



VIDYASANGAMA

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:

Prema Ileger

Reg: C2080052

S S Patil

College Guide

B A Kanti

HOD

PRINCIPAL

ISSAI 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
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Email: deepaqua minerals@gmail.com

Date: 02.08.2023

CERTIFICATE

This is to certify that Ms. Prema Pandappa Register No: C2080052
student of

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has successfully undergone the project work from 10.8.2023 to
20.08. 2023 in our premises.

Ms. Prema Pandappa is sincere and hardworking .



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 & VIJAYASHANKRAPP A 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

Prema.
MISS. PREMA PANDAPPA

CERTIFICATE

This is to certify that **MISSPREMA PANDAPPA** is a bonafide student of the Department of Commerce, bearing REG NO : **C2080052** 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 the Department in Commerce.



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Principal
Vijaya Mahantesh Krupaposhit
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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.PREMA PANDAPPA 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.

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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.

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Date :

Place : **HUNGUND**

Prema.
MISS. PREMA PANDAPPA

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Industry Profile

Introduction

"A study of efficiency of advertisement and sales promotion on Deepa aqua minerals."

Leading bottle water in India.

Water is 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 bottle water or 'packaged mineral water' has changed the tradition of serving and consuming drinking water. This has ushered in very strongly, the use of polymers or plastics as materials for water storage and distribution.

The packaged drinking water in India, which is estimated at Rs 850 crores with over 800 brands floating in the market, most of which have restricted territorial distribution. This is a growing market in India as quality consciousness among the consumers is on the rise. The bottled water market is growing at a rapid rate of around 20%. At this growth rate the Rs 7000 million per year market, is estimated to overtake the soft drinks market soon.

Multinational, coca-cola, pepsi, nestle and other are trying to grab a significant share of the market. There are more than 180 brands in the unorganized sector. The small players account for nearly 19% of the total market. The per capita consumption of bottled water in India is less than half a liter per year, compared to 111 liters in France and 45 litres in the USA. These points to the future potential beyond the high growth.

Major players with their brands includes Parle export which introduced Besteri in India, 25 year ago. Parle agro with Bailey, Eudrej Foods with its Mohan ma Coca-cola with Kinley, pepsi co with aquafina, nestle India with perrier Mohan meakin's and SKM Breweries entered the market with Golden eagle and penguin mineral water, respectively, nonetheless Bisteri and Bailey, both of Parle origin, enjoy about 50% market share and has become almost generic with the product. The premium bottled water market in India has brands like evian ~~san~~ ~~pelligrino~~, 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. Usha Shriram with its Brita water purifier already established has launched India's first digital 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.

Water purifiers (residential segments) are growing at 22-25% annually. A high growth rate indicates a good future potential in these sector. It is a Rs 5 to 6 billion industry, with aqua guard comprising more than 50% of the market. The rest is divided among Kent RO, pentair Ion exchange and others.

Natural Mineral Water

It is an extremely specific product responding to strict criteria. It is wholesome a 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 additive. Natural mineral water is expected to have minimum level of 250-ppm total dissolved solids.

