



# Rani Channamma University –Belagavi

V M S R V ARTS,COMMERCE&SCIENCE COLLEGE

HUNGUND-587118

Bachelor of Commerce

A FIELD WORK ON:

“Deepa Aqua Mineral Water Gorbali”

Submitted in Partial Fulfilment Of The

Requirement for the award.

## INTERNSHIP PROGRAMME

By Rani channamma University Belagavi

For the Academic Year 2022-23.

**SUBMITTED BY:**

Vidya S Pattar

Reg: C2080078

S S Patil

College Guide

B A Kanti

HOD

PRINCIPAL

ISSN No: 11214301000136



**Caribou**  
Packaged Drinking Water



GST: 29AADFD8629B1ZH

# M/s. Deepa Aqua Minerals

Plant At : Gorbal Village.  
Office: Talikoti Building Joshi Galli,  
ILKAL - 587125

Dt: Bagalkot Karnataka  
Cell: 09448134603, 9449827603  
Email: deepaaquaminerals@gmail.com

Date: 02.08.2023

## CERTIFICATE

This is to certify that Ms. Vidya S Pattar Register No: C2080078  
student of

V M S R V Arts, commerce and science college Hungund -587118  
has successfully undergone the project work from 10.8.2023 to  
20.08. 2023 in our premises.

Ms. Vidya S Pattar is sincere and hardworking .



*[Handwritten signature]*

# DECLARATION

I declare that this project report entitled "INTRENSHIP PROGRAMME PROJECT ON M/S DEEPA AQUA MINERALS GORBAL" independent project carried out by me in partial fulfilment of the requirements for the award of the degree of Commerce by the Rani Channamma University. The project report has been prepared under the guidance of . Prof. S SPatil Co-ordinator Department of in Commerce, Rani Channamma University, V M K S R VASTRAD ARTS SCIENCE & VIJAYASHANKRAPPA BELLIHAL COMMERCE COLLEGE HUNGUND.

I have not submitted his project previously to this university or any other university for the award of any degree.

Date :

Place : HUNGUND

*V. S. Pattar*

MISS. VIDYA S PATTAR



# CERTIFICATE

This is to certify that MISS VIDYA S PATTAR is a bonafide student of the Department of Commerce, bearing REG NO : C2080078 during the academic year 2023-24 has satisfactorily completed the project work entitled ""INTRENSHIP PROGRAMME PROJECT ON M/S DEEPA AQUA MINERALS GORBAL " submitted in partial fulfillment of the requirements for the award of the Degree of Commerce by RANI CHANNAMMA UNIVERSITY under guidance and supervision by Peof. S S PATIL And Prof. B A KANTHI Head of theDepartment in Commerce.



Prof. B A KANTHI  
(HOD OF COMMERCE)

Prof. B. A. Kanthi  
Head, Department of Commerce  
V.M.K S.R.Vastrad Arts, Science &  
V.S.Bellihal Commerce College  
Hungund-587118



Prof. S S PATIL  
(Coordinator)



Prof. S K MATH  
Principal

Principal  
Vijaya Mahantesh Krupaposhit  
S.R Vastrad Art, Science & V.S.Bellihal  
Commerce College, Hungund-587118

# CERTIFICATE

This is to certify that the project work on ""INTRENSHIP PROGRAMME PROJECT ON M/S DEEPA AQUA MINERALS GORBAL " has been carried out by MISS.VIDYA S PATTAR B. Com VI semester under the guidance of Prof. S S PATIL Co-ordinator, Prof. B A KANTHI Head of the Department in Commerce.towards the partial fulfilment of the requirements for the award of degree of department of Commerce by the Rani Channamma University during the year 2023-24.

Date :

Place : HUNGUND



Prof. S K MATH  
(PRINCIPAL)

Principal  
Vijaya Mahantesh Krupaposhit  
S.R Vastrad Art, Science & V.S.Bellihal  
Commerce College, hungund-587118



# Acknowledgement

I am greatly indebted to my guide, **Prof. S S PATIL** Co-ordinator, Department of Commerce, Rani Channamma University, **V M K S R VASTRAD ARTS SCIENCE & VIJAYA SHANKRAPP BELLIHAL COMMERCE COLLEGE HUNGUND** for his inspiring guidance. In spite of several busy assignments, he has been kind enough to spare his time for giving me pleasure and privilege to work under his guidance.

