

Index

I)	Research methodology	
	(i) <u>Objective</u>	
	(ii) <u>Research Design</u>	
	(a)Exploratory	
	(b)Descriptive	
	(iii) Source Of Data	
	(a) Primary Data	
	(b)Secondary Data	
	(iv) Sampling Method Convenience Sampling	
	(V) questionnaire process	
	(Vi) presentation of data	
II)	Theoretical background	
	(i)Introduction Of The Project	
	(ii)market Potential	
	(iii)Strategy Formulation	
III)	Company introduction	
	(i)Company profile	
	(ii)Product List	
	(iii)List Of Competitor's	
	(iv)Region wise List Of Parties	
	(v)Organization chart	
IV)	Data presentation & interpretation	
	(i)Tabular & Graphical Presentation Of Data	
V)	SWOT analysis & finding's	
VI)	Conclusion & suggestion's	
VII)	Appendix	
VIII)	Bibliography	

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	(b)Secondary Data	
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	(V) questionnaire process	
	(Vi) presentation of data	

Research Design

“Research Design Is the arrangement of condition for collection & analysis of data in a manner that aim’s to combine relevance to search purpose with economy in procedure”.

(i)Types of Research design:-

a) Research Design in Case Of Exploratory Research Studies:-

Exploratory research studies are also termed as formulate research studies. Main purpose of such studies is that of formulating a developing the working hypothesis from an operational point of view. The major emphasis in such studies is on the discovering ideas & insights.

Generally following three in context of research design for such studies are talked about:-

- 1) Survey of concerning literature
- 2) The experience survey
- 3) The analysis of insight - stimulating examples

the survey concerning literature happens to be the most simple & fruitful method of formulating precisely research problem, & developing hypothesis , hypothesis stated by earlil workers may be evaluated as a basis for further

Besides, the bibliographical survey of studies, already made in area of interest may as well a s made by the researcher for precisely formulating the problem.

Experience survey means the survey of people who have had practical experience with problem to be studied. The object of such survey is to obtain insight into relation between variables and new ideas relating to research problem. For such a survey of people who are competent & can contribute in new ideas may be carefully selected as respondents to ensure representation of different types of experiences. The respondents so selected may then be interviewed by the investigator.

‘analysis of insight –stimulating’ examples is also a fruitful method for suggesting hypothesis for research it is a particularly suitable in areas where there is little experience to serve as a guide .this method consist of the intensive study of selected intense of the phenomenon in which one is interested.

For this purpose existing records, if any, may be examined, the instructed interviewing may take place, or some other approach may be adopted. Attitude of investigator, the intensity of study and ability of researcher to draw other diverse information into a unified interpretation are main features which make this method on appropriate procedure for evoking insight.

(b) Research Design incase of descriptive research:

In descriptive study the first step is to specify the objectives with sufficient precision to ensure that the data collected are relevant. If this is not done carefully, the study may not provide the desired information.

While design the data collection procedure, adequate safe guards against bias & unreliability must be ensured .which ever method is selected, question must be well examined and be made unambiguous; interviewer must be instructed not to express their own opinion, observer must be trained so that they uniformly record a given item of behavior .it is always desirable to protest the data collection instruments before they are Finally used for the study purposes. In other words we can say that “structured instruments” are used in such studies.

(ii) Sources Of Data -

The task of data collection begin after a research problem has been defined & research design plan chalked out .while deciding about the method of data collection to be used for the study ,the researcher should keep in mind two types of data viz primary & secondary . The primary data are those which are collected a fresh and first time, & thus happen to be original in character.

The secondary data, on the other hand, are those which have already been passed through the statistical process. The researcher would have to decide which sort of data he would be using(thus collecting) for the study & accordingly he will have to select one or the other method of data collection. The method of collecting primary & secondary data differ primary data are to be originally collected, while in case of secondary data nature of data collection work is merely that of compilation.

Collection Of Primary Data:-

I collect primary data during course of doing experiment in a experimental research but in case we do research of descriptive type & perform survey, whether sample surveys census survey , then I can obtain primary data & either through observation or direct communication with respondents in one form or other ,or another personal interviews.

This, in other words , means that there are several methods of collecting primary data , particularly in surveys &descriptive researches. important one's are: (i) observation method, (ii) interview method, (iii) through questionnaires, (iv) through schedule ,(v) other methods

Collection of secondary data

Secondary data means data are already available that is they refers to data which have already been collected & analyzed by someone else. When researcher utilizes secondary data , then I have to look into various sources from where I can obtain them. In this case

I am certainly not confronted with problem that are usually associated with collection of original data. Secondary data may either be published data or unpublished data.

- a) Various published data
- b) books
- c) report & publication's of distilleries

III) sampling

thus sample design are basically 2 types non probability sampling & probability sampling,

sample size:-

20 retailers & 56 distributors

non- probability sampling

non probability sampling is that sampling procedure which does not afford any basis for estimating probability that each item in population has of being included in the sampling. Non probability sampling is also known by different names such as deliberate sampling, purposive sampling , judgments sampling

in other words , under non probability sampling organizers of enquiry purposely particular unit of universe for constituting a sample on the basis that the small mass that they so select out of huge one will be typical or representative of the whole.

Probability sampling

Also known as 'random sampling' or 'chance sampling' , under these sampling design , every item of universe has an equal chance of inclusion in sample. It is so to say , a lottery method in which individual units are picked up from whole group not deliberately but by some mechanical process.

Random sampling ensure law of statistical regularity which state that if on an average sampling chosen is a random one, the sample will have same composition characteristic as universe random sampling from a finite population refers to thst method of sample selection which gives each possible sample combination an equal probability of being picked up & each item in entire population to have an equal chance of being included in sample.

Convenience sampling

When population element's are selected for inclusion in sample based on ease of access , it can be called convenience sampling if researcher wishes to secure data from, say , gasoline buyers , he may select a fixed number of petrol station & may conduct interview at this stations. This would be an example of convenient sample of gasoline buyers.

Questionnaire process

From basic aspect of measurements & meaning, we proceed to their application in designing the instruments for seeking & recording data . data may be obtained by either observing or asking for them , & form are needed for field use n both observation & interviewing. all this media for communication with respondents personal, telephone& mail relay data collection form known as questionnaires .

Steps for developing questionnaires:-

- 1) determine specific data to be sort
- 2) determine interviewing process
- 3) evaluating question content
- 4) determine response format
- 5) determine wording in question
- 6) determine questionnaire structure structure
- 7) determine physical characteristics of form
- 8) pretest-> revise -> final draft

a questionnaire is a simple formalized schedule to obtain & record specified & relevant information with tolerable accuracy & competitiveness. In other word it directs the questioning process & promote clear & proper recording.

Presentation

In three form

- 1) tabular form
- 2) pie chart
- 3) bar graph

Analysis method

- 1) percentile

CHAPTER NO-II

II)	Theoretical background	
	(i)Introduction Of The Project	
	(ii)market Potential	
	(iii)Strategy Formulation	

INTRODUCTION OF THE PROJECT

By assigning the project, the Sugar Factory wants to know the market of the factories brands. The project induces the competitors share in the given area by meeting to the dealer's retailers with special reference to country liquors.

This study is the modest effort in under tандиary retailers and dealer's attitude while selling the factory liquors products to the customers. The survey also includes the study of the velenrilous and dealers and brands they keep on their retail counters for sales, competitor's comparison and market share.

To study there factors in the context of factory liquor products questionnaires was prepared for retailers and dealers.

The information was administered and findings were framed based on information's received during survey.

Market potential-

Market Demand –marketer first step in evaluating marketing opportunities is to estimate total market demand. Market demand for a product is the total volume that would be brought by a defied customer in defined area time period in a defined marketing environment under a defined marketing program.

Market Forecast –only one level of industry marketing expenditure will actually occur the market demand correspond to this level is called the market forecast.

Market potential -

The market fore cast shows expected market, not maximum market demand .for the latter, we have to visualize the level of market demand resulting from a “very high” level of industry marketing expenditure, where further increases the marketing efforts would have little effect in stimulating further demand .market potential is the limit approached by market demand as industry marketing expenditures approach infinity for a given marketing environment.

Strategy formulation

The scope of the project is mainly categorized for the following points

Strategy formulation

- 1) Competitors study
- 2) Product study
- 3) Promotional tools

As above points cannot explain the scope of this project by only the specific terms so that I want to describe it in the following manner.

STRATEGY FORMULATION

As the basic objective of the project is to find out the market potential and assessment of retailers towards the product.

From relevant findings we can use this in strategy formulation when we are going to form a new strategy the assessment of retailer provide the information about the opinion of consumer and customer. On behalf of this we can form a future strategy and we can forecast the expectation of consumers and customer.

As far as the potential concern this will provides us a scope of our product that we can cover in future as we find the potential we can form a new game plan for our product to grab the present potential in the market.

This market potential shows the ways to grow and by doing some development we can grab that market it means it will also help in formulating new strategies.

COMPETITORS STUDY

This project also give a chance to study the main competitors in this market study was also done form that we come to know who is a market leader and who is a competitor from that we can start a study of main competitor in the resent market.

By doing market analysis we are able to find our competitor, their product, Policies, promotional tools, distribution network etc.

We can compare our qualities and limitation with the main competitor. This project also finds the qualities which is the consumer like in our product as well as in

competitor product it means it will provide a chance to study the competitor's products and qualities.

PRODUCT STUDY

As this project collects the information about the product it will cover the qualities of our product as well as competitor's product. It means this project has scope towards study of product.

This project finds specialties of company's product and competitor's product.

As the survey shows that our product has a less dust, sticks and similar size of cutting of tobacco leaf in each pouch. It is a specialty in our product.

In the competitors product we find that product is less strong and the habit of chewing the brand are their qualities on which competitor have brand loyalty in the customer.

As above said discussion shows that this project provides scope towards the product study.

The information about the product with beautiful girls sitting on the chair having glass on the hand looking at the customer with in front of the table bottle of the company. This pomp let should be place in the retailers shop media of advertisement.

From the above it will be clear that this project is also having a scope to find the effective promotional tool.

Research methodology has many dimensions and research methods constitute the part of the research methodology. Research methodology has a wider scope.

In research methodology logic behind the methods used in the context of research study is considered.

Why a research study is undertaken, how the research problem has been defined, in what way and the hypothesis has been formulated, type of data collected and method adopted for data.

CHAPTER NO III

COMPANY INTRODUCTION

III)	Company introduction	
	(i)Company profile	
	(ii)Product List	
	(iii)List Of Competitor's	
	(iv)Region wise List Of Parties	
	(v)Organization chart	

Chapter III- Company Introduction

COMPANY PROFILE

Introduction

Brief Profile:

Padmashri Dr. Vithalrao Vikhe Patil, the pioneer of Sugar Co-operative movement, who had a humble beginning, was chiefly instrumental in organizing the much exploited sugarcane growers of the 44 villages, in and around around Pravaranagar, way back in 1948, and establishing Asia's first co-operative sugar factory, which was commissioned in 1950. Born in a farmer's family at Loni in 1901, he was distressed by the pitiable plight of the poor, the illiterate and the downtrodden peasantry who were exploited by the moneylenders, feudal lords, and private sugar factory owners. In those days the local peasantry of Pravara area had to face difficulties in marketing of sugarcane, as conversion of sugarcane into Sugar was totally uneconomical and the "Jaggery Prices, reached the rock bottom. Therefore, Padmashri began exploring ways of uplifting the farmers of this area. It dawned on him that co-operative movement was the only ideal medium to achieve his goal. So begins the saga of co-operative movement in India.

Sugar Factory and Its Ancillaries:

The Pravara region belongs to the rain shadow part of Maharashtra State having an average rainfall of 10 to 12" and is subject to frequent droughts and near famine conditions. Thus the Karkhana has played very significant role by providing many agricultural facilities and schemes for the betterment of the farmers. To overcome this recurring natural calamity the factory has instituted a special "Development Fund" with

the marginal contribution of the shareholders of the factory. This fund is also invested in the various irrigation, Agriculture, Education and Medical welfare activities for around development of the community.

RESEARCH AND EXTENTION ACTIVITIES:

Following are the major activities launched by the factory to assist the members belonging to the operational area through investments from its own Development Funds.

1. Establishment of a well equipped laboratory, where all important soil tests are being conducted to determine the soil nutrients. The laboratory conducts tests on an average 2000 soil samples every year. This activity has helped a lot in generating awareness among the farming community about the soil constituents of their land as well utilization of proper nutrients. Indian Institute of Sugarcane Research, Lucknow, Sugarcane Breeding Institute, Combatore and Padegaon Research Center are associating with our Research Centre in conducting experiments.

2. The Factory has also Instituted its own Sugarcane Research Centre to conduct Research pertaining to different to varieties of sugarcane, application of local and chemical fertilizers, Water Management, Plant Breeding etc. the Indian council of Agricultural Research and the Mahatma Phule Krishi Vidyapeeth, Rahuri for post graduate studies and research, recognize this research Centre.

PRODUCT DIVERSIFICATION:-

1. DISTILLERY PLANT:

A distillery plant, viz. Pravara Distillery, with an initial investment of Rs. 35 lakhs was set up by the Factory in 1970, to utilize the molasses for the production of rectified spirit/ industrial alcohol. In 1974, an additional distillery unit of 15000 liters per day capacity was installed in order to utilize the entire molasses of the factory. With this expansion now its capacity stands at 30000 to 60000 liters per day. The distillery has diversified its activities into the field of liquor based alcohol consumption. The total production of the liquor is around 9 lakhs per month, which has a good market all over Maharashtra.

2. PRAVARA PULP AND PAPER MILL:

The Pravara Pulp and Paper Mill is a pioneer plant in the co-operative sector and the first in India producing Kraft paper from bagasse at the rate of 25 tones per day, which is specially used in corrugating industries.

3. BIO-GAS PLANT:

The Bio-gas plant was installed in 1977 to generated energy of the capacity of 24000 cub.mt. Per day from the effluents and control the air and water pollution in Pravara Complex. This plant has provided job opportunities to around 120 youths. Biogas generated from the plant is utilized as a fuel to the existing boiler of the distillery. Another Bio Gas Plant has now been installed for treatment of paper plant effluent.

4) CHEMICAL PLANT

The Factory has also implemented an Agro Based Chemical plant to manufacture Acetaldehyde and Glyoxal having the capacity of 10 TPD and 5 TPD respectively.

