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**Market Opportunities using by Indian Beverage Companies
(With reference to Hindustan Coca-Cola Beverages Pvt. Ltd)**

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Introduction:

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 a new thumps 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. Coca-Cola is a cola (a type of carbonated soft drink) sold in stores, restaurants and vending machines in more than 200 countries. It is produced by The Coca-Cola Company and is often referred to simply as Coke. Originally intended as a patent medicine when it was invented in the late 19th century by John Pemberton, Coca-Cola was bought out by businessman As a Griggs Candler, whose marketing tactics led Coke to its dominance of the world soft drink market throughout the 20th century. The manufacturing of the soft drinks began in the 1830's. The soft drink industry was seasonal business in the early days, operating the primarily during the summer months. Gradually, demand grew for soft drink to be consumed in the home. Automatic vending machines began to appear in the 1920's, one again changing the business of soft drinks. Vending machines and fountain dispensers led the way to the expansion of soft drink to industrial outlets. New technology helped soft drink bottlers meet going consumer demand by significantly increasing the product availability. The mushrooming demand for the product resulted in the growth of the soft drink industry. Inventors of the soft drinks spread their products across by opening a few strategically placed bottling facilities so franchise agreements. Responding to consumer demand, industry rolled out soft drinks in cans and introduces diet beverages to the market. Carriers were develop for convenience and ease in

taking soft drinks from the store to the home. Development of new flavours, sale of cans products in vending machines and invention of polyethylene Terephthalate (PET) bottles followed. The soft drinks market in India till early 1990's was in hands of domestic players like Thumps Up, Limca etc but with opening up of the economy and coming of MNC players, Pepsi and Coke, the market has come totally under their control. Coca-Cola is the one of the biggest leading company in beverage sector in Vizag and its main competitor is Pepsi. In Vizag, Coca-Cola is producing several brands like Thumps up, Coca Cola, Sprite, Limca, Fanta and they have come with their new brand Minute Maid Pulpy Orange. Pulpy orange is the sixty year old brand in China but for India it is new. Apart from this company also produces products like Kinley soda & water and Bonaqua new water brand.

Objectives of the study:

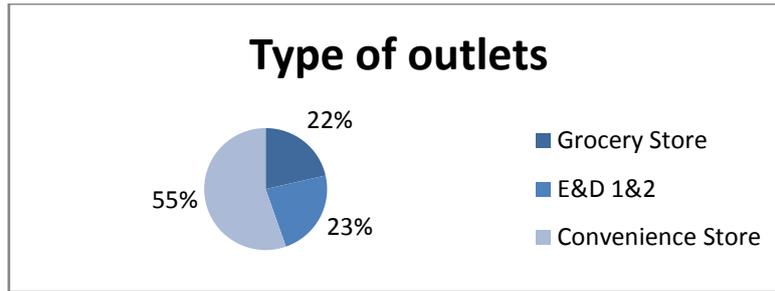
- To know effectiveness of the marketing strategy, sales promotion and distribution of Coca Cola in market.
- To ensure the availability and visibility of product and to sell more in the same outlet that increase the sales.
- To study the drive productivity by improved standards/Cooler productivity and Brand coke billing reflected in GREEN.

ANALYSIS

1. What type of outlet do you hold?

Type of Outlets	Number					Percentage
	SD	NN	KP	SN	Total	
Grocery Store	5	2	4	5	16	19
E&D 1&2	6	2	1	0	9	19
Convenience Store	11	3	8	9	31	62
Total	22	7	13	14	56	

Graph-1: Type of outlets



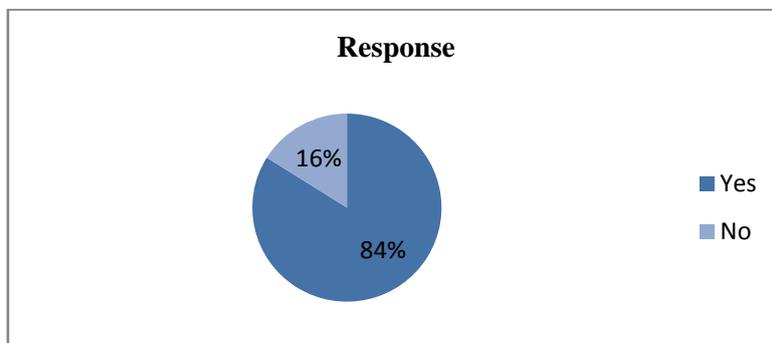
ANALYSIS:

