

INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



**For the partial fulfilment of the degree
B.Com. (Hons.) III Final Year**

**Submission of Practical Report for Project on
“ ELECTRIC VEHICLE ”
Session- 2022-23**

Submitted to-

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Submitted by-

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13/3/23



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	<u>“ ELECTRIC VEHICLE ”</u>	
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Date: 11 / 03 / 2023

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The automotive market is a rapidly growing industry that has seen significant changes in recent years. One of the most notable changes is the growing demand for electric vehicles (EVs) as consumers seek to reduce their carbon footprint and the environment has become a major concern. The industry is looking for alternatives to traditional gasoline-powered vehicles to meet this demand.

The EV market has seen a significant increase in sales, with a projected growth rate of 30% over the next five years. This growth is driven by government incentives, such as tax credits and rebates, and a growing awareness of the benefits of EVs, such as lower operating costs and reduced emissions.

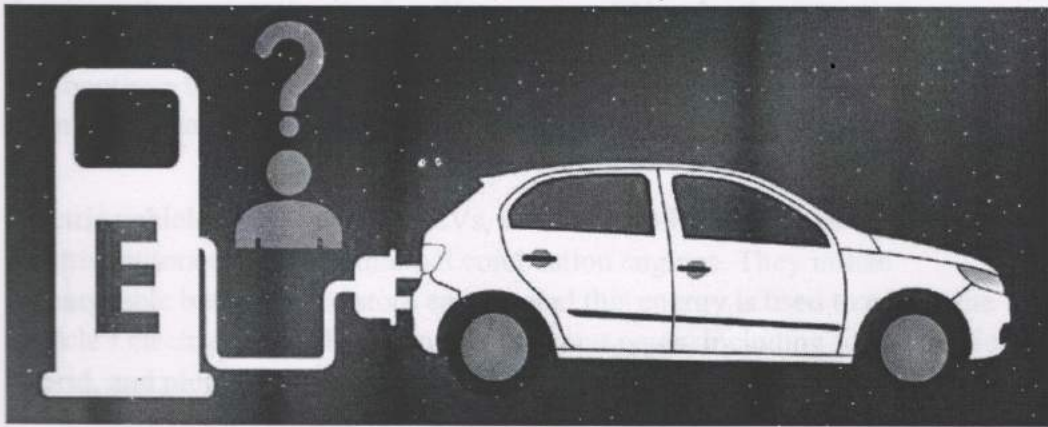
The future of the EV market is bright, with many countries implementing policies to encourage the adoption of EVs. Many countries have implemented incentives, such as tax credits and rebates, and have also implemented regulations to encourage the growth of the EV market.

CHAPTER-1

INTRODUCTION

Automakers are investing heavily in research and development to create new EV models and improve existing ones. This investment is driving the growth of the EV market, which is expected to drive down prices and improve the quality of EVs.

Despite the growth in the EV market, traditional gasoline-powered vehicles still



The technology behind electric vehicles has been around for over a century but only recently became mainstream. With the increasing demand for more efficient vehicles, electric vehicles have gained popularity. Electric vehicles offer several advantages over traditional vehicles, including:



**Here is a list of sources that may find helpful for my Project
Research on Electric Vehicles:**

- www.wikipedia.org
- www.researchgate.com
- www.scribd.com
- www.ev.tatamotors.com
- [ChatGPT & Other Websites.](#)



INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree
B.Com. (Hons.) III Final Year

Submission of Practical Report for Project on
“Influence of Social Media Marketing on Brand Image of
Mamaearth”
Session- 2022-23

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CHAPTER 1

INTRODUCTION

RATIONALE OF THE STUDY

Reasons for choosing this field of study (social media marketing) is because of its rapid growth in terms of users accessing such platforms daily. Many companies are establishing their online presence to increase business. Till the time consumers are there, products will be there for offering and so the marketing feature will be associated with it. Choosing Mamaearth brand under this study is important as it has emerged as the top digital brand and they mostly get their orders online. They have completed nearly 5 years in this personal care industry still they have achieved so much, people are aware about this etc. Not only they sell products but they are also involved in many social activities which has inspired many individuals.



ACCORDING TO YOU, WHAT HELPS IN BUILDING A GOOD BRAND IMAGE?

- Quality
- Competitive pricing
- Services
- Awareness
- Reputation
- Experience

DO YOU THINK SOCIAL MEDIA MARKETING CAN PROVE SUCCESSFUL FOR ANY COMPANY?

- Yes
- No
- Maybe



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**For the partial fulfilment of the degree
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**Submission of Practical Report for Project on
“CONSUMER BEHAVIOUR TOWARDS TITAN COMPANY LTD.”
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CHAPTER 1 - INTRODUCTION

Smart phones play a very indispensable role in today's world and due to demand and advancement of technology, smart phones enhancing their software as well as hardware to compete with their competitors and with these initiatives various companies trying to enhance their product as best as possible with the same specification.

The world's first smartphone was created by IBM in 1994. Nicknamed Simon, the smartphone included revolutionary features including a touchscreen, email, and built-in apps including a calculator and a sketch pad. Cellular phone functionality has continued to improve since then, especially in the years after 2000.

Social media platforms such as Facebook, Instagram, Twitter and LinkedIn all have mobile apps that a user can download from their phone's app store. These apps make it possible for smartphone users to post personal updates and photos while on the go.



