

“A Study on The Sales Promotion Activities”

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EXECUTIVE SUMMERY OF TRAINING

PepsiCo is a world leader in a convenient food and beverages in 2010, with revenues of more than & 60 billion and more than 4, 80, 000 employees. The company consists of Frito-lay North America PepsiCo Beverages North America, PepsiCo International and Quaker Foods North America. PepsiCo brands are available in nearly 200 countries and territories and generate sells and the retail level of about & 85 billion. PepsiCo is the world's premier consumer Products Company focused on convenient foods and beverages.

PepsiCo is India produces healthy financial rewards to investors as it provides opportunities for growth and enrichment to employees, business partners and the communities in which it operate. The project was undertaken under the guidelines of Orissa, Tripti soft drinks limited, an franchise of PepsiCo limited to survey the market of cuttack and outer cuttack in order to know the problems faced by distributors and the retailers and to recommend the company how to solve these problems.

1.0- INTRODUCTION

“Good marketing is no accident, but a result of careful planning and execution. Marketing practices are continually being refined and reformed in virtually all industries to increase the chances of success[4-7]. Marketing excellence is rare and difficult to achieve. Marketing is both “art” and “science” –there is constant tension between the formulated side of marketing and the creative side.” The world economy has undergone a radial transformation in the last two decades Geographical and cultural distance have shrunk significantly with the improvements in the production, transportation and communication. These advances have permitted companies to widen substantially both these markets and their supplier sources. And thus the role of marketing becomes wide.

Marketing is the specialization subject of MBA curriculum. When a flood of consumer products are coming into the market, every company needs people specialized in marketing to promote their product[1-3].

“Marketing deals with identifying and meeting human and social needs. One of the shortest definitions of marketing is “meetings needs profitably.”

The 21st century is the era of Advertising, Marketing and Sales Production; Marketing is to convert social needs into profitable opportunities. As it is said **“Marketing thinking starts with the human needs and wants”**. Apart from basic necessities of air, water, shelter and clothing, every person has strong desire for recreation and entertainment. They have strong preference for particular brand of basic and services.

Marketing serves as the link between the society's needs and its pattern of Industrial response.

Beverage industry is one of the fast growing industries in India. We can divide Beverages into two sections i.e. Alcoholic & Non-alcoholic. The non-alcoholic drinks are soft drinks that can be further classified Cola, Lemon, Orange, Mango and Apple segment[8-12].

1.1 INTRODUCTION ABOUT THE STUDY

I was assigned to study the promotional activities of Tripty Drinks Pvt. Ltd. Promotional activities play a greater and important role in the entire marketing effort being carried out by Tripty drinks Pvt.Ltd, “to generate more sales as well as to create and maintain an image of its product”.

Thus Tripty drinks Pvt. Ltd carried out its promotional activities as a controlled and integrated program of communication and material design to present its soft drink to the prospective customer. It also helps in communication the need satisfying qualities of soft drink, to facilitate the sales and eventually to contribute towards the profit in long range[13-17].

The tools used by Tripty drinks Pvt. Ltd, for fulfilling the various purposes of its promotional activities are the following:-

- Point of sale display
- Dealer's sales contest
- Sales promotion through special event market
- Advertising
- Incentives
- Games

Point of Sale Display:

A sensible man does not have to go far to find out whatever a common panwala knows that people buy with their eyes. Every item on sale in a shop is displayed in front where people can see it at first sight[18-22].

It is the same with all the shops and vendors in towns either selling consumer or selling soft drinks. Rather in selling a product like PEPSI display is more than help, it is an essential element because soft drink is bought on impulses on the spur of the movement. Thus the product is tested when it is brought at people's attention.

Dealer's sale contest:

Another method of sales promotion being used by the Tripty drinks Pvt. Ltd., through its distributors is to conduct dealer's sales contest during the peak seasons i.e. during April to July. In it the dealers are given prize in the form of cases of soft drinks. In the contest at first his or her respective distributors according to their categorize each dealer. And then each distributor fixes a target of minimum sale for each category to which every dealer according to his or her category has to achieve during the contest period.