INDUSTRY PROFILE

DISTILLERY PLANT

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Chart No -1
COUNTRY LIQUOR PRODUCT LIST

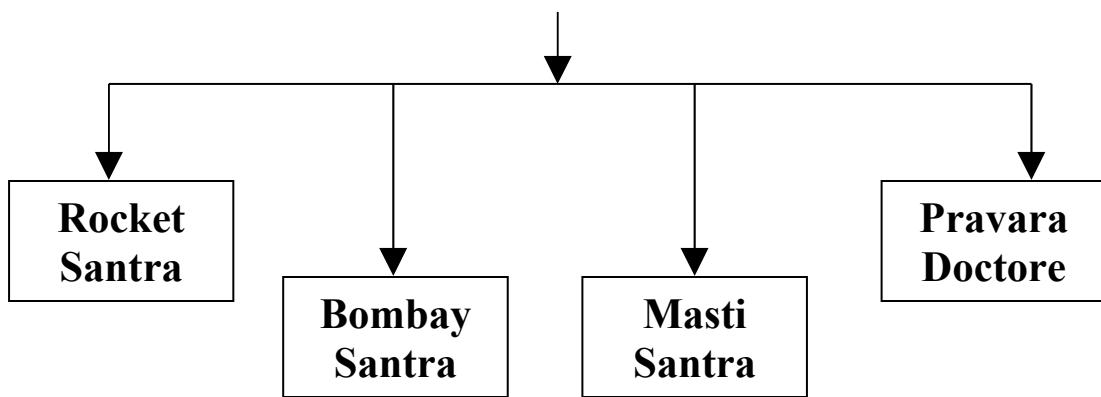


Table No-1
DISTRICT WISE LIST OF PLL LICENSEES
LIST OF COMPETITORS

Sr No	Name of Company	Factory Address
Thane		
1.	M/s. Maharashtra Manufacturing Co-operation	C-31, Road No.16, Wagle Industrial Estate District Thane, 400604
2.	M/s Dhaisar Distillers Pvt. Ltd	Panvel Raod, Post- Dahisar, (Sanivle, Tal-Vasai) Tal and Dist- Thane.
3.	M/s G.M.Breweries Pvt. Ltd.	Village Naringi (Virar) Chandansar Road, Tal – Vasai, Dist – Thane.
4.	M/s. Meher Distilleries	Village Asva, Tal-Dhanu, Dist-Thane
5.	M/s D.J. Distilleries Pvt.Ltd.	Kolawali, Tal-Dhanu, Dist-Thane
6.	M/s Jai Maharashtra Pvt. Ltd.	At/po.-Virut, Tal-Palghar, Dist-Thane
7.	M/s. Bhau Distiller	At/po.-Virut, Tal-Palghar, Dist-Thane
8.	M/s. Bilio Distiller	117,At/po.-Virut, Tal-Palghar, Dist-Thane
9.	M/s Bombay Distilleries	Survey No. 11/12, Partion No.7, Chitlosar Bhampada, At/po-Dhokli, Dist-Thane
10.	M/s. Amber Distilleries	At/po-Ravanibali, Tal-Vada,Dist-Thane
11.	M/s. South Seas Distillers & Breweries	Gajand, Tal-Dhanu, Dist-Thane
12.	M/s. Nevitad Distillery Pvt. Ltd.	Village- Borivali, Patalganga, Dist-Rajgad
13.	M/s Mohan Rocky Spring Water Breweries Ltd.	Mohan wadi, Khopoli, Dist- Raigad
14.	M/s. Master Blenders Pvt. Ltd.	Khopoli, Dist – Raigad
15.	M/s. Sani Distrillers	Basibali Village, Tal- Ratlapur, Dist Raigad
Ratnagiri		
16.	M/s. Devkars Distillery	Plot No. D-1, MIDC Area, Kherdi, Dist-Ratnagiri
Sindhudurg		
17.	M/s. South Kokan Distilleries	30 Part 7/A Insuli, Sawantwadi, Dist-Sindhudurg
	Pune	

18.	M/s. National Distillers	Nira, Tal-Baramati, Dist-Pune
19.	M/s. Baramati Grapes Industries Ltd.	Pimpli, Tal- Baramati, Dist- Pune
20.	M/s. S.N.Products	15-A, Mumbai Pune Road, Pune
21.	M/s. Sani Gold Wineries Pvt. Ltd.	Gat No. 851/2, Koregaon Bhima, Pune Nagar Rd. Tal – Shripur, Dist – Pune
22.	M/s. Deelay Distillers Pvt. Ltd.	Plot No. 27B Hadapsar Industries Estate, PUne
23.	M/s. Palbo Distillers Pvt. Ltd.	17/1, B Plot No. 15, Kothrud Industrial Estate Pune 19
24.	M/s. Indage India Ltd.	Dr. Ambedkar Survey No. 207, Village Yedgaon, Tal – Junnar, Dist- Pune
	Satara	
25.	M/s. Krishna Sahakari Sakhar Karkhana Ltd.	Rethre Budruk, Post – Shivajinagar, Tal Karad, Dist – Satara.
26.	M/s. Shriram Sahakari Sakhar Karkhana Ltd.	Nira Village, Akrasala Region, Phalton, Dist – Satara.
	Sangli	
27.	M/s. Vasantdada Shetkari Sahakari Sakhar Karkhana Ltd.	Sangli, Dist – Sangli
28.	M/s. Rajarambapu Patil Sahakari Sakhar Karkhana Ltd.	Sakhrale,At/po – Islampur, Tal- Walva, Dist – Sangli
	Kolhapur	
29.	M/s. United Agencies Distrillers Ltd.	E- Ward Vikrama Gat, PUne Bangalore Road, Kolhapur.
	Aurangabad	
30.	M/s. Maharashtra Distilleries Ltd.	Additional Industrial Area, Chikalthana
31.	M/s Volkan Distilleries Pvt. Ltd.	Plot No.23, Chikalthana,
32.	M/s. Alpha Distillers	Plot No. 23-24, MIDC, Chikalthana,
33.	M/s. B.D.A. Ltd.	Plot No. 6, MIDC, Chiklthana
34.	M/s. Deccan Bottling & Distilling	Polt No. E-45, MIDC, Chiklthana
	Dhule	
35.	Shri. SAtpuda Tapi Parisar Sahakari Sakhar Kharkhana Ltd.	Purshottam Nagar Post & Tal Shada, Dist Dhule
	Nasik	
36.	M/s Niphad Sahakari Sakhar Karkhana Ltd.	Pimpli, Post- Bausahebnagar, Tal- Niphad, Dist-Nasik.
37.	M/s Bharat Distillery Pvt. Ltd.	Survey No. 285, Agra Mumbai Raod, Talegaon, Tal-Igatpuri, Dist- Nasik.
38.	M/s. United Distillery Pvt. Ltd.	Parmori Village, Tal-Dindori, Dist- Nasik

39.	M/s. McDowell & Co. Ltd.	Parmori Village, Tal-Dindori, Dist- Nasik
40.	M/s. Seagrams Distillery	126, Kadva Mhadungi, Tal-Dindori,
	Ahmednagar	
41.	M/s. Padmashri Dr. Vithalrao Vikhe Patil Sahakari Sakhar Karkhana Ltd.	Pravaranagar, Dist- Ahmednagar
42.	M/s. Tailknagar Industries	Tilaknagar, Dist- Ahmednagar
43.	M/s. Hindustan Distilleries	152, Nagar Daund Rd, Kergaon, A'nagar
	Nagpur	
44.	M/s. Nagpur Distillers	Plot No. 2,3,4 kamthe road, Tekanaka, Nagpur
45.	M/s. Vidharbha Bottlers	Chinchavan Vardha Rd, Dist- Nagpur
46	M/s. Somras Distillers	1507, Habib Nagar, Kamthe Rd, Nagpur
47.	M/s. Royal Drinks	183, Bazar Rd, Ramnagar, Nagpur
48.	M/s. Vandana Distillery Ltd.	Polt no.7 Tekanaka, Kamthe Rd. Nagpur
49.	M/s. Sapna Distillers Ltd.	Chinchbavan Industrial Rakim Mauja, Post – Kapri, Dist – Nagpur.
50.	M/s. Chanakya Breweries	Polt No.5 MIDC, Industrial Area, Kamthe Rd, Nagpur
51	M/s. Associated Blenders	4 Kamthe Rd, Nagpur City, Nagpur.
52	M/s. Rainbow Distillery	Layout Industrial Area, Kamthe Rd, Nagpur
53	M/s Raman Distillery Ltd.	Plot No.4B, Kamthe Rd, Nagpur
54	M/s. Vindhya Distillery	Shabu Estate Kamthe Rd, Near Teka Naka, Nagpur

» **Liquors, Mineral Water & Beverages**

Ambrosia Exim

Importer of esprite brand of soft drinks such as passionfruit, blueberry, strawberry, raspberry, lemon lime and orange tangerine.

Address: 1/1a, Nando Mallick Lane, Kolkata - 700 006, India

Phone: +(91)-(33)-23588249 Fax: +(91)-(33)-23216966

Website: <http://www.indiamart.com/ambrosia-softdrinks>

Whyte And Mackay And Radico Khaitan Ltd.

Importers Of Scotch.

Address: 614, Krishna, 224, A.J.C. Bose Road, Kolkata - 700 001, India

Phone: +(91)-(33)-22800722 Fax: +(91)-(33)-22800722

Food Innovision Company

Buyers of tropical fruit pulp.

Address: 4th Block, 56th Cross, Rajaji Nagar, Bangalore - 560 010, India

Phone: +(91)-(80)-3108418 Fax: +(91)-(80)-3108418

Heena Laboratory

Buyers of aloe vera drinking juice.

Address: 17/52, Leela Raj Society, Dahanukar Wadi, Kandivli West, Mumbai - 400 067,

India

Phone: +(91)-(22)-28016271

Siganporia Bros.

Importers Of Food, Liquor, Cigarettes, Cosmetics.

Address: 4, New Scale Building, Inside M.J. Phule Market, Mumbai - 400 001, India
Phone: +(91)-(22)-23442718/23445819/23439907 Fax: +(91)-(22)-23434719

Ajit Impex

Importers of mineral water.

Address: 513 -514 , Tower B, New Mandarin Plaza, 14 Science Museum Road, Tsimshatsui East, Hongkong - 90843, China (Hong Kong S.A.R.)
Phone: +(85)-(2)-23693880 Fax: +(85)-(2)-23686927

Dhall Industries

Buyers of beer.

Address: Dhall Villa, E-152, Sainik Farms, Country Club Road, New Delhi - 110 062, India
Phone: +(91)-(11)-26445513 Fax: +(91)-(11)-26482489

Himachal Agro Processors Private Limited

Buyers of orange juice etc.

Address: Village & Post Office Mohal, Kullu - 175 126, India
Phone: +(91)-(1902)-260463

Maharashtra Wines

Buyers of all kinds of wines.

Address: Lake Road Bhandup (West), Mumbai - 400 078, India
Phone: +(91)-(22)-25623053

Samar Polytex Limited

Buyers of lager beer and whisky.

Address: K-24, Udyog Nagar, Rohtak Road, New Delhi - 110 041, India
Phone: +(91)-(11)-25472574/25472674 Fax: +(91)-(11)-25479209

Somvansi International

Buyers of herbale flavored fresh juices.

Address: 9- A Pocket - B, Mayur Vihar, New Delhi - 110 092, India
Phone: +(91)-(11)-33162749

Pee Kay International, Noida

Importers of wines, juices etc.

Address: 110, Block- I I, Software Technology Park, Sector-29, Arun Vihar, Noida - 201 303, India
Phone: +(91)-(11)-9810052668

Tambes Farm Products

Buyers of canned pulps.

Address: Sion Trombay Road, Chembur, Mumbai - 400 074, India
Phone: +(91)-(22)-25570717

Alco Enterprises**Buyers of packaged drinking water.**

Address: AP-864, H-Block, 2nd Street, 11th Main Road, Anna Nagar West, Chennai - 600 040, India

Phone: +(91)-()-31107944

Amorettos Retail Private Limited**Buyers of fruit juices.**

Address: 22, Basant Lok, Vasant Vihar, New Delhi - 110 057, India

Phone: +(91)-(11)-51669660 Fax: +(91)-(11)-51669664

U. K. Drinks**Buyers of beer.**

Address: Pardesi building, G.T. Rd., Goraya, Punjab - 144409, India

Phone: +(91)-(1826)-63686

Budhwar Enterprises**Importers of wine.**

Address: C-033 Belvedere Towers, DLF Phase III, Gurgaon - 122002, India

Phone: +(91)-(124)-5064233

Anjs Exports Private Limited**Buyers of herbal drinks.**

Address: 102, Mona Enclave, 7/105 Swroop Nagar, Kanpur - 208 002, India

Phone: +(91)-(512)-319433 Fax: +(91)-(512)-319433

Shiva International, Bellary**Importers of various juices in tetra packing like mango, tamato paste, apple, orange etc.**

Address: Moka Road, Gandhi Nagar, Allum Layout, Bellary - 583 103, India

Phone: +(91)-(8392)-256504 Fax: +(91)-(8392)-256024

ABN Impex**Importers of all types of liquors, beverages.**

Address: B-12, Panchsheel, New Delhi - 110 017, India

Phone: +(91)-(11)-29543231/55187525 Fax: +(91)-(11)-29543231

HCC Sales**Buyers Of Liquors**

Address: E-64, 2nd Floor, Anand Niketan, New Delhi - 110 021, India

Phone: +(91)-(11)-51662500 Fax: +(91)-(11)-51662501

Airavat Exports Private Limited**Buyers of all kinds of beverages.**

Address: B/3, Arch Profile, Sector-6, Charkop, Kandivali (W), Mumbai - 400 067, India
Phone: +(91)-(22)-28676283 Fax: +(91)-(22)-28676283

V. M. G. Enterprises

Buyers of all types of mineral water.

Address: C-101, Naraina Vihar, New Delhi - 110 028, India
Phone: +(91)-(11)-5793889

Atul Brewchem Private Limited

Importers Of Hops, Enzymes, Foils, Filter Plants And Filter Sheets, Filter Aids Like Pvpp, Kieselguhr, Beer Clarifying And Stabilizing Agents, Equipments For Brewing And Fruit Juice-Beverage Industry.

Address: 55 M-Block Market, First Floor, Greater Kailash-II, New Delhi - 110 001, India
Phone: +(91)-(11)-6441881/6470996 Fax: +(91)-(11)-6283445

V. D. Associates

Importers of coke, sprite, fanta and 7up in 330 ml cans and plastic bottles of 500, 1000, 1500 and 2000 ml.

Address: Flat No3, Sarini, Sector 16a, Vashi, Navi Mumbai, Mumbai - 400 703, India
Phone: +(91)-(98)-19059358

Biocon India Limited

Buyers Of Drinking Water And Technology For Producing Dinking Water

Address: 20th Km, Hosur Road, Electronics City, Hebbagodi, Bangalore - 561 229, India
Phone: +(91)-(80)-28523434/28523431 Fax: +(91)-(80)-28523423

Business Solutions, Chennai

Buyers of beverages.

Address: B-6, Prakruti, 100ft Bye Pass Road, Velachery, Chennai - 600 041, India
Phone: +(91)-(44)-31003863

Venture Himalayas

Buyers Of Mineral Water Plant.

