

Effectiveness Of Distribution Chanel Of Pepsi Products Lumbini Beverages Pvt Ltd.

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INTRODUCTION:

OBJECTIVE OF THE STUDY

Management is a course which teaches the student to get the work done properly from different available sources viz. man, machine, material, money etc. So there can be a satisfaction from the organization side and the workers side who play a significant role in achieving success. So far the fulfillment or the management course, it gives emphasis to project work and students learn how to plan in practical terms rather in terms of theory only. Student tends to develop analytical and problem solving skill. We necessary become motivated and competitive, in fact all the learning that goes on for the two year term become so much the part of our thinking that we developed a well all rounded personality.

The following are the objectives and purpose of the study-

i) For the fulfillment of Post Graduate Diploma in Management (PGDM) program as realized by the Academy of Management Studies, Dehradun. (AICTE approved)

ii) To care and contact with the working of an organization and to see the different types of marketing activities. The main emphasis is on the distribution Channel aspect of the organization.

iii) Whatever the subject taught in the class room of PGDM course that is completely theoretical. So during the training period we compare how the marketing research (sales) activities (practical) of our organization with the theories.

iv) Find the depth and width of distribution channel adopted by Lumbini Beverages Pvt. Ltd. Hajipur and compare them with those followed by competitors.

v) To ascertain the consumer brand perception of cold drinks with respect to price, product, quantity and advertising.

IMPORTANCE AND RELEVANCE OF THE STUDY

Cold drinks were started with the idea of quenching the thirst of the persons traveling. It

was also felt that reliable good water was not available everywhere. So people would really on their packed bottle and with this idea its makers made these drinks available mostly, at those places where water was not available i.e. on highways and long distance trains.

But slowly and slowly with its beautiful taste these become very popular and now they are available not only in the market and street corners, but also people have started keeping it in their house.

The credit of popularizing the soft drink goes to Coca Cola. This was the drink which is liked by all ladies, gents and children. Now day's soft drinks are quenching thirst looks more often; they are taken due to habits.

Gold Sport is considered as the first branded soft drinks, established 53 years ago before all empowering Coca Cola faced competitions and its euphoric image built up in the western countries helped it get ready clientele and clamor. Parle Export Pvt. Ltd. is regarded as the first Indian Company introducing Limca a lemon drink complementary to it this has also introduced Cola Pepone which was withdrawn in the face of tough competition from Coca Cola.

When Coca Cola bid a Farwell in 1977, Indian market was open for various new forward publishing different brands in the markets. Parle people introduced their Cola, Thums Up with a mighty saying "Happy days are here again" as if happy days went away with Coca Cola. Pure drinks of Delhi also without lasing much introduced pure drinks were producing and marketing Coca Cola earlier Campa Cola with Campa orange and Campa lemon. Modern

Bakeries entered the market with Double Cola Seven, Mohan Makings with Merry & Plkup and McDowell with Thrill, Rush and Sprint. This is Indian market where there was no competition and high voltage advertising was on each one was trying their best to become number one company with 'A' class product in the field of Soft Drink business. Now after a long gap government of India had given permission to Coca Cola, which joined with Parle to do business in India. They are trying their best to regain prestige which it had before. The much rival of Parle is Pepsi an American concern. It started business on the Indian soil just a few years ago.

Today, it has occupied 62% shares of Soft Drinks market in India. Now Pepsi is going all out to prove that they are the best. But now due to some factors competition among them has become stiffen. So in this way the important activities have increased.

SCOPE OF THE STUDY

The main scope of this study is to ascertain the effectiveness of channel of distribution and various methods to increase the sales volume of the concern. The methods include regular information to the buyers creating a brand position in the market and taking measures to make the brand remain in its position. One of the important aspects of this study is also to increase the market segment for the product.

METHODOLOGY USED IN THE STUDY

"Marketing Research is the systematic designing, collection, analysis, and reporting of data and finding relevant to a specific marketing situation facing the company."

