



CERTIFICATE

This is to certify the project work entitled “A STUDY ON EFFECTIVENESS OF DISTRIBUTION CHANNELS OF COCA COLA” Is done by

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As a part of their Curriculum in the Department of Management
IDEAL DEGREE COLLEGE FOR WOMEN
HYDERABAD-500007

This work has been carried out under the guidance of mentor
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B
MENTOR: BHAGYA LAKSHMI



SR
External Examiner


ANNEXURE-1

DECLARATION

I hereby declare that the project entitled "A STUDY ON EFFECTIVENESS OF DISTRIBUTION CHANNELS OF COCA COLA" is an original work done by me and has been submitted to the Department of the Management Osmania University, Hyderabad in partial fulfilment for the award of the Degree of Bachelor of Commerce (Computer Applications).

This report has not been submitted anywhere else for award of any other degree or diploma or certificate.

Name and address of the student
AMREEN FATHIMA


Signature of the student

Name of the mentor
S. BHARATHI

Signature of the mentor

Ideal Degree College for Women

OBJECTIVES

- The main objective of this project is to study and understand retail distribution channels of Coca-Cola Beverages in Bellary.
- To know the effective methods in bringing products in right time to right customers by the retailers
- To know the performance level and area covered by the existing distribution channels.

CONTENTS

S NO	Subject matter
1	Chapter 1 <ul style="list-style-type: none">❖ Introduction❖ Literature review❖ Scope of study
2	Chapter 2 <ul style="list-style-type: none">❖ Organization Profile❖ Values and commitments❖ Packaging❖ Strata's Of Coca-Cola Co. In.
3	Chapter 3 <ul style="list-style-type: none">❖ Working Of Distributors❖ Sampling❖ Research Design❖ Data collection method❖ Measuring tools
4	Chapter 4 <ul style="list-style-type: none">❖ Analysis with graphs and charts❖ Findings❖ Recommendation
5	Chapter 5 <ul style="list-style-type: none">❖ Conclusion❖ Bibliography

CONCLUSION

Distribution Channel plays a very important role especially with respect to the soft drink industry because if the product is not available on time the consumers will switch on to other brands and the company will lose its market share and hence an effective distribution channel is the need of this industry.

The distribution channel of coca cola company is effective