

SYNOPSIS

Title: A STUDY ON TARGET MARKET, MARKET SEGMENTATION AND POSITIONING OF THE PRODUCT OR SERVICES COCA COLA

Abstract

Businesses may not be in a position to satisfy all of their customers, every time. It may prove difficult to meet the exact requirements of each individual customer. People do not have identical preferences, so rarely does one product completely satisfy everyone. Many companies may usually adopt a strategy that is known as target marketing. This strategy involves dividing the market into segments and developing products or services to these segments. A target marketing strategy is focused on the customers' needs and wants. Hence, a prerequisite for the development of this customer-centric strategy is the specification of the target markets that the companies will attempt to serve. The marketing managers who may consider using target marketing will usually break the market down into groups and to target the most profitable segments. They may adapt their marketing mix elements, including; products, prices, channels, and promotional tactics to suit the requirements of individual consumers. In sum, this chapter explains the three stages of target marketing, including; market segmentation (ii) market targeting and (iii) market positioning

INTRODUCTION:

The summer training programs are designed to give the practical knowledge of corporate world. Training is usually meant for such vocations where advance end theoretical knowledge is to be backed up by practical experience on the job and it is because of this reason that summer training programs are designed, so that the future manger must be ready to take the future responsibilities.

Being interested in the area of marketing, I selected Coca Cola, which is one of the world's leading brands and which has top four beverage brands in its portfolio of products. The marketing division, sales and distribution of the company are treated to be the best in the market. Thus, an internship in this company in marketing gives me an insight into the industry and observes closely the market dynamics.

During this period, I was given to find out the Evaluation and analysis of segmentation model of Coca Cola. I got the privilege of closely studying about the Target Market model which is one of the most successful marketing and distribution strategies implemented by Coca Cola.

MY ROLE IN PROJECT:

During the tenure of my project I have to work under the guidance of two executives of Coca-Cola in the marketing department of the company. One executive is Mr. Krishna kishore and other is Mr.Suryanarayana. There are a total of six routes which are under the management of my executive. Out of those six routes I am allocated three routes Dabagardens, Poorna market and K.G.H & Collector office routes. I am asked to study these routes. I have to go to these routes with the respective market developers of those routes. My work is to observe the various retail outlets and find reasons for low Target Market scores and find various factors which are making retailers to become customers of Pepsi. I also have to identify all the possibilities of activation and have to suggest the market developer. I have to report my findings once in every three days to my executives.

OBJECTIVES OF STUDY

- The main objective of this Target Market is to increase the sales of the company.
- To advertise the various products of the company.
- To find out the present sales status of Thumsup, Coke, Sprite, Limca, Fanta, Maaza at the retail outlets in the area.
- To collect data from retailers for the activation of new channels of distribution To study the pre-sale concept of the coke.
- To ensure the availability and visibility of the product.
- To analyze the effect of scheme

SCOPE OF THE STUDY

- By this study company can know its growth.
- This study helps the company to know their actual position in the market.
- Target market helps to find out the promotion activities of the company and help to make relevant changes according to their rivalry company.
- This study ensures the availability of the product in the market.
- The study helps to find out the problem of the counter and to find out the requirement for more sales.
- Target market helps to maintain the outlets in a well designed way to attract the consumers.

SIGNIFICANCE OF THE STUDY

- This project is helpful to find out the sale trends of the coke products and its effect on consumer value and satisfaction.
- This study provides an insight to the company that what kind of strategy must be adopted in order to increase the sales and satisfaction o the consumer.
- This project directly deals with the interaction of different kind of people.
- This study is helpful to find out the sales trends of the Coke products and its effect on consumers value and satisfaction

- This study provides an insight to the company that what kind of strategy must be adopted in order to increase the sales and satisfaction of consumers.

ROUTE VISIT:

During my project I visited three distribution routes of Coca-Cola. Market developer of respective routes use to guide me. During route visit my task is to clearly observe various retail outlets. I have to see whether various sale generating assets that are given by company for promotion is being used by the retailer properly or not. I have to report my findings and suggestions to my company project guide on the end of every third day.

Route visit along with the Market Developers helped me to know the importance of customer relationship management.

RESEARCH METHODOLOGY

The term Research is composed of two words Re and Search. Re means again & again, Search means search about new facts. Thus the term Research can be defined as a careful investigation or enquiry specially to search new facts in any branch of knowledge. The term Research refers to the systematic method consisting of enunciating the problems, formulating the hypothesis, collecting the fact or data, analyzing the facts and reaching certain conclusion either in the form of solution toward the concerned problem or in certain generalization for some theoretical formulation.

According to CLIFFORD WOODY, “Research is a careful inquiry or examination in setting the facts or principle, a diligent investigation to ascertain something.”

2.1.1 Methodology

Methodology is the systematic and objective identification, collection analysis, dissemination, and use of information for the purpose of improving decision making related to the identification and solution of problem.

During the course of conducting the study the information were gathered mainly through the primary sources. Conducting field survey by talking to the individual and the methodology used

in the survey was personal observation and interview with the consumer with the help of questionnaire.

DATA COLLECTION:

The task of data collection begins after a research problem has been defined and research design has been chalked out. While deciding about the method of data collection to be used for the study, the research should keep in mind two types of data viz. Primary and Secondary.

SOURCES OF DATA

a) Primary Data.

b) Secondary Data.

PRIMARY DATA:

The Primary Data are those, which are collected afresh and for the first time and thus happen to be original in character. Questionnaire method is used in order to give a structure to the entire study.

SECONDARY DATA:

The secondary Data are those which have been already collected by someone else and which have already been passed through statistical process.

The Secondary Data regarding the project was given by the company which was on various norms a retailer has to follow as per the 'red' program and information regarding right execution daily

Sampling plan:

Sampling unit: Owners of the retail outlets.

Sampling size: 100 outlets

Sampling procedure: Simple Random sample

Research instrument: Questionnaire

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

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