Further I am also thankful Principal **Prof. S K MATH** and **Mr. B S HOSAMANI** and **Prof. B A KANTHI** Head of the Department in Commerce. **Mr. SHREESHAIL BOMMASAGAR** for their encouragement and help in carrying out this project work.

I take an opportunity to express my gratitude and sincere thanks **Shri. ASHOK BHAGAWATI** permitting me as well as guiding me throughout my project work. And I am extremely thankful to management of **M/S DEEPA AQUA MINERALS GORBAL** for furnishing the information.

My sincere thanks to all for supporting me in carrying out project report and I also thanks to library staff and all my friends for their co-operation during the course of project work and I am also thankful to printers of their skilful printing this work.

My parents are main soul for my confidence, determination and strength throughout my life. The sweet hopes and wishes have made me able to present this work.

Last but not the least I take this opportunity to thank and remember all my friend **Laxmibai, Prema Vidya** are with me and who have helped me throughout my life from the place they have resided in making me feel that I am also one among them who can achieve things as we want.

Date :

Place : **HUNGUND**

*V.S. Pattar*  
**MISS. VIDYA S PATTAR**

-: INDEX :-

S.L. NO.	NAMES	PAGE NO
01	Introduction	1 - 2
02	Company profile.	2 - 4
03	Structure.	4-5
04	Swot analysis	5-6
05	Competitor's	6-7
06	Advertising and dis advantages	7-8
07	Types of display advertising	8-9
08	Data Analysis	10-11
09	Finding	11-12
10	Suggestion	12-13
11	Conclusion	13-14
12	Question And Answers	15-16
13	Photo's	16-20



# INDUSTRY PROFILE

## Introduction

"A Study on efficiency of advertisement and sale promotion on Deepa aqua minerals"

BOTTLED WATER is the most dynamic market of all the food and beverage industry. The term-bottled water doesn't refer to one single product (section 3.1) and the same designation can be used to quality different products. depending on countries. Three major types of bottled water can be identified.

## Leading bottle water in india

Water is a key to social equity to environment stability and to cultural diversity. Water is also firmly linked with health. Pure and safe drinking water has always been a necessity. The tradition and style of serving drinking water, in India, has however, changed quite dramatically during the last decade. Almost a decade ago, the introduction of bottled water or "packed mineral water" has changed the tradition of serving and consuming drinking water. Storage and distribution. The categories of bottled water industry, colloquially called, the mineral water industry, is a symbol of new life style emerging in India.



Water purifiers (residential segment) are growing at 22-25% annually. A high growth rate indicates a good potential in these sectors. It is a ₹ 5 to 6 billion industry, with Aqua guard cornering more than 50% of the market. The rest is divided among Kent, RO, Pentair ion exchange and other.

**NATURAL MINERAL WATER** is an extremely specific product responding to strict criteria. It is wholesome underground still or aerated water protected against pollution hazards and characterized by a constant level of minerals and trace elements. This water cannot be treated and added any exogenous elements, such as flavors or additives. Natural mineral water is expected to have a minimum level of 250-ppm total dissolved solids.

## COMPANY PROFILE

M/s. Deepa aqua mineral water was established in 2002 with ISI (10503) registered. Basically it is a partnership firm now it's maintaining management director as Mr Ashok M. Bhogapur. The company invested the capital of Rs. 40 lakhs and the company has increased profit 25% per year.

