cola Wars" had begun and to the present day the Cola war rages on and consists of mutually-targeted television advertisements and various marketing campaigns between Pepsi and Coca-Cola. Many opinions are biased on which competitor shall prevail in the end, but without an ending in sight bias's will continue to be presented.

a) PRODUCT

Coke was launched in India in Agra, October 24, in '93', soon after its traditional all Indian launch of its Cola. At sparking new bottling plants at Agra .Coke was back with a bang after its exit in 1977.

PACKAGING

Coca-Cola India Limited (CCIL) has bottled its Cola drink in different sizes and different packaging i.e., 200 ml bottle, 300 ml. Bottle, 330 ml. Can 500 ml. Bottle Fountain Pepsi, and bottles of 1 and 2 litre.

PRODUCT POSITIONING

One important thing must be noticed that Thumps Up is a strong brand in western and southern India, while Coca Cola is strong in Northern and Eastern India.

b) PRICE

The price being fixed by industry, leaving very little role for the players to play in the setting of the price, in turn making it difficult for competitors to compete on the basis of price. The fixed cost structure in Carbonated Soft Drinks Industry and the intense competition make it very difficult to change or alter the prices.

Price list

Name	Bottle Size	MRP (in Rs.)
Coke Per Bottle	200 ml	6
Coke	300 ml	10
Coke	500 ml (Plastic / Glass)	22
Coke	2 litre	60
Diet Coke (Can)	330 ml Can	35

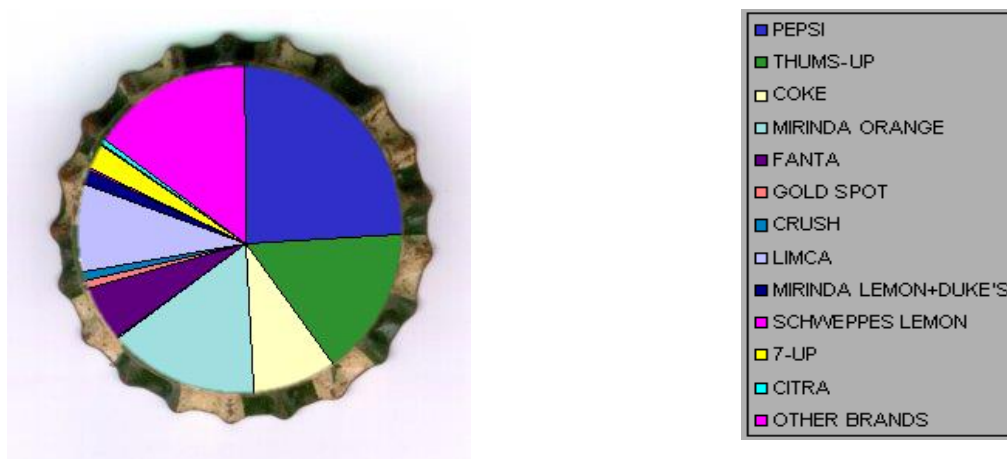
c) PLACE

Coke may have gained an early advantage over Pepsi since it took over in 1994. Hence, it had ready access to over 2, 00,000 retailer outlets and 60 bottlers. Coke was had a better distribution network, owing to the wide network of PARLE drinks all over India. Coke has further expanded its distribution network. Coke and its product were available in over 2, 50,000 outlets (in contrast with Pepsi's 2, 00,000). Coke has a greater advantage in terms of geographical coverage. Coke and Pepsi have devised strategies to get rid of middlemen in the distribution network. However, 50% of the industry unfortunately depends on these middlemen.

d) PROMOTION

It must be remembered that soft drinks purchases are an "impulse buy low involvement products" which makes promotion and advertising an important marketing tool. The 2 arch rivals have spent a lot on advertising and on promotional activities. To promote a brand and even to spend a lot on advertising, the company must be aware of the perceived quality of the brand, its brand power (if at all there is) since consumers make purchase decision based on their perceptions of value i.e., of quality relative to price.

PEPSI AND COKE MARKET SHARE IN INDIA



Competitive Comparisons

• Advertising

- ✓ Coke: \$34.4 million (1975) to \$211.5 million(1993)
- ✓ Pepsi: \$25.3 million (1975) to \$147.3 million (1993)

• Distribution

- ✓ Coke stronger in fountain.
- ✓ But Pepsi is growing in supermarkets.