The present study of Soft drinks markets in all over Patna is based on survey methods. In survey methods, there are two types of survey. One is Census Method and another is Sampling Method. In this sample survey methods I have taken only a small part of the whole and data collected from the small part are made applicable to the whole i.e. I have taken Patna and some adjacent area of Patna like Danapur, Patna City etc.

Within the time limit, I tried my best to select the sample representative of the whole group. During my training, I maintained different chart for different routes during my dealer survey. I have collected data from the distributor of Patna.

In interview schedule I used multiple choice question and ranking system questions.

LIMITATION OF THE STUDY

As I was asked to carry on my vocational training I found the following limitations during my training period. So I could not collect all information regarding my topic.

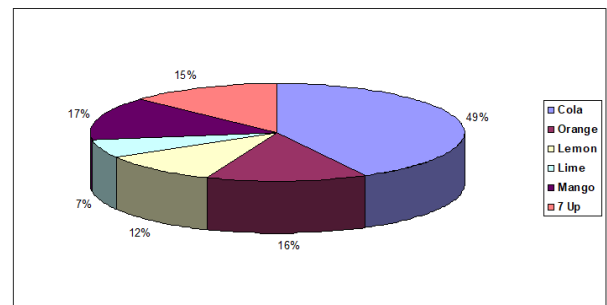
- i) Shortage of time factor was one of the biggest constraints.
 - ii) Most stress was given on the primary data as it was difficult to collect secondary data from the organization and distribution since it is difficult to ascertain the authenticity of their statements.
- All the observation and recommendation will be made on the feedback obtained from survey.

DATA ANALYSIS & INTERPRETATION

BRAND PREFERENCE

Pepsi products are most popular brand but Coke products are very dear brand of consumers due to advertisement.

After the collection of different views from consumer which includes, servicemen, students, and businessman and observing the sale of Pepsi products. The research has calculated the preference consumption of different Pepsi products by the people of PATNA.

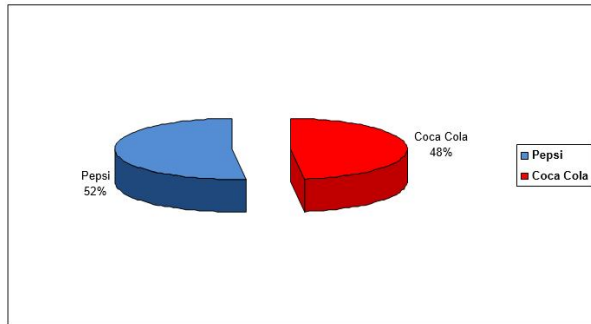


STUDYING THE MARKET POTENTIAL

The market potential is an estimate of the maximum possible sales opportunities present in a particular market segment and open to all sellers of a good and service or during a stated future period. A market potential indicates how much of a particular product can be sold to a particular market segment. Market potential can be determined by measuring the sales in different areas.

The data has collected from 100 outlets, which are situated in different areas of Patna. According to that, the per day sale of Pepsi Products is 154 carats and the per day sale of sale of Coke Products is 148 crates.

Per Day Sales in Crate of Products



SUGGESTIONS

Lumbini Beverages Pvt. Ltd. should introduce some change in its marketing function and advertising to market more rational. The following factors to be worthy of consideration:-

1. A complain Register should be provided by the company to every distributor in every route so that, retailers/customers can write their problems. The complain register should be checked by consumer executive and depot in charge at time to time.
2. A clear notification should be given to teach distributor and each route agent to give cash memo (with printed number) and maintain route card for every transaction.
3. Proper care should be given the company's employees at the time of scheme close. Signature of scheme receiving on the cash memo should be taken and it should be also maintained in route card. Claim of scheme should

be passed after the deeply study of above three points i.e. difference between opening stock and closing, signature of scheme receiving on the cash memo and sells maintained in the route card.

