

Market Appraisal of Coca Cola Fit Cans In Visakhapatnam City

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ABSTRACT

The Coca-Cola bottling system grew up with roots deeply planted in local communities. This heritage serves the Company well today as consumers seek brands that honor local identity and the distinctiveness of local markets. As was true a century ago, strong locally based relationships between Coca-Cola bottlers, customers and communities are the foundation on which the entire business grows. To increase convenience and consumption, beverage manufacturers are constantly experimenting with new product packaging. Coca-Cola introduced new packaging that conveniently fits 12 cans or bottles on a refrigerator shelf. The Fridge Pack was first used by a regional bottler, which saw sales of 12-packs increase 25 percent with the new packaging. In addition to Coke, the bottler has also applied the concept to Dasani water bottles. The present study deals with the interaction with different retailers and assessing the market share of coca cola fit cans.

Objectives Of Study

- To study the market penetration of coke Fit Cans and its impact on sales in the market.
- To find out the present sales status of Fit Cans i.e, Thumsup, Coke, Diet Coke, Sprite, Limca, Fantaat the retail outlets.
- To ensure the availability and visibility of the product.
- To find out the sale trends of coke products and its effect on consumer value and satisfaction.

RESEARCH METHODOLOGY

The study includes primary and secondary data collection.

Primary includes the following ways-

- Observation
- Survey

The data was collected through a structured questionnaire.

Sampling unit: Owners of the retail outlets.

Sampling size: 76 OUTLETS

Population: 100 OUTLETS

Sampling procedure: Simple Random sampling.

ANALYSIS AND INTERPRETATION

1 Demand of cans

Table no. 1

Type of can	Respondents	Percentage
Coca-Cola fit can	140	70
Pepsi Slim can	60	30
Total	200	100

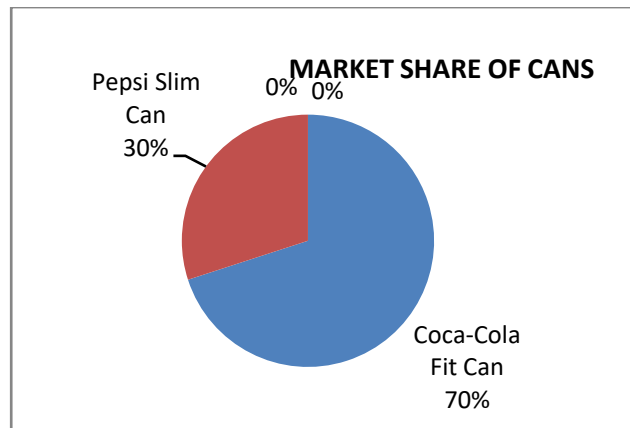


Chart no.1

It can be said that Coca-Cola fit cans has 70% market share where as Pepsi slim cans has only 30% market share.

FREQUENCY OF PLACING ORDER

Table no.2

No. Of cases	Respondents	Percentage
0.5-1	140	70
1-2	30	15
2-5	20	10
5& above	10	5
Total	200	100

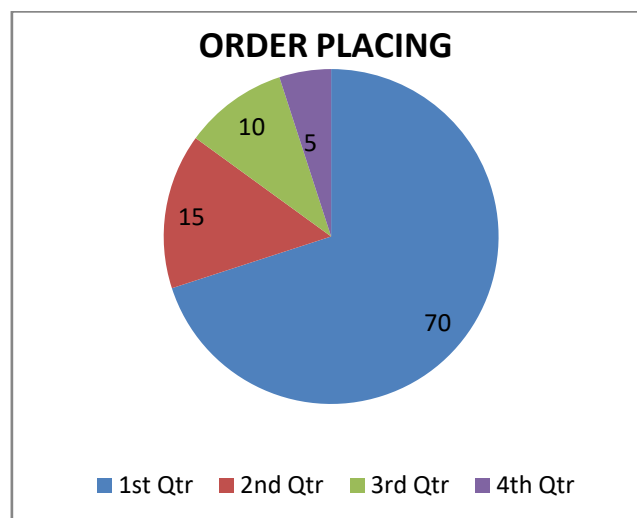


Chart no. 2

From the above table it can be said that 70% of retailers are placing order of 0.5-1 case, 15 % are placing 1-2 cases, 10% are placing 2-5 cases and 5 % are placing 5 and above cases of order.