Bottled Water

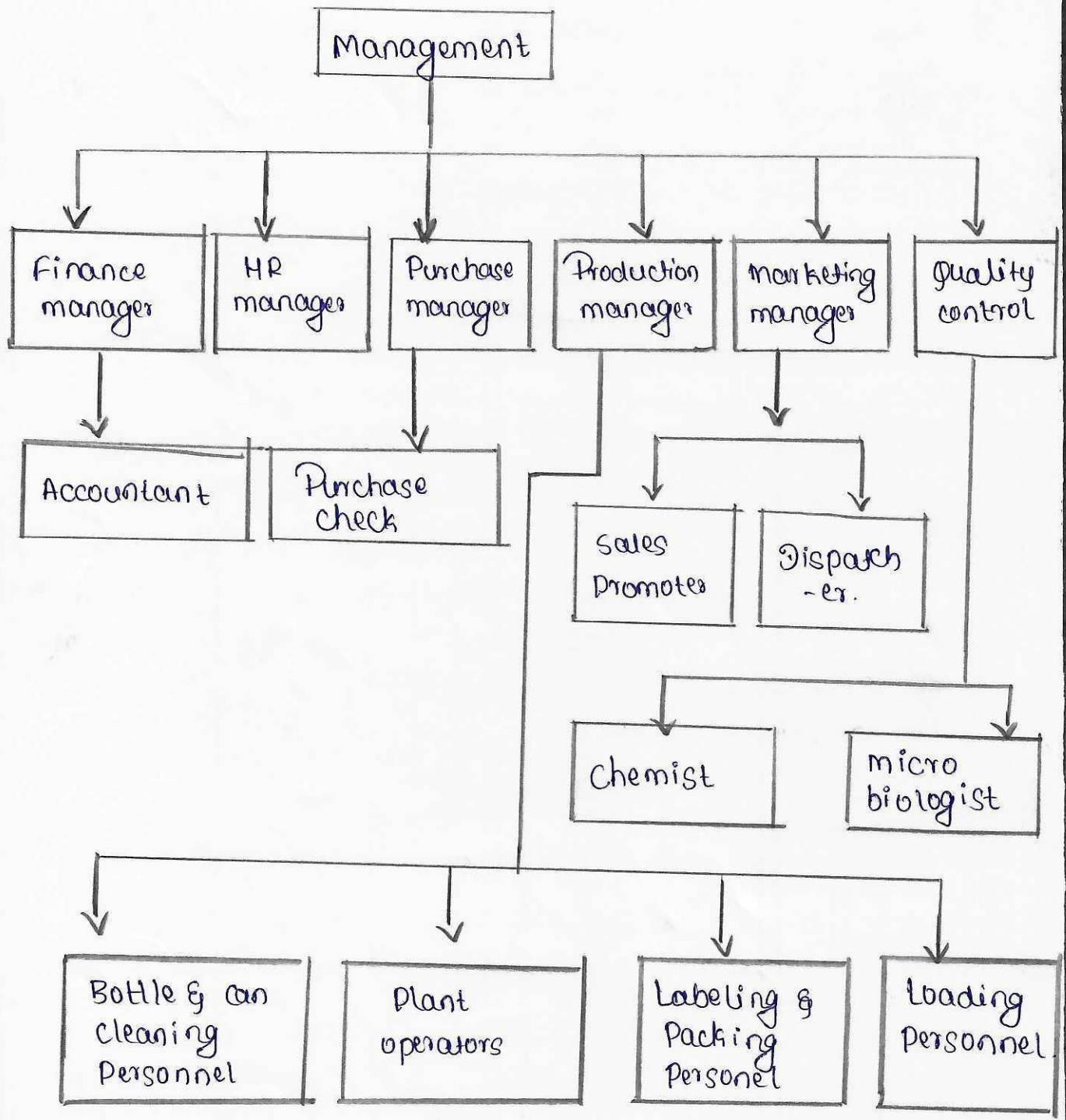
Is the most dynamic market of all the food and beverage industry. The term bottled water doesn't refer to one single product (section 3.1) and the same designation can be used to qualify different products, depending on countries. Three major types of bottled water can be identified.

Company profile

M/S. Deepa aqua mineral water was established in 2002 with ISI (14543) registered. Basically it is partnership firm know it's maining managing director Mr. Ashok. M. Bhogapur. The company invested the capital on RS 40 lakhs and the company has increased the profit 25% per year.

Name of the firm	M/S Deepa Aqua Minerals
Product	Caribou, Packaged drinking water
Year of establishment	July 2002
Proprietorship	Partnership
Managing director	ASHOK. M. BHOGAPUR
Capital investment	RS 40,00,000.00
No. of employees	30 workers 2 managers
Competitors	Omkar, Aokool, Kempas, others
Address.	Deepa Aqua Minerals Gorbal village (near to Ikkal) Hunagund Taluk Bagalkot district Karnatak.

Structure



Sowot Analysis

Strengths	Weakness.
<ul style="list-style-type: none">① To establish brand image through quality product.②. To increase sales by 25% per year.③ It is passed through 0.5 micron filter. This filtration removes any bacteria present in the water.④ It is using reverse osmosis technology.	<ul style="list-style-type: none">① Lack of promotional activities② Less workers③ less advertisement facilities.

Opportunities	Threats
<ul style="list-style-type: none">① Capturing newer market② Establish at least 5 distribution centers every year.③ They can create the market by conducting in promotional activities④ They can recruit local workers as people are in search of job.⑤ They can build brand image in local market.	<ul style="list-style-type: none">① less workers② cost of labour is less as compared to LST③ competitors like onkar, Aquafina.

Competitors

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

Different types of competitors

<p>Kinley launched : Aug 2000</p> <p>Earlier positioning [Bold Blood main vishwas (trust in very drop.</p>	<p>Aquafina launched : 2001</p> <p>Positioning:- Pure water perfect taste 300 ml, 500ml, liter for rupees 8 and 12 respectively.</p>
<p>Omkar minerals launched:- 2006 new Position :- vishwas ko, reno bottle design change :- Bottle change</p>	<p>Adarsh Aqua mineral:- launched 2006 new position :- soft. less plastic used than earlier bottles.</p>
<p>Himalyan minerals launched : may 2008</p> <p>Positioning name:- water direct ly from Himalyna and these very pure and healthy available in 500 ml and 1 liter priced at rupees 20 and 50 Rs respectively.</p>	<p>Bailey launched:- 2006 available 300 ml and 500 ml and liter priced rupees 20 and 22 respectively.</p>

