

A retailer survey on

**“COMPARATIVE STUDY OF *COCA-COLA* &
PEPSI”**

According to their market share in Bareilly (U.P.)

***Invertis Institute of Management
Studies***

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PREFACE

This report is being written on my summer training project in the partial fulfillment of Master of Business Administration (2008-11). It was to know the market share of *Coca-Cola* brands in comparison to the Pepsi brands, To identify the retailers problems, to Explore different methods to increase the market share of coca-cola brands, to know about the demand of coca-cola's brands so that company can reduce the over stocked of the goods & utilize stock as well, to study the preferences of customers by conducting a research.

Summer Training in any organization is an attempt to provide the student a practical Input and Exposure to the Real world situation in which he has to work in future.

This report provides me a chance to study and analyses the practical aspects of the topic (Comparison of Coca-Cola v/s Pepsi). It enhanced my knowledge in the field of marketing. This project also gave me the chance to improve logical thinking and interacting patterns. While working on the project, I came to know about the latest marketing strategies and trends prevailing in the market. The way of selling and distribution network of Coca Cola was different.

CONTENTS

INTRODUCTION.....(08-33)

1. VISSION, MISSION AND VALUES OF COCA-COLA.....8
2. TOP MANAGEMENT.....9
3. PARTNERS.....11
4. WHO INVENTED COCA-COLA.....15
5. HISTORY OF COCA-COLA.....16
6. SOME FACTS ABOUT COCA-COLA.....22
7. HISTORY OF SOFT DRINK IN INDIA.....26
8. COCA-COLA IN INDIA.....27
9. WHERE THE MONEY GOES.....28
10. COKE VS PEPSI COLA WAR.....29
11. COCA-COLA AND THE COMMUNITY(CSR).....32

BBPL..... (35-

1. INTRODUCTION.....35
2. ORGANIZATIONAL STRUCTURE.....36
3. DISTRIBUTION AREAS.....37
4. DISTRIBUTION CHANNEL IN BAREILLY.....38
5. PRODUCT RANGE.....39
6. PRODUCT PROFILE.....41

<u>MARKETING MIX</u>	(49-
1. THEOTETICAL ASPECTS.....	49
2. ELEMENTS OF MARKETING MIX.....	50
• PRODUCT	
• PRICE	
• PLACE	
• PROMATION	
3. MARKETING STRATEGIS OF COCA-COLA.....	52
4. PLANNING IN SOFT DRINK.....	54
5. COMPANY' S MIS & RESEARCH & DEVELOPMENT.....	56
6. COMPETITORS.....	58
7. DISTRIBUTION MANAGEMENT AT COCA-COLA.....	68
8. COMPERATIVE ANALYSIS OF COKE & PEPSI.....	71

METHODOLOGY

1. OBJECTIVE OF THE PROJECT
2. STRATEGY USED DURING THE RESEARCH
3. RESEARCH METHODOLOGY
 - PROBLEME IDENTIFICATION
 - RESEARCH DESIGN
 - UNIVERS
 - SOURCE OF DATA
 - DATA COLLECTION METHODS
 - SAMPLING
4. MATHODS OF SAMPLING
5. TYPE OF QUESTIONERS

DATA ANALYSIS

1. STATISTICAL TOOLS
2. DIAGREMES
3. FINDINGS
4. SWOT
5. LIMATIONS OF STUDY
6. SUGGESTION & RECOMMENDATION
7. CONCLUSION

QUESTIONNAIRE

BIBLIOGRAPHY

ANNEXURE

- LIST OF ABBREVIATIONS

INTRODUCTION OF



VISSION

- * People: Be a great place to work where people are inspired to be the best they can be.**
- * Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.**
- * Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.**
- * Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.**
- * Profit: Maximize long-term return to shareowners while being mindful of our overall responsibilities.**
- * Productivity: Be a highly effective, lean and fast-moving organization.**

MISSION

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

- * To refresh the world.**
- * To inspire moments of optimism and happiness.**
- * To create value and make a difference.**

VALUES

Our values serve as a compass for our actions and describe how we behave in the world.

- * **Leadership:** The courage to shape a better future
- * **Collaboration:** Leverage collective genius
- * **Integrity:** Be real
- * **Accountability:** If it is to be, it's up to me
- * **Passion:** Committed in heart and mind
- * **Diversity:** As inclusive as our brands
- * **Quality:** What we do, we do well

TOP MANAGEMENT



Muhtar Kent

Chairman of the Board and Chief

Executive Officer

Muhtar Kent is Chairman of the Board and Chief Executive Officer of The Coca-Cola Company.

Mr. Kent joined The Coca-Cola Company in Atlanta in 1978 and has held a variety of marketing and operations roles throughout his career. In 1985, he was appointed General Manager of Coca-Cola Turkey and Central Asia. From 1989 to 1995, he served as President of the Company's East Central Europe Division and Senior Vice President of Coca-Cola International, with responsibility for 23 countries. Between 1995 and 1998,

Mr. Kent served as Managing Director of Coca-Cola Amatil-Europe, covering bottling operations in 12 countries.

From 1999 until his return to The Coca-Cola Company in May 2005, he served as President and CEO of the Efes Beverage Group, the majority shareholder of Turkish bottler Coca-Cola Icecek. Headquartered in Istanbul and listed on the London and Istanbul Stock Exchanges, Efes is a publicly traded beverage enterprise whose Coca-Cola and beer operations extend from the Adriatic to the Pacific Ocean. Under Mr. Kent's leadership, Efes experienced extraordinary growth, with triple-digit revenue growth and a 250 percent increase in market capitalization. During that time, in addition to taking Efes Breweries International public on the London Stock Exchange, Mr. Kent also served as a board member of Coca-Cola Icecek.

Mr. Kent was named President and Chief Operating Officer of The Coca-Cola Company's North Asia, Eurasia and Middle East Group from 2005 until early 2006, where he was responsible for the operations across a broad and diverse geographic region that included China, Japan and Russia. Mr. Kent served as President of Coca-Cola International through most of 2006, responsible for operations outside of North America, until his appointment as President and Chief Operating Officer of The Coca-Cola Company, overseeing all operations of the business, including Bottling Investments. He succeeded Neville Isdell as Chief Executive Officer of the Company on July 1, 2008, and as Chairman of the Board of Directors on April 23, 2009.

Mr. Kent holds a Bachelor of Science degree in economics from Hull University, England, and a Master of Science degree in administrative sciences from London City University.

The board is elected by the shareholders to oversee their interest in the long-term health and the overall success of the business and its financial strength.

OTHER BOARD MEMBERS

Herbert A. Allen

Ronald W. Allen

Cathleen P. Black

Barry Diller

Alexis M. Herman

Donald R. Keough

Maria Elena Lagomasino

Donald F. McHenry

Sam Nunn

James D. Robinson 3rd

Peter V. Ueberroth

Jacob Wallenberg

James B. Williams

OUR PARTNERS

The Coca-Cola Company works with a wide variety of organizations to support health, fitness and good nutrition. Visit these sites for more information about positions, programs and activities.

The Coalition for a Healthy and Active America (CHAA) CHAA was formed in 2003 by concerned organizations and national leaders to educate parents, children, schools, and communities about the critical roles physical activity and nutrition education play in reversing the alarming trends of childhood obesity. As a non-profit National grassroots coalition, CHAA is a vigorous advocate for developing healthy and active lifestyles for America's youth. CHAA is committed to working with schools to rededicate time for physical fitness; giving parents the freedom to help their children make their own nutritional choices; building school-business model relationships that benefit our families by supporting healthy and active lifestyles; and finding solutions to childhood obesity that are both responsible and realistic American Council for Fitness and Nutrition The American Council for Fitness and Nutrition (ACFN) is a group of food, beverage and consumer products companies, not-for-profit organizations and trade associations working together to improve the health of all Americans, particularly youth, by encouraging a healthy balance between fitness and nutrition. The cornerstone of all ACFN initiatives is the idea that lasting solutions to the nation's obesity problem must be based on sound science and behavioral research. Such policies are likely to help parents and their children develop eating and exercise habits that lead to a healthier life.

Grocery Manufacturers of America The Grocery Manufacturers of America (GMA) represents the food, beverage and consumer products industry on key issues that affect the

ability of brand manufacturers to market their products profitably and deliver superior value to the consumer.

International Food Information Council (IFIC) Foundation The IFIC Foundation is a public education foundation disseminating sound, science-based information on food safety, nutrition and health. International Life Sciences Institute Founded in 1978, the International Life Sciences Institute (ILSI) is a nonprofit, worldwide foundation that seeks to improve the well-being of the

General public through the pursuit of balanced science. Its goal is to further the understanding of scientific issues relating to nutrition, food safety, toxicology, risk assessment, and the environment by bringing together scientists from academia, government, and industry. Kidnetic.com is a fun, interactive Web site that emphasizes healthy living achieved through a balance of physical activity and responsible eating habits. The Web site gives young people and their parents the tools and ideas to help change habits and plant the seeds for healthier families tomorrow. Kidnetic.com is a program of the International Food Information Council (IFIC) Foundation.

National Association for Sport and Physical Education association for Sport and Physical Education seeks to enhance knowledge and professional practice in sport and physical activity through scientific study and dissemination of research-based and experiential knowledge to members and the public. National Soft Drink Association the National Soft Drink Association (NSDA) is the trade association for America's soft drink industry, serving the pub.

HERITAGE COCA COLA INDIA





THE *Coca-Cola* COMPANY EXISTS
TO BENEFIT AND REFRESH EVERYONE
IT TOUCHES

THIS IS OUR PROMISE

WE STRIVE TO DELIVER ON THIS PROMISE EVERYDAY
CREATING A MORE STRONGER AND MORE
SUSTAINABLE FUTURE FOR OUR BUSINESS AND FOR
THE COMMUNITIES WE SERVE.



WHO INVENTED COCA-COLA

BIRTH OF A REFRESHING IDEA

The product that has given the world its best-known taste was born in Atlanta, Georgia, on May 8, 1886. Dr. John Stith Pemberton, a local pharmacist, produced the syrup for Coca-Cola, and carried a jug of the new product down the street to Jacobs' Pharmacy, where it was sampled, pronounced "excellent" and placed on sale for five cents a glass as a soda fountain drink. Carbonated water was teamed with the new syrup to produce a drink that was at once "Delicious and Refreshing," a theme that continues to echo today wherever Coca-Cola is enjoyed.

Thinking that "the two Cs would look well in advertising," Dr. Pemberton's partner and bookkeeper, Frank M. Robinson, suggested the name and penned the now famous trademark "Coca-Cola" in his unique script. The first newspaper ad for Coca-Cola soon appeared in *The Atlanta Journal*, inviting thirsty citizens to try "the new and popular soda fountain drink." Hand-painted oilcloth signs reading "Coca-Cola" appeared on store awnings, with the suggestion "Drink" added to inform passersby that the new beverage was for soda fountain refreshment. During the first year, sales averaged a modest nine drinks per day.

Dr. Pemberton never realized the potential of the beverage he created. He gradually sold portions of his business to various partners and, just prior to his death in 1888, sold his remaining interest in Coca-Cola to Asa G. Candler. An Atlantan with great business acumen, Mr. Candler proceeded to buy additional rights and acquire complete control.

HISTORY OF COCA- COLA

In 1886 Atlanta pharmacist John C. Pemberton perfected the formula for a soft drink that became known as Coca-Cola. By the early 1890s it was clear to businessmen and investors that Pemberton's product could generate huge profits. However, before those profits could be realized they had to get control of the bottling and distribution process.

By 1899 two Tennessee lawyers, B. F. Thomas and Joseph Whitehead, had secured "bottling rights" for Coca-Cola across large parts of the United States. Whitehead then sold half of his interest to John T. Lupton, a Chattanooga-based lawyer who was originally "from a Virginia tobacco family."

In his excellent history of the soft drink giant entitled *For God, Country and Coca-Cola*, writer and investigative journalist Mark Pendergrast notes: "In 1903, Texas and the Indian territories were ceded to Whitehead/Lupton, who incorporated what became known as 'the 1903 Company,' or the Southwestern parent bottler."

One year earlier, John T. Lupton had opened a Coca-Cola bottling plant in Dallas at 2628 Elm Street. A Texas State Historical Marker now notes the spot.

As the number of bottling plants under his watch grew, Lupton maintained tight control by placing his relatives in charge of them. Pendergrast further writes: "Lupton installed many of his innumerable relations as bottlers all over the Whitehead/Lupton territory. They too became wealthy, establishing the Lupton name as a fixture in the Coca-Cola bottling firmament."

By 1910 C. A. Lupton, more than likely a first cousin to John T., was managing the Dallas plant.

That same year C. A.'s sister, Ruby, was living in Roanoke, Virginia with her husband, Sam Woodson. The 1910 U.S. Census shows that Ruby was keeping house while Sam was peddling shoes as a traveling salesman.

At some point C. A. must have sent word to his sister and brother-in-law that the future of bottling and selling Coca-Cola in North Texas appeared very lucrative.