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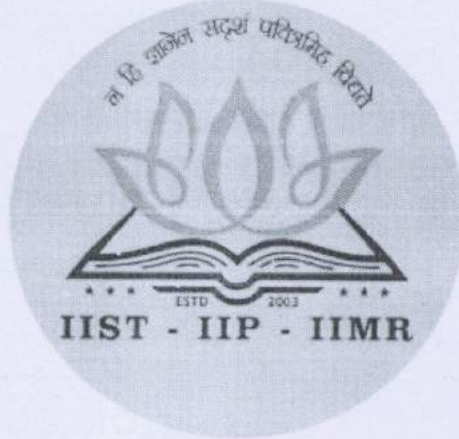
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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



**For the Partial fulfilment of the degree
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**Submission of Practical Report for Project on
“Comparative study of Samsung Galaxy S22 and one
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CHAPTER 1 - INTRODUCTION

Smart phones play a very indispensable role in today's world and due to demand and advancement of technology, smart phones enhancing their software as well as hardware to compete with their competitors and with these initiatives various companies trying to enhance their product as best as possible with the same specification.

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Social media platforms such as Facebook, Instagram, Twitter and LinkedIn all have mobile apps that a user can download from their phone's app store. These apps make it possible for smartphone users to post personal updates and photos while on the go.



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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



**For the partial fulfilment of the degree
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**Submission of Practical Report for Project on
A COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF
SBI AND HDFC BANK
Session- 2022-23**

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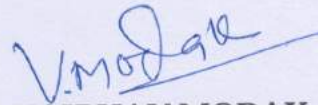
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Executives Summary

Following some significant changes in monetary policy, India's banking sector has come under scrutiny. The cost of funds for banks has increased significantly as the Reserve Bank of India (RBI) raised interest rates to help the falling Indian currency, the Rupee. This may show up as a rise in non-performing assets (NPAs) and a drop in profitability. Internal and external factors have an effect on bank profitability. The aim of this paper is to compare and evaluate the financial performance of India's largest public and private sector banks and also to understand their trends of NPAs through secondary data analysis. Both banks' earnings were guided by bank-specific metrics and risk factors. Leverage financial ratios of SBI were found at higher default risk than HDFC. Productivity measures were the key drivers of profits at India's largest private sector bank HDFC but not at SBI. Asset usage efficiency measures were almost same of both the banks. NPA ratios were much higher at India's largest public sector bank SBI. The single most important determinant of SBI proved to be the liquidity ratios. Two sample T test assuming equal variances was also conducted to check if there was significant difference between the NPA ratio of SBI and HDFC bank over the last 3 years.



Chapter I Introduction of the Topic

1.1 Rationale of the Study

1.2 Introduction to the Banking Sector

1.3 Introduction to the SBI and HDFC

1.4. Bank Justification of the Topic

Chapter 1:

Introduction of the Topic

1.1 Rationale of the Study

A thorough examination of a bank's financial statements will reveal important factors to consider before making an investment decision. Investors should be aware of the market cycle and interest rates, as these can have a direct effect on a bank's financial results.

1.2 Reasons to choose Ratio Analysis for SBI and HDFC

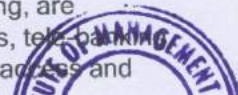
1. It provides clear understanding about the Profitability, Liquidity and Long term Solvency of the firm.
2. Ratio Analysis is an efficient way to evaluate the company's performance and compare it with other similar companies to measure financial stability.
3. It is useful to analyse firm's performance across the period of time. It is time and cost effective. A comprehensive method to compare the NPA ratios of both the firms

Reasons to choose SBI and HDFC bank

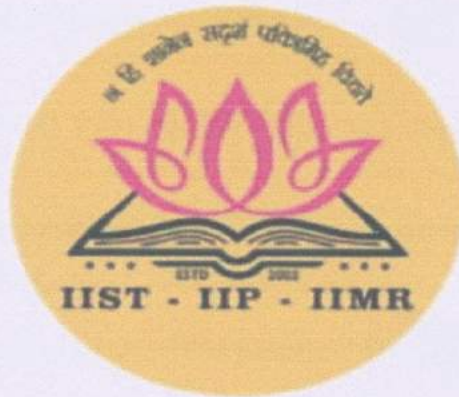
4. In the current scenario in June, 2020 if we think about the two largest of banks of India one from the private segment and other from the public sector segment, there is no doubt about it being HDFC Bank from the Private sector and SBI from the Public sector looking at their balance sheet, reach and customer base.
5. The study will assist in contrasting the public and private sectors in addition to SBI and HDFC.

1.3 Introduction to Banking Sector

India is not only the world's largest independent democracy, but it is also a rapidly growing economic powerhouse. No country can have a stable economy without a sound and efficient banking system. Banks play a critical role in a country's economic growth. They collect people's unused savings and make them eligible for investment. They're in the process of granting loans and purchasing investment securities, new demand deposits are also established. Accepting and discounting bills of exchange allows for trade both within and outside the country. Banks also help to improve capital mobility. India's banking system has a long list of notable accomplishments over the last three decades. It is no longer limited to the cities, but has spread to even the most remote parts of the world. This is one of the factors behind India's development. The banking industry is now one of India's most important service industries. The availability of high-quality services is critical to the economy's success. Banks' attention has turned away from customer acquisition to customer retention. The introduction of Information Technology into the banking sector has changed the way people work. The banking sector's policy has undergone radical transformations, various customer-oriented products, such as internet banking, are available. Customer's workload has been reduced mainly because of ATM providers, tele-banking and electronic payments. The internet's convenience Banking allows a customer to access and



INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



**For the partial fulfilment of the degree
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**Submission of Practical Report for Project on
“ AN ANALYSIS OF STARBUCKS**

Session- 2022-23

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ABSTRACT



This study focuses on the brand image, experience, quality, and services offered by Starbucks that will bring customer loyalty from customer satisfaction. The study analyses How customer loyalty and brand experience affect the quality improvements of Starbucks Coffee as corporate brands plays a vital role in achieving higher company's performance, Like sales. It makes more incentives to satisfy the potential customers and develops a Drawn-out relationship with them. This study concludes that companies with higher Customer loyalty and satisfaction tend to have higher market share, and move further by Cost reduction. Therefore, companies could substantially pay attention to all of these Variables to have an everlasting profitability as this will lead to gain competitive Advantage in the market.

INTRODUCTION



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BIBLIOGRAPHY

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**For the partial fulfilment of the degree
B.Com. (Hons.) III Final Year**

**Submission of Practical Report for Project on
“MARKETING STRATEGIE OF HALDIRAM’S COMPANY”
Session- 2022-23**

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Associate Professor



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Haldiram's

INTRODUCTION

Haldiram's was founded in 1937 by Ganga Bishan Agarwal, fondly known as Haldiram Ji in his household; as a retail sweets and namkeen shop in Bikaner, Rajasthan. In order to drive expansion, the company's first manufacturing plant was started in Calcutta (now Kolkata).

Haldiram's began as a tiny shop in Bikaner, the land as famed for its savouries as for its leather-faced pipe players and fierce warriors. By 1982, Haldiram's had set up shop in Delhi and the capital had begun to stop by and take note of the savouries and sweets. It was word of mouth that grew the business manifold over the next decade till Haldiram's came to stand for a food company that was synonymous with taste, hygiene and innovation.

USA was the first market we started exporting to, thanks to the large Indian population there. We began with about 15 products, all savouries, because they are a favourite with Indians.

What began as a small-town enterprise in India is today a global phenomenon. Haldiram's is a way of life for Indians no matter which country they live in. And the countries they live in are also fast developing a penchant for these products.

Establishment

Haldiram established in 1941 by Ganga Bishan Agarwal. It manufactures various products like snacks, Sweets, Beverages, frozen food and many more. In 1937, established in the form of a small retail Sweet & Namkeen shop in Bikaner, Rajasthan, a small but significant town in the Thar Desert. Shri Shivkisan Agrawal, the founder of Haldiram's always cherished the dream of building an empire, manufacture traditional sweets/namkeens, leave a mark on every occasion and get close to the heart of the common man.



QUESTIONNAIRES ????

- What age profile do you belong to? 15-20 21-24 31-40 41-50
 More than 50Q
- Do you consume Haldiram's products? Yes NO
- Q3. What is your brand preference for namkeens? Haldirams Lays Lehar Bikaner MTR Others
- Q4. Do you prefer local snacks? Yes No
- Q5. Since when have you been consuming Haldiram's Products? Less than 6 months 6 month – 1year 1-3 years Greater than 3 years
- Q6. How would you rate the quality of Haldiram over the period of use? Significantly better Better Natural Worse Significantly worse
- Q7. What factors motivated you to buy Haldiram's products? Friends Neighbours Relatives Family Ads Self
- Q8. Which of these factors influence your buying behaviour of namkeens? Packaging Quality Price
- Q9. How would you rate the following factors in order of your preference? Variety Food taste and quality



INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



**For the partial fulfilment of the degree
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Submission of Practical Report for Project on

“ An analysis of Marketing mix ” of HUL
Session- 2022-23

Submitted to- *Mrs. Vaibhav Modak*
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Introduction:-

HINDUSTAN UNILIVER LIMITED (HUL)

Hindustan Unilever Limited (HUL) is an Indian consumer goods company headquartered in Mumbai. It is a subsidiary of the British company Unilever. Its products include foods, beverages, cleaning agents, personal care products, water purifiers and other fast-moving consumer goods (FMCGs).

Indian Unilever Limited



Hindustan Unilever Limited

Type	<u>Public</u>
<u>Traded as</u>	<u>BSE: 500696</u> <u>NSE: HINDUNILVR</u> <u>BSE SENSEX Constituent</u> <u>NSE NIFTY 50 Constituent</u>
<u>ISIN</u>	<u>INE030A01027</u>
Industry	<u>Consumer goods</u>
Predecessor	Indian Vanaspati Manufacturing Company (1931–1956) <u>Lever Brothers India Limited</u> (1933–1956) United Traders Limited (1935–1956) Hindustan Lever Limited (1956–2007)
Founded	1933; 90 years ago
Headquarters	<u>Mumbai, Maharashtra</u> India
Key people	<u>Sanjiv Mehta</u> (CEO)[1]



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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



**For the partial fulfilment of the degree
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**Submission of Practical Report for Project on
“ MARKETING STRATEGIES OF ONE PLUS ”
Session- 2022-23**

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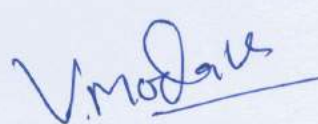
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INTRODUCTION

> 1.1 Definition

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage.

> 1.2 Developing a marketing strategy

Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are generally tested for measurable results. Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned.

A final step in developing a marketing strategy is to create a plan to monitor progress and a set of contingencies if problems arise in the implementation of the plan.