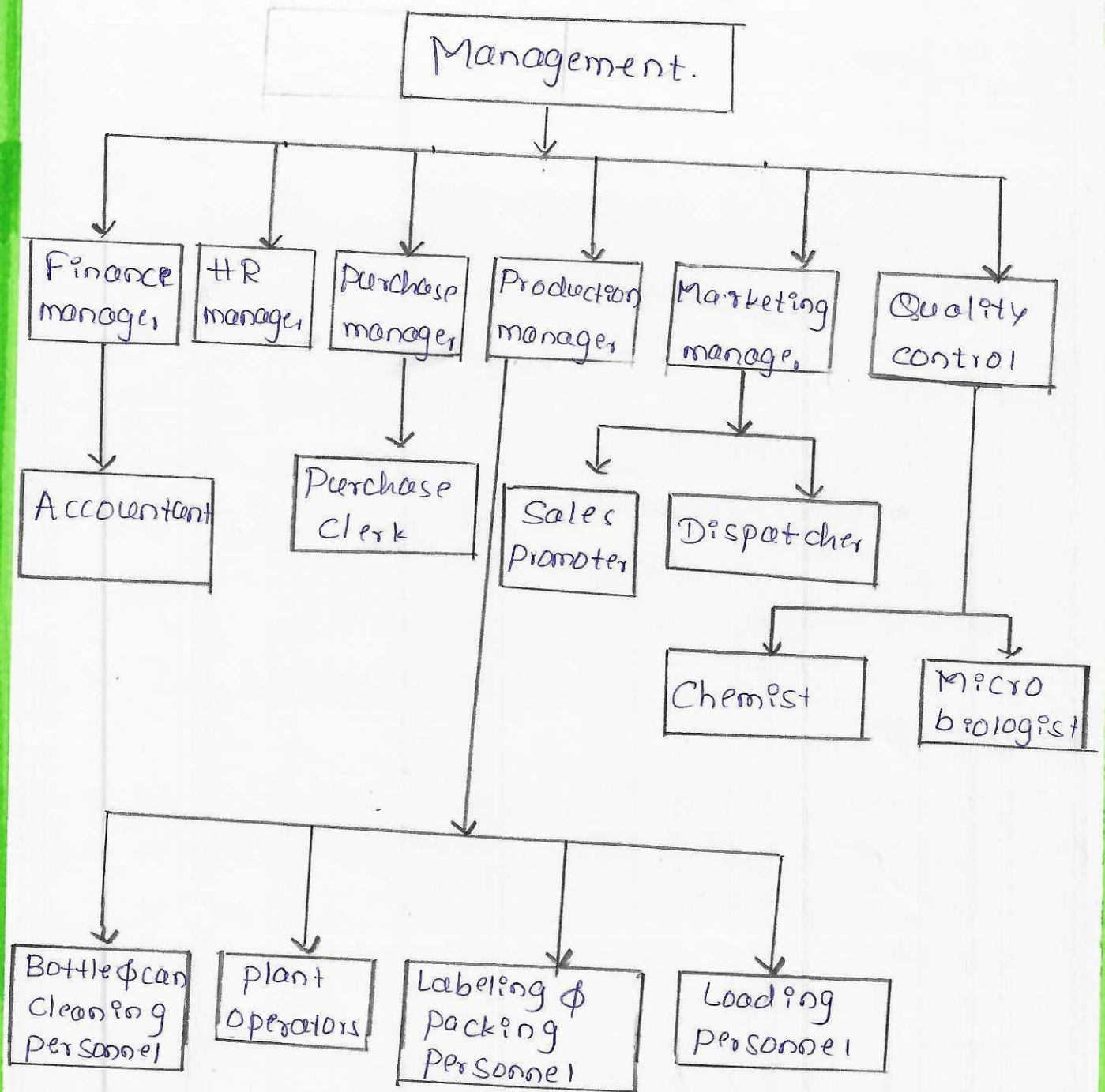
Name of the firm	M/s Deepa Aqua Minerals
Product	Coribou. Packed drinking water.
Year of establishment	July 2002
Proprietorship	Partnership
Managing director	ASHOK.M.BHOGAPUR
Capital investment	RS. 40,00,000.00
Number of employees	30 Workers 2 managers
Competitors	Omkar, Gokool kemp. Others.
Address	Deepa Aqua minerals Gorbal village. (Near to ilkal) Hungund Taluk. Bagalkot District Karnatak.



The Major players with their brands include Parle Export which introduced Bislery in India 25 years ago, Parle Agro Bailey, Godrej Foods with etc Golden valley, coco-cola with Kinley, PepsiCo with Aquafina, Nestle India with Perrier. Mohan Meakins and SKN Breweries entered the market with Golden Eagle and Penguin mineral water, respectively. Nonetheless, Bislery and Bailey, both of Parle origin, enjoy about 50% market share and has become almost generic with the product. The premium bottle water market in India has brands like Evion, Sanpeligino, Perrier.