Sam and Ruby apparently took note. By late 1915 they and their sons, Glenn (born 1911) and Sam Jr. (born 1915), were living in a modest house on South Walnut Street in Sherman.

That same year Sam bought the Sherman Coca-Cola bottling plant, already eight years in operation and located on West Houston Street, from Dr. J. C. Bouge. By 1917 he moved the operation to a new location at the corner of Walnut and Pecan streets.

Woodson, no doubt with financial help from the Luptons, turned the Sherman plant into quite a success. The *Coca-Cola Bottler*, a company publication hereafter referred to as the CCB, of December 1926 quotes a *Sherman Democrat* article (date not given) as stating that the plant was bottling "145,000 cases of Coca-Cola each year with 24 bottle[s] to the case, employing 20 men, maintaining 6 big trucks, occupying a building 100 feet by 100 feet, and having equipment of the latest type for the greatest possible safety in sanitation and speed in production" The article further states that "the Coca-Cola Bottling Company of Sherman, with branch houses in several other cities, is a large industry." It also notes: "Sam Woodson, the owner, began operation in Sherman some ten years ago in a small way and now does more than five times as much business as he did then."

One of the "branch houses in several other cities" was the bottling plant in Bonham. It seems highly likely that among possible investors that Woodson contacted were the Catron Brothers, John and Rush. Anyone familiar with early twentieth century Bonham history knows that the Catrons were willing to invest in almost anything that seemed profitable. Moreover, some Bonham residents recall that the first Coca-Cola bottling plant, the small stone building that now houses Riley's Car Upholstery, was located on or near Catron property, not far from the Catron ice house. (At the east end of the Riley's building one can still make out a Coca-Cola sign painted on the stone many decades ago. A similar sign is on the west end as well, but the lettering is faded beyond recognition.)

Coca-Cola Archives in Atlanta, Georgia notes that the first gallons of syrup were sent to Bonham in 1919. Ads for bottled soft drinks from the Bonham Coca-Cola plant, including the orange-citrus flavored Orange Squeeze, began appearing in the *Bonham Daily Favorite* by September 1920. (Coca-Cola no doubt thought it wise to start advertising since Bonham already had Crown Bottling Works, which had been bottling the equally popular Dr. Pepper for several years.)

Like Sherman, Bonham's plant proved successful. The CCB of July 1923 states that the Bonham facility "is equipped as a thoroughly modern plant. The territory is showing a good increase."

For the Woodson family Coca-Cola was apparently liquid gold. The 1930 census shows that they moved from their house on South Walnut in favor of a new and much larger residence in the posh neighborhood of North Hopson Street.

Moreover, as Glenn and Sam came of age, they got their post-high school educations at the best of schools. Glenn attended Austin College and eventually graduated from the Virginia Military Institute. Sam followed a similar path through UT Austin and the Wentworth Military Academy in Lexington, Missouri. They both followed their father's footsteps into the Coca-Cola bottling business.

With the success, however, came a personal setback when Ruby Woodson died in 1930 at the relatively young age of 39. Her obituary, appearing in the Sunday, February 9, 1930 *Sherman Daily Democrat*, states that she had "been a well known society woman in Sherman" for twelve years. Among her survivors were two brothers, the aforementioned C. A. Lupton (then managing the Coca-Cola plant in Fort Worth), and T. C. Lupton (in charge of the Dallas plant).

Following his wife's untimely death, Sam Woodson returned immediately to work. The CCB of November 1933 states: "The Coca-Cola plant at Bonham, Texas, recently entertained Coca-Cola dealers in that territory. Mr. Woodson of Sherman, Texas, addressed the dealers." (Perhaps Woodson was addressing the dealers at a new location? Many Bonham residents recall that the second bottling plant was behind the former J. C. Penney building, roughly where the drive-thru lanes for American Bank are now. When the move to the second plant took place is unknown. A 1938 business directory shows the address to be 119 West Fifth Street.)

More evidence of Woodson's hands-on approach comes in the CCB of June 1939, which states that he had chosen Wallace Hill, another Sherman resident, to be the new "manager of the Coca-Cola Bottling Co., Bonham, Texas."

By the early 1940s Sam Woodson began having health problems. On the night of July 12/13, 1943 Woodson died while at home. His obituary, appearing along with a photograph on page one of the July 13, 1943 *Sherman Daily Democrat*, states that he "had been suffering from heart trouble periodically but had been getting out for limited activities."

Management of the Coca-Cola bottling plants under Sam Woodson's watch, which also included Durant, OK and possibly others that this writer isn't aware of, basically fell to his sons. They had gained management experience at other Lupton family plants, Glenn in Houston and Sam in Galveston. For Glenn Woodson, oversight of his father's original plants became easier when he was transferred from Houston and placed "in charge of the Fort Worth district," according to the January 1945 CCB.

One of the first orders of business for Bonham Coca-Cola Bottling Co. was the building of a new plant that could handle the anticipated extra production needed to meet the expected rise in soft drink sales in the post-WWII era. Glenn Woodson further decided that it was time that a formal contract be drawn up between Bonham Coca-Cola

and the Coca-Cola Company 1903. A copy of the contract, obtained from Coca-Cola Archives, shows it was "entered into" on August 20, 1947. The signatures at the bottom show Glenn Woodson as Bonham's vice-president, and Sam Woodson, Jr. as secretary.

No sooner was the ink dry on the contract than construction began on the new plant. It was finished by early 1948. Page one of the February 2, 1948 *Bonham Daily Favorite* states that the "Bonham Coca-Cola Bottling Co. began moving to its new plant on Highway 78 just north of the city limits Sunday." It notes that a "large portion of the machinery was moved at that time" with other equipment to "be moved to the new location in the next few days." The move from the "downtown location" was briefly noted in the May 1948 CCB as well.

The Sherman and Bonham plants continued to bring the Woodson brothers financial success throughout the 1950s. However, tragedy struck in 1959 when Glenn, only 48 years old, died of a sudden heart attack at his Fort Worth home.

As might be expected, Sam Woodson, Jr. was transferred from Galveston to fill his brother's shoes in Fort Worth.

Many changes came under Sam Jr.'s watch. According to Sherman business directories, the Sherman plant moved from Walnut and Pecan streets to its present location at Old Frisco Road in either late 1962 or early 1963. By 1974 the bottling contract with the Bonham plant was canceled, and it became strictly a distribution center. By roughly 1980 Sherman lost its bottling contract as well. The Bonham plant was then closed and consolidated with Sherman into a larger distribution center.

Almost as if determined by fate, Sam Woodson, Jr. died not long after the Bonham and Sherman plants went out of the bottling business. His death, on February 18, 1982 in Fort Worth, marked the passing of the last surviving member of the family that put Coca-Cola bottling on the map in Grayson and Fannin counties.

MANUFACTURING PROCESS

We at Coca - Cola are committed to manufacture our products with utmost care and with quality at top priority which makes it the world leader in soft drink industry. Following is an over view of the stringent processes adopted in manufacturing before our quality product reaches finally to our proud consumers.

WATER TREATMENT

We at Bareilly follow a batch treatment process for water treatment which includes coagulation & flocculation. The method ensures disinfection and settling of all macro impurities and thereafter it is passed to sand, carbon filters to remove off odor, off color, off taste and thus it is strictly bought in line with the WHO requirements. We are

also using state of the art -micron filtration process where the water is filtered upto the extent of 1 micron before it is fed to the process.

This extensive treatment of water under strict monitoring and sampling for quality leads to pure hygienic water with the highest quality meeting the Coca - Cola standards.

SYRUP PREPARATION

Coca - Cola uses the highest quality of sugar which is controlled and ensured by its stringent pre-laid standards, which serves as the strict criteria before acceptance of a lot. To ensure high quality of syrup, it is subjected to hot treatment wherein it is given a contact time with hyflo and carbon at elevated temperatures. It is then passes through a filter press which removes the carbon particles and other impurities before it declared fit for concentrate mixing. All this process takes place under a strict vigil by the quality department which maintains the appropriate records of the numerous tests carried out in the entire process which makes it a foolproof process.

In the ready syrup tank the predecided quantity of concentrate is mixed to the simple syrup in very strict hygienic conditions to yield final syrup. The entire syrup manufacturing area is maintained under a constant positive pressure which rules out the possibility of any external particle entering into the process room.

CONTAINER WASHING

Container washing has been identified as one of the major critical control point in the entire manufacturing process & that's the reason that company has laid some of the very stringent and foolproof systems which ensures Coca - Cola product to be of the highest quality and reflects our commitment towards delivering the best in class product to the consumers.

The bottles received from the market are loaded on the conveyor by the uncasing machine and the arrays of unwashed bottles passes through the four pre-wash inspection, stations which ensures removal of rusty neck bottle excessively dirty bottles, bottles carrying foreign matter, foreign bottles. And thus the good bottles passes into the bottle washing machine which uses intensive mechanical and chemical processes to clean and disinfect the bottles thoroughly and ensure the bottles to be ready for filling. However as an additional safety, there is again a post wash inspection station comprising of 4 sub stations, which ensures removal of the chip necked bottles and suspected bottles from the lot. Thus the bottles are subjected to series of stringent inspections before it is fed to the filler for filling

MIXING PROPORTION

Proportioning is basically a process where ready syrup is diluted in a predetermined fixed proportion with water and carbonated to result into beverage

conforming strictly to company's norms and specifications. It is carried out by an Italian Machine - MOJONNIER.

FILLING & CROWNING

The chilled carbonated beverage fed by the MOJONNIER is filled into the bottles through a rotary machine named FILLER. The bottles are immediately crowned by crowner (adjacent to the filler) and thereafter the bottles pass through the Date Coding machine which enable the consumer to be 100 percent sure of consuming a perfectly safe and fresh product.

FINAL INSPECTION

After date coding, there is once again a final inspection station where light inspectors remove all low or high filled bottles and permit only the saleable product to pass through for casing to the casing machine.

MANAGING THE WASTE WATER

Production lines generate waste water from bottle washers, Syrup and Filler rooms. Entire wastewater generated is treated at Waste Water Treatment Plant and discharged through an 800 meters long pipeline specially laid to discharge the treated waste water away from inhabited areas. Part of this water is being used for gardening purposes within the plant premises.

Some Facts About

The World's Largest Beverage Company

While much of the world has changed since 1886, with the old giving way to the new at almost daily strokes, what has withstood the test and taste of time, binding the young and old to enjoy their moments of simple pleasure and eternal joy is the magic of Coca-Cola.

And this year, consumers the world over will reach for products of The Coca-Cola Company more than a billion times every single day.

The world's largest beverage company has come a long way since its modest beginnings more than a century ago.

Born In a Kettle Charming the World Forever

John Stith Pemberton first introduced the refreshing taste of Coca-Cola in Atlanta, Georgia.

It was May of 1886 when the pharmacist concocted a caramel-colored in a three-legged brass kettle in his backyard.

He first "distributed" the new product by carrying Coca-Cola in a jug down the street to Jacobs Pharmacy. For five cents, consumers could enjoy a glass of Coca-Cola at the soda fountain. Whether by design or accident, carbonated water was teamed with the new syrup, producing a drink that was proclaimed "Delicious and Refreshing."

John Pemberton's partner and bookkeeper, Frank M. Robinson, suggested the name and penned "Coca-Cola" in the unique flowing script that is famous worldwide today.

Mr. Robinson thought "the two C's would look well in advertising." In 1886, sales of Coca-Cola averaged nine drinks per day.

The Growing Corporate With An Ever-Refreshing Drink

That first year, Pemberton sold 25 gallons of syrup, shipped in bright red wooden kegs. Red has been a distinctive color associated with the number one soft drink brand ever since.

For his efforts, Pemberton

Grossed ----- \$50 and spent----- \$73.96 on advertising.

By 1891, Atlanta entrepreneur Asa G. Candler had acquired complete ownership of the Coca-Cola business. Within four years, his merchandising flair helped expand consumption of Coca-Cola to every state and territory. In 1919, The Coca-Cola Company was sold to a group of investors for---- \$25 million.

Robert W. Woodruff became president of The Coca-Cola Company in 1923, and his more than six decades of leadership took the business to unrivaled heights of commercial success, making Coca-Cola an institution the world over.

Know About Our Global Bottling System

Today, our products reach consumers and customers around the world through a vast distribution network made up of local bottling companies.

These bottlers are located around the world, and most are independent businesses. Using syrups, concentrates and beverage bases produced by The Coca-Cola Company, our global bottling system packages and markets products, then distributes them to more than

14 million retail outlets worldwide.

The Coca-Cola Company is committed to assisting its bottlers with the functions of an efficient bottling operation and initiating quality systems to ensure the highest quality products for our consumers.

Know the Bottling History of Coca-Cola

Coca-Cola began as a fountain product, but candy merchant Joseph A. Biedenharn of Mississippi was looking for a way to serve this refreshing beverage at picnics.

He began offering bottled Coca-Cola, using syrup shipped from Atlanta, during an especially busy summer in 1894.