In this Graph Convenience Stores are 55% in percentage whereas E&D Bakery and Grocery Store are of 23&22%.By knowing the above graph it is very obvious that the visited area included more number of Convenience Store and hence our more effort was to en rolls these stores to expand the business.

2. Do you deal with beverages?

Response	SD	NN	KP	SN	Total	Percentage
Yes	16	5	12	14	47	56
No	6	2	1	0	9	44

Graph-2: Outlets deal with beverages



ANALYSIS:

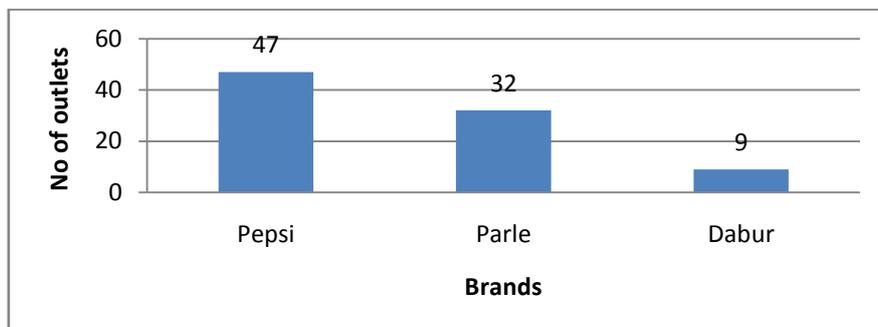
Among non Coca Cola Outlets 84% outlets are deal with beverages and 16% Outlets do not deal with beverages.Here I tried to convince those outlets also which were not interested but only in few cases I got success. If Company comes up with good profitable scheme then may be these outlets can be enrolled with the Company.

3. If yes which brand do you keep?

Percentage of Outlets Holding Other Brands

Brands	SD	NN	KP	SN	Total
Pepsi	16	5	12	14	47
Parle	12	3	8	9	32
Dabur	4	2	1	2	9

Graph-3: Percentage of outlets holding other brands



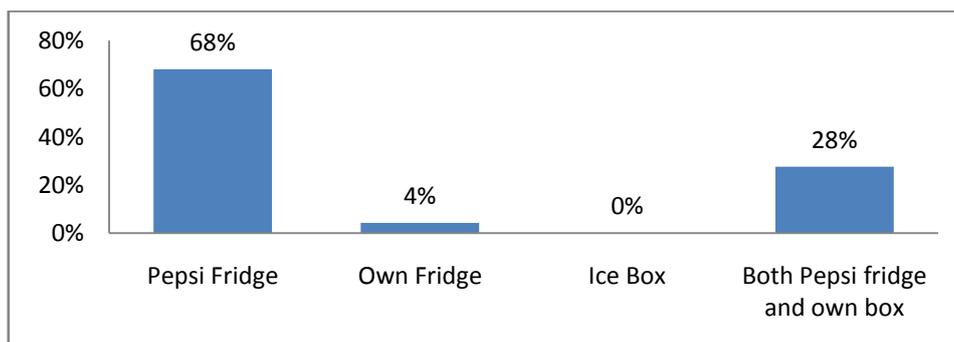
ANALYSIS:

In Market most the outlets keeps Pepsi Products. Among 47non Coca Cola Outlets 47 Outlets hold Pepsi Products and 32 Outlets and 9 Outlets keeps Parle and Dabur respectively. Most of the Outlets were keeping Pepsi products the reason behind it may be Coca-Cola Company have not approached them still or may be that particular area have less demand of Coke Product.