4. Some retailers keep other companies products in the Pepsi's fridge, while is provided by the company. To check additional scheme be given in every month, in the peak seasons After the checking of Pepsi's Fridge (3or 4 times in every month) if It is found that retailer does not keep other companies products in the Pepsi's Pepsi fridge the claim of scheme should be passed . Thus we can improve/increase its sell and employee's activities.
5. There is no electricity problem in the whole area of Patna. For chilled soft drink, ice box which is compulsory and dredge both should be provided by the company.
6. The numbers of outlets are too much. So it is required to short the route and extra vehicles/tricycles provide in this route.
7. Facilities provided by the company should be increased. Facilities requirements should be fulfilled in all the rural and urban area properly after deeply study for various aspects or retailers by the help of company employee and depot incharge.
8. Number of tricycle can be installed at various place like public during the peal hours i.e. evening and busy roads and chowks near the town`s commercial centers. Care should be taken to install these tricycles under a

shady tree where providing relief from heat to the prospective customers as well as the vendor.

9. All these tricycles targeted the tired and thirsty consumer on the road and other place, care should be taken that soft drinks in the ice box are always chilled and ice readily available.
10. The vendors must be taught to be polite to the consumers.
11. The vendors can also be provided with uniform by the company in order to give them visibility.
12. An appropriate name should be given to these tricycles and proper advertisement thus giving them some sort of identity.
13. In winters, as the sales from these tricycles may be very low because of seasonal factors Beverages Pvt. Ltd. should think of introducing such packs of its various brands of beverages.
14. It is vital to take for "Lumbini Beverages Pvt. Ltd. that maintain the performance of Pepsi in future therefore performance of soft drink was very good in this year in comparison of coke.
15. Now a day with the introduction of tetra packs such as fruity, Tree Top etc. So Lumbini Beverages Pvt. Ltd. should think of introducing such packs of its various brands of beverages.
16. Lumbini beverages Pvt. Ltd. should be provided in the rural area also.
17. Coke is the only competitor of Pepsi. So we should try to keep every

information about Coke i.e. prices scheme, policy etc. always it will help in Decision making.

18. At last only this can be said that these suggestions are not totally but even partially can be used by the Lumbini Beverages Pvt. Ltd. it would be a pleasure for me and is certain that if these are carried out by management, it will be helpful in establishing the Lumbini Beverages Pvt. Ltd. on a more stronger footing

CONCLUSION

In the earlier chapters of this report on various aspects of soft drinks industry with particular reference to establishment of "Lumbini Beverages Pvt. Ltd." Its organizational structure and channel of Distribution Lumbini Beverage Pvt. Ltd. etc have been studied Present chapter is an attempt to summarize the whole report and present a view suggestion.

From the data analysis and survey conducted by me, I arrived at the following conclusions:-

- (1) Pepsi has the entire flavor i.e. Cola, Lemon, Orange, Mango in the market and its market share is comparatively more than Coke.
- (2) The majority of the retailers deal in all brands of Pepsi and Coca-Cola.
- (3) One of the major drawbacks of Pepsi products is that all the flavors do not reach at each and every retail outlets but competitors products do reach that is why competitor enters into Pepsi exclusive outlets.
- (4) The major problem faced by the distributor is the shortage of supply particularly in rural areas.

- (5) Distributor functions just as order takes; they should contribute me and communicate to the retailers.
- (6) It should be checked that whether our products is reaching to the outlets timely and regularly or not.
- (7) Although the Visi-cooler, Sign board/Display rack and Glass strength provided by Pepsi are more than Coke but still there are number of retailers, who are either not having these or others have provided them .
- (8) There is irregular in the supply of Visi-cooler, some retailers, which sell more are not provided Visi-cooler which some retailers, which sell less, are provided visi-cooler.
- (9) Some of the Visi-cooler provided by Pepsi is not functioning properly, complaints regularly, are entertained after a long time.
- (10) Most of the retailers are in need of board but not provided by the Pepsi Company.
- (11) Most of the retailer's especially small retailers have complained that the sales man does not inform about any sales promotional scheme.
- (12) The big retailers of Pepsi do not maintain the purity in the Visi-cooler and dictate their own terms and conditions

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