> 1.3 Types of strategies

Marketing strategies may differ depending on the unique situation of the individual business. However there are a number of ways of categorizing some generic strategies.

- **Strategies based on market dominance** - In this scheme, firms are classified based on their market share or dominance of an industry
- **Porter generic strategies** - strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage
- **Innovation strategies** – This deals with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation.
- **Growth strategies** — in this scheme we ask the question, "How should the firm grow?" There are a number of different ways of answering that question, but the most common gives four answers: • Horizontal integration • Vertical integration • Diversification • Intensification



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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



**For the partial fulfilment of the degree
B.Com. (Hons.) III Final Year**

**Submission of Practical Report for Project on
“ Pizza hut company
Session- 2022-23**

Submitted to-

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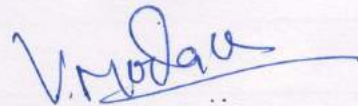
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Date: 13 / 03 / 2023

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11	Success Factor
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Type - Wholly owned subsidiary

Industry - Restaurants

Founded - June 15, 1958; 61 years ago Wichita,

Kansas, U.S.

Founders - Dave Tomney, Frank Tomney

COMPANY PROFILE

Pizza Hut is an American restaurant chain and international franchise which was founded in 1958 in Wichita, Kansas by Dan and Frank Carney. The company is known for its Italian American cuisine menu, including pizza and pasta, as well as side dishes and desserts



Logo used from 1967–1999 and was brought back in 2019

Type - Wholly owned subsidiary

Industry - Restaurants

Founded - June 15, 1958; 61 years ago Wichita, Kansas, U.S.

Founders - Dan Carney Frank Carney



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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



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**Submission of Practical Report for Project on
“ Digital Marketing ”
Session- 2022-23**

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INTRODUCTION

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering. Advertising is defined by Richard F. Taflinger as " Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."

Advertising is normally done by a third party known as advertising agency. An advertising agency is a service based business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. Types of ad agencies are

Full service agencies

Creative agencies

Specialized agencies

In-house agencies

Digital agencies or new media agencies

This report is completely discussing about digital or new media agencies. There was a time when Television was the most popular medium for Marketer to promote, spread awareness and generate leads for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was

Traditional methods are expensive. Compared to digital marketing channels, you could end up spending thousands of dollars more.



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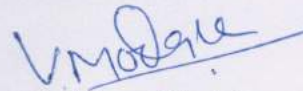
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Introduction

Digital Marketing

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.



Did you know that more than 3 quarters of Americans go online on a daily basis? Not only that, but 43% go on more than once a day and 26% are online “almost constantly.”

These figures are even higher among mobile internet users. 89% of Americans go online at least daily, and 31% are online almost constantly. As a marketer, it's important to take advantage of the digital world with an online advertising presence, by building a brand, providing a great customer experience that also brings more potential customers and more, with a digital strategy.

A digital marketing strategy allows you to leverage different digital channels—such as social media, pay-per-click, search engine optimization, and email marketing—to connect with existing customers and individuals interested in your products or services. As a result, you can build a brand, provide a great customer experience, bring in potential customers, and more.

"newsletters" are just pitches. Doing an informational newsletter that is in the brand's voice and has some personality can be extremely effective. - Amith Nagarajan, rasa.io

12. Share Your Social Responsibilities

Talking about what you are doing for the community on social media is a great way to grow your social content. If you're delivering meals to a local hospital or shelter, let your customers know that you willingly give back what you earn to the benefit of the community. - Solomon Timothy, OneIMS

13. Increase Your Site's Speed

Despite common misconceptions, site speed is relevant to more than just SEO — it's also directly related to conversion rates (CVR). Improving site speed will surely improve CVR across channels, including paid media. And, as CVR is a factor in Quality Score, the better it is, the lower your cost per click. Site speed is important for all digital marketing, but of paramount importance for mobile. - Donna Robinson, Nina Hale - Digital Marketing Agency

14. Use Accelerated Mobile Pages

If you don't have AMP (accelerated mobile pages) for your website, your likelihood of being ranked in Google search results on mobile is significantly lower. There's been a massive shift to mobile in the last decade, so it's an investment in the future of your digital assets. If you don't have AMP, hire someone to make them for you for every page of your website. - Kelly Samuel, Kelly Samuel

15. Update Your Website Regularly

One way businesses can improve their digital marketing is by updating their website. Ensuring your website is mobile-friendly and regularly updating your landing page with up-to-date information can help drive more conversions and sales online. If a restaurant offers take out or delivery, they should insert that information at the top of their website, and add clickable links to order online. - Jonathan Durante, Expandify Marketing Inc

16. Test Everything in a Mobile Environment

One of the most important things that can be done to ensure success is to have a mobile testing platform. What this will ensure is that it does not matter what browser or device viewers are using — all of the content will look great. It is super important to ensure that your digital platform has the same level of integrity as your main website. - Jon James, Ignited Results



INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree

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Submission of Practical Report for Project on

**“MARKETING STRATEGIES ADOPTED BY RELIANCE MART AND
VISHAL MEGA MART”**

Session- 2022-23

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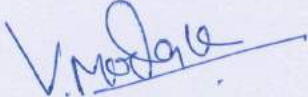
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- Introduction of the Project

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CHAPTER-3

- Research Methodology

CHAPTER-4

- Data collection & Analysis

CHAPTER-5

- Findings of the study

CHAPTER-6

- Conclusion
- Suggestion

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Introduction to Retailing sector

Retailing sector of India can be split into two segments. They are the informal and the formal retailing sector. The informal retailing sector is comprised of small retailers. For this sector, it is very difficult to implement the tax laws. There is widespread tax evasion. It is also cumbersome to regulate the labor laws in this sector. As far as the formal retailing sector is concerned, it is comprised of large retailers. Stringent tax and labor laws are implemented in this sector.