Address: 5, Kailash Gate, Muni Ki Reti, Rishikesh - 249 201, India
Phone: +(91)-(135)-434087

H. B. Irani

Buyers of liquors.

Address: 579, M. J. Phule Market, Mumbai - 400 001, India
Phone: +(91)-(22)-23401609 Fax: +(91)-(22)-23427963

Worldwide Food and Beverages

Importers of alcoholic beverages and beer.

Address: 324/2, 2nd Floor, Udayram Mkt. Opp. CNG Pump, NH-8, Rangpuri(Near Mahipalpur), New Delhi - 110037, India
Phone: +(91)-(11)-55693791/26789705 Fax: +(91)-(11)-26789704

Geis International**Importers of wines and scotch.**

Address: B-5 & 6, 4569, Vasant Kunj, New Delhi - 110 070, India

Phone: +(91)-(11)-216121800

Aksh Food Products**Buyers of all kinds of beverage products.**

Address: 4, Parsanna Nagar, Rajkot - 360 001, India

Phone: +(91)-(281)-2475568

Strykers**Importers of premium brands of liquors.**

Address: Sco 16-17, Basement, Sector 9 D, Chandigarh - 160 017, India

Phone: +(91)-(172)-2744950

Bhaiya Fibres Ltd.**Importer of canned juice.**

Address: 1, R.N. Mukherjee Road , Suite # 52 , 5th Floor., Kolkata - 700 001, India

Phone: +(91)-(33)-22103927/22106026/22488763 Fax: +(91)-(33)-22103926

R. K. K. Services**Buyers of beverages.**

Address: H. No. 5225, Sector 38 (West), Chandigarh - 160 036, India

Phone: +(91)-(172)-2625770

Nisiet**Buyers of mineral water.**

Address: 199, Reddy Colony, Chandanagar, Hyderabad - 500 050, India

Phone: +(91)-(40)-23034248

Skyable Exim Company**Buyers of liquor products.**

Address: 30, Thiru. Vi. Ka. Street, M. G. R. Nagar, K. K. Nagar, Chennai - 600 078, India

Phone: +(91)-(44)-23717856

Shahi Foods**Importer of beers & confectionaries.**

Address: 140, Sydenhams Road, Periamet, Chennai - 600 001, India

Phone: +(91)-(44)-25368187 Fax: +(91)-(44)-25364715

Francis Wacziarg Group, Delhi**Importers of wines and alcoholic beverages.**

Address: A 58 Nizamuddin East, New Delhi - 110 013, India
Phone: +(91)-(11)-4625 901/4625 910/4625920 Fax: +(91)-(11)-4621 112

Sanket Electroplast

Buyers of cole and coke.

Address: 45/C, Mogra Pada, Old Nagar Das Roed, Andheri West, Mumbai - 400 069, India
Phone: +(91)-(22)-24101414 Fax: +(91)-(22)-24101616

Mamta Agro Foods

Importers of fruit pulp and juices in bulk.

Address: Plot No. 57/A, Sector-A, Mancheswar Induatrial Estate, Bhubaneswar - 751 010, India
Phone: +(91)-(674)-2580571 Fax: +(91)-(674)-2580748

Shree Mahalaxmi Impex

Importers of mineral water.

Address: G-11, Center Point, Station Road, Kolhapur - 416 001, India
Phone: +(91)-(93)-71852728 Fax: +(91)-(231)-2665389

Netcradle India Private Limited

Buyers of all kinds of beverages, liquors etc.

Address: D-42, Kalkaji, New Delhi - 110 019, India
Phone: +(91)-(11)-26227238/26227239 Fax: +(91)-(11)-26231327

Sankalp Enterprises, Punjab

Buyers of wines.

Address: #11, Chahal Quarters, Near Modi College, Patiala - 147 001, India
Phone: +(91)-(175)-2215646

C. M. Enterprises, Mumbai

Buyers of all kinds of juices.

Address: 103, Dhruva Apartments Sector 28, Plot 63, Vashi , Mumbai - 400 705, India
Phone: +(91)-(22)-4715681 Fax: +(91)-(22)-7653847

Dasoni International India Limited

Importer of beer, wine, rum etc.

Address: C/13, Sandhya Apna Nager, Taki Road, Nala Sopara East, Mumbai - 401 209, India
Phone: +(91)-(22)-23781628 Fax: +(91)-(22)-23781628

Savera (India) Limited

Importers of beverages.

Address: Shed No. 121, Okhla Industrial Area, Phase II, New Delhi - 110 065, India
Phone: +(91)-(11)-24350101

Venketashwara Foods**Importers of bulk wine, grapes wine, wine bottles, wine racks etc.**

Address: 510, Ojas Apartment, Pashan Baner Link Road, Pashan, Pune - 411 021, India

Phone: +(91)-(20)-3315991

K. T. Bond Private Limited**Buyers Of Imported Whisky And Beer.**

Address: 1, Satya Doctor Road, Khidderpore, Kolkata - 700 023, India

Phone: +(91)-(33)-24594659 Fax: +(91)-(33)-24595244

Veera Wines**Buyers of liquors.**

Address: Goverdhan Bldg, 14th Parekh Street, Naaz Compound, Girgaum, Mumbai - 400 004, India

Phone: +(91)-(22)-23856432

P. M. P. Enterprises, Hyderabad**Buyers of packaged drinking water.**

Address: Suite# GF-1, 7-1-32/11/1, Leelanagar, Ameerpet, Hyderabad - 500 016, India

Phone: +(91)-(40)-30906869

Swan Marketing & Logistics Private Limited**Buyers of mineral water.**

Address: Mira Bhayandar Road, Bhayandar (East), Thane - 401 105, India

Phone: +(91)-(22)-28550340 Fax: +(91)-(22)-28550340

Tirupati Yarns**Buyers of pomegranate juice concentrates.**

Address: 203, Navkar Chambers, Andheri Kurla Road, Andheri (E), Mumbai - 400 059, India

Phone: +(91)-(22)-28506539 Fax: +(91)-(22)-28526023

Coromandel Herbals Private Limited**Importers of aloe vera based juice.**

Address: 869, Adarsh Nagar, P. O. J. F. Mills, Amritsar - 143 003, India

Phone: +(91)-(164)-2213681

Ramnath International**Importers of all kinds of branded wine.**

Address: B 214, Morya House , Opp Fame Adlabs Andheri, West, Plot 66/67, Mumbai - 400 053, India

Phone: +(91)-(22)-26736275

Spectrum Marketing Services**Importers of packaged drinking water.**

Address: 3-6-418, Street No. 3, Himayath Nagar, Hyderabad - 500 080, India
Phone: +(91)-(40)-55755588 Fax: +(91)-(40)-55757788

Gade Foods

Buyers of cola fountains (soft drink fountain).

Address: 201, Jeevan Rekha, Plot No. G-1, Laxmi Nagar, Nagpur - 440 022, India
Phone: +(91)-(712)-2222511

Stevens Xports

Importers of wines, whisky, rum and all beverages.

Address: A/35, Geetanjali, Plot No. 52, Sector 17, Vashi, Mumbai - 400 705, India
Phone: +(91)-(22)-27891072/32600077

Sunsha Marketing

Importers of mineral water.

Address: A-14 , Iit Powai, Mumbai - 400 076, India
Phone: +(91)-(22)-25721617

M. International Limited

Importers Of All Kinds Of Juices.

Address: 11, Delhi Gate, Ghaziabad - 201 001, India
Phone: +(91)-(120)-4732433

Suretek Solutions

Buyers of grapes and apple juice.

Address: 124, Commodity Exchange, Vashi, Mumbai - 400 131, India
Phone: +(91)-(22)-27899194 Fax: +(91)-(22)-27899193

Olby Exports Pvt.Ltd

Importers of beverages (specially branded drinks)

Address: 10.Mehta Bldg, N.Master Road, Mumbai - 400 023, India
Phone: +(91)-(22)-22703201 Fax: 22703202

Pauline

Importer Of Various Types Of Liquors.

Address: 140 Hari Krupa Market, Near Hari Om Market, Ring Road, Surat - 395 002, India
Phone: +(91)-(261)-8344874

Central Excise And Customs Office

Buyers of food beverages.

Address: Giriraj Housing Complex, Chinchwad, Pune - 411 033, India
Phone: +(91)-(20)-7640033

Goldendew Inc.

Buyers of orange, lemon, lime, lychee and strawberry juice.

Address: C-46, Okhla Industrial Area, Phase -1, New Delhi - 110 020, India

Phone: +(91)-(11)-26811946 Fax: +(91)-(11)-26813291

Curtain Exports

Buyers of sports water bottles and hot water bottles.

Address: M 34, Greater Kailash 2, New Delhi - 110 048, India

Phone: +(91)-(11)-26435678

Roz, Inc

Buyers of wine.

Address: 19 Plot, Peace Haven, Opposite Shelu Railway Station, Shelu, District Raigad,

Nellore - 421 202, India

Phone: +(91)-(0)-9821420371

Car System

Buyers of liquor and beverages.

Address: 104, New Rajdhani Enclave, New Delhi - 110 092, India

Phone: +(91)-(11)-22502240 Fax: +(91)-(11)-22432545

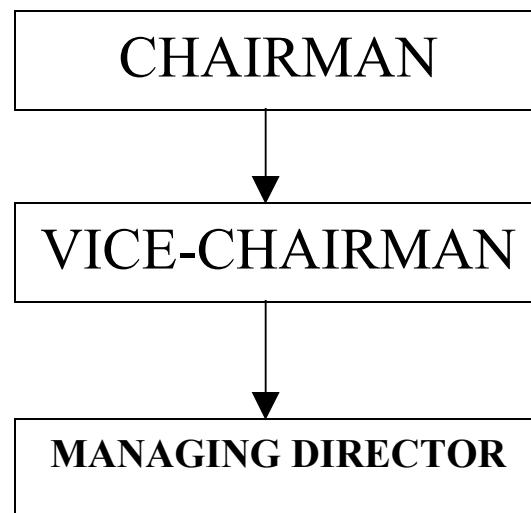
Table No-2

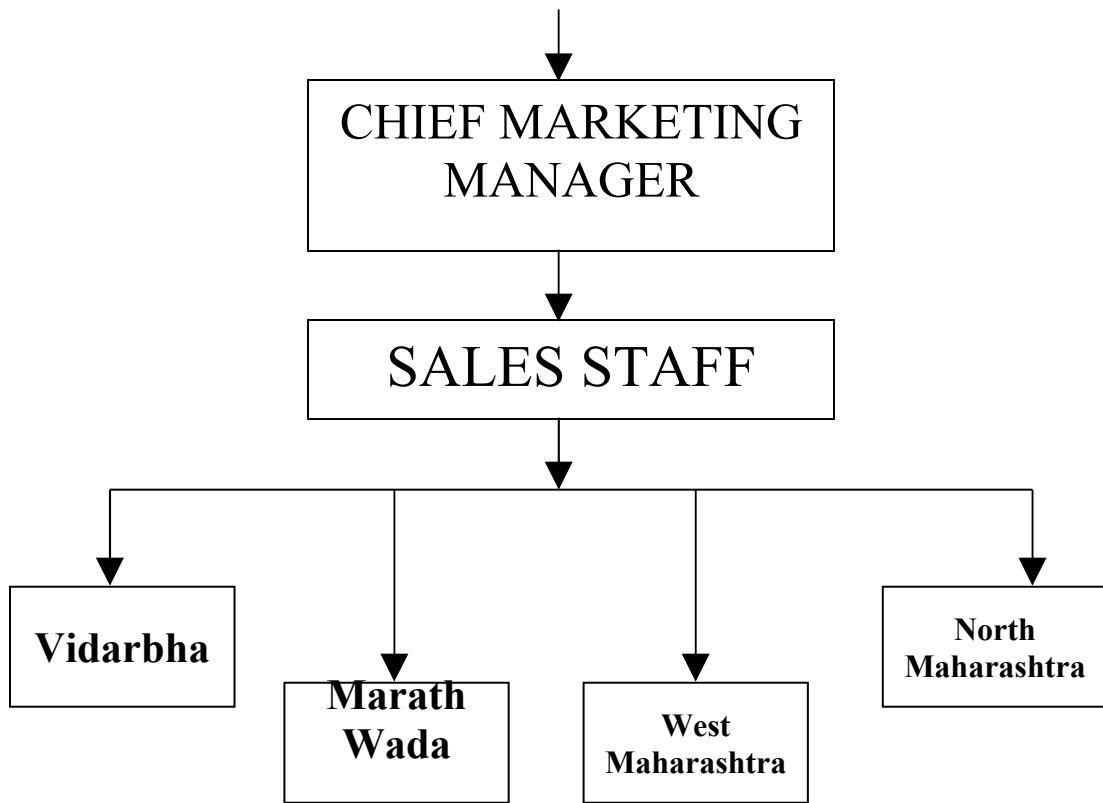
Sr.No.	Region		Name of the Party
A	VIDHARBA	I	CHANDRAPUR DIST.
		1	M/s. Harish Wine Agency
		2	M/s. Laxmi Trading Co.
		3	M/s. Shrikrishna Agency
		4	M/s. Mayur Liquor
		5	M/s. P.M. Agrawal
			Total :-
		II	YEORMAL DISTRICT
		1	M/s. Sunita Liquor
		2	M/s. Raju Wine Agency
		3	M/s. G.R.Bhoot
		4	M/s. K.G.Jaiswal
			Total :-
		III	GONDIA/ BHANDARA DIST.
		1	M/s. J.K.Liquor
		2	M/s. Nirmal Distributors
		3	M/s. Joyti Trading Gondia
			Total:-
		IV	NAGPUR DISTRICT
		1	M/s. Jay kay Liquors
		V	AMARAWATI DISTRICT
		1	M/s. Adwani Wine Agency
		2	M/s. Anand Agencies
		VI	BULDHANA
		1	Rana Traders, Khamgaon
			Total :-
B	MARATHWADA	I	AURANGABAD DISTRICT
		1	M/s. Mohan Trading Co.
		2	M/s. Mahakali Wines
		3	M/s. Rajkamal Wines
		4	M/s. New Ajanta Traders
			Total :-

		II		NANDED DISTRICT
			1	M/s. Shri Sai Traders.
			.	
			2	M/s. Kailas Agency, Parbhani
			.	
			3	M/s. Natraj Traders
			.	
C	W. MAHARASHTRA	I		AHMEDNAGAR DISTRICT
			1	M/s. Kiran Distributors
			.	
			2	M/s. Jitendra Wines
			.	
			3	M/s. Sudarshan Traders
			.	
			4	M/s. Royal Distributors
			.	
			5	M/s. Balaji Agency
			.	
			6	M/s. Shivshakti Liquors
			.	
				Total :-
		II		PUNE DISTRICT
			1	M/s. Raja Traders
			.	
			2	M/s. Prakash Traders
			.	
				Total:-
				Total :-
D	N. MAHARASHTRA	I		THANE DISTRICT
			1	M/s. Chandar Traders
			.	
			2	M/s. D.S.Wines
			.	
			3	M/s. Dipty Wines
			.	
			4	M/s. S.S.D.Traders
			.	
				Total :-
		II		NASIK DISTRICT
			1	M/s. Pravin Agency
			.	
			2	M/s. Popular Agency
			.	
			3	M/s. Shri Ganesh Agency
			.	