The dealers achieving highest sales over and above the target set is giving the awards as under, the order of prizes announced are first prize, 2nd prize, and 3rd prize in terms of number of free cases of soft drinks which is Pepsi space club 2010 programme.

Special event market:

The dealers at special event sports place the banners and stall of Pepsi's product like picnic fates cricket test match, social are also used to cater the people. It helps in promoting the sale as well as in creating an image product[23-27].

Sales man contest:

Sales man contest are held to motivate the sales man. Sales man contest are held to motivate the sales man. Under the scheme salesmen are given monetary incentive on the basis of sale made in their given route.

Media planning:

A very important part of advertising is to decide the medium of advertising and how much to spend in each media:-

Newspaper & Magazines, Radio, TV, Hoarding, Product of sales materials (paintings, glow signs, D. Board)

Advertising is one of the important factors which all put together results sales. It has to be backed by the distribution network, effective servicing, dealer, goodwill and so on. Thus advertising has to be very carefully woven with the entire demands of marketing[28-32].

MERCHANDISING/ DISPLAYS

Proper merchandising and display at the store level promotes sales; it promotes the consumer to switch over to the displayed brand ignoring existing brand loyalties; it persuades him to buy “now” rather than latter; and it makes him buy more than the originally intended quantity. All these are essentially sales promotional functions. While advertising can only make a consumer aware of the product or generate a desire for it, merchandising/ display often motivates a consumer to buy a product instantly. Point of purchase displays are one of the most widely used sales promotions tools. With the proliferation of brands, innovative displays have become a prerequisite for success. In the store brands compete with each other for consumer’s attention[33-37].

Display Enhance Counter Pull

Display at the point of purchase can be rightly describe has a “clincher” in the marketing process. When awareness and interest has been created in the consumers mind through advertising and other promotional measures, a good display in the store can help to clinch a sale. The displays are also effective in inducing brand switching. A consumer normally goes to a retail outlet to purchase his usual brand. At the retail outlet, a good display of a competing brand can command his attention and he may buy the competing brand. In other word Good display can lead to impulse buying and brand switching. A good display is the surest way to attract the consumers. It pulls the consumers to the consumers. In fact, displays have their origins in the age old saying that “goods well displayed are half sold”.

Display can be of various types- window display, wall display, counter display, aerial display, or floor display, depending on where it is fixed. Display materials to constitute a large spectrum, like posters, dangles, stickers, mobile wobblers, steamers, balloons, etc. To enhance the display effect, manufacturers use several gadgets and approaches. Illuminated designs, motion displays, sky writings, etc., add to the display effect. Some companies organize display units locate them at vantage points within the store to attract store traffic. Skillfully designed and strategically located display units can enhance the sales appeal. More and more firms are going in for innovative displays to give their brands visibility in today’s crowded shop shelves[38-41].

Pepsi Cool Zone:

Pepsi, for instance, set up “cool zones” in outlets to create a visual effect. These zones house Pepsi display racks next to its visicoolers, both stocking the entire Pepsi range in a preset format- the products horizontally, at eye level, and in different sizes down the racks with selling price on.

1.9- SOURCES OF DATA

Pepsi space club scheme started in the month of may and it ended in the month of aug.. Every month Pepsi authorized auditor visits to those retail counters who were participating in this programme and examine the condition and filling the track sheet with retail owner’s signature and give the points to the respective retailer. In the month of July I myself and two others of my friends Debasis Mohanty and Smruti Patra were assigned in the area of Balasore. Mr. D.K.Singh, (TDM) of Tripty drinks (Pvt.) Ltd. had given this responsibility to us and helps us to make knowing the terms and conditions of Pepsi space club. We were given the area of Balasore in which there was 117 outlets who were part of the space club. We share these outlets between us for auditing and I am getting 117 outlets for auditing to this scheme. I had gone to 117 outlets in different part of Balasore town from station square, O.T. Road , Fandi Chhak, CentralSchool Square, Makalpur, I.T.I Square, Sunhat, Ranipatna, Bankakhajuri Chhak, Kacheri road, Fakhir Mohan Golai, Kadrabad, Motsahi, Dewan Patna, Cinema Bazar, Angar Gadia, and Congress Office Lane Square and others[42-43].