If the retail industry is divided on the basis of retail formats then it can be split into the modern format retailers and the traditional format retailers. The modern format retailers comprise of the supermarkets, Hypermarkets, Departmental Stores, Specialty Chains and company owned and operated retail stores

The traditional format retailers comprise of Kiranas, ^{pavilion} Kiosks, Street Markets and the multiple brand outlets. The retail industry can also be subdivided into the organized and the unorganized sector. The organized retail sector occupies about 3% of the aggregate retail industry in India.

Size and contribution of the retail industry in India

In terms of value, the Indian Retail industry is worth \$300 billion. India retail industry is the largest industry in India, with an employment of around 8%. Its contribution to the Gross Domestic Product is about 10%, the highest compared to all other Indian Industries. The retail sector has also contributed to 8% of the employment of the country. The organized retail sector is expected to triple its size by 2010. The food and grocery retail sector is expected to multiply five times in the same time frame. The major reason behind the low participation in the Indian retail sector is the need for lumpy investments that cannot match up their break even points. The government policies are being revised from time to time to attract investments in this sector.

The Indian Retail Industry — Sky Is the limit

In terms of the retail development index India ranks fifth. In Asia it occupies the second position,



DECLARATION:

I PALAK WADHWANI hereby declare that all the information furnished in this PROJECT, is my original work containing authentic facts. This piece of work is only being submitted to INDORE INSTITUTE OF MANAGEMENT COLLEGE, INDORE



INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the Partial fulfilment of the degree

B.Com. (Hons.) 3rd Final Year

Submission of Practical Report for Project on

“ MARKETING STRATEGIE OF DOVE COMPANY”

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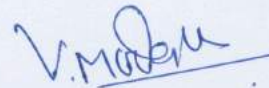
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HISTORY:

- HINDUSTAN UNILEVER PVT. LIMITED is An Anglo-Dutch company
- Established in 1930 with the merger of **Lever Brothers** and **Margarine Union**.
- Formed two separate entities:
 - 1) Unilever Plc, London
 - 2) Unilever NV, Rotterdam
- Leading **manufacturer** and **marketer** --- foods, beverages, cleaning agents and personal care products.
- **Major Brands:** Knorr, Lipton, Bertolli, Surf, Vaseline, AXE, Lux, Pond's and Lifebuoy
- **Revenues** for 2005 --- US\$ 50 billion

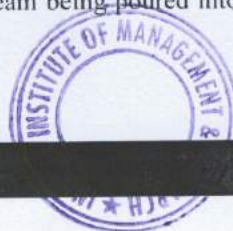
EVOLUTION OF DOVE:

- 1940's – Formula for Dove Bar (Mild Soap)
- 1950's – Refined to original Dove Beauty Bar
- 1960's – Launched in the market
- 1970's – Popularity Increased as a milder soap
- 1980's – Leading brand recommended by Physicians
- 1990's – Dove beauty wash successfully launched
- 1995-2001 – Extension of Dove's range of products



Dove soap was launched in the US in 1957., years after **Unilever** acquired soap factory **De Duif (Dutch: The Dove)** in **The Netherlands**, from which the **English** brand name **Dove** is derived.

Dove was positioned - then and now - as a "beauty bar" with one-fourth cleansing cream that moisturizes skin while washing as opposed to the drying effect of regular soap. Advertisements reinforced the message by showing the cream being poured into the beauty



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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



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**Submission of Practical Report for Project on
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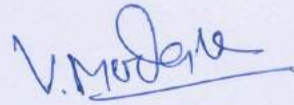
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INTRODUCTION

EDIBLE OIL INDUSTRY IN INDIA

The per capita income of Indian household has risen substantially in the last decade. This was supported by robust growth in the economy resulting in changes in food habits and people getting more habituated to ready to-eat foods. With the change in per capita income, the edible oil industry in India has also undergone significant changes. For example, today the preference for packed oil over loose has increased due to affordability and increased attention to health and hygiene. The presence of many organized outlet has augmented this across the country that sell packed oil.

India is a vast country and inhabitants of several regions have developed specific preference for certain oils largely depending upon the oils available in the region. For example, people in the South and West prefer groundnut oil while those in the East and North use mustard seed/rapeseed oil. Likewise several pockets in the South have a preference for coconut and sesame oil.

Edible oil consumption is primarily a community-driven phenomenon in India. Going by the traditional cuisines, mustard and rapeseed oil are used in the northern and eastern states of the country. Coconut, peanut and sunflower oils are widely consumed in south India while peanut and cottonseed oils are the cooking medium of choice in Gujarat. Rapeseed oil is popular in north east India; soybean oil is more prevalent in central India.