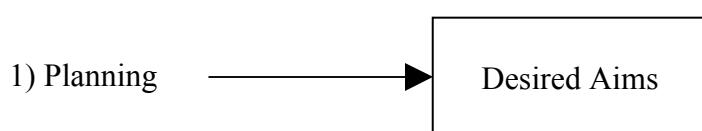
			Total :-
	III		DHULE DISTRICT
		1	M/s. Soni Traders
	IV		JALGAON DISTRICT
		1	M/s. Jalgaon Wine Agency

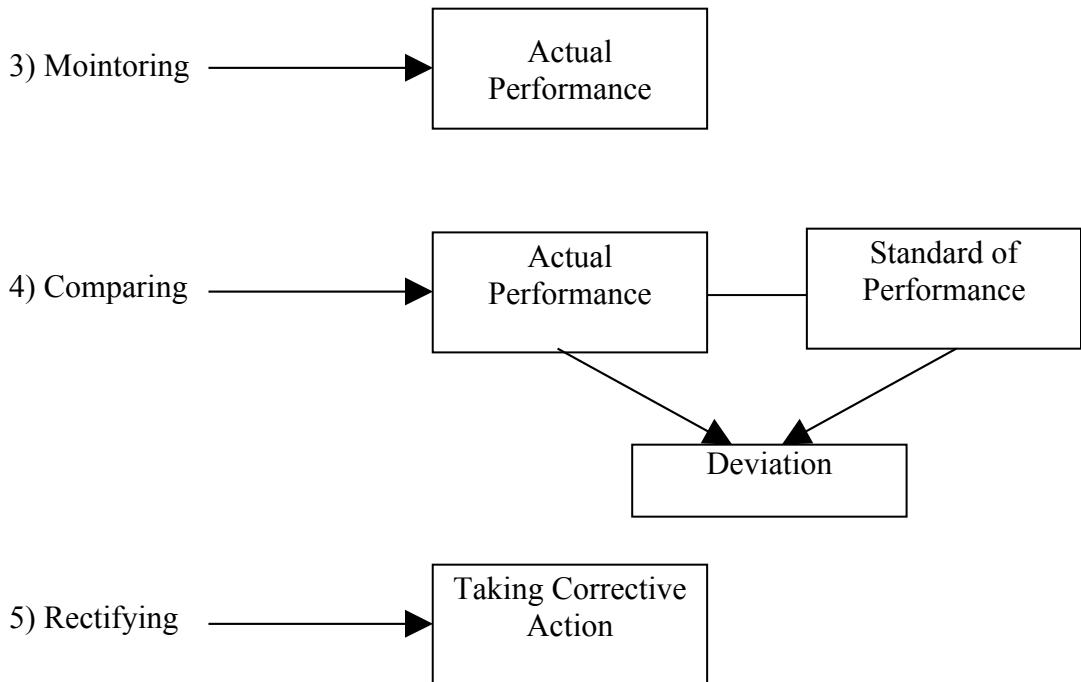
CHART NO-2
ORGANISATION CHART
FOR PRAVARA DISTILLARY





This are the five essential elements use by chief marketing manager.





**PADMASHRI DR. VITTHALRAO VIKHE PATIL S.S.K. LTD.,
PRAVARANAGAR**

MARKETING DEPARTMENT COUNTRY LIQUOR

Daily Dispatch Report

Dispatch Date: / /

Date: / /

Sr. No.	Name of Party	Quarts Boxes	Pints. Boxes	Nips Boxes	100ml Boxes	Total Boxes
A)	CHANDRAPUR DISTRICT					
1	M/s. Harish Wine Agency					
2	M/s. Shrikrishna Agency					
3	M/s. Laxmi Trading Co.					

4	M/s. P.M. Agrawal					
5	M/s. Mayur Liquors					
	Total					
B)	OTHER DISTRICTS					
1						
2						
3						
4						
	Total					
	Total (A + B)					
C	SALES FOR CURRENT MONTH (1 ST TO Mar. 04)					
D	TOTAL SALES FROM (1/04/2003 TO /03/04)					
E	SALES FOR LAST YEAR (1/04/2003 TO /03/04)					

Table No -3
ANNUAL TARGET :- 925000 CASES

Particulars	Today's	During the month to date	During the year to date (1/4/2003 to date)
Targeted			
Actual			
Deviation			
Percentage			

Managing Director
Chief Marketing Manager

Sales Offier

Chapter no:-4

Data Presentation

(i) List of table

Sr. No.	Index	Page no.
a)	Product reference	
b)	Brand preference by retailers	
c)	Sale of the company in according to different brand	
d)	Seasonwise sale by distributors	
e)	Monthly sale	
f)	Monthly sale in Vidharbha (Chandrapur)	
g)	Monthly sale in Marathwada(Aurangabad)	
h)	Monthly sale in Western Maharashtra(Ahmednagar)	
i)	Productwise sale month May 2004	
j)	Productwise sale month June 2004	
k)	Productwise sale month July2004	

(ii) List of graph

Sr. No.	Index	Page no.
a)	Product reference	
b)	Brand preference by retailers	
c)	Sale of the company in according to different brand	
d)	Seasonwise sale by distributors	
e)	Monthly sale	
f)	Monthly sale in Vidharbha (Chandrapur)	
g)	Monthly sale in Marathwada(Aurangabad)	
h)	Monthly sale in Western Maharashtra(Ahmednagar)	
i)	Productwise sale month May 2004	
j)	Productwise sale month June 2004	
k)	Productwise sale month July2004	

Sr. No.	Index	Page No.
iii)	SWOT Analysis	
iv)	Findings	

CHAPTER IV

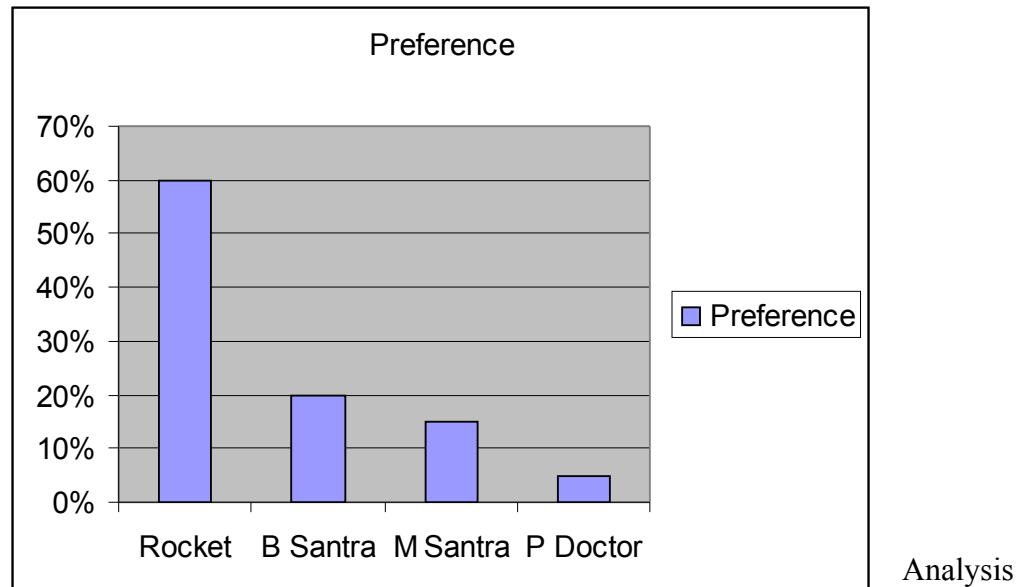
Data Presentation

Table no:-4
The graph shows product preference

Products	Preference
Rocket	60%
B Santra	20%
M Santra	15%
P Doctor	5%

Source-distillery report

Graph no :-1



from the above table it is seen that rocket is most preferred by distributors followed by and Bombay santra and Masti santra respectably.

Source- Table no:-4

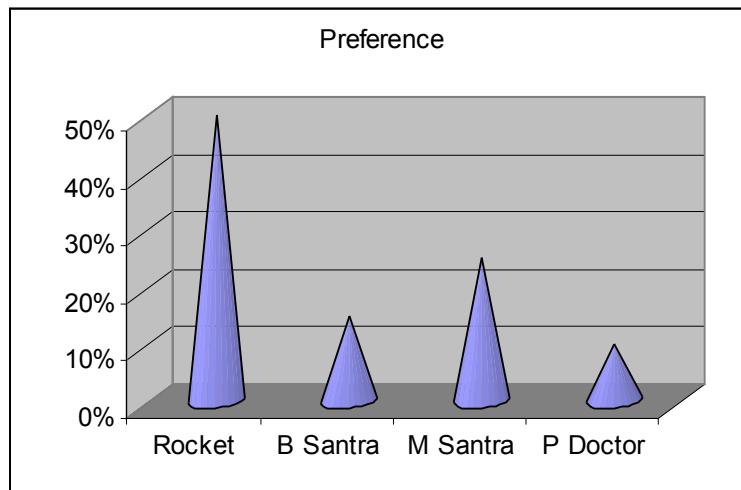
Table no:-5

Brand Preference By Retailer

Products	Preference
Rocket	50%
B Santra	15%
M Santra	25%
P Doctor	10%

Source-distillery report

Graph no :-2



Analysis: From the above table it is seen retailers followed by M.Santra and B.Santra respectively mostly prefer that rocket.

Source- Table no:-5

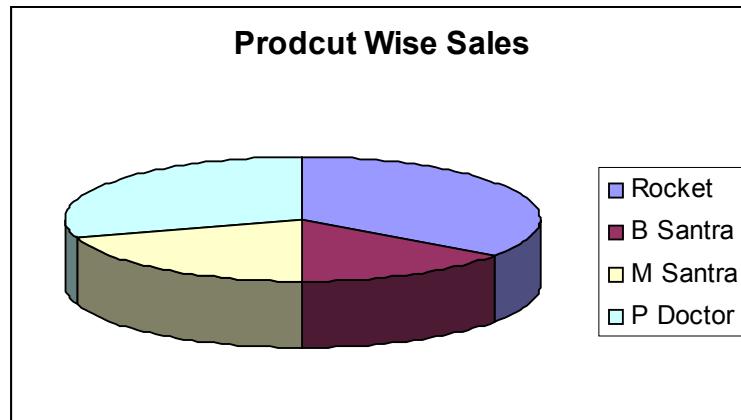
Table no:-6

PRODUCT SALES OF THE COMPANY

Product	Sales
Rocket	35%
B Santra	15%
M Santra	20%
P Doctor	30%

Source-distillery report

Graph no :-3



Analysis – From the above table it is seen that rocket has higher sale i.e. 35%, followed by p doctor 30%, m santra 20%, b santra 15% respectively.

Source- Table no:-6

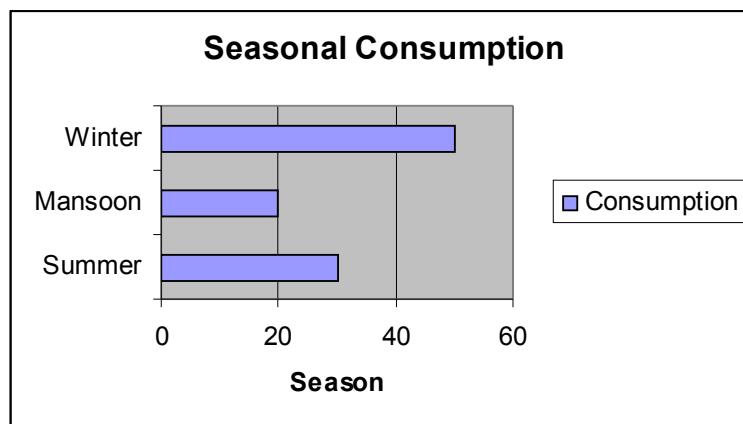
Table no:-7

SEASON WISE SALE BY DISTRIBUTORS

Season	Consumption
Summer	30%
Mansoon	20%
Winter	50%

Source-distillery report

Graph no :-4



Analysis – from the above table it is seen that the consumption of brands is higher during Winter followed by summer and mansson.

Source- Table no:-7

Table no:-8

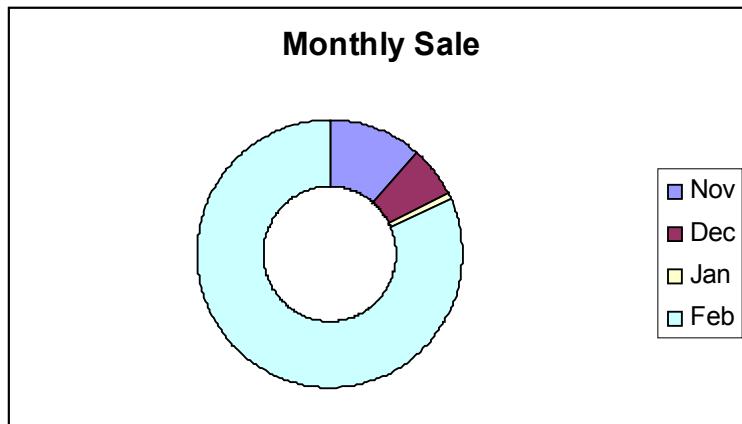
THE MONTH SALE

[Sales in boxes]

Month	Sale
Nov	1205
Dec	650
Jan	80
Feb	700

Source-distillery report

Graph no :-5



Analysis – From the above table it is found that the sale is higher in the month of November i.e. 45%, followed by February 27%, December 25%, and January 3%.

Source- Table No-9

Table no:-10

MONTHLY SALE

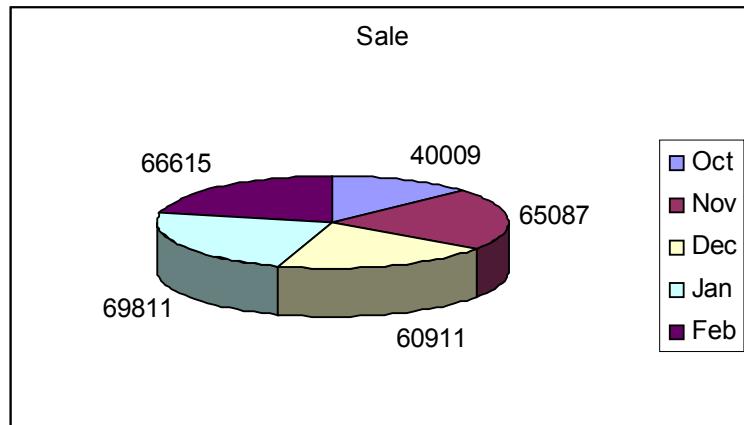
Vidhrbha (Chandrapur)

[Sales in boxes]

Month	Oct	Nov	Dec	Jan	Feb
Sale	40009	65087	60911	69811	66615

Source-distillery report

Graph no :-6



Analysis : From the above graph in the Month of Jan, Sale is More Followed by Feb, Nov, Dec, Oct in Boxes.