4. What is the chilling equipment you use?

Chilling Equipment Uses by	Numbers	Percentage
Pepsi Fridge	32	68%
Own Fridge	2	4%
Ice Box	0	0%
Both Pepsi fridge and own box	13	28%
Total	47	

Graph-4: Chilling equipments used by retailers



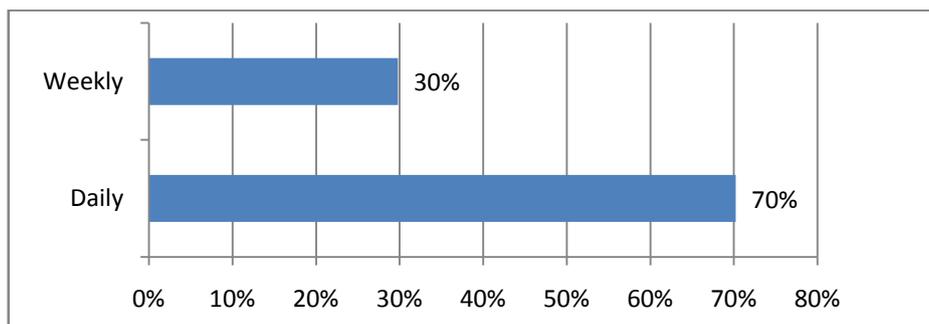
ANALYSIS:

From the above graph it is analyzed that Outlets keep mostly Pepsi and their own Chilling equipment. Pepsi fridge holding outlets are more than outlets holding own fridge holding outlets and only no outlet Ice box out of 47 outlets & both Pepsi and own ice box are 13 in number.

5. How often do you order for the products?

Frequency of Placing Order For The Products		
Days	Number	Percentage
Daily	33	22
Weekly	14	64
TOTAL	47	100

Graph-5: Frequency of placing order for the products



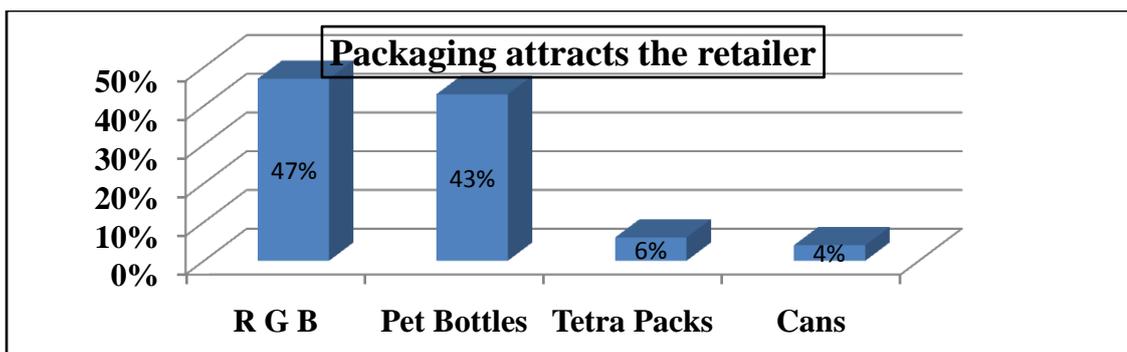
ANALYSIS:

14 Outlets order weekly 33 Outlets Daily and no Outlets ordering Monthly. Commonly outlets order for Daily basis for replenishment.

6. Which type of packaging attracts the retailers to open the outlet?

Packaging attracts the retailers		
Particulars	Number	Percentage
R G B	22	47%
Pet Bottles	20	43%
Tetra Packs	3	6%
Cans	2	4%
TOTAL	47	