The current per capita consumption levels of India (at 13.3 Kg/year for 2009-10) are lower than global averages (24 kg/year). The Indian edible oils market continues to be underpenetrated and given the positive macro and demographic fundamentals it has a favourable demand growth outlook over the medium-to-long term. Globally, the demand and supply of oil is

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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



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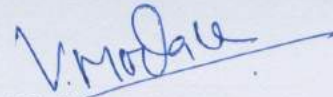
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A PROJECT REPORT ON CADBURY

INTRODUCTION

The Cadbury's Inc has taken the opportunity to offer us a broader view of chocolate category. The Cadbury's India's no.1 Chocolate, is able to share their market insights based upon unparalleled breath of chocolate experience. Cadbury has grown from strength to strength with new technologies being introduced to make the Cadbury confectionary business, one of the most efficient in the world. The merger in 1969 with Schweppes and the subsequent development of the business have led to Cadbury Schweppes taking the lead in both, the confectionary and soft drink market and becoming a major force in the international market. Cadbury Schweppes today manufactures product in 60 countries and trades in staggering 120. The Cadbury story is a fascinating story of a family business that grew in one of the biggest, most loved chocolate brand in the world. This project is a sincere effort to study the buying behavior of consumers when they buy chocolates. A descriptive research procedure had been applied to come to the conclusions of the project.

Cadbury's Dairy Milk Story

Chocolate has been enjoyed by successive generation since the manufacturing process was developed in the Victorian Times. Good chocolatiers is an art form depending on recipe traditions, which have grown over the years. Chocolatiers have use their skills to make balanced recipe in which all the ingredients combine to produced chocolate with all the characteristics that enable full delicious taste to be enjoyed by the consumers.

By today's standards the first chocolate for eating would have been Considered quite unpalatable. It was the introduction of the Van Houten cocoa press from Holland that was the major breakthrough in the chocolate production as it provided extra cocoa butter needed to make a smooth glossy chocolate.



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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree

B.Com. (Hons.) III Final Year

**Submission of Practical Report for Project on
"MARKETING STRATEGIES OF BRITANNIA"**

Session- 2022-23

Submitted to-

Dr.Vaibhav Modak

Associate Professor

Indore Institute of Management & Research



Submitted by-

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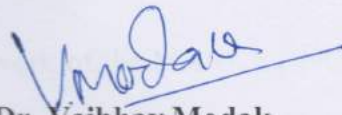
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INDEX:



- INTRODUCTION
- ○ COMPANY PROFILE
- ○ HISTORY
- ○ MISSION
- ○ VISION

COMPANY PROFILE:

Britannia Industries Limited is an Indian food and beverage company. Founded in 1892 and headquartered in Kolkata, it is one of India's oldest existing companies. It is now part of the Wadia Group headed by Nusli Wadia. The company sells its Britannia and Tiger brands of biscuits, breads and dairy products throughout India and in more than 60 countries across the world.

Britannia is a brand which many generations of Indians have grown up with and our brands are cherished and loved in India and the world over. Britannia products are available across the country in close to 5 million retail outlets and reach over 50% of Indian homes.

The company's Dairy business contributes close to 5 per cent of revenue and Britannia dairy products directly reach 100,000 outlets.

Britannia Bread is the largest brand in the organized bread market with an annual turnover of over 1 lac tons in volume and Rs.450 crores in value. The business operates with 13 factories and 4 franchisees selling close to 1 million loaves daily across more than 100 cities and towns of India.

Britannia believes that 'Taste & Trust' are its sobriquet and will constantly endeavor to make a Billion Indians reach out for a delightful and healthy Britannia product several times a day! Imagine Britannia.

HISTORY

The company was established in 1892 by a group of British businessmen with an investment of 295. Initially, biscuits were manufactured in a small house in central Kolkata. Later, the enterprise was acquired by the Gupta brothers, mainly Nalin Chandra Gupta, an attorney, and operated under the name "V.S. Brothers." In 1918,

C.H. Holmes, an English businessman based in Kolkata, was taken on as a partner and The Britannia Biscuit Company Limited (BBCo) was launched. The Mumbai factory was set up in 1924 and Peek Freans UK, acquired a controlling interest in BBCo. Biscuits were in high demand during World War II, which gave a boost to the company's sales. The company name was changed to the current "Britannia Industries Limited" in 1970. In 1982, the American company Nabisco Brands, Inc. acquired the parent of Peek Freans and became a major foreign shareholder.



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**Submission of Practical Report for Project on
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Session- 2022-23**

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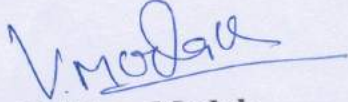
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Amul

The Taste of India

FMCG:- Industry Overview

Indian FMCG sector size poised to reach US\$ 47 bn by 2013 and US\$ 74 bn by 2018, growing annually at 10-12%.

→ By 2025, total consumption is likely to quadruple making India the 5th largest consumer market. → Organized retail is expected to grow by 14-18% by 2015 thereby boosting FMCG growth

. → Indian rural market currently worth US\$ 9 bn is expected to become a US\$ 100 bn opportunity by 2025

→ Indian FMCG industry worth US\$ 29 bn roughly constitutes 2.2% of India's GDP. Within the FMCG sector, Food products are the largest consumption category

. → Strategic focus on rural marketing, innovations, niche consumer segments, exports

, → Life style products to further the current 10% annual sector growth.



V. SALES AND PURCHASE DEPARTMENT:

-As their names suggests, both are used for sale or purchase of goods. Sales department is a department made within the organization which is concerned with sales of products. Selling is necessary, as it is directly related with profit.