In the market for water purifiers, While Aquaguard from Eureka Forbes, remains the market leader, several others have made it to the market place. UshaSriram with its Brita water purifier already established has launched India's first water purifier - the water guard Digital in collaboration with Brita GmbH of Germany. HLL has also forayed into the water business, with its water purifier device called pure,

# Structure





# SWOT ANALYSIS:-

## Strengths

- \* To establish brand image through quality product.
- \* To increase sales by 20% per year.
- \* It is passed through 0.5 micron filter. This filtration removes any bacteria present in the water.
- \* It is using Reverse Osmosis Technology.

## Weakness

- \* Lack of promotional activities.
- \* Less workers
- \* Less advertisement facilities

## Opportunities

- \* Capturing new markets
- \* Establish at least 5 distribution centers every year
- \* They can create the market by condicing in promotional activities.  
Like advertisement in local media
- \* They can recruit local workers as people are in search of job
- \* They can build brand image in local market

## Threats

- \* Less workers
- \* Cost of labor is less as compared to LSI
- \* Competitors like Omkar. Aquafina.



## COMPETITORS :

The market is dominated by the very few players like Bisleri, Aquafina, Kinley, Himalayan and Orixh and they are trying to increase their market share by product introduction price, packing and volume of water. Primary competitors stand as Kinley, Aquafina, and Himalayan. Secondary includes Orixh, Bailey, and other local players.

### Different Types of Competitors

Kinley launched :- August 2000	Aquafina launched :- 2001
Earlier positioning [ Bold Blue main Vishwas (Trust in every drop)	Positioning :- Pure water perfect taste 300 ml, 500ml, 1 liter for rupees 5.8 and 12 respectively
Omkar minerals launched :- 2006 new position :- Vishwas kar Bottle design changes :- Bottle design	Adarsha Aqua mineral :- launched 2006 New position :- 50% less plastic used than earlier bottles
Himalayan minerals launched :- May 2006 Positioning name :- water directly from Himalayas and these very pure and healthy available in 500 ml and 1 liter priced at rupees 20 and 50 respectively	Bailey launched :- 2006 Available 300 ml and 500 ml and 1 liter priced rupees 20 and 22 respectively.