Most of the counters were betel shop, Omfed parlors, variety stores, sweets stall etc. For visiting 117 outlets it took me 9-10 days. Everyday I visited different outlets from 9 am to 1pm and also in evening.

Checking the conditions of space club in different outlets

To enter in one’s retail outlet, first thing I checked that whether the retailer displays the Pepsi soft drinks properly or not. If space club rack is provided to retailer then I first examined whether more or less 15 pet bottles are there in upper rack or not. Some of the counters are not provided with rack so I gave the points on the basis of how they display/show the Pepsi soft drinks in their outlets. If they display it properly then I gave full points to retailer. But in some cases I found it those retailers have space club rack but they do not put any pet bottles on this rack. In that case I gave less mark to retailer.

Second thing that I checked that whether 5 warm crate stacking remain stock outside the shop or not.

Thirdly I checked that in cold stock whether the Pepsi bottles stock remain greater than 60% or not. These are the three conditions, which I have checked properly and on the basis of that I gave points to respective retailers[44-45].

Besides that I have also checked that what is the stock of Pepsi product in retail outlets and how other soft drinks are displayed in the shop.

After examining the above conditions I filled the track sheet and also take owner's signature. For each counter it took me 5-10 minutes to interact with retail owners. Retail owners told about their problem and I was noticed their problem. At the end of the period I was submitted the final track sheet to our guiding faculty Mr. Deepak Das, CE (Balasore) of Tripty drinks (Pvt.) Ltd.

For each criterion there was 25 points respectively for 3 criteria means total 75 points and rest 25 points for volume achieved. Out of 100 outlets, 55-60 outlets were performed well and score good points but rest 40-45 outlets has not performed up to the mark so they got less point. If we saw the track sheet(which was already I submitted to the company) and analyses the data then we found that 55-60 outlets score 65-75 points, 20-25 outlets score 50 and rest 20 outlets score less than 50.

Some retail counters got good points in criteria 1 which is rack or showing pet bottles in their outlets. As the space club theme is Jo Dikhata Hai, Woh Bikata Hai! So for this it is very much essential that every retailer should fulfill criteria 1. Most of the monopoly counters, sweets stall and variety stores in the area of station square, O.T. Road, Fandi Chhak, Central School Square, Makalpur, I.T.I Square, Sunhat, Ranipatna, Bankakhajuri Chhak, Kacheri road, Fakhir Mohan Golai, Kadrabad, Motsahi, Dewan Patna, Cinema Bazar, Angar Gadia, and Congress Office Lane Square had properly display the Pepsi product in their outlets. At the same time some of the betel outlets and variety stores in the area of Makalpur, I.T.I Square, Sunhat, Ranipatna, Bankakhajuri Chhak, Kacheri road, Fakhir Mohan Golai, etc. had not properly show the Pepsi product in their outlet. So overall if we analyze the above conditions then we can found that Pepsi sales promotion scheme is quite successful in the Balasore town.

In most of the counters criteria 2 and criteria 3 which is warm crate staking and cold stock >60% were fulfilled but criteria 1 was not so much fulfilled. Most of the counters were without pet bottles and some of them keep less pet bottles means 2-5 pet bottles at a time. Some of them are display

properly and some of them said that they had lot of stock so they keep them inside the shop. So if we analyses the figures of the track sheet that I submitted to Mr. Das, and then we found that maximum 50% outlets score in criteria 2 and criteria 3. Less amount of outlets score good points in criteria 1. So in that case company needs to improve its communication with dealers for promotion purpose so that company should improve its sale for long time [40-43].

