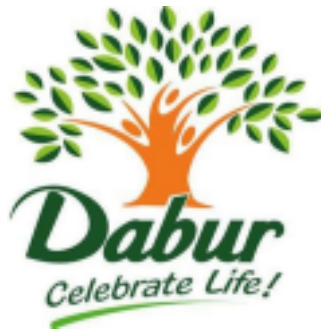


“A STUDY OF CUSTOMER PERCEPTION OF REAL FRUIT JUICE”



IN PARTIAL FULFILLMENT FOR THE AWARD OF THE DEGREE OF
(MASTERS OF BUSINESS ADMINISTRATION)

Affiliated To GGSIPU University (NEW DELHI)

Session 2024-2025

Submitted To: Submitted By: Ms. MANISHA GROVER KUSH JAIN
(Faculty of MBA Department) ENROLLMENT NO. - 118003923



Affiliated to GGSIP University, New Delhi
Approved by AICTE & Council of Architecture

DELHI TECHNICAL CAMPUS

AFFILITED TO - GURU GOBIND SINGH INDRAPRASTHA
UNIVERSITY, NEW DELHI

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CERTIFICATE

This is to certify that Mr. Kush Jain of MBA (2024-2025) a student of Delhi technical

campus has undertaken the project on “A study of Customer perception of Real Fruit Juice” .The project has been carried out by the student in partial fulfilment of the requirements for the award of MBA, under my guidance and supervision.

Date:

Faculty Mentor's Name:
Ms. MANISHA GROVER

(Signature)

ACKNOWLEDGEMENT

A successful completion of job is based upon the chain of factors combining together to make an integral outcome. The cooperation of the factors mixed with sincere effort can lead to best performance. My project is also no exception to this. So it becomes

necessary to mention this before I start writing the study report.

I take this opportunity to express my deep sense of gratitude to all those who have contributed significantly by sharing their knowledge and experience in the completion of this project work and whose cooperation the achievement would have remained distant dream. It is not a mere formality to place on record the tireless efforts, ceaseless cooperation, constant guidance and encouragement of the people closely associated with the assignment but a distinct necessity for the authenticity and credibility of the project.

Kush Jain
Mba (2024-2025)
Roll No. :-118003923.

EXECUTIVE SUMMARY

The whole study or research explains about the consumer's buying behavior and their preferences regarding real fruit juices. For this 72 customers were taken into consideration. Customer perception is a generic term explains about the Customer

choice or preference that they have for a particular product. Consumer's perception tells the companies about the modifications or features of the products. For this research some of the main features were taken into consideration like flavor, availability, price, packaging and the most important

"awareness". Because during research I came to know that there are so many people who even don't know about the newly launched flavor of real juice available in the market. So I tried to focus on the awareness of the consumers. The Customer gets confuse when he has got the more options at an affordable price in respect of quality, availability, packaging etc. and choose the product in which he feels the maximum satisfaction or the best deal.

It is found from the research that people go for the product which is easily available and affordable and also it should be according to their parameters which according to the research is real juice. The strategy for the product can be changed by comparing the different factors that has obtained from the research. Allocation of largest Customer is the important work for the producer so that they can match their product nature with the preference of the Customer who is more willing to buy fruit juices.

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CHAPTER 1

INTRODUCTION

INTRODUCTION

India is the world's second largest producer of food next to China, and has the potential of being the biggest with the food and agricultural sector. The total food production in India is likely to double in the next few years and there is an opportunity for large investments in food and food processing technologies, skills and equipment, especially in areas of Canning Dairy and Food Processing, Specialty Processing, Packaging, Frozen Food/ Refrigeration and Thermo Processing. Fruits & Vegetables, Fisheries, Milk & Milk Products, Meat & Poultry, Packaged/ Convenience Foods, Alcoholic Beverages & Soft Drinks and Grains are important sub-sectors of the food processing industry. A health food and health food supplement is another rapidly rising segment of this industry which is gaining vast popularity amongst the health

conscious.

India some of the world's major food producers but accounts for less than 1.5 percent of international food trade. This indicates vast scope for both investors and exporters. Food exports in 1998 stood at US\$5.8 billion whereas the world total was US\$438 billion. The Indian food industries sales turnover is Rs. 140,000 crore (1 crore = 10 million) annually at the start of year 2000. The industry has the highest number of plants approved by the US Food and Drug Administration (FDA) outside the USA. India's food processing sector covers fruit and vegetables; meat and poultry; milk and milk products, alcoholic beverages, fisheries, plantation, grain processing and others. Customer product groups like confectionery, chocolates and cocoa products, Soya-based products, mineral water, high protein foods etc. We cover an exhaustive database of an array of suppliers, manufacturers, exporters and importers widely