In 1899, large-scale bottling became possible when Asa Candler granted exclusive bottling rights to Joseph B. Whitehead and Benjamin F. Thomas of Chattanooga, Tennessee. The contract marked the beginning of The Coca-Cola Company's unique independent bottling system that remains the foundation of Company soft drink operations.

Coca-Cola Bottles As Memorable As the Design

Back then, soda bottles were all very similar. And Coca-Cola had many imitators, which consumers would be unable to identify until they took a sip.

The answer was to create a distinct bottle for Coca-Cola. As a result, the contour bottle for Coca-Cola with the shape now known around the world was developed in 1915 by the Root Glass Company.

Coca-Cola Gets the First Change of Taste in 1886

In 1985, a new cola emerged from laboratory research. Through internal evaluations and thousands of blind taste tests, consumers said they preferred it over both Coca-Cola and its primary competition. As a result, in April 1985,

The Company proudly introduced the new taste of Coke - the first change in the secret formula since the product was created in 1886

Trademark Registration of Coca-Cola

The trademark "Coca-Cola" was registered with the U.S. Patent and Trademark Office in 1893, followed by "Coke" in 1945. The unique contour bottle, familiar to consumers everywhere, was granted registration as a trademark by the U.S. Patent and Trademark Office in 1977; an honor awarded very few packages.

Extension of the Most Cherished Trademark

In 1982, The Coca-Cola Company introduced diet Coke to U.S. consumers, marking the first extension of the Company's most precious trademark to another product.

Later years saw the introduction of additional products bearing the Coca-Cola name, which now encompasses a powerful line of cola products.

Coca-Cola Classic Ruling Since 1886

The launch of Coke with the new taste took place in the United States and Canada. Consumers responded with an unprecedented-and now famous-outpouring of loyalty and affection for the original formula. In July 1985, the original formula of Coca-Cola

returned as Coca-Cola classic. In 1986, Coca-Cola classic became, and still remains, the nation's top-selling soft drink.

Our Trademarks the World's Most Valuable Assets

Our most valuable assets happen to be the trademarks we possess. For Coca-Cola, the most drink soft drink on earth is one of the world's best-known and most admired trademarks, recognized by more than 90 percent of the world's Population.

Interestingly, the world that is touched by our cherished drinks for every moment, the

Coca-Cola trademarks happen not only to be our most valuable assets but of the entire earth.



Brings Back The Fizz To India

Coca-Cola, the corporate nourishing the global community with the world's largest selling soft drink concentrates since 1886, returned to India in 1993 after a gap of 16 years giving new thumbs up to the Indian Soft Drink Market.

In the same year, the Company took over ownership of the nation's top soft-drink brands and bottling network. No wonder, our brands have assumed an iconic status in the minds of the consumers.

HISTORY OF SOFT DRINK IN INDIA

Around 1948 the first branded soft drink came in Indian market. The soft drink was named as Gold Spot before Coca-Cola entered the country to dominate the scene in 1950's.

Parle exports (P.) Ltd., was the first Indian company to introduce a lemon soft drink, this drink was known as Limca and it was introduced in 1970's However, before this they

had introduced Cola Pepino, which was withdrawn in face of tough competition from Coca-Cola.

In the year 1979 Coca-Cola left Indian market and this brought in an opportunity to various Indian companies to show their caliber. At this time a new Parle products introduced soft drink and Parle products introduced this and this was named thumps-up. This was Coca-Cola drink, which had a burnt sugar colour.

This drink was introduced with a mighty saying “happy day are here again”. As if happy day went away with Coca-Cola. There was another company named pure drinks, which introduced the soft drink named Campa Cola along with orange and lemon flavor.

Just after this many more companies entered the Indian soft drink market a sort drink named company Modern bakers have introduced double-7. Another company, Mohan Meakins also came with Thrill, Rush and Sprint.

COCA COLA IN INDIA

The Coca-Cola Company entered Indian in early 1950's. It set up four bottling plants at Bombay, Calcutta, Kanpur and Delhi.

In 1950's, there were negligible companies in the Indian market therefore Coca-Cola did not faced much competition and they were accepted in Indian market more easily. This brand was accepted by all age groups. The full credit should go to Coca-Cola had captured more than 45% of the market share in India. Then Coca-Cola left India following public disputes on share holding structure and imports permit, as per FERA regulation the company was required to Indonesia or close operation by May 5, 1978, yet strangely enough, the company's operation came to end in July 1977 Coca-Cola came back in the year 1993 after liberation and was launched at that time Parle was the leader in the soft drink market and had more than 60% of that total share in the soft drink. Coca-Cola joined hands with Parle and reentered India after 17 years, by striking \$40 million deal with Parle, coke almost made a clear sweep, and made its goal as **“to become an all time, all occasions drink not a special treat beverage”**.

WHERE THE MONEY GOES:

Low per capital consumption of Soft Drink in India may be linked to the inflated prices of such drinks. But surprisingly it leaves a very low margin for bottlers also. With a retail price ranging to Rs. 7 Rs. 10 per bottlers (300 ml) for consumer and Rs. 196 per case (24 bottles) for retailers. A bottler must pay as much as 34% of the price per case as Excise duty, Sales and turnover tax.

A further 10% goes into expenditure on local advertising and sales promotion.

Distribution and transportation cost takes care of another 10%.

Raw material costs, concentrates, Sugar, Citric Acid, Bottle caps etc. eat up another 25%.

Production costs in terms of fuel, Power, Maintenance and labour up to 14%.

Thus leaving a bottler with a margin of 9%, again 4% of this would go into overheads and interest charges, trimming down the margin to a skimpy 4-5% a bottling operation, thus is viable only with large volume. (This is also one of the reasons of FOGO being converted into COBO).

The consumer, obviously, shoulders most of the burden, Bottle cost are also critical component of Soft Drink business.

Coke is positioning all of its beverages as all season's beverages rather than only summer drinks, this will greatly help to increase consumption.

In summers Coca-Cola was coping with a change, CEO-Alex Born has replaced David Short.

Coke has made India its home, Coke is experimenting with mobile dispensing units at beaches and stadiums, going out towards consumers. "Our goal is to have Coke available within arm's reach of desire" Nicholas once said (Retd. CEO).

While Pepsi wants people to come to them, Coke plans to go after consumer.

Coke's objective in the short run shall be to convert Pepsi drinkers, rather than Thumps Up drinkers to Coke.

COKE VS PEPSI WAR

"In the U.S., it's a closer race between Coke and Pepsi," said Bonnie Herzog, an industry analyst with Smith Barney. "When you look outside the U.S., I think Coke has the lead."

Indeed, 75 percent of Coke's profits now come from the foreign markets it dominates. While back home, the slugfest has gone on for decades.

"I think it makes us all better," said Pepsi's vice president of marketing, Katie Lacey. "It's one thing about working in a very competitive category. You absolutely are on your toes. We don't let it dictate how we act or think every day. We're focused on how we're going to grow our brands."

With public opinion split, there's another problem for both Coke and Pepsi. Volumes of carbonated soft drinks in North America are growing at less than 1 percent a year. Meanwhile, sports drinks like Gatoraid are growing at 15 percent a year. And bottled water is expanding by 26 percent annually. In a saturated soft drink market, water is where the growth and money are, according to Herzog. For now, Pepsi's Aquafina is beating Coke's Dasani in the water wars.

It's just the latest front in a battle between hundreds of Coke and Pepsi brands: Diet Coke vs. Diet Pepsi; Sprite vs. Mountain Dew; Nestea vs. Lipton, Tropicana vs. Minutemaide. And the list goes on.

But for Pepsi - it's not all about drinks. Some 60 percent of its profits come from its snack business. From Fritos to Lays to Cracker Jacks and Tostitos, Pepsi has a virtual monopoly, with no competition from Coke.

"They're going after the younger consumer who purchases a single-serve product, at a convenience store like 7-11," said Todd Stender, who follows the companies at Crowell Weedon & Co. "And that's really where the profits are."

Coke, meanwhile, just scored a big coup by winning the soft-drink business at Subway, a fast-food chain now bigger than McDonald's, that had previously served only Pepsi.

In the home office, analysts like both management teams. Both companies expense stock options, and both project revenue growth in the mid-to-high single digits.

Manufacturers sold more than \$7.7 billion worth of bottled water last year, up 12.3 percent from 2001, according to the Beverage Marketing Corp. Pepsi's Aquafina brand is beating Coke's Dasani in the bottled water category.

COLA WAR IN INDIA

For the Cricket World Cup 1996, Pepsi was not the official sponsor of the tournament, Coke was but Pepsi had a whole kitty of best players from the sub continent and abroad. The ad campaign of "Nothing Official About it" rocked the country and knocked the wind from Coke's Lungs. Possibly from this time onwards Coke also realized the value of celebrities in India and henceforth went ahead with that strategy. Another consequence of this campaign was that from the next Cricket World Cup,

advertisers began signing exclusive contracts which stipulated that competitors can't have players who are in the tournament acting in their ads. And sadly for Coke, it was Pepsi which was "official" this time.

In 1998, the movie Kuch Kuch Hota Hai took the country by storm. Pepsi then took out another ace from its sleeve. This time SRK, Rani and Kajol starred in the ad. Also starring was the future star Shahid Kapoor who was noticed by the industry. The punchline this time was "Yeh Dil Maange More" which was an iconic line and struck a chord amongst the people.

The Coke people responded to this ad in a different and unique way. They actually spoofed the ad, the product used being Sprite, again to hilarious effect.

Pepsi responded with a spoof on it's on its own, starring Azhar and Jadeja hitting on the Coke line of "Eat Cricket, Sleep Cricket, Drink Only Coca Cola" with the punch line of "More More Cricket, More More Pepsi". Coke again hit back, this time with Thums Up ad. They portrayed the cricketers as monkeys and ended the ad with "Don't be a bunder (monkey!!) Taste The Thunder!!" Things turned ugly with Pepsi going to court and finally ended with Coke withdrawing the ad.

The year 2000 heralded the rise of a new superstar, Hrithik Roshan. Both Coke and Pepsi rushed to sign him, but Coke won (possibly due to the fact that they promised that all the ads starring the superstar would be directed by his father). The first ads starring Hrithik Roshan were launched in Diwali Season. Pepsi hit back this time with a SRK ad which also had a Hrithik look alike. This ad was directed by Prahlad Kakkar and was in a bad taste. Rumors ran about SRK's insecurity and rest but the episode really was a footnote in the epic battle.

Around this time Coke's market share surpassed Pepsi for the first time since Coke's launch in 1994 (Trivia: Coke was first re-launched in India in Agra) and suddenly Coke was defending and Pepsi attacking the market share.

Now the wars shifted from cola to clear lime segment. Coke realizing that in India Thums Up was a valuable brand and it could not use it for opponent bashing. This time it was between Sprite and Pepsi's Mountain Dew.

Pepsi had launched Dew with "Do the Dew" tagline emphasizing on Adventure sports. Sprite killed the ad with "Do the Do" ad which was funny and memorable.

The Cola Wars are here to stay. It's been just 10 odd years in India for them to start. In the USA they are on since a 100 years. The battle actually throws up some amazing ads and lets hope they continue.

LOCAL COMPETITORS

Pepsi is often second to Coke in terms of sales, but outsells Coca-Cola in some localities. Around the world, some local brands do compete with Coke. In South and Central America, Kola Real, known as Big Cola in Mexico, is a fast growing competitor to Coca-Cola.^[42] On the French island of Corsica, Corsica Cola, made by brewers of the local Pietra beer, is a growing competitor to Coca-Cola. In the French region of Bretagne, Breizh Cola is available. In Peru, Inca Kola outsells Coca-Cola. However, The Coca-Cola Company purchased the brand in 1999. In Sweden, Julmust outsells Coca-Cola during the

Christmas season. In Scotland, the locally-produced Irn-Bru was more popular than Coca-Cola until 2005, when Coca-Cola and Diet Coke began to outpace its sales. In India, Coca-Cola ranked third behind the leader, Pepsi-Cola, and local drink Thums Up. However, The Coca-Cola Company purchased Thums Up in 1993. As of 2004, Coca-Cola held a 60.9% market-share in India. Tropicola, a domestic drink, is served in Cuba instead of Coca-Cola, in which there exists a United States embargo. French brand Mecca Cola and British brand Qibla Cola, popular in the Middle East, are a competitor to Coca-Cola. In Turkey, Cola Turka is a major competitor to Coca-Cola. In Iran and also many countries of Middle East, Zam Zam Cola and Parsi Cola are major competitors to Coca-Cola. In some parts of China, Future cola can be bought. In Slovenia, the locally-produced Cockta is a major competitor to Coca-Cola, as is the inexpensive Mercator Cola, which is sold only in the country's biggest supermarket chain, Mercator. In Israel, RC Cola is an inexpensive competitor. In Madagascar, Classiko Cola, made by Tiko Group, the largest manufacturing company in the country, is a serious competitor to Coca-Cola in many regions. On the Portuguese island of Madeira, Laranjada is the top selling soft drink. In the UK Coca-Cola stated that Pepsi was not its main rival, but rather Robinsons drinks.