• Pricing- No differences

PRICE

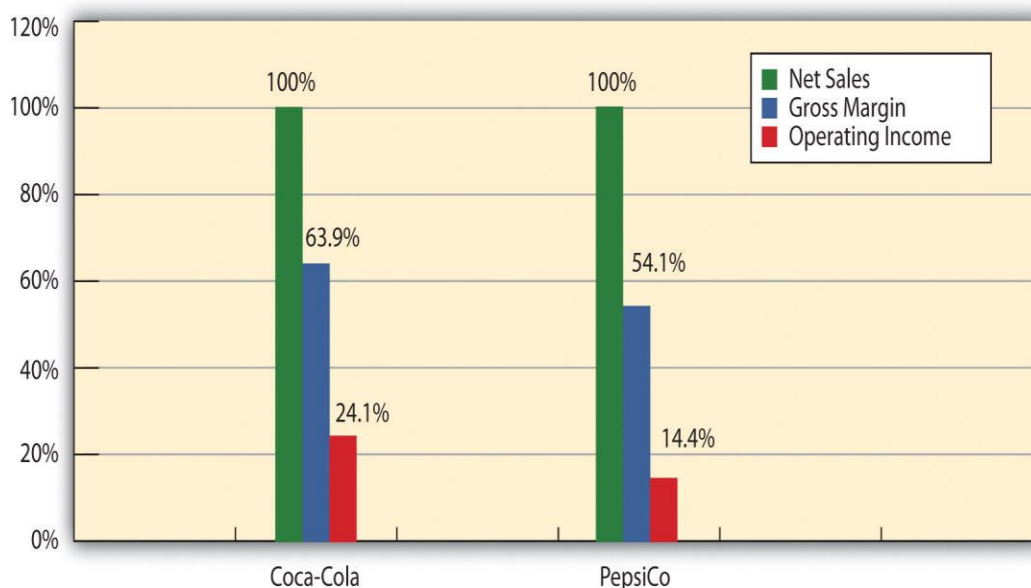
Maximum retail price of 300 ml bottles is controlled by the Central Government. The other size and packs are priced keeping factors like competition, internal costs, external costs, and the corporate objective of the company in the mind.

PRODUCT	SELLING PRICE	MAX.RETAIL PRICE
	(Per crate)	(Per crate)
☐300 ml bottles	240	264
☐500 ml bottles	364	388
☐1 Liter bottles	500	520
☐Soda 300 ml	164	188
☐Cans	332	352
☐1.5 Liter PET bottles	50*	55*

This shows that both the companies are paying more attention to the marketing of their products. Pepsi is higher up on the scale than Coca-Cola. We can see that by the brilliant advertising done by Pepsi, which can be seen on every hook and corner of metro cities consumers, so prefer Pepsi advertisements and other activities of Pepsi, to that of Coca-Cola.

SALES

Gross Margin and Operating Income
as a Percent of Sales for 2010



COMPARATIVE INCOME STATEMENT

Coca-Cola Company and PepsiCo Inc. Comparative Income Statements Fiscal Year 2010 (dollar amounts are in millions)				
	Amount		Percent	
	Coca-Cola	PepsiCo	Coca-Cola	PepsiCo
Net sales	\$35,119	\$57,838	100.0%	100.0%
Cost of good sold	12,693	26,575	36.1%	45.9%
Gross margin	\$22,426	\$31,263	63.9%	54.1%
Selling and administrative expenses	13,158	22,814	37.5%	39.4%
Other operating expenses	819	117	2.3%	0.2%
Operating income	\$ 8,449	\$ 8,332	24.1%	14.4%
Interest expense	733	903	2.1%	1.6%
Other income (expenses; net)	6,477	785	18.4%	1.4%
Income before taxes	\$14,193	\$ 8,214	40.4%	14.2%
Income tax expense	2,384	1,894	6.8%	3.3%
Net income	\$11,809	\$ 6,320	33.6%	10.9%

Coca-Cola's cost of goods sold as a percent of net sales is substantially less than PepsiCo, resulting in a much higher gross margin percentage.

Selling and administrative expenses percentage for Coca-Cola is less than for PepsiCo.

Operating income percentage is significantly higher for Coca-Cola.

Income before taxes and net income percentages are significantly higher for Coca-Cola.

From the above comparative statement, we can conclude that Coca-Cola earns more profit than PepsiCo which can be attributed to factors such as a higher Interest expense and Selling & Administrative expenses of the latter compared to the former. PepsiCo has more than double the Cost of goods sold showing lower economies of scale and a higher per unit material cost compared to Coca-Cola.