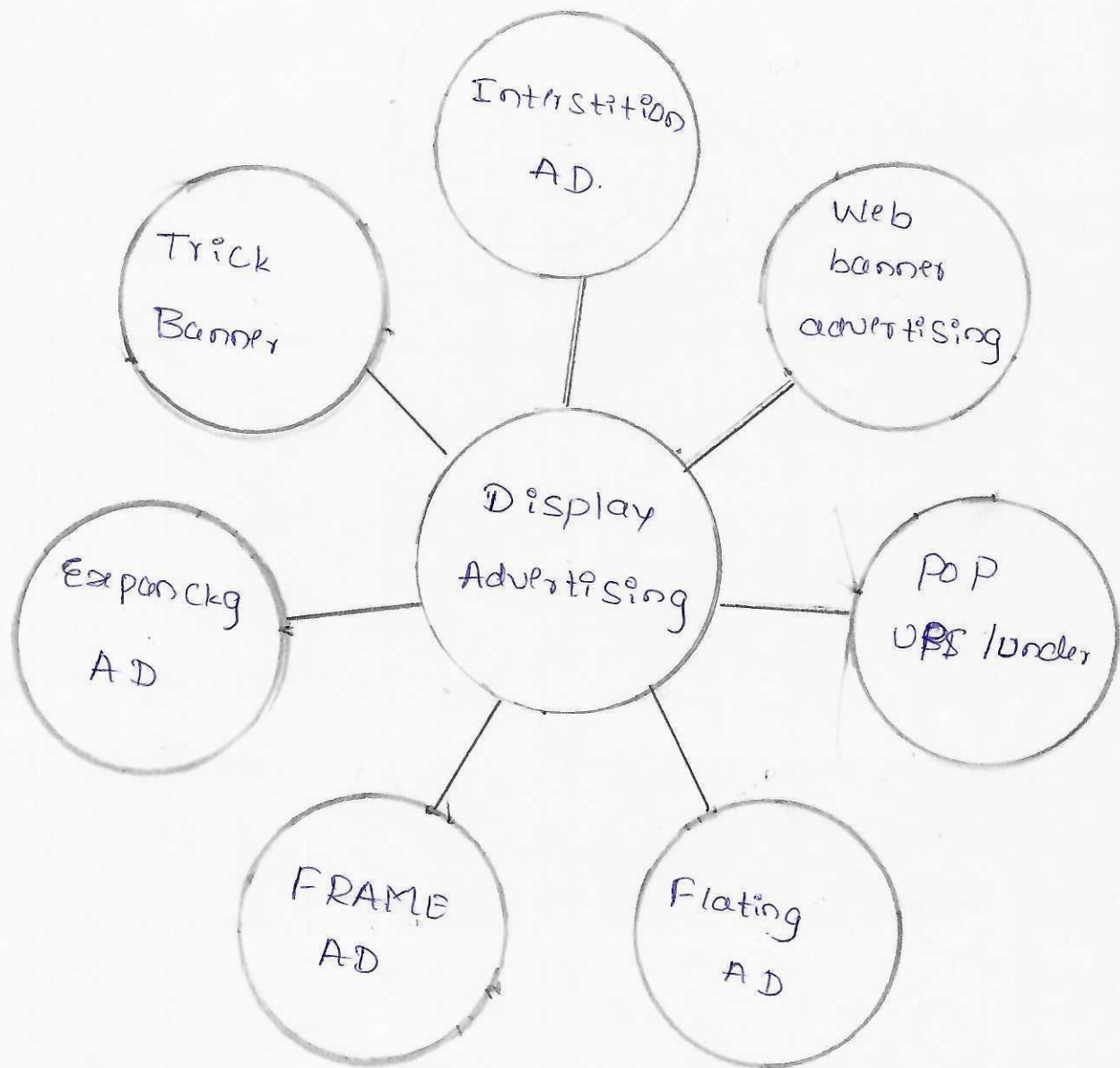
## Benefits of Manufacturers

- \* It increases sales volume by creating attraction towards the product.
- \* It helps easy introduction of new products into the markets by the same manufacturer.
- \* It helps to establish a direct contract between manufacturers and consumers.
- \* It creates a highly responsive market and thereby quickens the turnover that results in lower inventory.
- \* Retail price maintenance is also possible by advertising where price appeal is the promotional strategy.
- \* Advertising is necessary to meet the competition in the market and to survive.

## Benefits to Wholesalers and Retailers

- \* Easy sale of the products is possible since consumers are aware of the product and its quality.
- \* It supplements the selling activities.
- \* It ensures more economical selling overheads are reduced.
- \* It increases the rate of the turn-over of the stock because demand is already created by advertisement.

# TYPES OF DISPLAY ADVERTISING.





## DATA ANALYSIS & INTERPRETATION.

1. Are you satisfied by schemes & offers provided by Competitor's brand?

PARTICULAR	Frequency	Percentage
yes	96	96.0
NO	4	4.0
Total	100	100.0

### Analysis & Interpretation

96% of the respondents are satisfied with the schemes & offers competitors provides to them 4% of them are not satisfied with the schemes competitors provides to them. It is interpreted as 96% of the respondents are satisfied with the schemes & offers competitors brand provides to them & 4% of them are not satisfied with them.

## FINDING

- \* I found Secondary data that "Trade Shows", trade allowances & PARTICULAR & Incentive" & "wall painting & Print media" these are Distribution Channel adopted by Caribou mineral water.
- \* 48% of the respondents use Caribou mineral water. 55% of them use kemps & 21% of them use Omkar.
- \* It is found that 80%, 10% & 7%, of the respondents look after quality, easily availability & Reasonable price while purchasing competitor brand mineral water. & while purchasing Caribou mineral water 17% of the respondents are influenced by price 15% from quality & 6% from easily available.
- \* 96% of the respond get some extra benefit from competitors brand on bulk purchase. Even I found that 51% of the respondents also seek extra benefits from Caribou mineral water on bulk purchase.