Source- Table No-10

Table no:-11

MONTHLY SALES

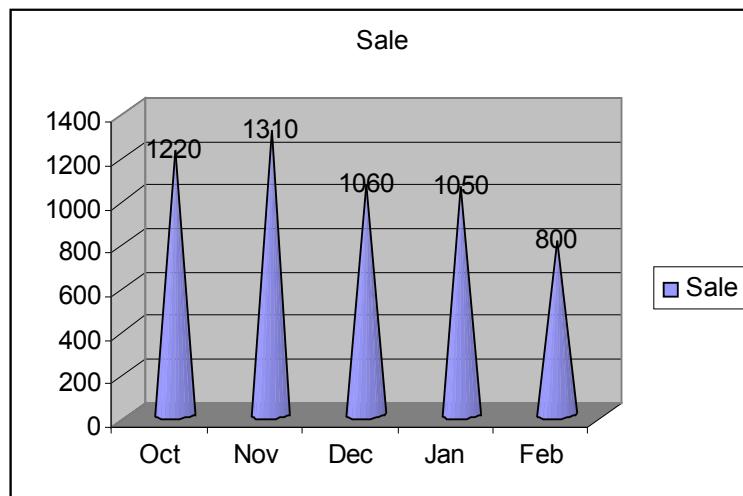
Marathwad (Aurangabad)

[Sales in boxes]

Month	Oct	Nov	Dec	Jan	Feb
Sale	122	131	106	105	800
0	0	0	0	0	

Source-distillery report

Graph no :-7



Analysis : From the above graph the sale is more in Nov, Oct, Dec, Jan, Feb in boxes

Source- Table No-11

Table No-12

Monthly sale

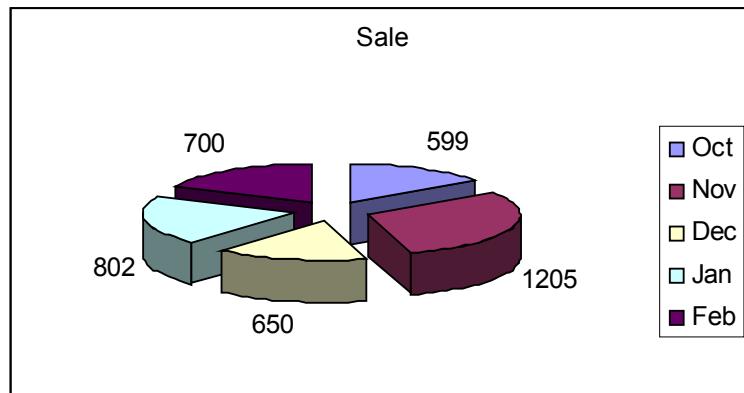
West MH (A.Nagar)

[Sales in boxes]

Month	Oct	Nov	Dec	Jan	Feb
Sale	59 9	120 5	650	80 2	700

Source-distillery report

Graph no :-8



Analysis: From the above graph the sale is more in the month of Nov, Jan, Feb, Dec, Oct.

Source- Table No-12

Table no:-13

PRODUCT WISE SALES

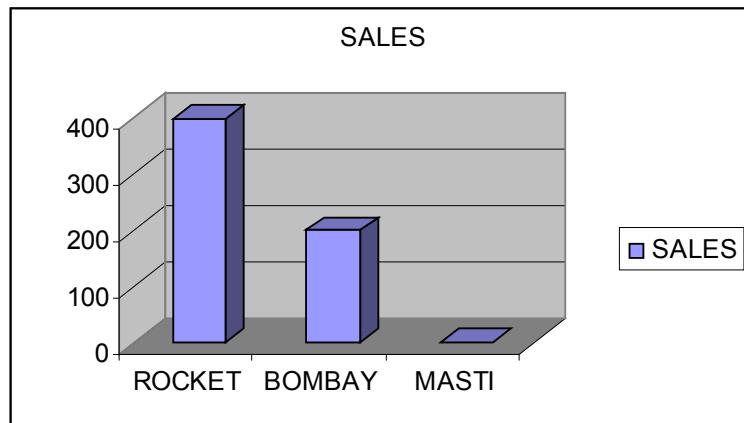
[Sales in boxes]

MAY 2004

BRAND	ROCKET	BOMBAY	MASTI
SALES	400	200	-

Source-distillery report

Graph no :-9



Analysis; From the above graph the sale for Rocket Santra is more followed by Bombay Santra and masti.

Source-Table no:-12

Table no:-13

PRODUCT WISE SALES

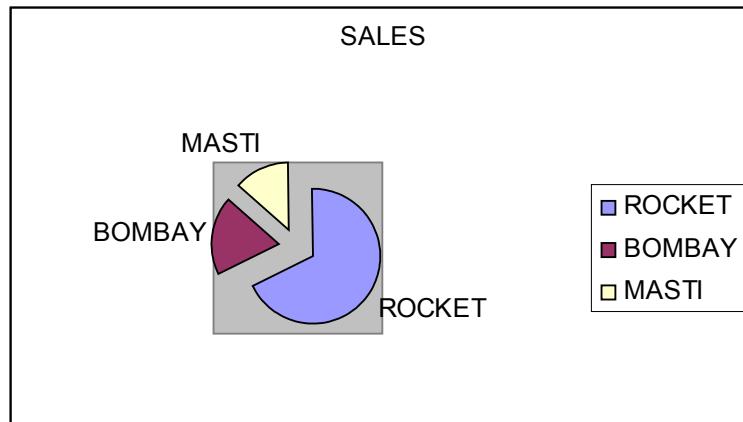
JUNE 2004

[Sales in boxes]

BRAND	ROCKET	BOMBAY	MASTI
SALES	405	115	80

Source-distillery report

Graph no :-10



Analysis: In the Graph rocket has more sale followed by Bombay and Masti Santra.

Source-Table no:-13

Table no:-14

PRODUCT WISE SALES

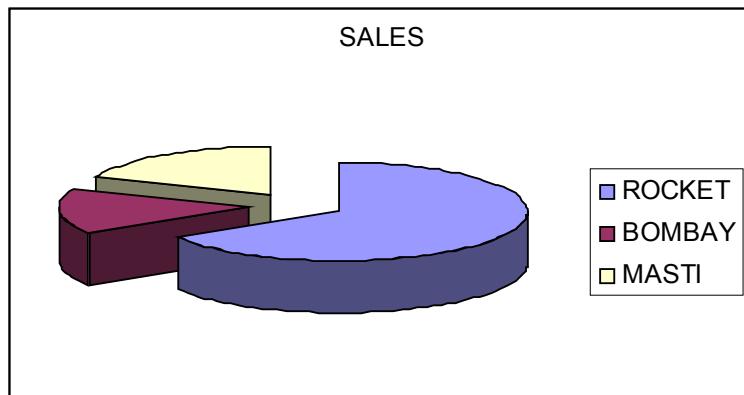
JULY 2004

[Sales in boxes]

BRAND	ROCKET	BOMBAY	MASTI
SALES	545	125	155

Source-distillery report

Graph no :-11



Analysis; From the above graph the sale for Rocket Santra Has more sale as compared to Bombay Santra and masti santra in july 2004

Source-Table no:-14

FINDINGS

- I. In case of product diversification the co-operative society has distillery plant, Pravara Pulp and Paper Mill, Paper Mill, Bio-Gas plant and Chemical Plant.
- II. The country liquor section of division of distillery has different personal according to Resiong wise.
- III. The marketing strategies are reviewed accorind gto daily report along with monthly report which are statically depends on season, occasion and competitor wise.
- IV. Organisaiton has it's large sales in Vidharbha where most of the sales comes from Chandrapur District and Yeotmal District.
- V. Major competitor for the company's country liquor brnads are Sanjivani Sahakari Sharker Kharkhana Kopargaon and Kopargaon S.S.K. Ltd with brands such as Bhingari and Bobby.
- VI. Company's country liquor brands acts as market leader in Vidharbha, Marathwada, W & N. Maharashtra. But it will perform the role of followers in its marketing area i.e. Ahmednagar district. Where market leader is S.S.S.K. Kopergaon.
- VII. Company kept is account about distillery plant i.e. performance report depnds on each month with opening stock production i.e. targeted boxes, actual boxes deviation and closing stock.
- VIII. Company offers incentives in more numbers when the season for sales appears to be less which helps to increase or maintain sales.

CHAPTER NO -5

SWOT Analysis

Strength –

- 1) Organization having 35 years in the fields of country liquor .
- 2) All over maharashtra distribution of Factory product.
- 3) Competent sales staff
- 4) Chandrapur district organization major sales.

WEAKNESS-

- 1)Price is more**
- 2)Ban on country liquor advertising .**
- 3)Packaging is not attractive**

OPPORTUNITY

- 1)All over maharashtra market are available for sold their product .**
- 2)Outside the state**
- 3)Export to Overseas.**
- 4)competitive position of the product

-

TREATS-

1) Company sale will go down gradually

2) local competitors pricing policy

3) Government laws



"Surrogate advertising ban would not hamper our plans to a large extent because there are a number of alternative media through which you can always address your consumer."

Abhishek Khaitan, Executive Director, Radico Khaitan

Radico Khaitan Limited's Marketing Division was formed under the supervision of Abhishek Khaitan in 1997. Today the brand portfolio comprises the finest brands that cater to a diversified taste and preference. Under his leadership the Defence Marketing division was formed which has created Contessa rum - the most admired brand in the defence sector with almost 25% share in CSD. In an exhaustive interaction with Neha Pant of exchange4media Abhishek Khaitan shares the strategies that have helped him create power brands like 8PM and Contessa and the branding peculiarities in the liquor business

Q. How is liquor advertising and marketing different as compared to other products especially in the Indian market scenario? Does it need a special kind of branding and positioning?

A. Liquor advertising is certainly different from advertising in any other categories because there is no ban on direct advertising in any other category. Apart from liquor and tobacco, no other product advertising is under such sharp restrictions. Despite being one of the highest revenue earners for the government, the liquor industry has to face a lot of constraints as far as advertising and brand popularization is concerned. Branding and positioning which is not category specific but is a subject that is product specific and therefore it depends on the target audience that it is addressing. So it all depends on the product that we have to offer and the target audience we are aiming at and the price at which we will offer it to them.

Q. Radico Khaitan's power brands are Contessa Rum and 8 PM Whisky, which are regular segment drinks. . How have you positioned them vis-à-vis other brands in the same category?

A. We believe that 8 PM and Contessa are highly successful brands and they have already established their brand identity. They are brands that are highly popular and whose sales are growing steadily 8 PM is a brand that has been positioned as one that initiates a bondage or results in culmination of friendship as against the brands in the same category which are directed towards celebration or rejoicing. 8 PM is not perceived by the people as just another regular whisky. Contessa on the other hand has been positioned as an aspirational brand in the Rum category. Designed to be a winner, 8 PM comes in a distinguished packaging, a sophisticated and elegant bottle in brand colors of black and gold. The Unique name of 8 PM supported by an equally strong positioning of "A Time for Friends" has ensured a distinctive identity for the brand. It is available in 750 ml; 375 ml and 180 ml pack sizes and is the only blend in the segment, which contains Scotch. Contessa XXX Rum brand has won the gold medal at the Monde Selection at Brussels in 1973 for its overall quality and is one of the finest and fastest growing rum in India. The popularity of the brand has enabled the company to successfully launch a variant called Contessa Select. Packaging plays a very important role in liquor business. The product should look attractive enough for the customer to buy. For example The Conessa Gin packaging consciously departs from the base hierarchy of colors used by competition viz. Black, Red & Gold. The colors Black & Blue and layout configuration has been designed to catch attention at the point of purchase by making the packaging stand out against its competitive set. This kind of innovative packaging also helps in providing the consumer with a refreshingly different presentation. Similarly the Contessa Brandy packaging consciously departs from the base hierarchy of colours used by competition viz. Black & Burgundy. The colours Mauve & Black and layout configuration has been designed to catch attention at the point of purchase by making the packaging stand out against its competitive brands.

Q. Can you tell us something about the positioning of your company?

A. We have positioned our company Radico Khaitan as a world of great brands, great financials and above all great friends. Others make wine, spirits and beer but we also make friends. Our positioning revolves around 'friendship and bonding'. Over 50 years ago, Radico Khaitan Ltd. made its debut in the liquor market under the name of Rampur Distillery. It mastered the art as it supplied quality spirits to leading liquor companies. The experience it garnered encouraged it to take a spirited decision to market own brands in the domestic and international market. Today, it is one of the leading manufacturers of rectified spirit and extra neutral alcohol in addition to its superior quality bottled liquor. Its exhaustive product

ALCOHOL IMPACT AREAS

These rules were adopted by the Board on April 28, 1999 and will become effective July 3, 1999.

The Washington State Liquor Control Board is proposing language for several potential new rules regarding alcohol impact areas.

Summary of Rules

If adopted, the proposed rules would allow the board to recognize a geographic area within a city or town as an "Alcohol Impact Area." A request to recognize an Alcohol Impact Area (AIA) must be brought to the Board by a local jurisdiction.

The local jurisdiction would first be responsible to adopt an ordinance stating an area has experienced significant problems due to the presence of chronic public inebriation or illegal activity associated with alcohol sales or consumption.

The local ordinance must include documentation to show the community is experiencing a pervasive pattern of public intoxication or public consumption of alcohol.

If the Board recognized an AIA, the agency would give local jurisdictions more time to review liquor license applications and renewals for businesses inside an AIA.

In specific circumstances outlined in the proposed rules, the local jurisdiction could also request that the Board restrict retailers in an AIA from selling certain types of alcohol products or alcohol product containers for off-premises consumption ("to go"), or that the Board restrict the hours that these retailers can sell alcohol to go.

How are these rules different from the earlier version?

The Board held public hearings throughout the state in January on an earlier version of these rules. Based on testimony received during the hearings and subsequent input, the Board is proposing the attached, revised rule language. The significant differences between these two versions are:

The previous rules had sections on neighborhood livability. These rules were separated, and will be the subject of another rule making action.

These proposed rules provide local officials an expanded time period of 60 days to comment on liquor license applications inside an alcohol impact area. The previous version of the rules allowed 90 days.

Language was added to state that the rules will be reviewed by the Board after the first AIA has been in effect for one year.

The proposed rules indicate that the Board can potentially restrict the off-premises sale of certain *alcohol product containers*, in addition to restricting the types of alcohol products sold to go.