Outlet number	Points gain by retailer
62	75
30	60
15	50
10	below 50

Sales Promotional Schemes :-

Sales promotion includes advertising, publicity, media and frequency of exposure of public relation. The offering incentives adopted by the company are as follows:-

- Bonus offer
- Price discount
- Scratch card
- Coupons
- Gifts

Advertisement

Direct advertisement:

- | | |
|--------------------|-----------------|
| 1. Ad films | 4. Ad magazines |
| 2. Ad in radio | 5. Glow sign |
| 3. Ad on newspaper | 6. Hoarding |

Indirect advertisement:

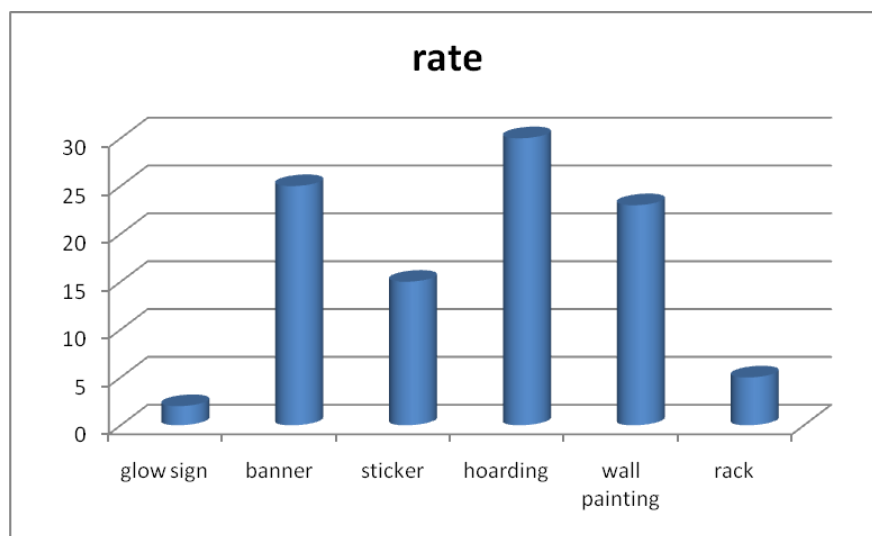
- | | |
|------------------------|-------------------------|
| 1. Wall painting | 4. Visi cooler painting |
| 2. Shop painting | 5. Merchandising item |
| 3. Push cart with logo | 6. Vehicle painting |

Promotional activities

Activities	Rate
glow sign	2
Banner	25
Sticker	15
Hoarding	30
wall painting	23
Rack	5

Interpretation:-

The company is using various promotional activities to catch the eye of the customers towards the outlets and to aware about the products. Company is using glow sign, banner, sticker, hoarding, wall painting, rack to promote their products[11].



1.9- LIMITATIONS OF THE STUDY

Many difficulties come in front on me while collecting the data as many retailers do not cooperate and searching of retailer outlet name was much more difficult as many of them were changed their outlet's name.

FINDINGS

The collected data which were analyzed came out with the following conclusions:-

- ❖ It is found that some outlets perform well in criteria 1 that is display the pet bottles in rack, they display properly in one area then some fails to do perform in another. The reason behind this is that they do not receive any kinds of rack or freeze from company for display the Pepsi products. Some retailers were saying that they have not so much space in their outlets to show the product and some other have space racks but they put other materials on it as they not aware about this scheme. Therefore the company needs to focus to rest 40 % who does not perform well in space club programmed.
- ❖ In various outlets the retailers were good response towards distribution of Pepsi. But some of them complain about the distribution. Some say distribution of Pepsi is not properly distributed in time.
- ❖ When they need pet bottles (7-up, Miranda) the distributor has not provided at that time.
- ❖ And the free offers or gift were not distributed properly to the retailer in which they face problem when customer demanded free gifts.
- ❖ Some outlets were complaining about the racks and freeze which is not given to them by distributor but some place there is good response. So more or less there is a good response of retailer towards Pepsi distribution.
- ❖ In the town like Balasore, Pepsi products are reaching to every corner (remote area) where not a single bottle of Coca-cola can be seen.
- ❖ Most of the dealers want glow sign and chilling equipments, which they are asking from long time.
- ❖ Most of the consumer doesn't like the taste of PEPSI due to its Sweetness and low fizz.
- ❖ Dealers are asking for the incentives and sales promotional schemes.
- ❖ Some dealers & retailers stops selling Pepsi products because they are not satisfied with the company, where Coca-cola fulfill some of their demand and got the opportunity to make exclusive counter for the soft drinks.