Benefits of manufactures

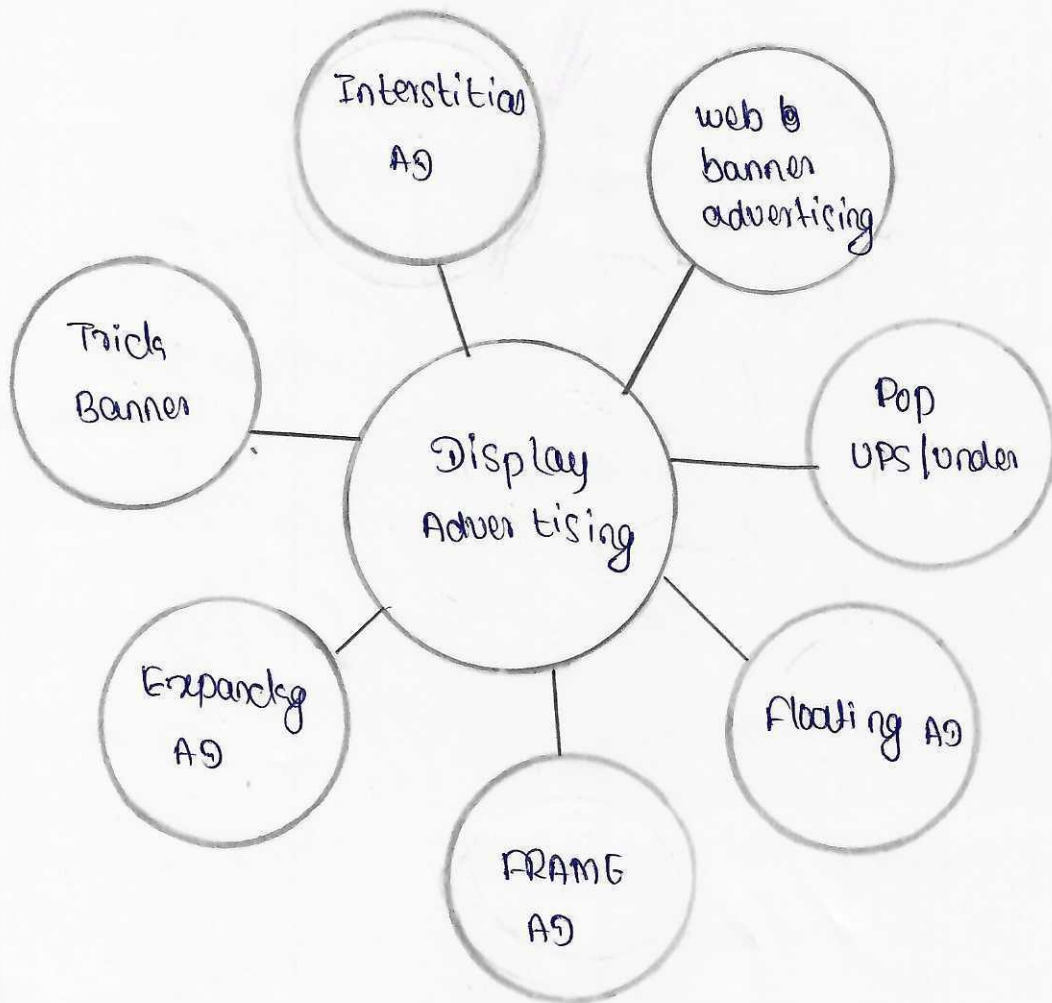
- * It increase sales volume by creating attraction toward the product.
- * It helps easy introduction of new products into market by the same manufactures.
- * It helps to create an image and reputation not only of the product but also of the producer or advertiser. In this way, it creates goodwill for the manufacture.
- * Retail price maintenance is also possible by advertising where price appeal is the promotional strategy.
- * It helps to establish a direct contact between manufactured and consumers.
- * It leads to smoothen the demand of the product from seasonal fluctuation by discovering new and new usage of the product.
- * It creates a highly responsive market and thereby quickens the turnover that results in lower inventory.
- * Advertising is necessary to meet the competition in the market and to survive.

- * selling cost per unit is reduced because of increased sales volume. consequently product overheads are also reduced due to mass production and sale.
- * Advertising gives the employees a feeling of pride in their jobs and to be in the service of such a concern of repute. It thus inspires the executive and workers to improve their efficiency.

Benefits to wholesalers and Retailers

- * Easy sale of the product is possible since consumers are aware of the product and its quality.
- * It increases the rate of the turn-over of the stock because demand is already created by advertisement.
- * It supplements the selling activities
- * Its reputation created is shared by the wholesalers & retailers alike because they need not spend anything for the advertising of already a well advertised product.
- * It ensures more economical selling because selling overheads are reduced.