Language was added throughout the proposed rules to clarify that potential product restrictions and hours restrictions apply only to the sale of alcohol to go.

Why is the Liquor Control Board proposing these rules?

The purpose of the proposed rules is to provide a tool for the Board to work with local government and community organizations to address any problems the community is experiencing as a result of chronic public inebriation.

The rules are designed to implement regulation only after local officials have first attempted to address the problems through community-based, voluntary efforts.

When requesting that the Board recognize an AIA, the local officials must provide documentation to show there is a pervasive pattern of public intoxication and/or public consumption of alcohol.

NEW SECTION

WAC 314-12-210 Chronic public inebriation (CPI) and alcohol impact areas (AIA) -- Definitions -- Purpose

(1) What is the purpose of these rules concerning chronic public inebriation and alcohol impact areas?

(a) The enabling statutes for the liquor control board are contained in Chapter 66.08 RCW. These statutes authorize the board to exercise the police power of the state for the protection of the welfare, health, peace, and safety of the people of Washington.

(b) The board's mandate to protect the welfare, health, peace and safety of the people is to ensure that liquor licensees conduct their business in a lawful manner and that the presence of a licensee's alcohol sales does not unreasonably disturb the welfare, health, peace, or safety of the surrounding community.

(c) The purpose of these rules concerning chronic public inebriation and alcohol impact areas is to establish a framework under which the board, in partnership with local government and community organizations, can act to mitigate negative impacts on a community's welfare, health, peace, or safety that result from the presence of chronic public inebriation.

(d) For the purpose of these rules, chronic public inebriation exists when the effects of the public consumption of alcohol and/or public intoxication occur in concentrations that endanger the welfare, health, peace, or safety of a neighborhood or community.

(2) What do these rules concerning chronic public inebriation and alcohol impact areas seek to do?

WAC 314-12-210 and 12-215 seek to:

- (a) Establish an expanded local review process for liquor license applications, assumptions*, and renewals inside a recognized alcohol impact area (AIA);
- (b) Create standards under which the board may refuse to issue a liquor license; may refuse to permit the assumption or renewal of a liquor license; may place conditions or restrictions upon the issuance, assumption, or renewal of a license; or may place conditions or restrictions on an existing license inside a recognized AIA;
- (c) Allow the board, in specific circumstances, to restrict the off-premises sale of certain alcohol products or alcohol product containers inside a recognized AIA.

*Note: A liquor license assumption refers to an application by a prospective new owner/operator for an existing licensed business. Under certain conditions, such applicants may apply for a temporary license to continue operations during the new license application review period.

NEW SECTION

WAC 314-12-215 Alcohol impact areas – Definition -- Guidelines

(1) What is an alcohol impact area (AIA)?

An alcohol impact area is a geographic area within a city, town, or county that is adversely affected by chronic public inebriation or illegal activity associated with alcohol sales or consumption. The area must be designated by ordinance by the government subdivision and recognized by resolution of the board before any enhanced processes described by these rules are applied.

(2) What guidelines will the board use to recognize an alcohol impact area (AIA)?

The board, by resolution, may recognize an AIA adopted by a city, town, or county and subsequently referred to the board by that government subdivision. To achieve recognition, the AIA must meet all of the following conditions:

- (a) The AIA comprises a geographic area that does not include the entire territory of the local jurisdiction;
- (b) The government subdivision has given a rationale, expressed in the ordinance, for the establishment of the proposed boundaries of the AIA;
- (c) The government subdivision has described the boundaries of the AIA in the ordinance in such a way that:
 - (i) the board can determine which liquor licensees are in the proposed area; and
 - (ii) the boundaries are understandable to the public at large.
- (d) The AIA ordinance includes findings of fact which establish:

- (i) chronic public inebriation or illegal activity associated with alcohol sales and/or consumption within the proposed AIA is contributing to the deterioration of the general quality of life within the area or threatens the welfare, health, peace, or safety of the area's visitors and occupants;
- (ii) there is a pervasive pattern of public intoxication and/or public consumption of alcohol as documented in crime statistics, police reports, emergency medical response data, detoxification reports, sanitation reports, public health records, or similar records; and,
- (iii) a good faith effort has been made by the government subdivision to control the problem through voluntary efforts that may include cooperation with neighborhood citizen and/or business organizations, and must include the notification of licensees within the proposed AIA of public intoxication problems and of voluntary remedies available to them to resolve the problem.

(e) The AIA will take effect on the date of the board's resolution extending recognition to the AIA.

(3) Once an AIA is recognized by the board, what processes, conditions, or restrictions may the board apply?

- (a) The board will apply a unique local license review process for liquor license applications, assumptions, and renewals within the AIA.
- (b) The board may place conditions or restrictions on the off-premises sale privilege of liquor licenses within the AIA. These restrictions must be reasonably related to reducing chronic public inebriation or illegal activity associated with off-premises alcohol sales and/or consumption. These restrictions may include but are not limited to:
 - (i) restrictions on the hours of operation for off-premises alcohol sale within the AIA,
 - (ii) restrictions on the off-premises sale of certain alcohol products within the AIA, and
 - (iii) restrictions on alcohol container sizes available for off-premises sale within the AIA.

(4) What are the circumstances required for the board to restrict the off-premises sale of alcohol within an AIA?

The board may restrict the off-premises sale of alcohol within an AIA, subject to all of the following conditions:

- (a) Product restrictions must be requested by the government subdivision's law enforcement agency or public health authority;
- (b) The board must find that the off-premises sale of such alcohol products is reasonably linked to the problems associated with chronic public inebriation; and
- (c) The government subdivision must have shown that voluntary efforts have failed to significantly reduce the impact of chronic public inebriation, or that voluntary efforts need augmentation by license restrictions described in WAC 314-12-215 (3).

(5) What type of voluntary efforts must the government subdivision attempt before the board will implement mandatory product restrictions?

Before the board will implement mandatory product restrictions, the government subdivision's voluntary efforts must include:

- (a) Notification of all off-premises sales licensees in the proposed AIA that behavior associated with alcohol sales is having an impact on chronic public inebriation.
- (b) Documentation that the government subdivision has made reasonable efforts to implement voluntary agreements to promote business practices that reduce chronic public inebriation and promote public welfare, health, peace, and safety with licensees within the AIA who sell alcohol for off-premises consumption.
- (c) Implementation of these voluntary agreements must have been attempted for at least six months before information is presented to the board that voluntary efforts have failed or need augmentation.

(6) If restrictions are approved for an AIA, the Board will:

- (a) Notify the appropriate beer and wine distributors of the product restrictions placed on off-premises licensees within the AIA.
- (b) When product restrictions on the off-premises sale of alcohol products are placed on licensees within an AIA, no state liquor store or agency within the AIA may sell these restricted products.

(7) What is the process for liquor license applications and renewals for licensees inside a recognized AIA?

Subject to the provisions of RCW 66.24.010 (8):

- (a) When the board receives an application for a liquor license that includes an off-premises sale privilege, the board will establish an extended time period of 60 days for the government subdivision to comment on the liquor license application or assumption.
 - (i) The government subdivision may and is encouraged to submit comment before the end of this 60 day period, but may request an extension of this period when unusual circumstances, explained in the request, require additional time for comment.
 - (ii) The requesting government subdivision will notify the licensee or applicant when an extension of the 60 day comment period is requested.
- (b) For renewals, notice will be mailed to the government subdivision not less than 90 days before the current license expires.

(8) How long will an AIA be in effect?

An AIA will remain in effect until:

- (a) The sponsoring government subdivision repeals the specific enabling ordinance that originally defined the specific AIA recognized by the board, or

(b) The board repeals its recognition of an AIA as the result of a public hearing, called by the board acting on its own initiative or at the request of a community organization within the AIA, made after the AIA has been in effect for at least two years.

NEW SECTION

WAC 314-12-220 General Review.

The board will initiate a study of the effectiveness of WAC 314-12-210 and 12-215 one year following recognition of the first AIA under these rules. The study, which shall take no more than 90 days, will recommend the continuation, modification, or repeal of these rules.

WAC 314-12-225 Severability. If any provision of WAC 314-12-210 through 314-12-220 or the application thereof to any person or circumstance shall be held invalid, such invalidity shall not affect the provisions or the application of these rules which can be given effect without the invalid provision or application, and, to this end, the provisions of these rules are declared to be severable.

Kansas Legislator Briefing Book 2005

Alcohol, Drugs, and

Gambling

C-1

Liquor Issues

Other Alcohol, Drugs,
and Gambling reports
available:

C-2

Gaming

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Alcohol, Drugs, and Gambling

C-1 Liquor Issues

The Kansas Liquor Laws are administered by the Alcoholic Beverage Control Division of the Kansas Department of Revenue.

Current Liquor Laws. The current Kansas liquor laws include the following acts:

- ! Liquor Control Act;
- ! Cereal Malt Beverage Act;
- ! Private Club and Drinking Establishment Act;
- ! Nonalcoholic Malt Beverages Act;
- ! Beer and Cereal Malt Beverage Keg Registration Act; and
- ! statutes authorizing sales by farm wineries and microbreweries.

Liquor Licenses. To produce, distribute, or sell alcoholic beverages in Kansas, a license must be obtained from the Division of Alcoholic Beverage Control. License types include the following:

- ! Manufacturer;
- ! Spirits Distributor;
- ! Wine Distributor;
- ! Beer Distributor;
- ! Retail Liquor Store;
- ! Farm Winery;
- ! Microbrewery;
- ! Class A Private Club (not-for-profit);
- ! Class B Private Club (for-profit);
- ! Drinking Establishment;
- ! Caterer;
- ! Hotel Drinking Establishment; and

! Temporary Permit.

2005 Legislator Briefing Book -2- C-1

Evolution of Liquor Laws. Some major dates in the evolution of Kansas liquor laws are listed below.

1880 Voters approved a constitutional amendment prohibiting the manufacture and sale of intoxicating liquors.

1917 The Legislature passed the “Bone Dry Law”, prohibiting the possession of all liquor.

1937 The Legislature authorized the sale of cereal malt beverage (3.2 percent beer) for consumption both on- and off-premises.

1948 Voters approved a constitutional amendment authorizing the Legislature to “regulate, license,

and tax the manufacture and sale of intoxicating liquor . . .”

1949 The Legislature enacted the Liquor Control Act in response to the 1948 constitutional amendment.

1965 The Legislature enacted the Private Club Act providing for the sale of liquor in private clubs.

1979 Private clubs were statutorily authorized to sell liquor by the drink to members and guests.

“Liquor Pools” were eliminated and a 10 percent “drink tax” was imposed.

1983 Farm wineries were authorized to sell table wine made from Kansas products.

1986 Voters approved a constitutional amendment permitting sale of liquor by the drink in establishments open to the public.

1987 Drinking establishments were created as a category of licenses permitted to sell liquor by the

drink. Microbreweries were permitted to manufacture and sell beer.

1990 The Nonalcoholic Malt Beverages Act authorized the sale of malt beverages containing less

than 0.5 percent alcohol.

1994 Election day sales legalized.

1995 Credit card sales authorized.

2002 The new Beer and Cereal Malt Beverage Keg Registration Act requires retailers to register

all beer kegs.

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Liquor Taxes. Current Kansas liquor taxes include the following:

! Gallonage Tax—paid by the manufacturer or by the first person in the state who receives the product.

! Liquor Enforcement Tax—this 8 percent tax is paid by the consumer on products purchased from liquor retailers, farm wineries, and micro-breweries.

! Drink Tax—this tax at the rate of 10 percent is imposed on sales by clubs, drinking establishments, caterers, and holders of temporary permits.

! Retail Sales Tax—the retail sales tax is imposed on cereal malt beverage sales by licensees

who are not also liquor licensees, e.g., taverns, restaurants, and convenience and grocery stores.

Tax Revenues. Liquor tax revenues in Fiscal Year 2003 were:

(In millions)

Gallonage Tax \$ 17.76

Enforcement Tax 38.86

Drink Tax 27.45

TOTAL \$ 84.07

Liquor by the Drink. A 1986 constitutional amendment authorized the sale of liquor by the

drink in those counties which have voted to approve such sales. As of December, 2004, 32 counties have not approved the sale of liquor by the drink; 58 counties approved such sales with a 30 percent food sales requirement; and 15 counties have approved such sales with no food sales requirement.

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Role of Local Governments. As outlined in *Kansas Local Government Law*, cities may by statute or under home rule power:

- ! provide more stringent closing hours for private clubs than state law requires;
- ! prohibit open containers of cereal malt beverages;
- ! adopt city ordinances which declare as unlawful or prohibit the same acts that are proscribed under the Kansas Liquor Control Act;
- ! authorize liquor consumption on the premises of municipally-owned buildings;
- ! hold a drinking establishment license under certain circumstances;
- ! regulate conduct and entertainment where cereal malt beverages are sold;
- ! prohibit licensure under the Drinking Establishment Act only if the premises are located in an inappropriately zoned area;
- ! authorize Sunday sales of alcoholic liquor as a result of a recent Kansas Supreme Court decision (*Kline v. United Government of Wyandotte County/Kansas City, Kansas*).

Yarra City Council

Consumption of Alcohol in Public

Places Local Law

Local Law No. 8

As made by the Yarra City Council, 24 August 1998

Consumption of Alcohol in Public Places Local Law

As made by the Yarra City Council, 24 August 1998

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2

YARRA CITY COUNCIL

LOCAL LAW NO. 8

CONSUMPTION OF ALCOHOL IN PUBLIC PLACES LOCAL LAW 1998

1. Title

This local law may be cited as the *Consumption of Alcohol in Public Places Local Law 1998*.

2. Objectives

The principal objective of this local law is to control consumption of liquor in public places in prescribed areas.

3. The power to make this local law

The Council's authority to make this local law is contained in section 111(1) of the Act.

4. Commencement

This Local Law comes into operation on the day on which it is made.

5. Definitions¹

In this local law, unless inconsistent with the context:

“**Act**” means the *Local Government Act 1989*.

“**authorised officer**” means an authorised officer appointed under section 224 of the Act, including a police officer referred to in section 224A(3) of the Act.

“**Council**” means Yarra City Council

“**limited period**” means the period during which a limited period restriction is in force.

“**limited period restriction**” means the period of operation of a declaration specified in accordance with clause 8 of this local law.

“**liquor**” has the same meaning as in the *Liquor Control Act 1987*.

¹ Words used in this local law have the same meaning as in the *Local Government Act 1989*. The following words used in this local law have defined meanings in that Act: **public notice, road**.

3

“**municipal district**” means the municipal district of the Council.
“**permit**”, in relation to an activity, means a permit issued under this local law which authorises that activity.

“**permitted alcohol consumption area**” means:

- (a) the area specified in a limited licence under the Liquor Control Act 1987 as being the area in which alcohol consumption is authorised by the licence; or
- (b) if no area is specified in a limited licence, the defined area in the immediate vicinity of the point of sale authorised by the limited licence.