PepsiCo is betting big on creating healthy foods through its Quaker Oats, Gatorade and Tropicana division. It has hired several well-known nutritionists to direct its efforts at reducing fat, sodium and sugar in its products. On the other hand, PepsiCo has not responded swiftly enough to replace key people, and news of departures has tended to get bunched, suggesting poor management rather than lack of leadership talent. The company appears to have been caught off guard and the delay in announcing a successor suggests a lack of planning.

PREFERENCE OF SOFT DRINKS IN A DAY

Once a day	25%
Twice a day	20%
Once a week	5%
Other	50%

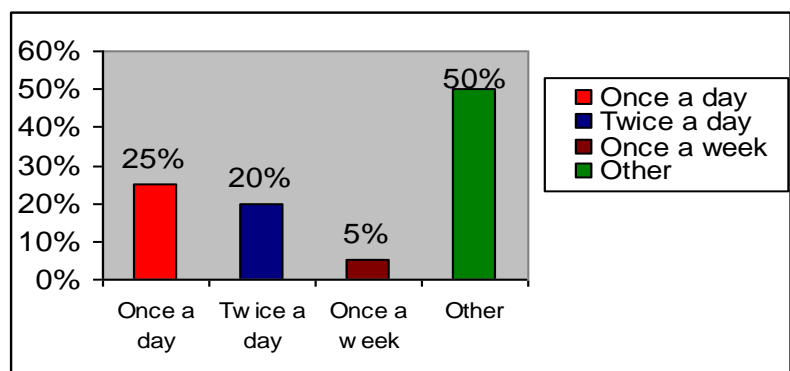


Figure-1

X axis denotes soft drink preference in terms of percentage (%).

Y axis denotes time period for having soft drink.

PREFERENCE TO THE BRAND

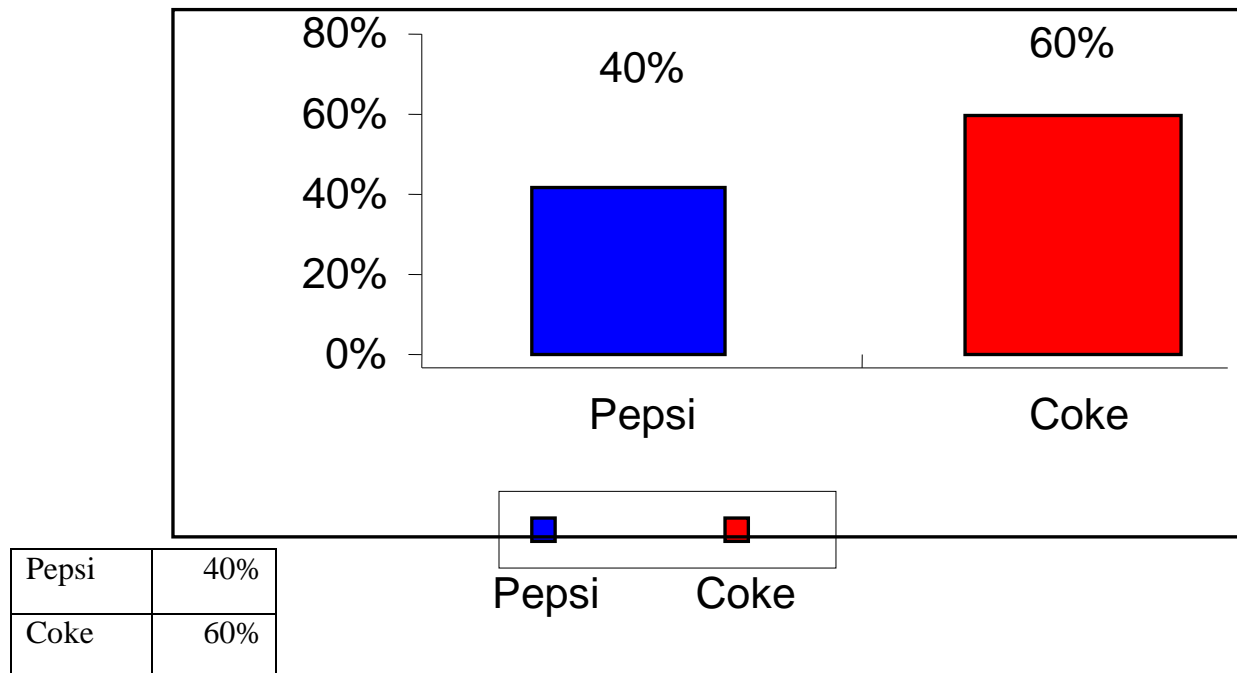


Figure – 2

X axis measures brand preference in terms of percentage (%).

Y axis denotes brands.