EMPLOYEES, PLANT AND MACHINERY

The no. of total unit employees is approximately 113 & in summer season, which is a peak season for sale of soft drinks, the plant works for three-shift operation round the clock.

The overall educational level of the employees is good and they obviously have a good expertise in water treatment and purification processes. Extensive in-house training programs are conducted to maintain the competency of the manpower in respective areas. The plant and machinery consists of state of art bottling machinery and test equipment to get consistent quality product at the optimum usage of raw materials. The plant also has an extensive quality test laboratory with equipment like spectrophotometer, density meter, micro lab etc. to conduct on the spot tests at various stages of production.

A typical bottling line will consist of uncaser-pre wash inspection station - conveyers - bottle washer - post wash bottle inspection station –filler - final light inspection station - conveyor -and caser. Water treatment plant supplies treated water for beverages and syrup preparation. Plant utilities support the production fulfilling the requirement of compressed air, refrigeration, power and steam supply.

"Implementation of Coca - Cola Environment Management System, eKO system, throughout our organization will help us to protect and grow our business through continued environmental leadership. This management system should be the part of the annual business planning process of all groups, divisions and bottlers in our system. I encourage all company associates to use the eKO system to help us continue to improve our record of environmental excellence."

COCA-COLA AND THE COMMUNITY

At Coca - Cola we have a long standing belief that everyone who touches our business should benefit. That basic proposition that our business should bring benefit and refreshment is central to the way we operate in Communities around the world. Coca - Cola India provides extensive support for community programmes across the country, with a focus on education, health and rainwater harvesting, all key priorities of the Indian government which has recognized the company's efforts with a several awards.

EDUCATION: Coca - Cola India is supporting community - based primary education project setup to provide educational opportunities to marginalized children in slums and villages. To date, the projects have benefited 50 schools, 1000 of students, over 5,00,000 villagers and over 10,000 slum dwellers, as well as several villages near Coca - Cola bottling.

- **ELIXIR OF LIFE**

The company has extended its ‘**Elixir of Life**’ project, in association with Rotary International to provide access to potable water to the underprivileged children of the society, nationally. The path-breaking project **Elixir for Life** was launched in March, 2007 and will benefit more than 30,000 underprivileged children from 100 primary and panchayat schools in and around Chennai in the first phase. Coca-Cola India is already in **partnership with the UN-HABITAT** to improve access to water and sanitation including **providing drinking water to 150 schools in West Bengal.**

ENVIRONMENT: Coca - Cola India is supporting community - based rainwater harvesting projects in rural and urban areas to help restore water levels and promote community education in ways to conserve natural resources. These initiatives have benefited over 10,000 Delhi residents, as well as local community members, both in areas surrounding Coca - Cola bottling plants and elsewhere. According to **Deepak Kaul, Regional Vice-President, South, Coca-Cola India**, “Coca-Cola India undertakes a diverse range of activities for the benefit of the community across the country. As part of our CSR strategy, sustainable water management remains our top priority. The company follows the 4R policy (Reduce, Reuse, Recharge & Recycle) to achieve the objective of water management & conservation. Over the last few years, we have continuously engaged with a large number of stakeholders and have incorporated their learnings in refining our overall strategy including the water sustainability strategy for India. Our focus will continue to be on projects which further improve the overall standard of living in communities where we operate.

- **Zero Water Balance**

Ameenpur, (Hyderabad), October 6, 2007: Strengthening its commitment to India, Coca-Cola has outlined a roadmap towards water conservation and community development across the country. Coca-Cola in India targets to **reach ‘zero water**

balance' with respect to ground water usage by 2009 to seek efficiencies in all areas of water use through a 4R approach to water management which involves reducing, reusing, recycling and recharging.

Healthcare: Coca - Cola India is partnering with NGO's as well as St. John's Ambulance Brigade (Red Cross) to provide free medical facilities and information to poor people who cannot afford to visit hospital facilities. These efforts are helping tens of thousands of under privileged people in seven states in India, as well as several villages near Coca - Cola bottling plants.

The company has also supported a range of other national initiatives, such as a major polio-eradication drive and drought-relief programme, in addition to support towards the national cricket championship for the blind, and national athletics meetings for the physically challenged.

Thums Up Rural Games 2007, which started in Andhra Pradesh in 2006, have now spread to three states across Southern India - **Andhra Pradesh, Karnataka and Tamil Nadu**. The Games were organized jointly with our partners such as Consortium of Indian Farmers Association in Andhra Pradesh, Nehru Yuva Kendra in Karnataka and Isha Foundation in Tamil Nadu. Thums Up Rural Games aims to channelize energies of youth towards constructive activities and creating a platform for healthy active living by involving rural people in sports and games activities. Rural Games is expected to strengthen social cohesiveness in rural areas for sustainable development and inculcate interest among rural communities in sports and help to spot hidden talent. ***Thums Up Rural Games covered over 30 centers in 3 states of Andhra Pradesh, Tamil Nadu & Karnataka and saw participation of nearly 100,000 people, setting an innovative benchmark for Public-Private Community partnerships.***

INTRODUCTION

OF

BBPL

INTRODUCTION

Brindawan Beverages Ltd. (B.B.L.) a bottling company was started during the year 1986 in Bangalore due to the humble services Mr. S.N. Ladhani, the Marketing Director of the company, with an initial capital of Rs. 25 Lacks B.B.L. has a franchise agreement with Parle Exports Pvt. Ltd. for 10 years to manufacture and sell its products.

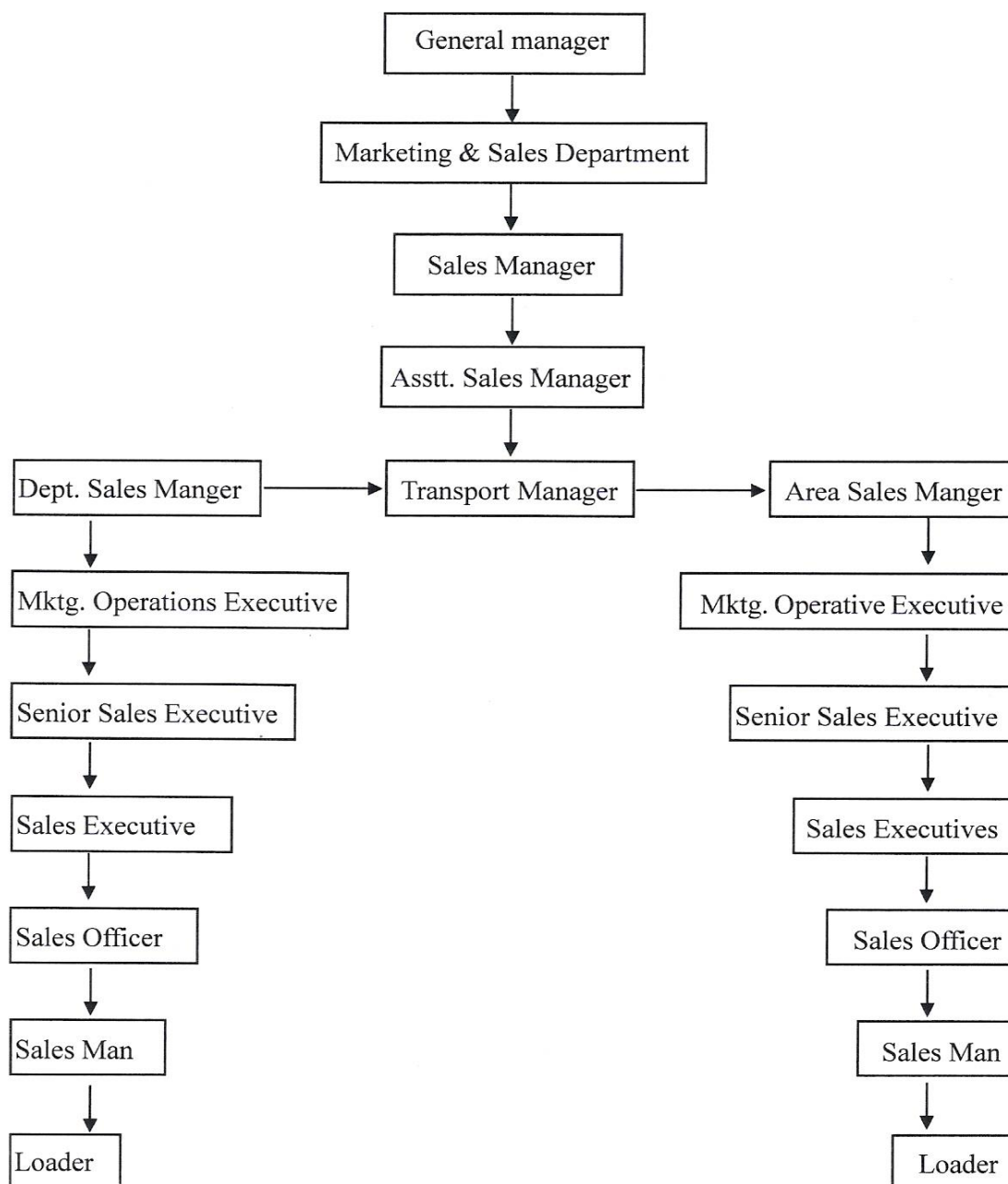
During November 1993, Parle Exports sold all its 60 franchises to Coca-Cola India in order to compete with Pepsi. In the War B.B.L. has undergone in the territory of Coca-Cola. The company is manufacturing and selling Thumps Up, Coke, Limca, Fanta, Mazza, and Kinley Soda for Bareilly franchise. This is also serving the nearby cities like Rampur, Moradabad, Badaun, Haldwani, Shahjahanpur, Lakhimpur, Almora, Chamoli, Pithoragrah, Nainital, Ranikhet etc.

M/s Brindawan Beverages Ltd. has its production unit, having capacity of six hundred bottles per minute, located at Parasakhera Industrial Area; its marketing office is located at Swaley Nagar, Bareilly. The storage of filled bottles is done in the godown which is located next to the production unit B.B.L. has 3 more bottling plants located at Barabanki, Faizabad, Hathras. All the activities are centralized from the head office located at Bangalore. The director, marketing is the head of the organization and incharge of all the administrative matter and General Manager, Production is incharge of the production and takes care of the production department.

LOCATION OF THE PLANT:

Bottling plant of Brindawan Beverages Pvt. Ltd. is located at a distance of 12 from Bareilly-Rampur highway i.e. (Parsakhera Industrial Area).

ORGANISATIONAL SET UP OF BBL,
BAREILLY



DISTRIBUTION AREA OF THE PLANT:

Wide areas of 12 district of Uttar Pradesh are being served by this plant though its 85 distributors. Following are the districts covered by Brindawan beverages Ltd. (B.B.L.)

Bareilly	Budaun
Rampur	Moradabad
Shahjahanpur	Nainital
Almora	Ranikhet
Chamoli	Lakhimpur
Pithoragarh	Haldwani

Various Brands sold under the seal of Brindawan Beverages Ltd.

Thumps up	Coca-Cola (Coke)
Limca	Fanta
Maaza	Kinley Water
Kinley Soda	Sprite

BBPL is also running 3 more plants located at Barabanki, Faizabad, Hathras and the following brand and packs are being supplied from these above three plants these are:

- Maaza
- Coke 1 liter
- Thumps Up 1 liter.

SALES AND DISTRIBUTION CHANNEL IN BAREILLY

The basic goal of these departments is matching the supply and demand Sales Network.

Sales Network Coca – Cola may be represented by the following rings.

SALES FORCE

Distributors

Salesman

Retailer

(Coca – Cola marketing by company Bareilly)

At present the Coca – Cola produced in the plant (Parasakheda) and it's transferred to various to distributor according to demand and company target.

MARKETING CHANNEL

Three level channel and four level channels:

Manufacturer

Distributors

Retailer

Dealer

Manufacturer

Distributors

Retailer

Consumer

PRODUCT RANGE:

Flavour	Ingredients	Pack	Product	Company
Cola	Cola Flavour carbonated water sugar	200Ml.	Coke, Thumsup	Coca-Coal
		300Ml.		
		500Ml.		
		1.5 Litre		
		2 Litre		
Orange	Orange Flavour + Carbonated Water+ Sugar	200Ml.	Fanta	Coca-Cola
		300Ml.		
		500Ml.		
		1.5 Litre		
		2 Litre		
Fruit Juice	Mango Pulp+ Treated water+ sugar	250 ML	Maaza	Coca-Cola
Cloudy Lemon	Lemon Flavor + Carbonated Water+ Sugar	200Ml.	Limca	Coca-Cola
		300Ml.		
		500Ml.		