EFFECT OF CHANGE IN PRICE AND QUANTITY ON CANS

Table no. 3

Opinion	Respondents	Percentage
Yes	80	80
No	15	15
Cant say	5	5
Total	100	100

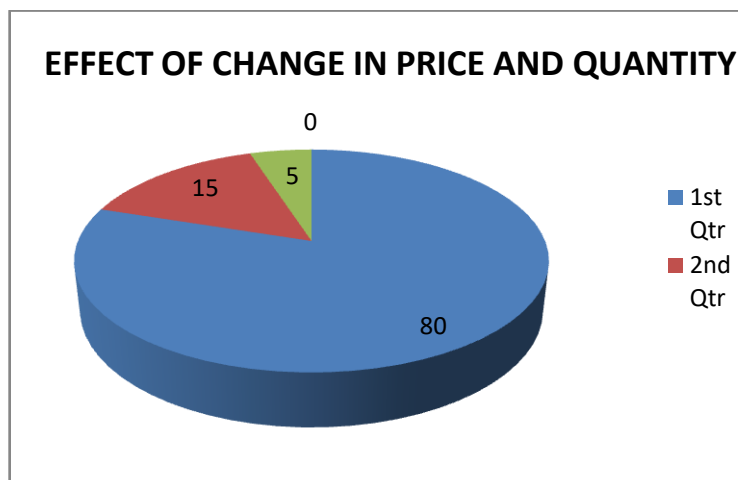


Chart no.3

From the above chart we can say that 80% of retailers said that change in price and quantity have effect on sales of cans, 15% of them did not agree and 5 % of them said they cannot say.

MARKET DEMAND FOR VARIOUS FLAVOURS OF CANS

Table no.4

Flavour	Respondents	Percentage
Coca-Cola	24	12
Diet Coke	40	20
Thumbs up	90	45
Sprite	16	8
Limca	24	12
Fanta	6	3
Total	200	100

It is observed that the market share for diet coke has 20%, coke has 12% ,fanta has 3%, while sprite has 8% and limca has 12% market share.

CHANNEL WISE AVAILABILITY

Table no.5

Type of channel	Respondents	Percentage
Convenience	20	10
E&D	30	15
Grocery-1	130	65
Travel	20	10
Total	200	100

From the above chart we can say that 65% fit cans are available in Grocery-65%, 15% , 10% in convenience, 10% in travel.

NON RED OUTLETS AVAILABILITY

Table no.6

Non red outlets	Respondents	Percentage
Own cooler	40	20
Shared with Competitor	160	80
Total	200	100

The study reveals that in non red outlets 80% of them are shared with competitor, and 20% of them have own cooler.

FLOOR STOCK AT THE OUTLET

Table no.7

No. of cases	Respondents	Percentage
1 case	150	75
1-5 cases	20	10
Nil	30	15
Total	200	100

From the above table we can say that 75% of retailers are maintaining 0.5-1 case of floor stock, 10% are maintaining 1-5cases of floor stock, and 15% are not maintaining any floor stock.

CONCLUSION

On the whole it is observed in the city of Visakhapatnam that Coca-Cola had a very high customer awareness and demand. Retailers are very much satisfied with market developers behavior. Retailers are not allowing market developers to keep visi-coolers pure. There are some loyal customerson who prefer selling only Coca-Cola. However More promotional offers have to be introduced. Coca-Cola Fit cans should be promoted more in order to increase the sales. New schemes should be introduced for retailers in order to promote Fit cans. Market developers should be given some amount which can be used to provide credit facility to some retailers. Coolers should be provided in petrol bunks so that it will generate impulse purchase as traffic will be more in petrol bunks like siripuramjunction. The Company

employees should make direct contact with the consumers, so that they may aware with real situation of the market and consumers attitude towards the product. For this they can arrange awareness camps in different locations like recently they gave free cokes in beach road. Floor stock must be maintained so that consumers can enjoy continuous supply.

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