Similarly, the company has a purchases department too, which takes care of purchases of raw materials from outside. Raw material is required to make finished products by use of some processes

SUGGESTIONS

- 1) People use milk for various purposes like making Curd, Lassi, Ice-cream besides Tea and for drinking purpose. So a positive perception can be created to make them think that amul milk is best suited for those purposes.
- 2) Projector films may be shown to the villagers emphasizing on the quality and the hygenity of amul milk. This would help in convincing the people & creating a favorable attitude.
- 3) Arrangement should be made to ensure regular supply of amul milk to the consumers in new places once the milk in introduced. If possible transportation facility should also be arranged to make it convenient for the retailers.
- 4) Suggestions & complaints made by retailers & consumers should be given due attention to provide maximum satisfaction. This could create and impression that amul cares for them

CONCLUSION

Amul dominat presence in the dairy foods market has led to Amul becoming a household name. AMUL is one of the most successful business houses and other companies should learn from amul how to do its business in a socially responsible manner .In fact amul uses only 1 percent of its turnover for promotions .This shows that it is not always necessary to spend millions on promotion when you have creatively.



INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree
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Submission of Practical Report for Project on

" HALDIRAM "

Session- 2022-23

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Date: 13/3/23

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Research



Dr. Vaibhav Modak
Associate Professor

Indore Institute of Management &

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- ii. Objective
- iii. Scope
- iv. Research Methodology
- v. Data analysis
- vi. Research Finding
- vii. Swot Analysis
- viii. Conclusion
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- xi. Bibliography
- xii. Questionnaire



Maldiram's

INTRODUCTION

This project is done through EDS and under the title "Marketing and Sales & Distribution"

preparing this project I went to each and every distributors & retailers because I was doing market research & sales research. It include, total market volume that is being sold in grocery shop small shops and from distributors and retailers shopping malls big bazaar, and others where chips and namkeens are sold.

I have collected about all the product of Haldiram's but worked basically for chips and Namkeens segments.

I went to the retailers and saw the chips and Namkeens there I observe the following things

- Whether our product is available or not at that canteen.
- If not then we saw of which company product is available.
- How much sale is of that particular counter and what the sales volume that counter may give to us.
- What is the strength of that particular counter?
- Has that counter so many brands of chips and Namkeens.

And if we get our product, we used to asked the sales volume, response of consumer, delivery and thus came to know interest of retailers & consumers

If we didn't get our product we said about us, about our products, about the margin what about margin difference, comparing the competitors' product and margin provided by them.

And then we made them understand the extra facilities and unique selling point of our product and make them ready to sale our product. Thus we developed the market for Haldiram's product.

After this we saw the competitor's product (quantity) and asked the strength. We also counted the signage and a stand of all the competitor's company and Haldiram's which is at that particular store.

After all I create a daily survey report and listed the total shops & canteens available in Ghaziabad. And then analyses the data which was collected from market. And then come to a conclusion on the basis of that analyzed data and information. After all it becomes possible to make a meaningful and useful report.



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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



**For the partial fulfilment of the degree
B.Com. (Hons.) III Final Year**

**Submission of Practical Report for Project on
“A STUDY ON ICICI BANK'S PERSONAL LOAN ”
Session- 2022-23**

Submitted to- *V. Modak*
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Vishal Choudhary
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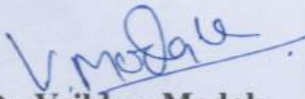
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A STUDY ON ICICI BANK'S PERSONAL LOAN

1. INTRODUCTION

1.1 History

ICICI was formed in 1955 at the initiative of the World Bank, the Government of India and representatives of Indian industry. The principal objective was to create a development financial institution for providing medium-term and long-term project financing to Indian businesses. Until the late 1980s, ICICI primarily focused its activities on project finance, providing long-term funds to a variety of industrial projects. With the liberalization of the financial sector in India in the 1990s, ICICI transformed its business from a development financial institution offering only project finance to a diversified financial services provider that, along with its subsidiaries and other group companies, offered a wide variety of products and services. As India's economy became more market-oriented and integrated with the world economy, ICICI capitalized on the new opportunities to provide a wider range of financial products and services to a broader spectrum of clients. ICICI Bank was incorporated in 1994 as a part of the ICICI group. In 1999, ICICI became the first Indian company and the first bank or financial institution from non-Japan Asia to be listed on the New York Stock Exchange.

The issue of universal banking, which in the Indian context meant conversion of long-term lending institutions such as ICICI into commercial banks, had been discussed at length in the late 1990s. Conversion into a bank offered ICICI the ability to accept low-cost demand deposits and offer a wider range of products and services, and greater opportunities for earning non-fund based income in the form of banking fees and commissions. After consideration of various corporate structuring alternatives in the context of the emerging competitive scenario in the Indian banking industry, and the move towards universal banking, the managements of ICICI and ICICI Bank formed the view that the merger of ICICI with ICICI Bank would be the optimal strategic alternative for both entities, and would create the optimal legal structure for ICICI group's universal banking strategy. The merger would enhance value for ICICI shareholders through the merged entity's access to low-cost deposits, greater opportunities for earning fee-based income and the ability to participate in the payments system and provide transaction-banking services. The merger would enhance value for ICICI Bank shareholders through a large capital base and scale of operations, seamless access to ICICI's strong corporate relationships built up over five decades, entry into new business segments, higher market share in various business segments, particularly fee-based services, and access to the vast talent pool of ICICI and its subsidiaries.