		1.5 Litre 2 Litre		
Clear Lemon	Lemon Flavour+ Carbonated Water + Sugar	200Ml. 300Ml. 500Ml. 1.5 Litre 2 Litre	Sprite	Coca-Cola

PRODUCTS PROFILE

COCA-COLA

Coca-Cola is the most popular and biggest-selling soft drink in history, as well as the best-known product in the world. Created in Atlanta, Georgia by Dr. John S. Pemberton, Coca-Cola was first offered as a fountain beverage by mixing Coca-Cola syrup with carbonated water.

Coca-Cola was registered as a trademark in 1887 and by 1895 Coca-Cola was being sold in every state and territory in the United States.



“SABKA THANDA EK”

THUMS UP

Thumps Up is a leading carbonated soft drink and most trusted brand in India. Originally introduced in 1977, Thumps Up 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.



“TASTE THE THUDER”

SPRITE

Introduced in 1960, Sprite is the world's leading lemon-lime flavored soft drink. Sprite is sold in more than 190 countries and ranks as the No. 4 soft drink worldwide, with a strong appeal to young people.

Millions of people enjoy Sprite because of its crisp, clean taste that really quenches your thirst. But Sprite also has an honest, straightforward attitude about things that sets it apart from other soft drinks. Sprite encourages you to be true to who you are and to obey your thirst.



“CLEAR HAI”

FANTA

A favorite in Europe since the 1940s, Fanta was acquired by The Coca-Cola Company in 1960. Fanta Orange is the core flavor, representing about 70% of sales, but other citrus and fruit flavors have their own solid fan base.



MAAZA

With the real fruit taste kids love, plus added calcium, Maaza's tagline, "Yaari-Dosti Taaza Maaza" means "Friendship moments with fresh Maaza" in Hindi.

Maaza was introduced in India in 1984 as a noncarbonated mango fruit drink. It was acquired by The Coca-Cola Company in 1993 and is currently available in three flavors, mango, pineapple and orange -- plus added calcium.



"Yaari-Dosti Taaza Maaza"

This thirst-quenching beverage features a fresh, light lemon-lime taste and

fun-loving attitude. It's a home-grown, national treasure in India, where it was acquired by The Coca-Cola Company in 1993. The product's invigorating taste and cloudy look haven't changed, but the brand has been revitalized with a new marketing campaign.



“FRESH HO JAYO”

Introduced in India in August 2000, Kinley is purified bottled water. In a country where many people are concerned about reliable drinking water, Kinley delivers a product that is safe and suitable for consumers.

Within ten months of its launch, Kinley had emerged as India's number two packaged water and is currently the number three Coca-Cola product.



“BOOND BOOND MEIN VISHWASS”

MARKETING

MIX

THEORETICAL ASPECT:

Prot Neil H. Barden defines marketing mix as “The appointment of efforts the combination the designing and integration of the elements of the marketing into a programmer of mix which will be best achieve the objective of an enterprise at a given time”.

Marketing mix in the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. The Marketing problems are analyzed.

1. By utilizing the important forces emanating from the marketing operations of an enterprise.
2. By Adopting procedure and policies for an efficient marketing programmer.

ELEMENTS OF MARKETING MIX:

The marketing mix denotes a combination of various elements which in their totally constitute a firm's marketing system. Mc Carthy popularized a four factor classification of these tools called the four P's i.e. product Price, place and Promotion. The particular Marketing elements under each P are show below:

1. Product Mix:

Product Mix refers to the activities relating to the product services or idea to be offered. Product mix involve planning developing and producing the right type of products and services to be marketed by the firm strategy includes decision about quality size design, package design, trademarks and warranties guarantees product life cycle and new development etc.

2. Price of Service Mix:

The service mix refers to the various services to be provided to the consumers before and sales period different prices are also according to the services rendered to different classes of customers. The company should concentrate ob both these types of services in order to capture market and provide the consumers.

3. Place of Physical Distribution Mix:

A General Manager (Marketing) his to develop an institutional structure for marketing his products to his customers, not only at the right time.

Distribution mix consists of two things.

Physical Distribution

Channels of distribution

Physical distribution includes all those activities involved in moving product and services from producer to the ultimate consumer. The Marketing Manager has to decide whether the firm should sell through middle man or directly to the consumers.

4. Promotion or communications Mix:

Promotion mix refers to the activities relating to persuading and motivation consumers to buy the product. Promotion mix involves decision with respect to advertising personal selling, publicity and sales promotion. All these techniques help to promote sales of products and to grow the market of the product.

MARKETING STRATEGIES OF

1. Market Penetration Strategy
2. Market Development Strategy
3. Product Development Strategy
4. Diversification Strategy

1. MARKET PENETRATION STRATEGY:

Under such strategy the B.B.L., Bareilly looks for ways to increase the market share of its products in their market. Company always tries to encourage its customers to buy and use more soft drinks in a satisfactory manner. This would make sense if, most of its buyer are frequent buyers of soft drinks and could be sown the benefits of using more soft drinks.

2. MARKET DEVELOPMENT STRATEGY:

- First Company examine whether there are any potential user types in the locations not new buying products.
- Second, the company considers selling through new distribution channels in its locations to each other users in these locations.
- Third, company always seeks to know about new outlets.

3. PRODUCT DEVELOPMENT STRATEGY:

Company always knows that the product development should be satisfactory and also maintained top class in its soft drinks.

4. DIVERSIFICATION STRATEGY:

Company plays such types of diversification strategy:

- (i) Company always seeks for new product which have been scientifically tested and marketing strategies with exhausting product lines.
- (ii) Company is always in attention to diversify the products by other bottles through new strategies.

PLANNING IN SOFT DRINK INDUSTRY

“Planning in bringing the gap between what we are and we want to be in future. The main areas of planning in soft drink industry are:

1. Planning of Target:

The target for New Year is planning with a target of achieving 35.44% growth on the previous year's sales.

2. Planning of Dealers:

Again an increase of 20% on the number of previous year dealers is done in different regions.

3. Planning of Routes and Vehicles:

A route covers all the outlets in a specific region locality with the increase in number of dealers. New routes are planned and hence proper numbers of vehicles for distribution are also analyzed and planned.

4. Planning of Empties:

The new empties as bottles required 1/5 time of the target that has been set for coming year.

5. Man Power Planning:

Man Power Planning is done again on the basis of target set the market division of BBPL, Bareilly has the following structure.

Post	Responsibilities
S.M. (Marketing)	Total Responsibilities of Marketing
A.S.M.	Upto 8 lacks crates
S.E.	Upto 5 lacks crates
S.O.	For 2.5 lacks crates of above

Thus if the target of 3,00,000 crates is to be achieved then the man power planning starts with appoints 6 new S.O.

COMPANY'S MARKETING INFORMATION SYSTEM

AND RESEARCH & DEVELOPMENT

A marketing information system is a continuing and interactive structure of people evaluate and distribute pertinent, timely and accurate information for use by Marketing decision markets in improve their marketing planning implementation and control.

The company does not have specific research and development since it is a franchise of Coca-Cola company which doe all the research and development activities. The company has to follow manufacturing process strictly in accordance with Coca-Cola. However the company has quality controlled department for Maaza & Beverages Rimzim, separately to chick the quality of its products.

Company's Objectives and Goal:

Company's Mission must be turned in to specific objectives for each level of management in a system known as management by objectives. The most common objectives are:

1. Profitability
2. Sales Growth
3. Market Share
4. Improvement
5. Risk Diversification
6. Innovation
7. To satisfy the customers

MODUS OPERANDI:

The multinational soft drink companies carry out their business by licensing bottlers around the country or more technically franchising the bottles and supplying them with the syrup and training needed to produce distribute and sell the product and above all the most valuable asset, the trade mark.

Also Coca-Cola's main revenue stream is from the sale of concentrate to its bottles. In India, the sole right to manufacturer concentrate rests with its 100% subsidiary Coca-Cola Beverages near Pune.

A unit of concentrate makes 400 cases (of 24 bottles each) and according to an estimate generates income of Rs. 20 per case for the parent company.

Bottlers maintain their production line to Coke standard of 600 bottles per minute.

Today the two multinational operates in two ways:

- 1- COBO-Company owned bottling operation, and
- 2- FOBO-Franchisee owned bottling operation

COMPETITORS:

Since there is only one major competitor of the Coca – Cola i.e. Pepsi. There is some information about the Pepsi Company.

Pepsi Cola, Headquartered N.Y., is the refreshment beverage unit of Pepsi Co. Beverages and Foods, a division of Pepsi Co. Inc. Pepsi Co. Beverages and Foods at North America also comprise Pepsi Co`s Tropicana, Gatorade and Quaker Foods businesses in the United States of America and Canada also.

Pepsi-Cola non-carbonated beverage portfolio includes Aquafina, Which is the number one brand of bottled water in the United States, Dole single serve juices and some, which offers a wide range of drinks with herbal ingredients. The company also makes and markets North America`s best-selling, ready to drink iced teas and coffees via joint venture with Lipton and Starbucks, respectively.

Pepsi Co, Inc. is one of the world`s largest food and beverage companies.

The company`s principle business includes:

- **Frito-Lay snacks**
- **Pepsi-Cola beverages**
- **Gatorade sports drinks**
- **Tropicana juices**
- **Quaker Foods**

Pepsi Co Inc. was founded in 1965 through the merger of Pepsi-Cola and Frito-Lay. Tropicana was acquired in 1998. In 21001 Pepsi Co merged with the

QUAKER Oats Company, creating the world`s fifth largest food and Beverage Company, with 15 brands-each generating more than \$1million in annual retail sales. Pepsi Co's success is the result of superior products, high standards of performance, distinctive competitive strategies and the high level of integrity of their people.

Soft drink business is built on two pillars - Brands and Distribution. We present below comprehensive conceptual coverage of these and other key marketing concepts

1. Branding
2. Valuation of brands

3. Distribution
4. Marketing
5. Market Research
6. Market segmentation and positioning
7. Advertising and promotions

1. BRANDING:

What is a brand?

A brand is name, term, sign, symbol or design or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors'

A Trade mark is "a brand or a part of brand that is given legal protection because it is capable of exclusive appropriation."

Manufacturers can use their own brands (known as Manufacturers' brands) or brands of their distributors (Distributors' brands).

Why branding?

Manufacturers/ distributors use brand names for a variety of reasons from simple identification purposes to having legal protection for unique features of the products from imitations and help consumers recognize certain quality parameters. In some cases, brands are just used to endow the product with unique story and character which itself can be a basis for product differentiation.

Special importance of brands for soft drink products

While brands can represent all types of goods or entities, they have special importance for products. Brand equities are stronger in soft drink products as the consumer is reluctant to try unknown brands/ unbranded products for the following reasons

- These products individually account for a small part of household spending.
- Most of these products are for personal use.
- In many cases, it is difficult to differentiate a product on technical or functional grounds and therefore the consumer is reluctant to switch to an unknown brand.
- Successful brands generate strong cash flows, which enable the owner of the brand to reinvest a part of it in the form of aggressive advertisements/ promotions. This reinforces the perceived superiority of a brand.

How a brand is created?

Soft drink companies spend enormous sums on building a brand equity by way of

- advertisements/publicity
- free samples -low entry price
- promotions (schemes for dealers, consumers etc)

Advertisement and promotion can induce trials but for sustained loyalty, the manufacturer has to offer superior quality and value for money. Most successful brands are founded on a chance discovery of a new product/ process or assiduous research and development work. Major players invest in R&D on their existing brands and improve the product quality continuously to maintain their edge over competitors.

2. VALUATION OF BRANDS:

Value of a brand is represented by the incremental cash flow resulting from a product with a brand versus a product without a brand name or with weaker brand name.

Brand valuation is a complex process and involves a lot of subjectivity. There are no widely accepted techniques of brand valuation. There are several considerations which cannot be standardized or quantified such as

- To pre-empt competition from taking over a brand
- Synergy with the company acquiring existing brands/ businesses
- Strategic entry into a new product category
- Prevent damage to existing brands. Many a times stiff competition results in price cutting, aggressive promotions, lower margins for all the competing brands.
- Confidence in the acquirer of the brand to rejuvenate a languishing brand.

Value of an acquired brand:

In case of an acquired brand, price paid for the brand over and above the value of tangible assets, represents value of the brand. For accounting purposes consideration paid for the brand is typically broken up as follows:

Goodwill

Trademark and patents

Technology and know-how

Non compete agreement

Some of the popular methods for valuation of brands are discussed below

Bert technique (Intra-brand Pic) values brands based on following factors. It gives scores on each factor and values the brand as multiple of sales/ earnings based on the aggregate score.

- USP's of the brand
- Stability of the brand
- Markets namely the industry in which the brand is in use.
- International of the brand commanding a higher weightage than a local brand.
- The long term trends of the brands
- Brands receiving consistent investment are more valuable.
- Legal protection commanded by brands through registration and trade mark laws.
- Quality of support received by the brands.

Cost basis - The valuation is done by aggregating all costs incurred on a brand from the conception stage. These costs include market survey, research & development, launch and subsequent advertising expenditures. These costs are adjusted for inflation and present values are calculated. Then adjustments are made to provide for discount in case of a declining trend in the product life cycle or premium in case of ascending trend in market share and product life cycle.