4.1-Suggestions

- ❖ First of all company will provide all its dealers and retailers to all sort of promotion equipment such as glow sign board, banner, rack, freeze, etc. in time so that they increase their sales which is benefited both retailer as well as company.

- ❖ The distribution channels need to be improving so that retailer/dealer will get soft drinks at time when they need[11-14].
- ❖ Salesman should have good interaction with the dealers, which result Company in increase in sales. Company executives should visit the counter on weekly basis. Executives should take the feedback from the dealers about the service of the sales man and the distributors
- ❖ Regular visit of technician is required to solve the problems of Freeze in the market at the right time.
- ❖ More improvement is required in the distribution network in the outskirts and in the remote areas, because in the peak seasons like summer the small dealers are taking goods twice or thrice and in between if the distributors could not supply them, the competitors will get the opportunities to supply the goods.
- ❖ The entire Pepsi product should be displayed at one place so that the customers can aware about the different brand of Pepsi. In the bus stand, railway canteen, highway the CAN and PET Bottles should be made available every time because the public are busy there and they cannot wait.
- ❖ Pepsi is a sweet and low fizz soft drink that everybody knows and so lots of people do not like so to catch the customers Pepsi should come out with more fizz.
- ❖ Few outlets are unaware about scheme so proper communication is necessary between distributor and dealers/retailers[44].
- ❖ There should be more focus on 100% availability so that Pepsi don't lose sales & market share.
- ❖ All mixed outlets which stock multiple products should be transferred to exclusive Pepsi outlets.
- ❖ More & more research should be made to find new segment & more profitable market for the product.
- ❖ Kids constitute the second largest segment of the soft drink market. So, more & more fun based advertisement for the brands should be necessary. Some life style based advertisement is also necessary.
- ❖ The company strategy should be made in such a way, that maximum no of consumer will prefer to consume Pepsi i.e. give importance to quality control, give more importance to public awareness and in advertisement.

- ❖ Dealers are the good intermediaries so the company should give more packages to the dealer, by which they can look towards the high sales of this particular brand.
- ❖ The company should start survey time to time to know the grievances of retailer as well as consumers.
- ❖ Sometimes absence of stocks annoys retailer and consumers, so company should keep a watch to the availability of brand.
- ❖ Promotional advertising must include some Indian stars (film & cricket).
- ❖ Supply chain should be enhanced more than 100%.
- ❖ Fountain should be provided to outlets, which is very much demand in market.

CONCLUSION

Pepsi & its Product Co. are the Profitable MNC's in not only India but also in the whole world. Its main competitor is Coca-Cola. Pepsi has built a reputation around the world as a major player in the soft drink market as well as the leader in the snack food industry. Currently they are facing stiff competition from Coca-Cola, but with their various marketing ventures as well as the selling of their restaurant franchises, Pepsi is poised to give Coke a definite battle in the future as to which cola consumers want.

Promotional activities play a greater and important role in the entire marketing effort being carried out by Tripty drinks (pvt.) Ltd., "to generate more sales as well as to create and maintain an image of its product".

Pepsi believes that "*Jho Dikhta Hai Woh Bikta Hai*" i.e. any product which is visible is bound to be sold. This method of sales promotion being used by the Pepsi, through its distributors is to conduct dealer's sales contest during the peak seasons i.e. during April to July. In it the dealers are given prize in the form of cases of soft drinks and gifts. In the contest at first his or her respective distributors according to their category each dealer. And then each distributor fixes a target of minimum sale for each category to which every dealer according to his or her category has to achieve during the contest period.

The dealers achieving highest sales over and above the target set is giving the awards as under, the order of prizes announced are first prize, 2nd prize, 3rd prize in terms of number of free cases of soft drinks and gifts.

Thus Tripty Drinks Pvt. Ltd carried out its promotional activities (**in the area of Balasore**) as a controlled and integrated program of communication and material design to present its soft drink to the prospective customer. It also helps in communication the need satisfying qualities of soft drink, to facilitate the sales and eventually to contribute towards the profit in long range and a great display will result in great sales and that is a 100% guaranteed way to add profits .So time to time this type of scheme will help the company to improve the sales in long time.

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