



## CERTIFICATE

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

**NAME: ASMITHA SRIVASTAVA**

**ROLL NO: 110420405016**

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**

*B*  
**MENTOR: BHAGYA LAKSHMI**



*BE*  
**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  
**ASMITHA SRIVASTAVA**



Signature of the student

**Ideal Degree College for Women**

## ANNEXURE-2

### **CERTIFICATION**

This is to verify that project report titled "A STUDY ON EFFECTIVENESS OF DISTRIBUTION CHANNELS OF COCA COLA" submitted in partial fulfilment for the award of the Bachelor Degree of Commerce (Computer Applications), Osmania University, Hyderabad was carried out by ASMITHA SRIVASTAVA bearing roll no: 110420405016 under my guidance.

This has been submitted to any other university or institution for the award of any degree or diploma of certificate.

Name of the mentor  
**S. BHAGYA LAXMI**



**Signature of the mentor**

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## 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