Graph-6: Packaging attracts the retailers



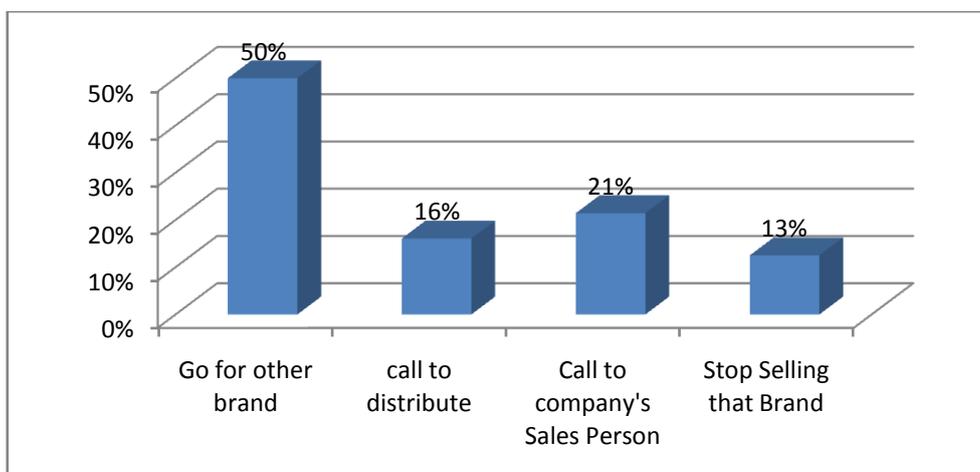
ANALYSIS:

By knowing above graph, R G B is 47%, Pet bottles is 43%, Tetra packs is 6% and Cans is 4% contribution towards attracting the retailers for opening a new outlet. Here R G B is highest percentage and Cans having lowest percentage in attracting the retailers to open a new outlet.

7. What do you do if a brand which you prefer is not delivered to you on time?

Response of The Retailer If Product is not Delivered on Time		
Response	Number	Percentage
Go for other brand	28	50%
call to distribute	9	16%
Call to company's Sales Person	12	21%
Stop Selling that Brand	7	13%
Total	56	

Graph-7: Response of the retailer if products is not delivered on time



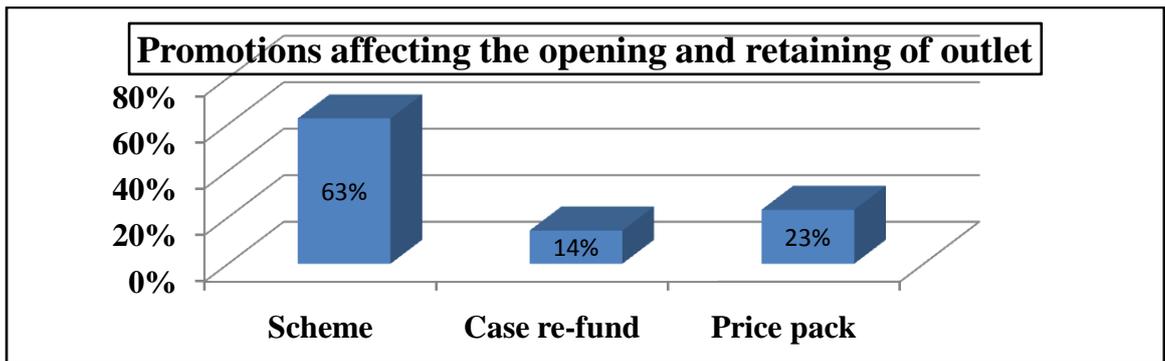
ANALYSIS:

Among 56 Non Coca Cola selling Outlets 50% Outlets said that they will go for other brand whereas 13% said they stop selling the Brand and 21% and 16% outlets said call to Company’s Salesperson and Distributor respectively.If brand product is not delivered on time then commonly outlets go for other Brand. But if demand is high for the same product then they try to contact company to get the Product on time.

8. Which of the following promotions affect the opening and retaining of outlets?

Promotions affecting the opening and retaining of outlet		
Schemes	35	63%
Case re-fund	8	14%
Price pack	13	23%
TOTAL	56	

Graph-8: Promotions affecting the opening and retaining of outlet

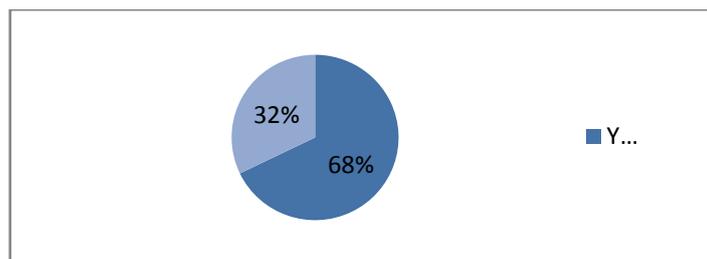


ANALYSIS:

By knowing above graph, Schemes 63%, Case re-fund 14% and Price pack is 23% effect on the opening and retaining of outlet. Here SCHEMES is having highest percentage and Case re-fund is having lowest percentage.