Market value - Valuation at market price (the best bidder quote) can be at divergence from the fundamental value of the brand. For instance, a large company may pay an abnormally high price to protect its major brand or remove a nuisance from the market or derive synergies in its existing business. Such valuations are subjective.

Earnings model - In this method, valuation is done by identifying, separating and quantifying earnings that can be attributed to the brand and

capitalizing these earnings at a suitable discounting rate. The multiple would depend on several factors such as category growth prospect, emerging competition and brand's relative position, edge in terms of technology, strength of loyalty to the brand etc.

3. DISTRIBUTION:

Marketing or Distribution channel refers to the set of marketing intermediaries which manufacturer's link together to reach their products to the ultimate consumers.

Depending on the product, nature of market and manufacturers' resources/strategy, there can be one or more links between the manufacturer and consumer.

Manufacturer – Retailers

Manufacturer - Wholesalers – Retailers

Manufacturer - Stockiest - Wholesalers - Retailers.

Why use distribution channels-

There are several benefits for a manufacturer particularly in case of consumer goods to rely on these marketing intermediaries rather than develop one's own distribution network.

- *Efficiency in performing* the basic marketing task by these intermediaries who through their experience, specialization, knowledge of local conditions, contacts and scale, offer services.
- Which manufacturers can scarcely do on their own.
- *Cost advantage* most of these intermediaries in India are family owned outfits. Their cost of operations and overheads are substantially lower.
- *Focus*: Manufacturers can concentrate on their core activity and optimize return on assets.

RETAILING:

In India, there are over 5 million retail outlets dispersed all over the country. The retailing industry provides employment to over 18mn people. 1 out of every 25 families in India is engaged in the business of retailing. Ownership and management are predominantly family controlled. However in sharp contrast to developed countries, unit average size of a retail outlet in India is very small.

Organized retailing, however, has been a recent phenomenon and is relatively undeveloped. There are no large super market chains/ shopping malls. Consumers are unwilling to pay a premium for convenience shopping as their counterparts in the western countries do. While small chain stores called Apna Bazaars and Sahakan Bhandars, which offer products at reasonable prices, have been fairly popular, Department Stores and Food Stores are slowly gaining popularity. A large number of corporates have recently ventured into retailing.

The retail outlet in India can be broadly categorized as follows:

- Grocery stores
- General purpose stores
- Food stores
- Pan bidi shops
- Chemist/ drug stores
- Cold chains

The relative share of grocers dropped from over 50% in the early 90's to 35% in the late 90's. Chemist outlets on the other hand, have been expanding their product range to include high margin FMCG products from shampoos to ketchup. Pan-wallas are also emerging as full fledged consumer product outlets.

4. MARKETING:

Direct marketing:

In direct marketing manufacturers reach the consumers directly. Direct marketing can be undertaken in several ways such as mail order, own retail outlets, mobile vans etc. A new innovative approach to direct marketing viz multilevel marketing is becoming increasingly popular. Also gaining ground slowly is E-tailing i.e. selling products through the internet.

Multilevel marketing model:

Multi level marketing refers to direct marketing through an ever-increasing number of direct distributors. Independent distributors sell products directly to the consumers and appoint new distributors and train them. The distributor earns commission at two levels; one is his/ her own commission and two a proportion of commission earned by other distributors appointed by him/ her. None of these distributors are employees of the company.

Distributors are not allowed to sell these products to retailers. The company saves about 25% of realizations by eliminating retail channel, which is shared with distributors.

The company insists that the distributors should take prior appointment with the consumer. Personal interaction is not only convenient but adds value as customer get valuable advice on the product and how to use it .This helps in creating awareness and removing misconceptions like cosmetics are harmful for the skin.

Direct marketing (multi level approach) in persona care products is extremely popular abroad. In Brazil, about 60% of personal care products are sold through direct marketing. In India, direct marketing has been slowly growing. Word of mouth has a strong impact on purchase decision of a consumer, specially in personal care and

cosmetic products. Direct marketing has mainly been undertaken by the new MNC entrants (notably Oriflame, Avon). Hindustan Lever has also recently launched a new personal product brand *Aviance* which is sold directly to consumers exclusively by trained beauty specialists. Direct marketing has also been extensively used in marketing of household appliances like Vacuum cleaners. However given the widely spread geographical area in India, direct marketing cannot be easily used to build an extensive national reach and is more likely to be used as a supplementary channel.

5. Market Research:

Market research activities encompass studies on:-

- market characteristics
- measurement of market potential and size,
- market share analysis,
- competitive products,
- new products acceptance/ product preference,
- sales (region wise, consumer wise etc) analysis,
- short/ long term sales forecasting,
- advertisement effectiveness
- post-shipment data (actual shipment by manufacturers),
- retail stores audit (actual sales at sample outlets)
- trade feedback and distribution,
- brand recall, point of sale material etc.

It requires skilled people for data collection as well as analysis. Several large consumer companies have in-house MR department. Most others retain specialized and professional MR agencies.

The significance of market research has increased considerably in the recent times as

- Size of operations of major players has increased to national and international markets.
- Marketing executives are physically away from the market and hence the need for flow of information.

- In the environment of increasing competition and multiple products competing for consumers' preference information about the market has tremendous utility.
- Information is required for segmenting the market and appropriate pricing and positioning of the products.

Market research approach:

Typically, a market research activity involves the following 5 steps,

Problems definition This forms the basis of research and failure to identify the problem precisely will result in finding *a correct solution for a wrong problem*.

Research design: The next step is to set out objectives of research clearly, determined data collection methods to finalize research instruments and sampling plan.

Field work: After finalization of research design, the actual data collection begins. It can be done by the agency on its own or through subcontracting to third parties. Data is collected by questionnaires/ direct interviews, telephonic interviews, simple observation etc.

Data analysis: The next step forms the heart of research activity. It involves extracting meaningful information from the data collected and analyzing the information statistically and also from business perspective. Statistical techniques include simple/ multiple linear programming models, time series, exponential series, regression analysis, simulation, Marko chain process etc.

Report preparation: The final step is to prepare a report, present major findings in a manner amenable to managerial decision taking. There may be some follow up and revalidation required.

TEST MARKETING:

Test marketing refers to testing out product and marketing mix with a small number of well chosen consumers which are representative of the target segment. Test marketing is frequently used by consumer companies, in contrast to industrial companies which prefer feedback through informal channels. Test marketing improves knowledge of target consumers, potential sales and is an effective tool to pre-test alternative marketing plan. In most products, it is important to check trial rates as well as re-purchase rates.

CONSUMER'S PANELS:

Consumer panels refer to a set of consumers with different demographic characteristics (so as to be representative of target population) who agree to co-operate in market research, typically for a consideration. Market research agencies and companies try to collect information on buyer's characteristics by introducing a new product to the consumer panels. The firm estimates trials as well as the repeat purchasing by this method. There are statistical models to forecast market shares, demand, brand switching etc.

7. **ADVERTISING AND PROMOTION:**

Advertising consists of non-personal form of communications. The communication is conducted through trade media under player sponsorships. Advertising aims at providing information about the product arouse demand for the product and emphasize on superior features of the advertised product over others. Players have to decide on overall advertisement budget, message and mode of presentation, type of media, timing etc. They invariably do post audit of advertising efficacy.

Promotions are of two types viz. **pull promotions** where consumers are incentivized and **push promotion** where dealers/ retailers are incentivized. There are several forms of promotion such as distributing free samples, discount coupons, gift offers for consumers and target based incentives and display

Schemes etc for retailers. Marketers also sponsor charity programmes, sports etc to promote corporate/ brand image.

DISTRIBUTION MANAGEMENT AT

Distribution management is a logistics control picture in order to dynamically control and synchronize the flow of materiel through the distribution pipelines, including retrograde and lateral distribution. The last part of the definition - retrograde and lateral distribution - is critical to future success and is often overlooked in distribution management schemes. Our ability to move materiel in any direction through the pipelines provides an economy of effort that actually becomes a force multiplier. In this manner, distribution management becomes a key enabler of logistics transformation, by reducing materiel requirements to only those that are needed and by leveraging stockage positioning to reduce the total cost of sustainment.

Distribution Management: - When you're operating multiple plants over a large geographical area, knowing exactly what you have and where it's located can be a tremendous competitive advantage. Frontier's Distribution Management components allow you to access real-time inventory and shipping information across your enterprise, as well as historical audits that can help with planning for the future.

With Frontier, you'll always know your inventory requirements and availability for every product, at every plant. You can instantly find transit status for parts and finished goods. Frontier helps you plan more efficient truck loading and shipping routes. You'll also enjoy shipping and billing that is tightly integrated from the initial sale through Accounts.

A definition of dynamic control is also required before we go further. Dynamic control is the distribution manager's ability to rapidly set and change priorities and modes of transportation in response to the war fighter's requirements. If Quartermasters cannot dynamically control the delivery of supplies and materiel, we remain at the mercy of the transportation system and will be forced into the comfort and expense of a stockage-based supply system.

DISTRIBUTION MANAGEMENT PRODUCT MODULES

Advanced Forecasting
Advanced Pricing
Advanced Stock Valuation
Agreement Management
Bulk Stock Valuation
Enterprise Facility
Planning Inventory Management

DAILY SHIPPING ACTIVITIES AT *Cola-Cola's BSR*

(Bonded storage area)

1. Daily report
2. Physical stock verification
3. Full movement report
4. RG 1
5. Leakage and Breakage Report
6. Stock covered with tarpaulin
7. Shipping office house keeping

EMPTY-

1. Check for pending ERA
2. Breakage report
3. Physical stock verification
4. Breakage handing over to store
5. House keeping of empty yard

INDIA DIVISION

The Head quarter of India is at Enkay Towers, Udyog Vihar; Gurgaon. Coca *Cola* became 3rd largest FMCG from zero in India in just 8 years. There are 40 producing units across the country.

There are 5 regions in India viz., North, South, West, and East Andhra Pradesh.

The company operates in two types of Bottling operations viz.

1. COBO (Company Owned Bottling Operations) - In COBO, the Company owns the unit and is a property of India.
2. FOBO (Franchisee owned Bottling Operations) - FOBO is operated by Bottlers, who are given license by the Company to bottle its products on their behalf.

THE NORTH REGION:

The headquarter of Northern Region is at JMD Towers, Regent Square, Gurgaon. It comprises of Delhi, Western UP, Eastern UP, Jammu & Jaipur units. It has 9 production units viz, Delhi, Jaipur, Kanpur, Varanasi, Dasna, Mundka Depo, Jammu, Delhi FOBOs & East-West UP FOBO. It is the largest region in India with 1313 employees

"COMPARATIVE ANALYSIS OF COKE & PEPSI"

The soft drink market all over the world has been witnessing a neck to neck battle between the two major players, Coca-Cola and Pepsi since the very beginning. the thirst quenchers are trying hard to have the major chunk of the pie of carbonated soft drink market. Both the players are spending their energies in building capacity, infrastructure, promotional activities etc.

Coca-Cola being 11 years older than Pepsi has dominated the scene in most of the soft drink markets in the world and enjoying leadership in terms of market share. But the coca-cola people are finding it hard to keep away Pepsi, which has been narrowing the gaps regularly. The two are posing threats to each other in every nook and corner of the world. While coca-cola has been earning most of its bread and butter through beverage sales, Pepsi has a multi products portfolio with some portion from the same business.

The two warriors are face to face once again here in india with different strategies and tactics to attack the rival. Coca-Cola is focusing upon the joint ventures with the existing bottlers { fobo } franchise owned bottling operations to enhance its control on manufacturing and marketing of its products range and attain the quality standards of its class.

Countering it Pepsi has taken the battle in its own hands by floating as investment of \$ 95 billion to set Pepsi Company. India holdings, as subsidiary for { cobo } company owned bottling operations. Both the companies are following different path to reach the same destiny i.e. to fetch the bigger portion of aerated soft drink market. Both consider India a huge potential market, as per capita consumption here is a mere 3 serving annually against the world average of 80. therefore, they are putting in their best efforts to woo the Indian consumer who has to work for 1.5 hours to buy a bottle of soft drink. in comparison to the international norms minutes, a major hurdle to cross over for both the athletes for getting no.1 position comparison to the inter. coca-cola is well set with its 53 bottling sites through out the country giving it an edge over competition by processing a well-built bottling and distribution set-up. on the other hand, pepsi, with two more years in india, has been able to set an image of a winner in india and has been able to get the pulse of the india soft drink market. the soft drink giants are leaving on stone unturned and her for the long terms.