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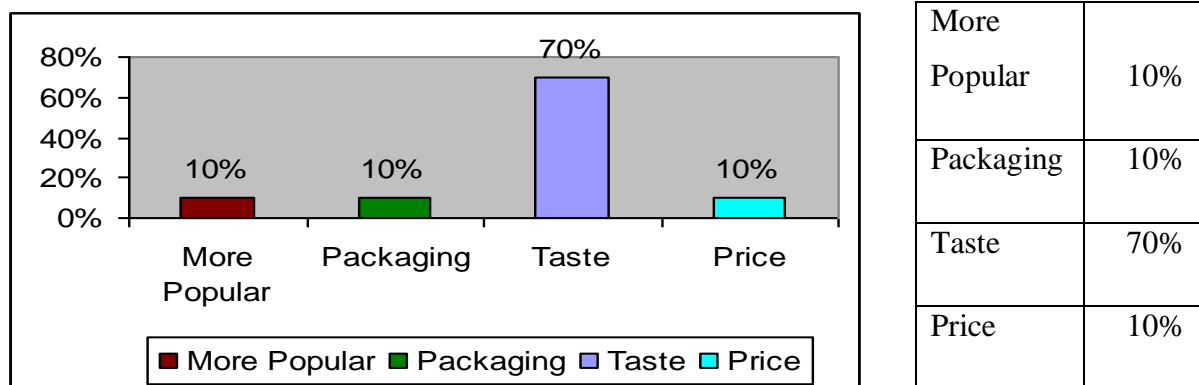


Figure – 3

X axis measures factors to give the preference in terms of percentage (%).

Y axis denotes different factors.

MARKETING STRATEGY OF COMPANY AFFECTS THE SALES

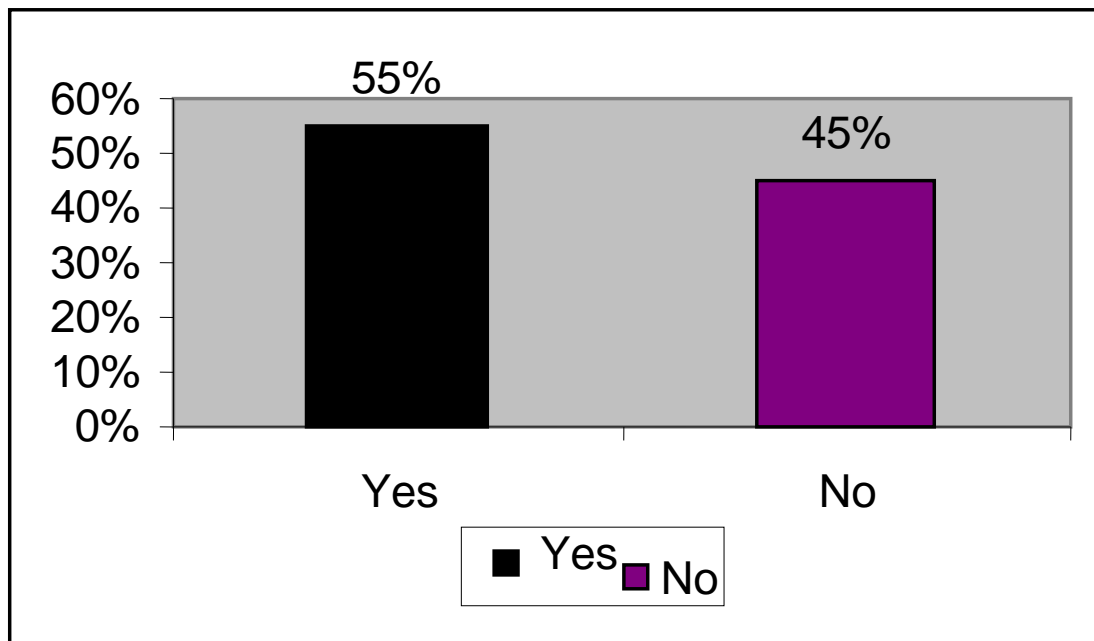


Figure – 4

X axis denotes percentage (%) of agreeing & disagreeing.

Y axis denotes total agreeing & disagreeing party.