“**prescribed area**” means an area specified by the Council in accordance with clause 7 of this local law.

“**public place**” means:

- (a) a road; and
- (b) a place to which members of the public have access, or are permitted to have access, whether or not on payment of a fee.

6. Consumption of liquor in prescribed area

- (1) A person must not consume liquor, or be in possession of liquor in an open container, in a public place in a prescribed area.

Penalty: 2 penalty units

- (2) This Clause does not apply to:
 - (a) the possession or consumption of alcohol in a permitted alcohol consumption area; or
 - (b) “authorised premises” or “licenced premises” within the meaning of the **Liquor Control Act 1987**; or
 - (c) circumstances to which the **Liquor Control Act 1987** does not apply by virtue of section 7 of that Act.

7. Prescribed areas

- (1) The Council may, by public notice, declare a prescribed area.
- (2) A declaration may define a prescribed area by:
 - (a) description; or
 - (b) plan or map.

4

- (3) If the Council specifies an area to be a prescribed area, it must:
 - (a) publish notice of that specification in the **Government Gazette**; and
 - (b) ensure that a document describing the area, or a plan or map showing the area, is available for inspection at the offices of the Council during normal business hours.

8. Limited period restriction

- (1) The declaration of a prescribed area may be made to operate:
 - (a) during a specified period of the day; or
 - (b) during a specified period of the year.
- (2) The specified period during which a declaration operates is the period (if any) specified in the notice published in the **Government Gazette** under clause 7(3).

(3) If no period is specified, a prescribed area operates at all times, on all days each year.

9. Offences

(1) A person who contravenes or fails to comply with any provision under this local law is guilty of an offence and is liable to the penalty stated under a provision.

(2) As an alternative to prosecution for an offence, a person may be served with an Infringement Notice under Clause 10 of this Local Law

10. Infringement notices

(1) An authorised officer may issue an infringement notice in the form of the notice in Schedule 1.

(2) The fixed penalty in respect of an infringement notice issued by an authorised officer is the amount set out in Schedule 2.

5

11. Payment of penalty

(1) A person issued with an infringement notice may pay the penalty indicated by forwarding a cheque addressed to Yarra City Council P.O. Box 168 Richmond 3121 or by making payment to an authorised officer at the Council offices, City of Yarra, Collingwood Town Hall 140 Hoddle Street, Abbotsford or Richmond Town Hall, 333 Bridge Road, Richmond.

(2) To avoid prosecution, the penalty indicated must be paid within 28 days after the day on which the infringement notice is issued.

(3) A person issued with an infringement notice is entitled to disregard the notice and defend the prosecution in court.

12. Impounding of open containers

(1) An authorised officer who finds a person contravening clause 6 of this local law may impound any open liquor container in the person's possession.

(2) A person, when requested to do so, must give to an authorised officer an open liquor container which the authorised officer wishes to confiscate under this clause.

Penalty: \$200.00

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6

Schedule 1

Infringement Notice

Date:

To: (name and address)

I, (name of authorised officer) have reason to believe that you have committed an offence against the Consumption of Alcohol in Public Places Local Law 1998 of the City of Yarra, as indicated below:

Date Time Clause of local law

Penalty

Description of the

o f f e n c e :

Location of the offence:

Consumption of Alcohol in Public Places Local Law

As made by the Yarra City Council, 24 August 1998

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7

Schedule 2

Penalties fixed for Infringement Notices issued under Clause 10

Provision	Offence	Penalty
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\$

clause 6	Consumption or possession	100
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of liquor

clause 12	Failure to give open liquor container to an authorized officer
-----------	--

\$100

This document is issued by the Yarra City Council.

The COMMON SEAL of the)

YARRA CITY COUNCIL)

was affixed hereto in the presence of)

.....Mayor

.....Chief Executive Officer

**The resolution for making this Local Law was adopted by the Yarra City
Council on 24 August 1998.**

OPPORTUNITY

- 1)All over maharashtra market are available for sold their product .
- 2)Outside the state
- 3)Export to Overseas.
- 4)competitive position of the product

Maharashtra lifts bar on inter-state liquor movement

Sanjay Jog

Mumbai, July 17: The state government on Friday lifted the ban on inter-state transfer and overseas alcohol exports. It has allowed distilleries to export 1 crore litres of alcohol this year.

Sources say that nearly 626 lakh litres of alcohol have piled up at 47 distilleries after the May 31, 1997, proclamation which barred transfer and exports.

"Taking into consideration an interim order passed by the Mumbai high court on a writ petition filed by Ruiya and Ruiya and taking into consideration the production estimate of alcohol in the current year, it has been decided to allow export of 100 lakh litres of alcohol from distilleries in the state," excise commissioner Ajit Kumar Jain said.

Maharashtra State Cooperative Sugar Factories Federation chairman Narendra Borgaonkar said the lifting of the ban would help clear the piled-up stock. Borgaonkar said the distilleries, which had an average production capacity of 30,000 litres a day, had been crippled by the bar on movement.

Now that the bar has beenlifted, he said the federation would sell both special denatured and rectified spirit. While denatured spirit will be exported at Rs 7 a litre, rectified spirit will be sold at Rs 8 a litre.

Borgaonkar called upon the state government to reduce the inter-state liquor duty from Rs 10 a litre to Rs 3 a litre. The inter-state duty rates applicable now have made it difficult for distilleries to export their produce. Most other states levy an inter-state duty varying between 30 paise to a litre to Rs 3 a litre.

According to the excise department, exports from the country will be allowed only through the Mumbai and Jawaharlal Nehru port trusts, while movement outside the state will be permitted only through the check-posts of the state excise department.

Manufacturers will need to seek an export pass under state rules before shipping their produce, a state official said.

Shaw Wallace and Co Ltd

SWC is one of the leading spirits and beer company in the country with brands like *Royal Challenge, Director's Special and Haywards 5000*. The company's other businesses include consumer products, fertilizer and chemicals. Consumer products business has been divested in January '99 to Henkel Spic. SWC faces legislative proceedings initiated by the creditors of the company for non repayment of dues. The company has initiated a corporate restructuring exercise to improve operational and financial performance.

Restructuring initiatives : The company has initiated a restructuring programme and has decided to focus largely on the core businesses of liquor and beer. The non-core businesses are being divested in a gradual and phased manner. The company recently divested its consumer products businesses on and has already initiated steps for divestment of the other non-core businesses such as Gelatines, Agri chemicals and International Trading business. Part of the sale proceeds will be used for repayment of the creditor loans amounting to Rs2.6bn.

The liquor industry in India highly Government regulated in terms of constraints on manufacturing, storage as well as distribution. The industry faces threat of prohibition, high excise duties, exorbitant import duty, restrictions on advertisement, restrictions on inter-state movement, Besides there are barriers of control over distribution and near-monopoly status of retailers and distributors. Unlike the global market where beer is considered as a beverage and is available in departmental stores, in India it is clubbed with hard liquor and bears the brunt of irrational excise and other duties. This has resulted in beer being more expensive than even some low priced liquor brands, leading to a shift in consumption towards hard liquor. As against the international market where 65-70% total alcohol consumption is in the form of beer, in India beer accounts for a significantly lower proportion of total alcohol consumption. Also there has been an increasing preference for strong beers as compared to mild brands.

Post liberalization in 2001 when WTO agreement will come into force, most global players are likely to aggressively enter the Indian market. All the major players have already launched their leading brands and are building up a strong brand franchise in anticipation of liberalization. The domestic players have also adopted aggressive strategies to fight the anticipated competition. The industry is expected to witness a shakeout with a few dominant players strengthening their positions and the moderate players are likely to fall out. Major domestic companies in the business are Shaw Wallace,, McDowell, UB, Herbertson's and Jagatjit Industries. Leading global liquor majors like Diageo, Allied Domecq, Seagram, Bacardi Martini and Foster's have launched their brands in the Indian market.

Management track record has been poor. The company has in the past recklessly diversified through subsidiaries/ group companies and has cross holding in various companies. Another key issue of concern is the legislative proceedings lodged against the company by the creditors. The key promoter and Chairman Mr Chhabria faces charges of FERA violation and siphoning of funds from the various companies owned by him. The SWC management has a constant tussle with its key competitor and market leader - the UB Group. The issue of jointly owned Herbertsons is also awaiting a court judgement. Recently the UB management has made a bid in concurrence with SWC's creditors for acquiring three of SWC's largest selling brands and repay creditors.

Resources
Brand Quest
Home

8 PM and after



Neha Kaushik

IT wasn't too long ago that Radico Khaitan found itself in the record books for notching up sales of one million cases in one

year for a newly-launched brand. Small beer for the company, as it's not resting on its laurels and is actively looking at growth through more new ventures. Testimony to the fact is Radico Khaitan's phenomenal growth in the liquor market. If it's some indication, the company is expecting to close this year with a turnover of Rs 550 crore, a 116 per cent increase over last year.

Apart from expanding its portfolio of brands and extending its distribution reach, Radico Khaitan is now also aiming to be a leading distribution house. The company has recently acquired Whitefield, a whisky and brandy brand strong in southern India, from Alembic (which has decided to exit the liquor business altogether). Says Lalit Khaitan, Managing Director, Radico Khaitan, ``We will now be taking the brand national. Earlier, Whitefield was only sold at defence stores. Apart from this, we will be improving the packaging and giving it a new look. It will be targeted at the regular segment (Rs 150-170).''

This segment with sales of 13 million cases is worth almost 33 per cent of the 41 million cases a year whisky market in India. The company is also planning to launch a new brand of whisky in the deluxe segment (priced between Rs 220 and Rs 270 for a 750 ml bottle). Although refusing to divulge the name of the brand, Khaitan reveals that the launch is likely to happen in March next year. These launches are likely to strengthen Radico's position in the whisky market by ensuring that the company has an offering in almost every price segment.

The company already has its leading brand, 8PM, present in the competitive upper-regular segment (Rs 170-220 for 750 ml). Keeping the brand's current growth in mind, Radico Khaitan is expecting to notch sales of 2.5 million cases of 8PM this year. ``8PM, launched in 1999, was a runaway success and had sales of around one million cases in the first year alone, which was a record for any Indian or foreign brand operating in India," says Khaitan. The main factors responsible for making 8PM a success, he says, were the quality of packaging and the liquor, the marketing and an advertising campaign which struck a chord instantly with the audience. The brand is already said to have an almost 50 per cent market share in the upper-regular segment.

Recently, the company diversified into food products with the launch of 8PM apple juice, keeping in mind the current ban on liquor advertising on television. Meanwhile, for its other flagship product, Contessa Rum, Radico is looking to expand the distribution network for the brand. The company will also be undertaking a whole new range of marketing activities in a bid to push the brand in the market. ``We are aiming to sell two million cases of Contessa this year," says Khaitan. Contessa Rum currently has a 23-24 per cent market share in the Indian rum market. In the country liquor category, Radico's brands, Masti

and Jhoom, launched in Uttar Pradesh last year, have notched up a solid performance, with a combined sales of 3.5 million cases.

Meanwhile, to expand its distribution reach in the country, Radico Khaitan has decided to take the contract manufacturing route. The company currently has around 10 contract manufacturing tie-ups across the country, and is aiming to ink 3-4 similar deals in the coming months.

Apart from expanding its current portfolio of brands, Radico Khaitan is now aiming to be present in the premium segment, through a marketing and distribution tie-up with several foreign liquor companies. Radico is already the country business partner of Ernest & Julio Gallo (manufacturers of the world's largest selling wine, Carlo Rossi). ``The brands will be launched in major markets in April next year," says Khaitan.

Although the current wine consumption in the country is only around four lakh cases a year, consumption is picking up mainly on account of new segments such as women and the younger generation. In addition, the company is hoping that its wines will perform well keeping in mind the high recall value the Ernest & Julio Gallo wines have.

Apart from wines, Radico has also tied up with several other foreign players to launch products such as beer and Scotch whisky in the market next year.

Meanwhile, in addition to distributing foreign liquor in India, Radico has also been steadily exporting its liquor outside the country, principally under the 8PM and Contessa brands. The total exports last year were approximately 75,000 cases with the bulk of exports to the West Asian region.

However, industry sources reveal that the company may be actively looking to enter a few key international markets and even set up bottling plants outside India.

With its plans firmly in place, Radico Khaitan certainly seems all set to break a new record. Surely, reason enough to stay in high spirits!

lype George

Part the new WTO regime, the Indian companies are preparing and designing new strategies for survival. Soon product patents will be introduced in the country.

Product I: [Indian industry braces for WTO regime](#)

Under patents did not exist in India. What we have had were "process patents" by which an identical product could be manufactured by another process. But the emergence of products patents will radically change the way companies do business.

No longer will companies be allowed to manufacture a similar product using a different process.

"The removal of quantitative restrictions and the imposition of the patents regime means that companies will be forced to compete. Companies will set new investments in research and development. Companies will also be forced to target niche markets and tailor their products according to the market requirements," says Ashutosh Verma, a legal expert in patents rules.

Verma points out that the implementation of WTO's Trade Related Intellectual Property Rights gives standard protection to copyrights, trade marks, layout designs and product rights.

But experts like Varma also warn that there are many possibilities that Indian exports could even be banned because of the product patents.

For instance, exports can be barred if the product in question violates patent rights in the importing country.

Traditional items like basmati rice will have to be patented. Automobile ancillaries will face product wrangles.

Software programmes and data applications will have to be protected under the patents law. Pharmaceutical companies will face a series of product patents issues.

But how will the removal of all import curbs and the beginning of the patents' regime affect various sectors of the Indian industry?

Here is the likely impact of the WTO rules on some crucial sectors in India.

Agriculture

The WTO agreement on agriculture provides for:

- reduction of domestic subsidies,
- reduction in export subsidies,
- tariff reduction, and
- bindings to provide market access.

Activists cry foul that Indian agriculture, already reeling under severe drought and fall in cash crop prices, will die once the import curbs are removed and free flow of food items are allowed into India.

"There is going to be 'madness' in the agriculture sector. Farmers will be hit hard by the WTO regime. What happens to our vegetable oils, rice, rubber, coconuts and fruits, if similar items can be imported cheaply from other countries," asks K Sundaran, a social activist espousing farmers causes in South India.

He says currently there is a massive distortion in the international trade in agriculture. Industrialised countries have been giving huge domestic subsidies to their agricultural sector that there is excessive production, import restrictions and dumping of agri-products in international markets.

But despite the concerns of farmers, many believe the WTO rules will not adversely affect the Indian agriculture as it is made out.

Developed nations have committed to the WTO that they would reduce subsidies and tariff. So then better overseas markets will be available for Indian agricultural products.

That will further improve the country's rural employment and safeguard the food security. Another advantage for India is that the subsidy reduction requirement under WTO is not applicable to the country. As per the WTO rules, countries having less than \$1,000 per capita income annually do not fall under the subsidy reduction requirement.