# SUGGESTIONS

- \* From the study I found that 86% of the respondents that Advertisement & Sale Promotion activities plays a very vital role in purchasing the competitors products. Though customers see Quality first while purchasing the mineral water, but to know the quality of the brand they must use it, for that they must first know which brands is available in the market, for which advertisement is essential. So both advertising & Sale Promotion activities play a vital role in purchasing the mineral water.
- \* As the customers are satisfied with the credit facilities and other service of the company it can maintain some with the distributors so that it will maintain their long term relationship and improve their morale and employees be more loyal to the firm.
- \* As the customers are satisfied with the brand and quality it has opportunity to expand its business to the nearby locations and grab larger market share.
- \* It can also target more other segments of customers to reach and try to get more big contracts as people are much prefer their 20 liter cans & improve.

## CONCLUSION

From this it is concluded that both Advertising & Sale promotion activities play a vital role in mineral water industry.

But we must determine which Advertisement strategies should be adopted to acquire potential customers & beat the competitors.

Here Advertisement Like; wall paintings,

Hoardings & also Newspapers should be

adopted Two important Advertisement media's

Like " Sale person & Trade Shows " play a very important role in mineral water industry mainly

in Bilkal city. This counts much to get the

brand recognition brand awareness & also make

brand identity in the local market. Dinkar is the

main competitor in the mineral water industry

in Bilkal.



# QUESTIONNAIRE

1] Are you satisfied with the schemes or offers company provides to you?

a) yes

b) NO

ANS: yes. we are fully satisfied with the plans or services or offers provided to us by Caribou mineral water company.

2] How do you come to know about that particular brand?

a) Advertisement

b) Sale persons

c) Friend / Relatives

d) Others.

ANS: b) Sales person

3] Are you aware of "Caribou mineral water"?

a) yes

b) NO

c) Not at all

ANS: yes we are fully aware of Caribou mineral water. Because according to our study, all the people gave good opinion.

4] If yes, then how come to know about the Caribou mineral water?

a) Advertisement

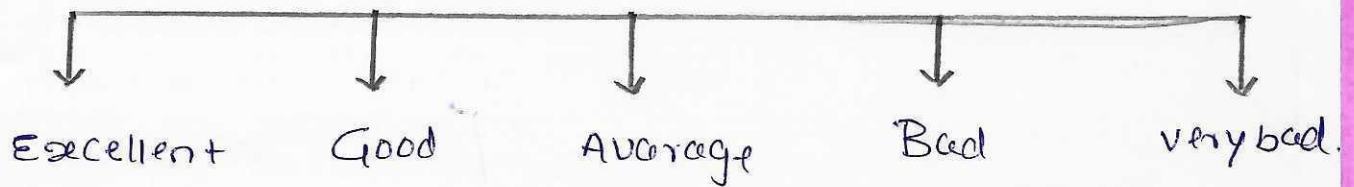
b) Sales Person.

c) Friend / Relatives

d) Others

ANS: yes because we know about Caribou mineral water through Salesmen advertisement, friend / relatives and other.

5) Rate the Caribou mineral water brand?



ANS : The Caribou mineral water brand is an excellent product, because its goodwill is very good in society.

6) What influenced you to purchase the Caribou mineral water?

- a) Quality
- b) Price
- c) Advertisement.
- d) Discount/offers

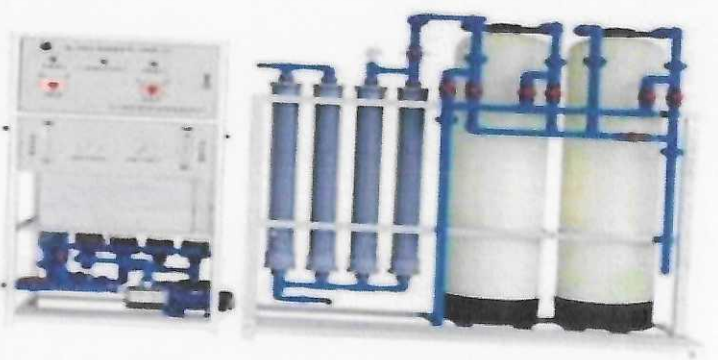














0000