FORM OF MARKETING STRATEGIES

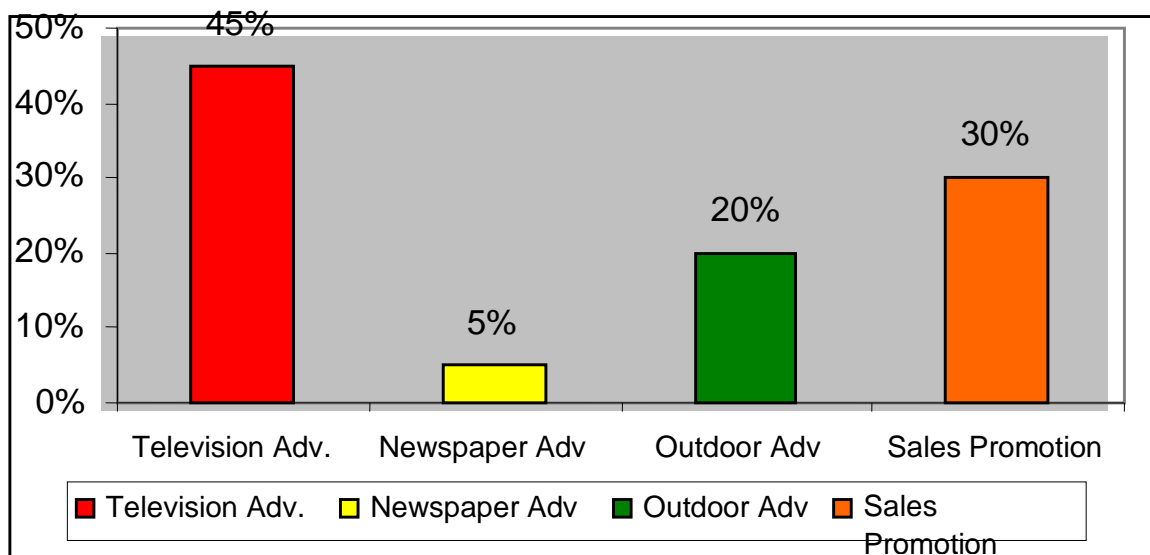


Figure-5

X axis measures form of marketing strategy in terms of percentage (%).

Y axis denotes different form of marketing strategy.

CHANGE BRAND ON THE BASIS OF PRICE REDUCTION

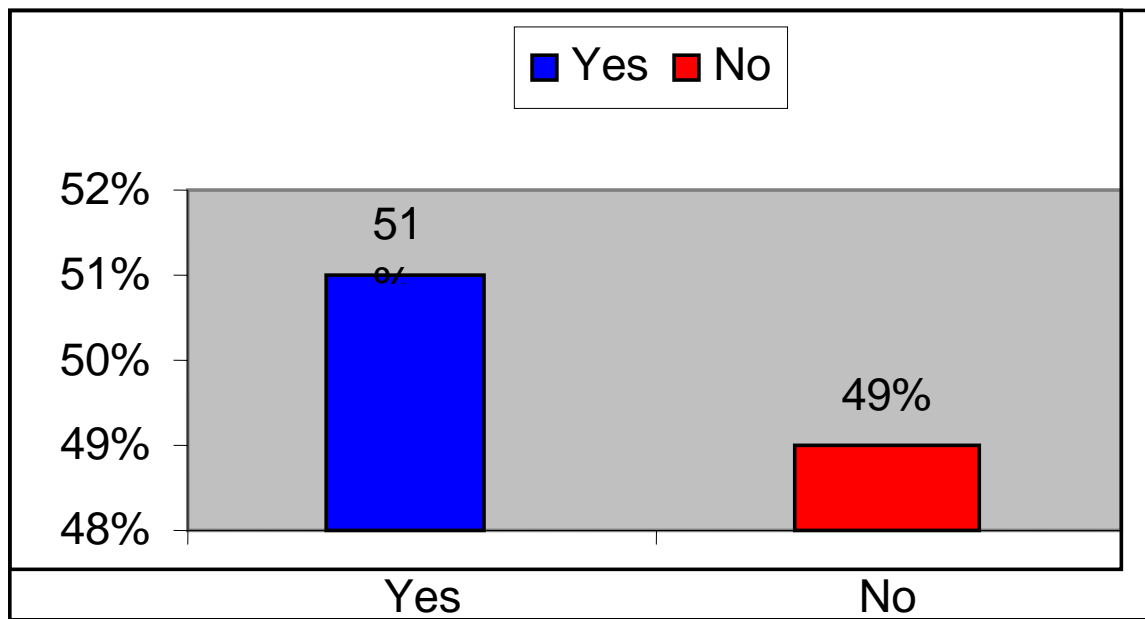


Figure – 6

X axis measures persons who change brand on basis of price reduction in terms of %.,
Y axis denotes persons who agree to change brand on basis of price reduction & who don't.