Coca-Cola has been penetrating the market through its wide product range with a determination to change consumption pattern of soft drink in india. firstly, they upgraded the whole industry by introduction 300 ml bottles, which in turn had given the industry a booming growth of 20% as compared to the earlier 5%. they want to develop a coca culture here and are working on a strategy to offer soft drink in every possible package. in coca-cola camp, the idea of competition has not come from Pepsi, but from the other beverages such as tea, coffee, nimbu pani, water etc. Pepsi is quite aggressive in its approach to Indian consumer. they are desperately working on the strategy to be winners in the hot cola war between two big barons. According to Pepsi philosophy, it's the madness that encourages executive to think, to conjure up those creative tactics to knock the fizz out their competition. Pepsi had plumbed a large on the visibility of its blue red and white logo. they have been going with aggressive marketing by putting Amir khan, Akshay kumar and their advertisement to endorse their brand, the role models for its targeted consumer the teenagers. they have increased the fizz in the market place by introducing the dispensers called fountain Pepsi and has been enjoying a lead over its rival there. Coca-Cola on the other hand, has been working on the saying slow and steady wins the race's side by retailing to every

more of its competitor. They have procured the shield of thumbs up with a handsome market share in Indian soft drink market.

Countering Pepsi's international commercial that used two chimpanzees to cock a snoop at coke, thumbs up come with the ad line, don't be bandar, taste the thunder. also thumbs up has been positioned now very near to that young image of Pepsi and giving it a tough time.

These cool merchants have put everything on fire. it coke got the status of the official drink of wills. world cup, pepsi blushed as nothing official about it. as thumbs up projected as 'saaree jahan se achcha' Pepsi was passionate enough with 'freedom to be' and now the "yeh dil mange more" when thumbs up came with thunder blast, the other offered 'Pepsi stuff card'. if red is meant for coke, Pepsi has chosen to be blue.

RESEARCH

METHODOLOGY

OBJECTIVE OF THE STUDY

Every arrow that hits the bull's eye is the result of miraculous view by taking this thing into Consideration Company has setup certain objectives which are given below:

- To know the market share of *Coca-Cola* brands in comparison to the Pepsi brands.
- To find out the constraints in the efficient functioning of Retailers.
- To identify the retailers problems.
- To Explore different methods to increase the market share of coca-cola brands.
- To know about the demand of coca-cola's brands so that company can reduce the over stocked of the goods & utilize stock as well.
- To study the preferences of customers by conducting a research.

STRATEGY USED- FOR ACIEVING OBJECTIVE

A common strategy was used for achieving the objective in the market covered.

The points taken into consideration are listed below:-

- 1) Visiting the retailer & assuring him of the benefit that they can get by selling & increasing the sale of the Coca-cola.
- 2) Listening to their problems related to Visi coolers, Wall painting, Glow-sign, Display board, Shelf, Rack etc. I communicated to the concerning authority for complete removal.
- 3) Where ever possible the problems concerning the retailers were solved immediately with the help of a customer executive, in the outlets itself.
- 4) The retailers were informed about the schemes & the various incentives available on the bulk purchase of Coca-Cola's products.

Fill up the questionnaire.

RESEARCH METHODOLOGY

This part of my report deals with the methodology followed to conduct the comparative study of the out late, operating selling brands of Coca-Cola as well as Pepsi.

Problem identification: - The main purpose of the project is to analyze the outlets in respect to the beverages.

Research problem that has been assigned to me is Analysis of market share of Coca-Cola & Pepsi, which is the most needed step for expanding the market of coca-cola. In this I visited to the owners of the outlets who didn't sale the coca so far and I had to convince them to start the sale of coca-cola's product in the market so that the company could increase its turnover.

By taking such a wonderful step coca-cola's folks not only wanted to know the position of coca-cola in the market they also wanted to increase their turnover so that they could take possible steps towards its growth because they think that the smallest of action is always better than the boldest of intention and the main need of the research was to bring coca-cola as the most active multinational company in the corporate world.

- **Aim of the research:** - To know the market share of *Coca-Cola* brands in comparison to the Pepsi brands.

RESEARCH DESIGN

I have used *descriptive research* design technique.

UNIVERS OF STUDY

The universe of the study undertaken is the District Bareilly.

SOURCES OF DATA

1. Primary data sources: -

Primary sources are used to make project efficient and fruitful.

- Observations
- Interviews

2. Secondary data sources: -

Certain secondary data sources are also used.

- (a) Business magazines
- (b) News papers
- (c) Web sites

DATA COLLECTION METHODS

When research studies are taken in practical life, then for collecting the information is also based on sample size. There are two important sources of collection of information.

- Sample
- census

In case the data are collected from each member of the population of interest, it is known as the census survey. If data are to be collected only from the some members of the population then it is known as the sample survey. But in case of sample survey for the accuracy of results the sample collected should represent the whole population in the perfect manner. And survey method is an efficient method when the population is very huge. But in my study I did convenience sampling and the numbers of respondents were more than 105.

Factors determining sample size- sample size really depends on four factors-

- The number of groups and subgroups within the sample that will be analyzed.
- The value of the information in the study in general, and the accuracy require of the results in particular.
- Cost of sample. Large sample size will require high cost.
- The variability of population.

SAMPLING

Sampling Design and Procedure

The study has been conducted at four following levels.

- Localities
- Retail outlets

Seven localities of Bareilly district were selected for Data collection. The basic criteria of Selection the localities was to select some urban and some rural part of Bareilly. The main focus was on the availability of cold drink, facilities provided by the manufacturer like Chilling Equipments, Chairs, and Umbrellas Boards.

Data collection: - The main source of data collection was primary data, which was collected by observation, & interview. And the other source of data collection was secondary data which was provided by the company and from other sources like magazines, news papers and web sites of coca-cola Company.

Sample Composition

When I was collecting the data, I choose some areas of Bareilly city and some from the villages of Bareilly. I choose these areas because I feel that I can get data which will fulfill the requirement of my research. I choose following areas for collecting the data-

1. C.B. Gang
2. Rampur garden
3. Shyamgang
4. Rajandra nager
5. DD. Purum
6. Janakpuri
7. Nakatia & Nariwal

Sample size: - Daily around **2-3** outlets were observed. Therefore the whole exercise took around 45 days. Almost all the respondent were very helpful and forthcoming with the information.

Total numbers of outlets surveyed were 107

METHODS OF SAMPLING

Basically there are two methods of sampling which are probability and non-probability. These methods are further classified also. These are the methods which pay a lot in the

research studies but selection of method is based on the type of research. These methods are given below-

A-Probability sampling-

- Random
- Stratified
- Cluster
- Systematic
- Multistage

B-Non-probability sampling-

- Judgment sampling
- Quota sampling
- Panel sampling
- Deliberate sampling

In my research I used Deliberate Sampling method for collecting the Data. It's a kind of Non-Probability sampling. This sampling method involves purposive or deliberate selection of particular units of the universe for constituting a sample which represent the universe. It can be called convenience sampling.

TYPES OF QUESTIONNAIRE

The questionnaire is the list of questions to be asked from the respondents. It also contains a suitable space where the answers can be recorded.

The term questionnaire usually refers to a self- administrated process where by the respondent himself reads the question and records his answers with out the assistance of an interviewer. This is a narrow definition of questionnaire. While in my study I asked the questions from the respondents and fill the questionnaire myself.

While preparing the questionnaire I thought to prepare a structured and non-disguised questionnaire so that the objectives of the study could be clear to the respondents.

Structured and non-disguised questionnaire: -

Most questionnaire studies made in marketing research are of this type they are structured and non-disguised. In this type of questionnaire only structured questions are taken into consideration so that the questions should be clear to the respondents.

Structured and non-disguised studies can be handled by telephone, mail or personal interview. But I chose to take interview of the respondents so that I could also observe the attitude of the respondents.

ANALYSIS

OF

DATA

STATISTICAL TOOL

I used simple *percentage formula* for finding the share of Coca-Cola and used Bar- Charts, pi-charts for graph analysis.

Diagrams

Preference of flavors

Flavors	No of Respondent	Percentage
Cola	15	50
Lemon	05	17
Orange	10	33
Total	30	100% APP

Note:-

This graph & table show the most popular flavour of cold drink is Cola. It was found that 50% respondents likes the cola flavour.

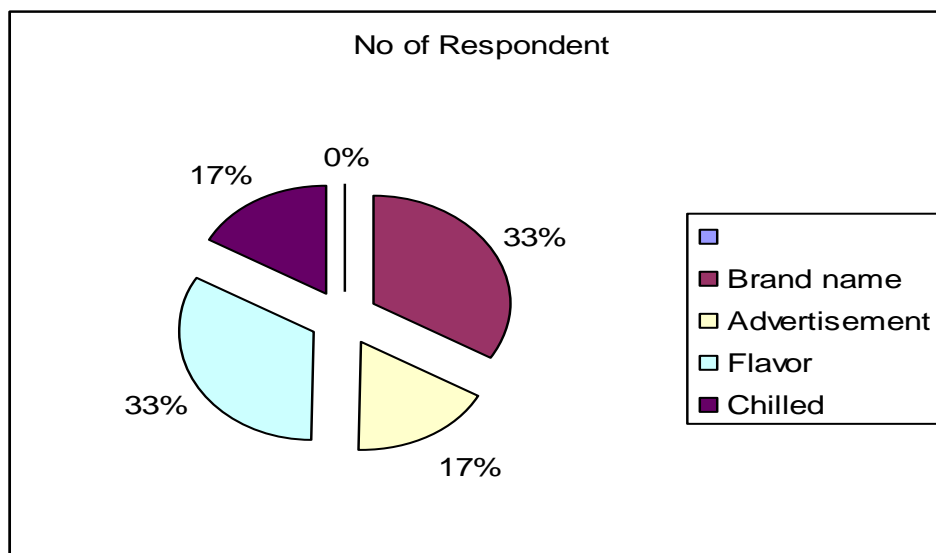
Preference of Brand name

Note:-

This pie chart shows that 70.2% people go with the brands And only 20% people said no for the same.

Factors Influences choosing particular Brand

Response	No of Respondent	Percentage (%)
Brand name	10	33
Advertisement	5	17
Flavor	10	33
Chilled	5	17
Total	30	100



SHARE OF COCA-COLA IN SOFT DRINK MARKET

COMPANY	Coca-cola	Pepsi
No.	18	12
PERCENTAGE	60	40

Note:-

The above table and chart shows the market share of the Coca-Cola Company and the Pepsi are 60% & 40% respectively. It is on the basis of sales.

COCA-COLA PRODUCT ON THE BASIS OF SALE

BRAND NAME	Thumps up	Sprite	Fanta+maaza	Coke+limca
No.	10	5	10	5
PERCENTAGE	33	17	33	17

TIMELY SUPPLY OF COCA-COLA PRODUCT

YES	18	60%
No	12	40%

WARM DISPLAY

COMPANY	Coca-Cola	Pepsi
No. of outlets	20	10
PERCENTAGE	66.6	33.3

Findings of study

Findings are very essential these can often help us in performing at our best, expand beyond our limits and achieve the things that would otherwise astonish us.

The topic horizontal expansion was assigned to me in whom I got a miraculous opportunity to find the things regarding coca-cola's products but to expand the market of any company is very anguish work. These are the certain steps taken by the company which can make or mar the future of the company.

With the help of given project company's folks are also benefited because they got to know lot of beneficial things and I am very pleased that they assured me that the findings

given by me will be taken into consideration seriously. There are certain findings which are given below-

- Enlargement of market
- Sale of coca-cola's products in the market
- Most likely product
- Expedient business starting time
- Most gravitated chilling equipment
- Image of coca-cola in the market
- Company's sales per annum
- Availability of brands in market
- Complaints by outlets owners

1- Enlargement of business: - Enlargement of business was an important part of the study. In this part I got to know that coca-cola's market is pervading with rapid growth. I found an important point after getting responses from the customers that every year the business of coca-cola is increasing with sufficient growth. I also got to know that many of the owners of outlets were interesting in opening the sale of coca-cola in next season because they told that the sale reaches on the culmination only in the summer season. By getting such responses I found that the company must manufacture more in summer so that the company can earn the maximum profit but I was also puzzled to get to know that some of the owners were also interested in selling coca-cola in winter but these kind of responses I found at only those places where mostly population is educated. So I can suggest the company to manufacture the products in winter also. Eventually I can state that the expansion of coca-cola's business is up to the mark.

2- Sale of coca-cola's product in market: - during the project it

Was really important to get to know about the sale of coca-cola's product in the market so that I could know the position of coca-cola in the market and as well as market share of coca-cola. I got to know that most of the owners were interested to sale the products of coca-cola in comparison to Pepsi. I got that owners were interested in selling the products of coca-cola because they were satisfied with the quality of coca-cola's product. I also got to know that customers demand the coca-cola's product that is why owners were interested in selling the products of coca-cola.

3- Most likely product: - there are several products which are being manufactured by the company. But during the study I got responses from the customers that there is one product of coca-cola which is most liked by the customers. That product is thumps up. A thump up is the most likely product. So in my study I want to suggest to the Company that company should consider the possible consequence that why other products are not equally liked by the customers.

4- Expedient business starting time: - most of the owners of outlets wanted to open the sale of cold drinks in the summer season because they thought to get high sale in summer season only. I started my project in the month of June which is near about last month of cold drinks sales season. That is why I got responses from the owners of the outlets that they wanted to open the sale in next season. So the most important finding is that the company should approach to the new outlets owners in the beginning of the season. It means that the most appropriate months of approaching the customers are march-April. If company takes possible steps towards the expansion of business then company should approach to the customers in suggested months only so that company can reach on the vertex without wandering here and there.

