

## CERTIFICATE

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

**NAME: ANUSHA BHATNAGAR**

**ROLL NO: 110420405015**

As a part of their Curriculum in the Department of Management

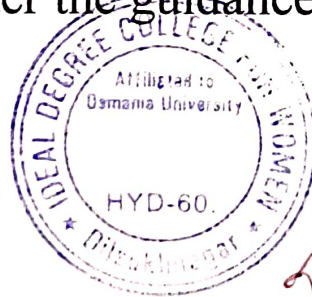
**IDEAL DEGREE COLLEGE FOR WOMEN**

**HYDERABAD-500007**

This work has been carried out under the guidance of mentor  
**BHAGYA LAKSHMI**

*B. Madhusudhan*

**PRINCIPAL: B. MADHUSUDHAN**



*[Signature]*  
**MENTOR: BHAGYA LAKSHMI**

*[Signature]*  
**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  
**ANUSHA BHATNAGAR**

Anusha B.

Signature of the student

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1	<b>Chapter 1</b> <ul style="list-style-type: none"><li>❖ Introduction</li><li>❖ Literature review</li><li>❖ Scope of study</li></ul>
2	<b>Chapter 2</b> <ul style="list-style-type: none"><li>❖ Organization Profile</li><li>❖ Values and commitments</li><li>❖ Packaging</li><li>❖ Strata's Of Coca-Cola Co. In.</li></ul>
3	<b>Chapter 3</b> <ul style="list-style-type: none"><li>❖ Working Of Distributors</li><li>❖ Sampling</li><li>❖ Research Design</li><li>❖ Data collection method</li><li>❖ Measuring tools</li></ul>
4	<b>Chapter 4</b> <ul style="list-style-type: none"><li>❖ Analysis with graphs and charts</li><li>❖ Findings</li><li>❖ Recommendation</li></ul>
5	<b>Chapter 5</b> <ul style="list-style-type: none"><li>❖ Conclusion</li><li>❖ Bibliography</li></ul>

## 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.

## 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