MORE EFFECTIVE ADVERTISING

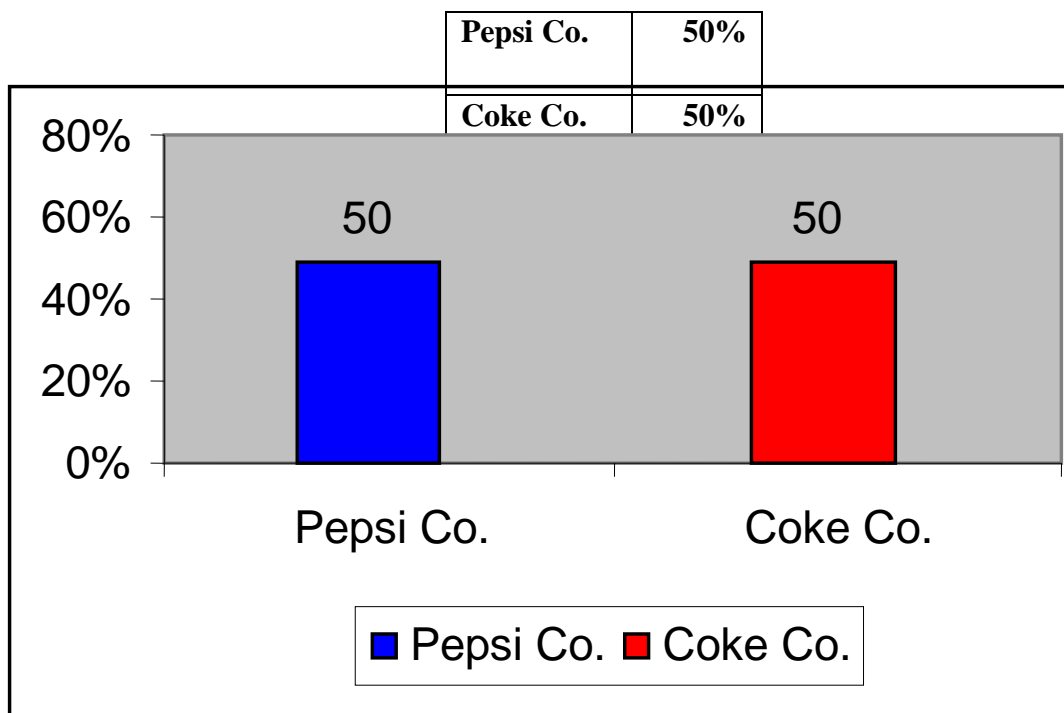


Figure – 7- X axis measures effectiveness of advertising in terms of percentage (%).

Y-axis denotes advertising products.

CREATIVE AND APPEALING ADVERTISING OF THE SOFT DRINK
COMPANY

Pepsi Co.	45%
Coke Co.	45%

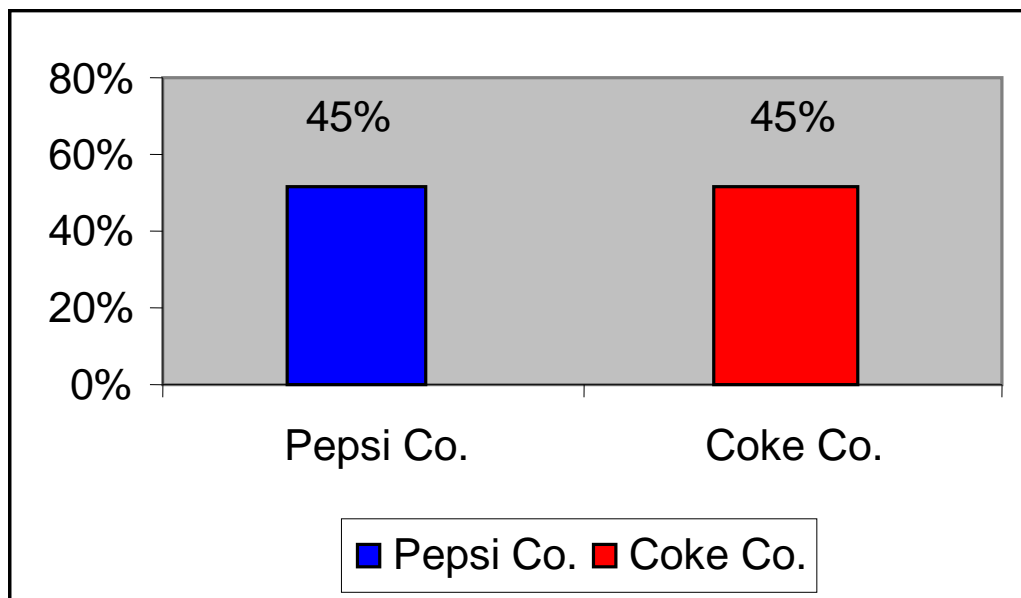


Figure – 8

X axis measures creativeness of advertising in terms of percentage (%).