9. Would you like to do business with Coca Cola?

Graph-8: Start business with Coca Cola

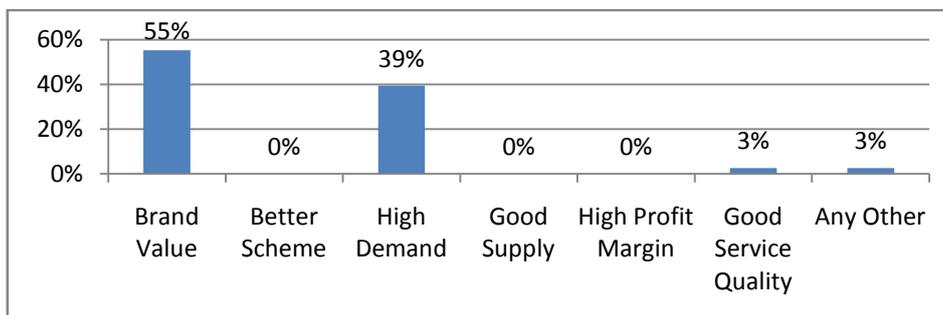


ANALYSIS:

68% of outlets willing and 32% aren't. Here we have major opportunities to start business with 68% outlets and persuade 32% outlets with best strategy to do business with Coca Cola.

10. If you wish to do business with Coco-Cola, give reasons for it?

Reason Behind Keeping Coca-Cola Products		
Reasons	Numbers	Percentage
Brand Value	21	55%
Better Scheme	0	0%
High Demand	15	39%
Good Supply	0	0%
High Profit Margin	0	0%
Good Service Quality	1	3%
Any Other	1	3%
Total	38	

Graph-12: Reason behind keeping Coca-Cola products**ANALYSIS:**

There are 38 new Outlets wants to go for Coca-Cola Products because of their Brand Value and High Demand. 3% see them as good service quality and other reasons. There are 38 outlets they want to do business with Coca-Cola Company and 55% & 39% Outlets they do business because Coca-Cola Product have high Demand. Still lack in better scheme, good supply and profit margin.

Findings:

- In Visakhapatnam region Coca cola Company products are having High brand value and demand. In Complex area most of the retailers are selling competitors product. They have some demands which can be satisfied by the company.

- In some outlets Coke RGB cases are available but carry other competitor products. Outlets are more concerned about schemes and price packs. Most of the Non Coca Cola Beverage selling outlets sell Pepsi.
- Most of outlets are interested in selling Coca Cola Company product. Supply is key factor effecting to grab the market share. In Visakhapatnam, market share of Coke is more than its competitors.
- Company is facing competition with local brands. They are providing same products with low quality in low rates. Many outlets are asking for fridges to sell Particular brand products. Pepsi market share is more in SRINIVASA NAGAR-SN.

Suggestions:

- Approach the Non Coca Cola selling outlets with best schemes. Clarify the outlets with regular benefits offered by the company.
- Improvements are required to offer better service for client satisfaction. Supply should be maintained to satisfy the demand which will decrease the sale of competitor products.
- Whenever the retailers have problems with their cooling equipment prompt after sales services can be provided.

Conclusion:

The objective is to know retailer's interest to sell beverages, Find out Demand over coco-cola products from the Retailers, to enhance the business opportunities, to study the competitor's market share and identify the key factors involved in the sale of Coca Cola company products .I like to conclude through the analysis that even though Coca Cola Company has high Brand value and Demand, but lack in providing the right schemes for outlets which are much more concerned about their profitable margin. The company should also keep a note on the services provided which ultimately enhances the Brand Loyalty. Supply is the key factor affecting the growth of sales. So the company needs to maintain the supply of products efficiently in order to satisfy the demand. I hope the above study will help the company to enhance the market share and growth of the company.