In October 2001, the Boards of Directors of ICICI and ICICI Bank approved the merger of ICICI and two of its wholly-owned retail finance subsidiaries, ICICI Personal Financial Services Limited and ICICI Capital Services Limited, with ICICI Bank. The merger was approved by shareholders of ICICI and ICICI Bank in January 2002 by the Court of



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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



**For the partial fulfilment of the degree
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**Submission of Practical Report for Project on
“A Study Of Consumer preference regarding coca-cola and its
product”**

Session- 2022-23

Submitted to-

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A handwritten signature in blue ink that reads "V. Modak".

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Associate Professor

Indore Institute of Management & Research

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INTRODUCTION TO



The Coca-Cola Company exists to benefit and refresh everyone it touches.

Coca-Cola, the product that has given the world its best-known taste was born in Atlanta, Georgia on May 8, 1886. Coca-Cola Company is the world's leading manufacturer, Marketer and distributor of non-alcoholic beverage concentrates and syrups, used to produce nearly 400 beverage

brands. The corporate headquarters are in Atlanta, with local operations in over 200 countries around the world. The Coca-Cola Company began building its global network in the 1920s. Coca-Cola system has successfully applied a formula on a global scale "Provide a moment of refreshment for small amount of money a billion times a day".

Type	Public(NYSE:KO)
Industry	Beverage
Founded	1886, USA
Headquarters	Atlanta, Georgia, USA
Area served	Worldwide
Key People	Muhtar Kent (Chairman and CEO)
Products	Coca Cola Carbonated Soft Drinks Water Other non alcoholic beverages
Employees	92,400 (October 2009)
Website	KO.com

When launched Coca-Cola two key ingredients were cocaine (Benzoyl Methylecgonine) and caffeine. The cocaine was derived from the coca leaf and the caffeine from kola nut, leading to the name Coca-Cola (the "K" in Kola was replaced with a "C" for marketing purposes Coca-Cola often referred to simply as Coke (a registered trademark of The Coca-Cola Company in the United States since March 27, 1944) was invented in May 1886 by Dr. John Stith Pemberton in Atlanta, Georgia. The name "Coca-Cola" was suggested by Dr.

Pemberton's bookkeeper, Frank Robinson. He penned the name Coca-Cola in the flowing script that is famous today.



Coca-Cola was first sold at a soda fountain in Jacob's Pharmacy in Atlanta by Willis Venable. The first sales were at Jacob's Pharmacy in Atlanta, Georgia, on May 8, 1886. It was initially sold as a patent medicine for five cents a glass at soda fountains, which were popular in the United States at the time

due to the belief that carbonated water was good for the health.

Pemberton claimed Coca-Cola cured many diseases, including morphine addiction, dyspepsia, neurasthenia, headache, and impotence.



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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



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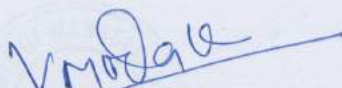
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Date: 13/03/2023

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A PROJECT REPORT ON MAGGI

INTRODUCTION

Nestle is a Swiss transnational food and beverages company. Its headquarters is situated in Switzerland. It is the largest food company in the world measured by revenues. Nestle's products include baby food, bottled water, breakfast cereals, coffee and tea, confectionery, dairy products, ice cream, frozen food, pet foods, and snacks. Twenty-nine of Nestle's brands have annual sales of over US\$1.1 billion, inclusive of Nespresso, Nescafé, Kit Kat, Smarties, Nesquik, Stouffer's, Vittel, and Maggi. Instant Maggi noodles are one of the most loved food brand in India. Maggi was launched in India in 1982 with a struggle where instant food was not popular in India and still after 31 years of its launch it holds 75% of market share. When we analysis market share of Maggi noodles in the noodles segment of India compared with other brands is around 65% (table 1). Nestle Maggi noodles faced turmoil in 2015 which lead to ban the sale of Maggi in the market resulting to huge loss to Nestle. Maggi which was the most trusted product and was consumed by all age groups of consumers was proved ethically wrong from the view point of the customers. Nestle has again introduced Maggi with all amendments



Maggi



Type	Food
Founded	1884; 139 years ago
Founder	Julius Maggi
Headquarters	Switzerland
Parent	Nestlé
Website	www.nestle.com/brands/allbrands/maggi_culinary ↗



competitors in the market and it is the only competitor of Maggi who has decided to head on while competing with it.

CONCLUSION:

The food processing business in India is at a nascent stage. Currently ,only about 10% of the output is processed and consumed in packaged form thus highlighting huge potential for expansion and growth. Traditionally, Indians believe in consuming fresh stuff rather than packaged or frozen, but the trend is changing and the new fast food generation is slowly changing. Riding on the success of noodles, Nestle India, tried to make extensions of the Maggi brand to a number of products like, sauces, ketchups, pickles, soups , tastemakers and macaroni in the mid-1990s. Unfortunately, the macaroni and pickles didn't pick up as expected. The soups and sauces did somewhat fine, gathering considerable sales volumes and have a satisfactory presence even today.

Maggi Noodles' itself faced a bit of difficulty with respect to taste', and nearly lost its position in the minds of Indian consumers in the late 1990s. When Nestle changed the formulation of its tastemaker, the ominous packet that came along with Maggi Noodles, a major chunk of consumers were put-off and sales started dropping. Also, Maggi's competitor _Top Ramen ' took advantage of the situation and started a parallel aggressive campaign to eat into Maggi's market share. But the company quickly realised this and went back into making the original formula coupled with a free sampling campaign. This helped Maggi to win back its lost consumers and pushed up its sales volumes again!