Y axis denotes advertising products.

INNOVATIVE AND EXCITING OFFERS

Pepsi Co.	55%
Coke Co.	45%

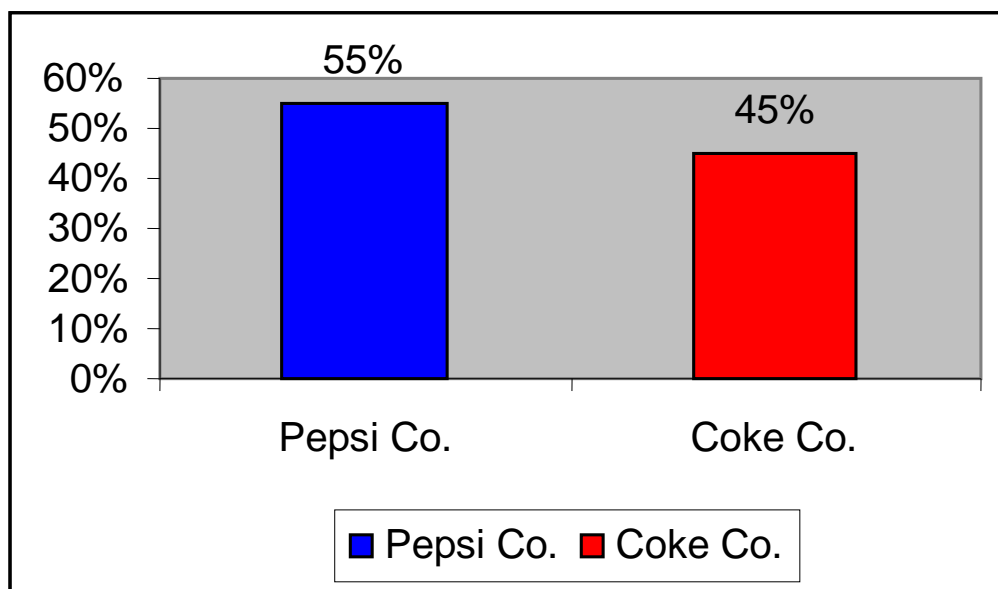


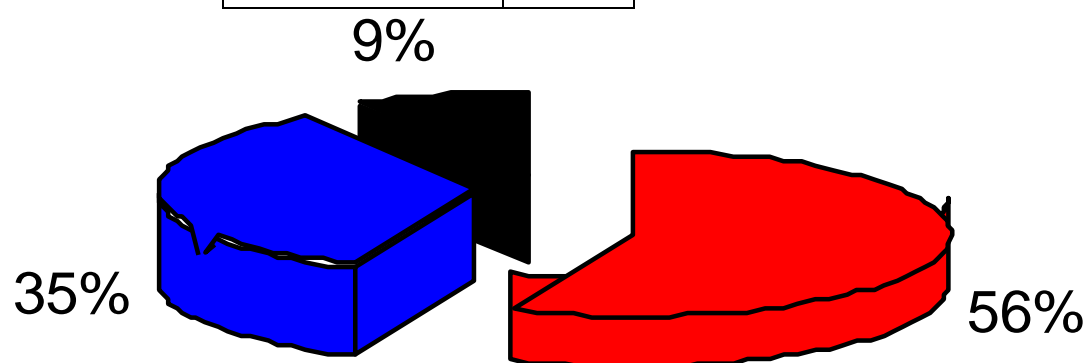
Figure –9

X axis measures innovation & offers of company in terms of percentage (%).

Y axis denotes innovation & offers of company products.