Types of display advertising



Data analysis and Interpretation

Are you satisfied by schemes and 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 provide to them and 4% of them are not satisfied with the schemes competitors provide them. It is interpreted 96% of the respondents are satisfied with the schemes and offers competitors brand provides to them and 4% of them are not satisfied with them.

Findings

I found secondary data that "Trade show, Trade allowances & Particular & Incentives" & "wall painting & print media" these are distribution channel adopted by caribou mineral water.

48% of the respondents use caribou mineral water, 25% of use kemps & 21% of them use omlcar.

It is founda that 80%, 10% and 7% of the respondents look after quality, easily avilability and reasonable price while purchasing competitor brand mineral water.

while purchasing caribou mineral water 17% of the respondents are influenced by price, 15% from quality and 6% from easily available.

- # 96% of respondents 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 bulk purchase.

- # It is found that 58% of the respondents seek discounts / offers from the competitors brand, and 27% of the respondents seeks price off.

- # Even I found that 46% of the respondents also receives discount / offers from caribou mineral water.

- # 96% of the respondents are satisfied with the schemes and offers provided by the competitors brand to the respondents.

- # And 50% of the respondents are also satisfied with the offers & schemes provided by caribou mineral water.

Suggestions

- * From the study I found 86% of the respondents say that advertisement and sales promotion activities play a very role in purchasing the competitor's product. Though customers see quality first while purchasing the mineral water, but to know the quality of the brand is available in the market, for which advertisement is essential. So both advertising and sales promotion activities play a vital role in purchasing the mineral water.
- * The main factor influencing customers to purchase their product is quality, and then later comes price and easy availability. So there is a great opportunity for the Caribou mineral water if they improve and maintain quality. Others price and easy availability is already there. So improve & maintain quality.
- * As the customers are satisfied with the brand and quality it has opportunity to expand its business to the nearby places so others can improve their business.

* As the customers are satisfied with the credit facilities and other services of company it can maintain same with distributors so that it will maintain their long term relationship and improve their morale and employees be more loyal to their 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.

Conclusion

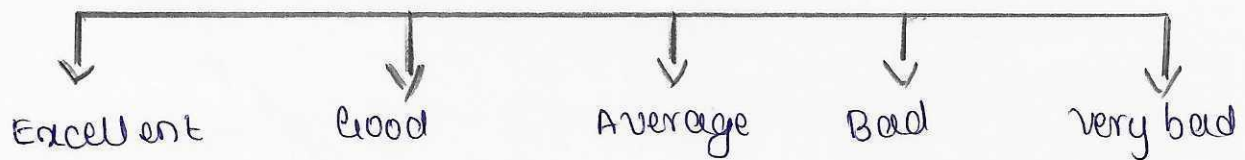
From this study it is concluded that both advertising and sales promotion activities play a vital role in mineral water industry. But we must determine which advertisement strategies should be adopted to acquire potential customers and beat the competitors. Here advertisement like, wall paintings, Hoardings and beat and also newspapers should be adopted. Two important advertisement media's like " sales person and trade shows play a very important advertisement role in mineral water industry in Ilkal city. This counts much to get the brand recognition brand awareness and also make brand identify in the local market. Omkar is the main competitor in the mineral water industry in Ilkal.

④ If yes, then how you come to know about the Coribou mineral water.

- a) advertisement
- b) Sales person
- c) Friends / Relatives.
- d) others

Ans Yes because we know about Coribou mineral water through salesman, advertisement, friend / relatives and others.

⑤ Rate the Coribou mineral water brand ?



Ans The Coribou mineral water brand is a excellent product. because it's goodwill is very good in society.

⑥ what influenced you to purchase the Coribou mineral water ?

- a) Quality
- b) price
- c) Advertisement
- d) Discounts / offers
- e) easily available
- f) others.

Ans Quality, price advertisement, discounts easy availability etc. are useful for us to buy Coribou mineral water.

⑦ Do you seek any offers or extra benefits from Caribou mineral water on bulk or often purchase ?
a) yes b) no.

Ans It is a fact that advertisement plays an important role in buying a particular brand of mineral water. Because most of the people know the product features through this.

⑧ Are you satisfied with the delivery of the product ?
a) Yes b) no

Ans we are satisfied with the delivery by getting the right quality product without any fraud in product.

⑨ Do you get the delivery of product from company correct time ?
a) Yes b) no.

Ans we are satisfied with the delivery of the product. Reaches in the right way at the right time.

⑩ How do you give order to the company.

Ans we give orders to the company through mail, telephone, direct contact etc. The company also provides the service in proper manner.