Pharmaceuticals

India has one of the most efficient pharmaceutical industries in the world.

Pharmaceutical firms grew mainly thanks to the absence of patent protection of medical drugs in the country. For instance, Indian companies are now producing their own AIDS drugs, which are available cheaply, compared to the original products from foreign countries.

But the imposition of the new WTO rules will begin to threaten India's achievements in the pharmaceutical field. The Indian Patents Act, introduced in 1970, boosted Indian pharma companies. The Act allowed them to develop and patent alternative processes for products discovered and patented elsewhere.

According to the Indian Drug Manufacturers' Association, self-sufficiency in Indian pharmaceutical sector is more than 70 per cent.

"Worldwide, India is a country of very low prices for high-quality medicines," points out the IDMA president Nishchal H Israni.

But now the rules of the game in the pharmaceutical industry will change as India has committed to toe the WTO line on product patents. Product patent rules and Exclusive Marketing Rights (EMR) under the WTO could effect a paradigm shift in India's pharma majors.

As per the EMR provision, a product for which original patent was granted prior to 1995, is not fit for an EMR in the country. This has forced nine leading domestic pharma companies to form the Indian Pharmaceutical Alliance that has demanded a more transparent WTO regime for EMR grants.

How will the WTO rules affect 500,000 employees working in roughly 20,000 pharma firms in the country?

Well, many expect a spate of mergers, acquisitions and alliances in the domestic pharmaceutical industry in the coming years.

Information technology

Under the Information Technology Agreement signed under the WTO, Indian hardware and software companies can become major players in the value-added arena.

Availability of high-skilled IT personnel and low cost of labour and operation will allow India to compete in the international market.

Textiles and clothing

The WTO agreement on textiles and clothing states that the Multi-Fibre Agreement (MFA) will eventually be eliminated. MFA at present groups the major importer countries -- the United States, Austria, Canada, the European Community, Finland and Norway -- who apply restrictions by way of quota.

Exporting countries like India are a part to the MFA. The phasing out of MFA will boost textile exports from India. It will also increase investment in textiles and joint ventures. But the risk is that as India opens up its market from next month, import of textiles and clothing will considerably increase from countries like China, the United States, Taiwan and Indonesia.

This will force many textile manufacturers to modernise their mills and improve quality.

Liquor companies

Indian liquor companies are anxious. Once the quantitative restrictions are removed on April 1, the import tariffs on bottle-in-origin liquor brands will vanish.

Currently the import tariff is pegged at 233 per cent. But as per the WTO regulations, the government will be forced to slash import duties on foreign liquor brands. This will considerably affect domestic liquor companies.

Domestic liquor companies have been urging the government to allow the present tax structure continue till 2003 and then reduce it in a phased manner to 150 per cent by the year 2006.

But multinational liquor companies like Seagram, Bacardi-Martini and UDV are in favour of lowering the import tariff along with the removal of quantitative restrictions.

An official in the UB Group, which controls 25 per cent of the liquor market in India, admits that the new WTO regime is a threat to the domestic industry.

"Our fear is that multi-national liquor firms will flood the Indian market with cheap, second-hand products once the import curbs are removed," he said.

So the liquor companies are not sitting cool. They are gearing up to meet the global challenge as Indian markets open up. They are busy charting new business plans to ensure that the local brands survive ultimately.

The services sector

As per the WTO rules, two obligations apply to all services. They are the Most Favoured Nation (MFN) treatment and transparency by way of publication of all laws and regulations.

Which in other words means that areas like banking, insurance, investment banking, health, and many other professional services that are opened up will be bound by the WTO commitments.

India will have to open up its services sector to other WTO member countries. The result: many overseas service providers will enter into the services sectors in the country, thereby reducing the chances of domestic enterprises.

But experts believe India need not be frightened of the WTO rules on services because the country at present has a distinct competitive advantage in many areas that include health, engineering construction, computer software and other professional services.

CHAPTER-VI

CONCLUSION & SUGGESTION

SUGGESTION

- a) Shape of Bottle like foreign branded product like WISKY & Bottle shape to make badam.
- b)Country liquor colour is like orange ,red ,brown ,black etc

- I. Companies major sales at Chandrapur, where its major competitors S.S.K. Kopargaon assuming credit facility against cheque to dealers. So request of credit facility for short term may be considered.
- II. To achieve targeted sales the marketing M/s. have to concentrate on out of octroi limit are i.e. Taluka wise area.
- III. In area where average sales is moderate i.e. like Dhule, Jalgaon, Ahmednagar they will require to put on more and continuous efforts and sales promotional activities to get market share.
- IV. The area where S.S.K., brands occupy market with Bobby name, company has to introduce similar new lable to Bobby and matching qualities.
- V. Although company has continuous follow up but personal visits and telephone contact should be repeated.
- VI. Some brand must have to match ex factory prices with the competitor factory prices.

VII. In area where they have yet not launched it must survey.

VIII. In area like Mumbai Where it is very difficult to have an entry in this market as there are many local manufactures with c1 –I and c2-II licensees company has to adopt new marketing strategies with initially less market price for its brands.

IX. In some district company have to produce the quality of liquor preferred by the customer.

X. To appoint new agents company has to update information's by personal visit into market repeatedly.

XI. To achieve targeted sales the marketing manager have to concentrate outside octroi limit as there is no single brand sale within octroi limit i.e. taluka wise area and collecting the list of number of retailers in the taluka having country liquor license.

XII. As company do not have sale within its octroi limit company should introduce scheme for distributors making changes in the price for distributors wherever required sales officer and sale assistant should know the distributor or retailer of the taluka and they should be in contact with them within 15 days. They should take the suggestion of the distributors and retailer regarding the product. If these people have any suggestion regarding the product such as cap of the bottles, the label of the product, the percentage they receiving per bottle or per box. By hook or by crook they should be able to sell their product in respectd rural area. For these sale staff should be increase by the company.

XIII. Competitor brand having good taste and prefer in rural area as compare to our brand blender should do research and development to manufacture similar product to the brand of the competitor. With the company new brands sale officer/assistant should visit distributor giving few samples of bottle and getting their suggestion regarding the brand.

To
A.R. LONDHE,
Chief Marketing Manager,

SUB:- MARKETING STRATEGIES TO BE ADOPTED FOR
ACHIEVEMENT OF TARGETED
SALES OF 10.00 LACKS CASES (From April 2003 to March 2004) OF
COUNTRY LIQUOR.

Respected Sir,

After decontrol in June 1993 the Country Liquor market has become very competitive. Some Co-operative sugar factories have given CL-1 license (Manufacture of C.L.) to the private sector on lease. And these private parties are selling their C.L. Products by adopting ethical and unethical business tactics. Moreover, The State Excise Department is allotting quota of alcohol as per demand of manufacturer and there is no restriction on production of Country Liquor. This has created more supply and comparatively less demand situation in the market, which has resulted into very stiff and unhealthy competition among the CL manufacturers. Now the market is flooded with C.L. Brands and more and more Country Liquor products are introduced every day .

Recently, Hon'ble finance Minister, (M.S.) has announced to auction the retail shops of Country Liquor. This has also disturbed the entire market set up of Country Liquor. In the last year (2002-03) we have achieved 8,18,581 Cases sales of Country Liquor. During current year (2003-04) Sales Target is 10,00,000 Cases.

i.e. we have to increase sales by 1,82,000 Cases (22.23 %) than last year. It is not a very easy job. Therefore, we have to chalk out wellplanned and well organized marketing strategies and will have to put special efforts for their implementation in the market.

We have carefully surveyed the Country Liquor market of Maharashtra and prepared District wise Marketing plan, which is already submitted to your good self.

We have planned following marketing strategies to be adopted for incremental sales:-

1) NEW LABEL

During last year we have introduced and launched New Brands Namely Bombay and Masti Santra and achieved sale of 19877 Cases of these new brands as under

Bombay Santra –	5582
Masti Sangtra	<u>14295</u>
Total :-	19877

During the market survey the dealers from Ahmednagar, Amravati and Yeotmal areas have suggested to introduce a label similar to “Bobby” with BlackPP Cap and also match the blend.

Therefore new label similar to Bobby of Sanjiwani with Black PP Cap will be introduced in Ahmednagar, Beed, Amravati, and Yeotmal.

These are the pockets of ‘Bobby’ and have captured a sizeable market. If the similar label with similar blend is introduced we can get a share in the above market.. if this new label is clicked and the blend is accepted in the market, we expect at least minimum 25000 Cases Sales per year.

2) BLEND :-

We have introduced new lable 'Masti- Santra' similar to 'Bhingri' of Kopargaon S.S.K. Ltd, and have sold as follows during the year 2002-2003:

Sr.No.	District	Masti
1	Ahmedngar	1435
2	Aurangabad	1595
3	Dhulia	20
4	Jalgaon	200
5	Nagpur/ Bhandara	2663
6	Nanded	2792
7	Pune	5145
8	Thane	100
9	Yeotmal	95
10	Nasik	250
	Total	14295

However, to get sizeable sales the agents hve suggested to produce Masti Santra with similar taste of Bhingri. This will help to get some market share in the area of Nagpur, Nanded, Parbhani, Aurangabad, Bhandara, etc.

3) PRICING POLICY:-

We are getting higher pries in Chandrapur District. However, in rest of Maharashtra other than Chandrapur District these prices are not acceptable.

In every district some particular brands of near by distrillers are popular and they have their own pricing policy. We will have to match our prices with those brands in every district to get market share from those areas.

4) SEASONAL DISCOUNT SCHEME:-

The sales in the month of Aug., Sept, and Oct. are lowest in the year due to Ganesh Festival, Shrawan and other festival. Hence, seasonal discount scheme will be given at the appropriate time and the details of the scheme will be furnished later on.

5) SALES INCENTIVE SCHEME FOR SALES STAFF:-

Detailed discussion was held with sales staff over existing market and new strategies to be adopted for marketing and achievement of sales target.

District wise targeted sales and details of market information are given in annexure enclosed. To have proper area wise marketing we have divided Maharashtra in four different segments/ regions.

Region wise per month Sales Target is fixed and the responsibility to achieve the target has also been fixed to a particular sales Officer. The details are as under:-

Sr. No .	Name	Region	Last Yr. Per Month Avg.	Per month expected sale	Per month expected increase in sales
1	Shri V.E. Kadu	VIDHARBHA:- Yeotmal, Chandrapur, Gondia, Bhandara, Nagur, Amravati, Akola, Buldhana	60,535	66,100	5,565
2	Shri R.S. Asawa	MARATHWADA: Aurangabad, Jalna, Parbhani, Hingoli, Nanded, Latur, Usmanabad, Beed	870	3900	3030
3	Shri D.S. Dale	WEST. MAHARASHTRA Ahmednagar, Pune, Satara, Sangli, Kolhapur, Solapur.	2299	6300	4001
4	Shri L.B. Kharde	NORTH MAHARASHTRA Dhule, Jalgaon, Nasik, Thane, Mumbai	4510	7700	3190
		Total	68214	84000	15786

To motivate the sale staff and to achieve the Sales Target it is proposed to give incentive scheme to sales staff as under:-

- 1) Rs. 1/- per box incentive for additional sales than last years per month average sales from the region (from existing outlets)
- 2) Incentive on sales though new outlets:- In the competitive environment if the sales staff by this personal effort introduces new dealers/ agents, an incentives of Rs. 1.50 per case will be given on the sales realized through such dealers.
- 3) The amount of incentive should be given on monthly basis to have effective motivation.
- 4) In the last month of the year the annual sales figures will be checked and the amount of incentive given will be adjusted if necessary.
- 5) The total amount of incentive of expected increase in Sales is realized will be Rs. 2.00 Lacks.

6) EXECUTION OF MARKETING PLAN:-

To strengthen our Country Liquor market and for execution of Marketing plan following instruction are given to the sales staff:-

- a) Periodical visit at least once a month to each distributor in allotted region.
- b) The sale staff on their marketing tour will always look for new outlets and try to appoint new dealers/ agents.
- c) A diary should be maintained to note day to day work done, visits to the party discussions and detailed information collected.
- d) Submission of tour report and feedback from the market should be given immediately to chief Marketing Manager.
- e) Daily contact with Chief Marketing Manager/ Executive Director when on tour over Phone / E-mail etc.
- f) Fortnight meeting will be taken of sale staff to judge their performance and to give guidelines for region wise incremental sales.
- g) As and when required myself will visit the market along with the related sales officer to improve sales performance.

I assure to the Management that, we are confident to achieve the targeted sales if the suggestions given above are implemented. To implement the above strategies and planning we need a proper support and timely decisions from the Management.

This is for your kind information and further guidance please.

(A.R. Londhe)
Chief Marketing
Manager

suggestion

1. distributors for the product. The company should give incentive to the sales officer for the efforts they made for the appointment of new distributors.]
2. Company should need to solve all problems as early as possible of the distributors queries complaints and suggestion.
3. The sales officer should officially visit the distributors and retailers to maintain smooth relation with them and to gather information for the company regarding the competitor's new policy.
4. The company is successful maintaining its market potential by introducing different promotional tools such as giving incentives to the distributors.
5. The company is successful in maintaining its market potential by the sale officer should appoint on their own risk the new distributors for the product. The company should give incentive to the sales officer for the efforts they made for the appointment of new distributors.]
6. Company should need to solve all problems as early as possible of the distributors queries complaints and suggestion.
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10. Company should need to solve all problems as early as possible of the distributors queries complaints and suggestion.
11. The sales officer should officially visit the distributors and retailers to maintain smooth relation with them and to gather information for the company regarding the competitor's new policy.

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QUESTIONNARIES FOR DISTRIBUTOR

DISTIRBUTOR NAME : _____

AREA : _____

1. Which Companies Autorised Dealer you are?
2. In your area which liquor is more preferred by retailer?
3. What are the main reason for the sale?
4. What are the main terms and conditions set by different manufacture?
5. What are the opinion about companies product.?
6. Who are the major retailer for liquor?
7. What are the average sale for liquor in your area for different product?
8. Which company give credit term?
9. What is the period for the credit form the date of purchase?
10. If any distributor score high and satisfying sales? Is company offering any discount or incentives to the distributor?

QUESTIONNAIRE FOR RETAILER

1. NAME:
2. ADDRESS:
3. Which brands do you keep for sale?
4. Out of these barnd which product sale more ?why?
5. what is the opinion of the customer regarding quality or price?
6. Which company brand has more consumption per month? Why?
7. Do you have storage capacity for different brand?
8. Which brand mainly you store?
9. Do you get credit from your distributor ? if yes for how many days?
10. Tell us other scheme offered different companies?
11. Whether you get product free on road that is free of transportation from the company to the shop?

Objective

- 1. To study the company's market share to identify and define**
- 2. To providing suggestions for sales promotions**
- 3. To find out distributors and retailers**
- 4. To monitor marketing performance**