5- Most gravitated chilling equipment: - there is some chilling equipment, company is offering to the owners of the outlets. But after study I got to know that the sale of chilling equipment is totally depending on the type of outlet. If any owner is doing business on large scale then he needs defrizer if any one is doing business on medium scale then he needs family fridge and

some owners are also doing business on small scale then they need ice box. Chilling equipment is basic need for the business of cold drink but the important think is that most of the owners of the outlets want family fridge because the family fridge takes small place to set. So I can state that the most gravitated chilling equipment is family fridge. The cost of family fridge is in the market worth rs.9000 while company is providing it only in rs. 6000. But after getting responses from the customers I was astonished that some of the owners did not want to purchase any kind of chilling equipment from the company because they wanted to use their own family fridges which were being used in their families. The fridge which is being provided to the owners was of Spice Company. Finally I got to know that the most gravitated chilling equipment was family fridge.

6- Image of coca-cola in the market: - to get more from business you need put more efforts in the business, this is the simple concept adopted by the company. They always follow it. After working for two months in the market I got to know that coca-cola has wonderful image in the market in comparison to other cold drink companies. After getting such miraculous responses from the customers regarding coca-cola I got to know that coca-cola has also miraculous image in the market. Because the owners of the outlets told me that the quality of coca-cola's products is very good that is why they like coca-cola. I tried to get to know that why they like coca-cola then I found that quality is the most important factor in favor to the company. Some owners told that they like coca-cola because of good services provided by the company time and again while some outlets owners told that they like coca-cola because they get good margin on the sale of coca-cola's products. Finally I found that overall image of coca-cola is better in the market in comparison to other companies.

7- Company's sales per annum: - when we got to know that company has good image in the market then automatically it is clear that the sale of the company will also be perfect in the market. During my study I got to know that in my area of study sale of coca-cola's products was up to the marks. As I found that in my area of study the sale was 5 to 6 lacks rs. Per annum. And I think that the sale of this much amount in only one area is fine. But the

important think is that the sale of coca-cola's products varies product to the product. The sale of some products is more than other products.

8- Availability of brands in market: - there are several brands which are being sold by coca-cola in the market like coca-cola, thumps up, limca, sprite, fanta and maaza etc. but the important think is that how many of brands are easily available in the market. After study I got to know that among these brands few are easily available while few are difficult to get for outlets owners. When I got responses from the owners then I knew that limca and maaza are difficult to get. They told during communicating with me that they do not get these two brands from the distributors easily while there is a huge demand for these brands also. While working on my topic I found company must solve this problem as soon as possible because these kinds of things can make or mar the market condition of any company. If company takes it into consideration frequently then company must try to improve its distribution system. Finally I want to conclude that that company should try to provide all the brands to the owners so that these two brands can also be easily available to the customers.

9- Complaints by outlets owners: - during working on the topic I got to know that some customers were very hostile they were complaining about the company. When I tried to get to know then I found that few owners of outlets were not satisfied with services provided by the company. They were complaining about the distribution system of the company. Distributors at different-different areas were not working up to the mark. I found that the behavior distributors were not good and they do not deliver goods to the outlets owners at the right time. Some owners were telling about the schemes which were not being provided to the particular area. So there are certain problems discussed above must be taken into consideration by the company as soon as possible.

SWOT ANALYSIS

STRENGTH:

- ➔ Coca-cola Potential brands position in the market.
- ➔ Good quality and innovation of product for long term customer relationship.
- ➔ Good advertising campaign, and brand ambassador.
- ➔ Advertisement campaign more effective and change punch line make. Emotional touch with customer and retail.
- ➔ High investment in research and development.
- ➔ Coca-cola has a good market share.
- ➔ Segment of coke product to every age group.
- ➔ To satisfy of retail or through schemes SGA, display.

WEAKNESS:

- ➔ Lack of proper distribution in many areas.
- ➔ Lack availability 1 it & 1.5 it product pack.
- ➔ Lack supply of Kinley water in the market.
- ➔ Rising No. of date dealers that will wrong effect in market condition.
- ➔ Retailers are not getting schemes at the time.
- ➔ No distribute enough signage to retailers.

OPPORTUNITY:

- ➔ Coke is able to capture large mkt. Share.
- ➔ More monopoly counters of coke brand.
- ➔ To improve market mix (Product, price, promotion, place).
- ➔ To increase the sale of Kinley water.

THREATS:

- ➔ Pepsi is the major competitors, that means watch myopia in the market every time.
- ➔ Pepsi have captured major market of 500 *ml*, 1.5 & 2 lt.
- ➔ Retailers divert to pepsi because they are getting good schemes and SGA signage.
Increase local brand in the market.

FIELD EXPERIENCE

The success of any survey depends upon the quality and integrity of the surveyor who collects the basic data by expressing the subject under the study and on the respondents who provides the data required by filling up the questionnaire .The accuracy of the data collected solely depends upon the cooperation and truthfulness of the person who is being interviewed.

Keeping this in mind i have tried my best to collect the reliable data. During this process I came across a Variety of experiences some interesting and some bitter ones.

After knowing the utility of the survey some of the respondents filled up the questionnaire sincerely whereas some of the other was not interested in it. However, most of respondents were friendly and cooperative and willingly filled up the questionnaire with utmost sincerity and to best of their knowledge.

Barring few exceptions I had a pleasant time with respondents. I hope that the respondents did not feel the interview insipid and boring.

I got the opportunity to interact with different people of different areas in Bareilly City

LIMITATIONS

- A number of retailers (pan shops) being illiterate, it took us lot of time in collecting information.
- The mere information which we get from the retailers is not sufficient to arrive at a conclusion.
- There could be bias on part of consumers while providing the information regarding the product and company.
- Shortage of time on part of retailers and consumers was also a constraint.
- The retailers in many cases are required to answer the questions.
- The sample size of retailer's consumers is small.
- The respondents may be biased on influenced by some other factors.
- Time and money were the greatest limitation in carrying out the survey.

SUGGESTIONS AND RECOMMENDATION

Suggestions and recommendations are very important for any company given by any one because company can derive various benefits from the suggestions which are suggested. During my study I got to know lot of things about the company. Like a coin which has two faces everything has two faces in the study I also got to know about positive and negative faces of the company. There are various areas where company has to improve for retaining the customers.

I got some points which have to be improved by the company's folks. These points are given below-

- 1- low range of products
- 2- Distribution system.
- 3- Bad chilling equipment services.
- 4- Price discrimination in market
- 5- Low price of competitor's fridge.
- 6- False assurance.

1- Low range of products: - As I studied in study that there are several products which are being provided by the company to its customers. Like coca-cola, thumps up, sprite, maaza, fanta and limca etc. but during my study I found that there are some products which are available in the market easily while some products are not available easily to the outlet owners. These brands are specially fanta and maaza. So I want to suggest to the company folk that they must provide all the brands to the outlet owners according to their demand so that the owners can provide these brands to the final customers easily. For maintaining the supply of these products company must produce these two brands in the perfect manner. Because these kind of things also effect the goodwill and image of the company. So I want to suggest that as soon as possible company's folks must remove this problem so that the customers of the company can get any brand of the coca-cola at any time from any shop in the market. The worse impact is that if the final consumers of the company do not get the products of their own choice then they can switch off to the competitors and there will be worse effect on the sell of the company. So this is the point of big concern which must be taken into consideration as soon as possible.

2- Distribution system: - I think that distribution system plays a lot in every walk of company's life. As I got to know during my study that there are several problems in the distribution system of coca cola so I want to suggest some solutions but before giving my solutions it's very important to get to know about the problems in the distribution system. During my study when I met certain owners of outlets then I got to know that they are facing several problems in their business because of bad distribution system. As they told that they do not get their orders at the right time and they face loses because of late delivery. And they also told whenever they go to the distributors with their problems they do not get solution. I got to know that there is problem in the logistic system of distributors sometimes outlets owners are also false assured by the distributors. Through my personal experience I can judge that distributors of the company do not take care of the retailers and this thing affects the goodwill and image of the company. So the things which are discussed above can be said the problems of the distribution system. Now I come on my suggestion part, I want to suggest that company must remove this problem the distribution system as soon as possible. For this company's folks must train the distributors of the different-different localities that how to provide better services to the retailers so that they can deliver goods to the customers at their needs and this thing will help the company to improve its image.

3- Bad chilling equipment services: - like the human body which cannot live without food same as the sale of cold drink is not possible without chilling equipments perfectly. During my study I found that the services of chilling equipments are not up to the marks. The owners of outlets order for the chilling equipment but they do not get it at the right time with them. Sometimes it also happens that the small shopkeepers are denied by the distributors for the supply of small chilling equipments like ice box. The reason is that the distributors are not benefited too much from the sale of small chilling equipments. I was also astonished to get to know that owners of out lets are false assured regarding chilling equipments. They are told by the distributors that they will get chilling equipments free of cost. When I met the owners of out lets then they complained regarding this problem. So I want to suggest that company must take this problem into consideration. This problem can also be removed by conducting some research in the market. I want to recommend that if this problem will not be removed briskly than there is a probability that the outlets owners who are selling coca-cola's products they can switch off to the Pepsi.

4- Price discrimination in the market: - the one of the most important suggestions which I want to give is price discrimination in the market. During my study I got to know that there is price discrimination in the market. Some outlets owners told that are getting the goods at different-different prices; they also told that they are getting the products at lower prices from the open market. It was very difficult to convince the outlets owners for the sale of coca-cola's products at the actual prices which are decided by the company

because they are getting the same products from the market at lower prices. So I want to suggest that this is the hazardous problem which is going on in the market regarding coca-cola's products. I want to suggest to the folks of the company to remove this price discrimination from the market. If this problem will be running in the market continuously then it will affect the goodwill and image of the company and it will be very difficult to expand the market of coca-cola. I want to give advice that a research must be conducted so that the reasons can be found behind this problem. As I got to know this the problem because of open market dealings in the market. This can be removed by stopping such kind of dealings if any owner of outlet want to purchase the products of coca-cola then he can purchase from the distributor of the locality where the outlet is situated. If this thing will continue in the market then it might harm the profitability of the company also. So it is very essential to solve this problem and company can follow the suggestions given by me.

5- Low price of competitor's fridge: - I thought to suggest regarding this point also because thing is also reducing the market of coca-cola. During my research I got to know that the owners of outlets were complaining the higher price of the fridge given by the company to the owners of the outlets. Because of this thing they were saying to close the sale of coca-cola because were getting the fridge of Pepsi at lower price. So I want to suggest to the company that it must reduce the prices of the chilling equipment so the company can enhance its market power in the market of cold drink. I found that there is difference in the price of fridge of coca-cola and Pepsi. The price of family fridge of coca-cola is Rs.6000 while the price of Pepsi's fridge is Rs.5000 only. That is the reason that outlets owners were not interested in purchasing the fridge of coca-cola. It will be beneficial for the sale of coca-cola to decrease the price of family fridge. If it happens then the company can recover its part of profit from the increasing sale of the products.

6- False assurance: - I also want to give my suggestions regarding this problem. While working in the market I found that the owners of the outlets were suffering from the false assurance given by the distributors of the company. They assure falsely regarding chilling equipments, regarding company's banners and boards of advertisement etc. distributors assure falsely and tell to the owners of the outlets that they will get chilling equipment free of cost but in reality it does not happen no owner gets any chilling equipment free of cost. I was puzzled because some of the owners were very hostile regarding this type of false assurances. Some distributors give false assurance regarding banners and boards of the coca-cola free of cost but the owners of the outlets do not get these types of banners until they continue their business minimum for one year. So I want to suggest that this problem must be suggested as soon as possible so that the goodwill of the company can be continued.

CONCLUSION

From this summer training and project titled "**Comparative study of Coca-Cola & Pepsi**" in **Coca-Cola Bareilly**. I have learned a lot about real practical work being done in the market I have also watched & learned the practical applicability of the various things that we have studied theoretically.

I observed on the basis of survey in Bareilly city that **Coca-Cola** Bareilly emphasis on market share in order to become the **No.1** brand in soft drink industry the report was finds out the availability of different flavor and packs.

Cola-Cola adopt a good customer relationship management, it is focus on the, segment of the product because each segment is affected by different sets of factor which hamper or enhance sales. Each segment had its own Pros & Cons. So we have to understand the various segment of soft drink industry that which flavor is existing more in the market, Such as Thums-up strong brand of coke which is more popular in young generation. I also observe about fate dealer, sub dealer, monopoly counter & its marketing strategy. Such as fate dealer is influence wrong direction to the market. They are supply product at high margin with low scheme.

As we know till now since ill soft drink industry the concept of brand loyalty is not in that shape in which it is in countries. So company could take some steps to be

to have a good report with the retailers why supply them regularly and provide them with other monetary benefit.

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