MARKET SHARE PERCENTAGE IN KOLKATA

COKE	56%
PEPSI	35%
Pure Drinks	9%



■ Pepsi ■ Coke ■ Pure Drinks

Figure – 10

Pie chart showing market share percentage at Kolkata

MARKET SHARE PERCENTAGE IN ALL OVER INDIA 2008

Pepsi	44%
Coke	51%
Local Brand	5%

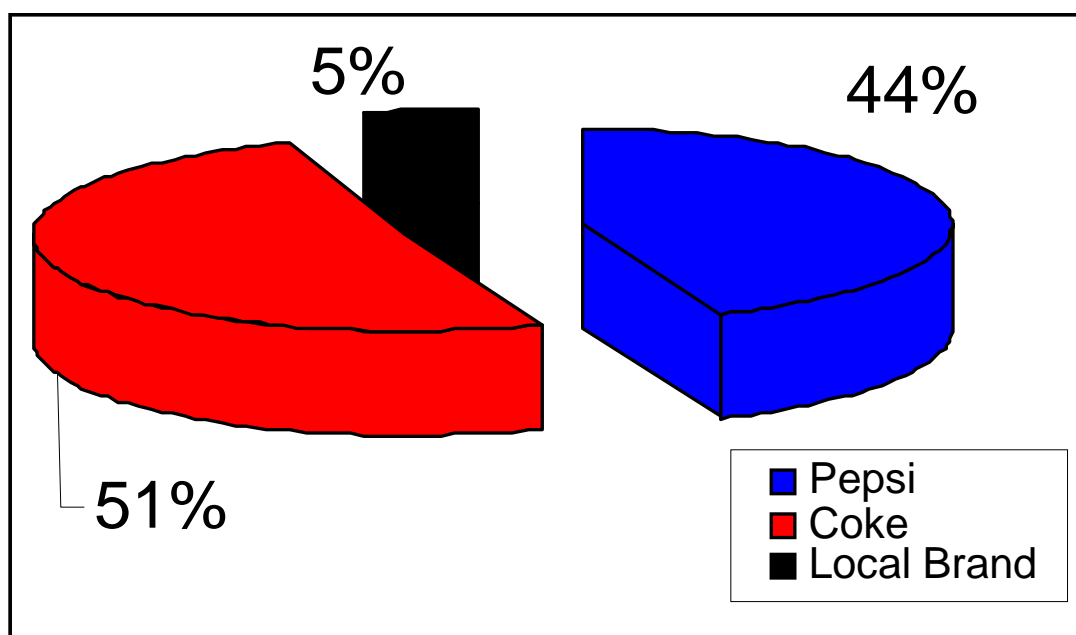


Figure - 11

Pie chart showing market share percentage in all over INDIA

ANALYSIS OF QUESTIONNAIRE

- 50 respondents were chosen among different age groups for conducting the survey.

- FINDINGS:

1. YOUNGSETRS prefer PEPSI COLA over COKE.
2. Older age group prefer MIRINDA lemon and LIMCA over coke and Pepsi cola.
3. Advertisement play a major role in choosing of brand.
4. Celebrities have a great effect on people consuming cold drinks.
5. People prefer NIMBOOZ (Pepsi co) over Pepsi cola and coke.
6. In terms of innovative and exciting offers Pepsi co leads coca-cola.
7. When the question of more effective advertisements was asked mixed reactions came with 50-50 response for both Coke and Pepsi.
8. Price plays an effective role for choosing of product among INDIAN CONSUMERS.
9. TASTE came out to be most important for the consumers in preferring for a particular brand.
10. TELEVISION came out to be most effective for ad campaigns as respondents of all age groups watch TV.

CHAPTER 4

CONCLUSION & RECOMMENDATION

4.1 Conclusion

- If we see the present scenario it is hard to tell which brand is winning the cola wars as Pepsi had extended its cola wars to other sectors like FRITO-LAYS and NIMBOOZ which is giving tough competition to coca –cola which doesn't target on these sectors.
- Second aspect which is to be given in consideration is that, both the companies are spending heavily on advertisement and more celebrities are roped in by both the companies to fight the competition.
- Recently COLA-COLA beverages ACTORS IMRAN KHAN AND KALKI for a new ad ;to reply back to this a new ad by PEPSI beverages featuring ACTOR RANBIR KAPOOR and VINDHU DARA SINGH came up which is making waves at present.
- Coke is served in MC DONALDS and there we won't find Pepsi products even the coffee served is of GEORGIA which is a coca-cola brand, same is the case of PIZZA HUT and KFC which is owned by PEPSI CO there only Pepsi products are served, this had lead to clear war in restaurant segment as well.

4.2 Recommendations for Further Study:

Future researchers: this study has revealed very important findings on the physical evidence and process mix which would form sound basis for future research. Hoteliers: the study will give the owners and managers a pointer to aspects of their trade which is vital and current to the customers taste and preferences. Tourism marketing board: This being a supervisory body could use the study findings to advice others in the industry so as to improve on the overall industry performance. Consumers: These are the ultimate beneficiaries where the study finding is implemented and changes experienced especially on thus need to take customer feedback seriously.

The study has uncovered findings that will need further research as they are not in expectation of marketers in the product and some other sectors of the industry. A study to investigate why Physical evidence marketing mix has no significant influence on customer satisfaction in the hospitality industry and another as to why people mix has no significant influence on customer satisfaction in the hospitality industry are critical studies to succeed this study.

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