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deal in various sectors like the Food Industry, Dairy processing, Indian beverage industry etc. We also cover sectors like dairy plants, canning, bottling plants, packaging industries, process machinery etc. The most promising sub-sectors include Soft drink bottling, Confectionery manufacture, Fishing, aquaculture, Grain- milling and grain based products, Meat and poultry processing, Alcoholic beverages, Milk processing, Tomato paste, Fast-food, Ready-to-eat breakfast cereals, Food additives, flavors etc. The emerging trends in the market have confused producers to sell their products to gain appropriate profit. India is growing day by day in various sectors and preference of people also changing according to change in business trends. Customer perception is different according to the product. This study shows the Customer preference with respect to fruit juices. The demand towards the product can be known from the demographic profile, density of population, retail links and their expectations towards the product. Fruit juices now a day become a social drink which captured the attention

of each individual of the society. The restrictions for each type of alcoholic drinks gave a ultimate way of demand for fruit juices. In Indian market the sever completion among the producers have encouraged them to go for innovative ways. The competitors have a strong belief towards their brand and products. Producers have inverted their preferences for marketing their products near local consumers. The consumers are mostly lean towards the brands which come across them in the daily life while going through television, newspapers, and magazines, banners displayed inroads and from websites. The juice marked had turned into a competitive market as there are similar competitors in the market serving same type of juice by different brand name. The brand name of fruit juices have changed the Customer preferences because of their easy availability, price, quality, packaging, quality etc. Here in this case those type of fruit juices brand have taken into account who has their most market shares in the market. The Customer perception shows away to the competitors in what respect they can enhance them selves to exist in the market. The blind interpretation of producer force itself

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towards severe loss. The perception towards the individual product shows that whether the consumer will buy it or not. The emerging changes observed in the different levels of consumers. The Customer also changes their preferences according to their capability of buying for that particular product. The distinct characteristics may sometimes at tract the consumers to buy the product which they cannot have purchased before.

The retail chain also plays an important role towards it which shows the availability of product at the time of need. The consumers area gain distinguished into different age groups because of their different consumption pattern of food. In some case it is observed that fruit juices are only acceptable for sports person for energy as well as

for relaxation, but the health consciousness factor has affected a lot each individual so that they can drink fruit juices for good health. The campaign for fruit juices have solved much disbelief among the consumers. The study shows Customer perception towards real juice. Some of the factors are taken into consideration like price, brand, quality, Customer type and profession of different consumers who purchase fruit juices. Their technique of buying is the key of our study. The Customer perception has an important role towards the growth of individual product in the competitive market. The market is dynamic in nature and needs innovations for existence.

CHAPTER 2

INDUSTRY OVERVIEW

2 INDUSTRY OVERVIEW

2.1 (FMCG)

Fast-moving Consumer goods (FMCG) sector is the 4th largest sector in the Indian economy with Household and Personal Care accounting for 50 per cent of FMCG sales in India. Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The urban segment (accounts for a revenue share of around 55 per cent) is the largest contributor to the overall revenue generated by the FMCG sector in India. However, in the last few years, the FMCG market has grown at a faster pace in rural India compared with urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50 per cent of total rural spending.

2.2 MARKET SIZE

The Retail market in India is estimated to reach US\$ 1.1 trillion by 2020 from US\$ 840

billion in 2017, with modern trade expected to grow at 20 per cent - 25 per cent per annum, which is likely to boost revenues of FMCG companies. Revenues of FMCG sector reached

Rs 3.4 lakh crore (US\$ 52.75 billion) in FY18 and are estimated to reach US\$ 103.7 billion in 2020. The sector witnessed growth of 16.5 per cent in value terms between July-September 2018; supported by moderate inflation, increase in private consumption and rural income.

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The Indian fast-moving Consumer goods (FMCG) companies have performed better than their multinational peers as the combined revenue of country's seven leading FMCG companies stood at US\$ 11.1 billion in FY 2015-16, as compared with US\$ 9.4 billion revenue generated by select seven Multinational Companies (MNCs). The FMCG sector has grown at an annual average of about 11 per cent over the last decade. The overall FMCG market is expected to increase at (CAGR) of 14.7 per cent to touch US\$ 110.4 billion during 2012-2020, with the rural FMCG market anticipated to increase at a CAGR of 17.7 per cent to reach US\$ 100 billion during 2012-2025. Food products is the leading segment, accounting for 43 per cent of the overall market. Personal care (22 per

cent) and fabric care (12 per cent) come next in terms of market share. The market size of FMCG in India is estimated to grow from US\$ 30 billion in 2011 to US\$ 74 billion in 2018.

The FMCG market is highly concentrated in the urban areas as the rise in the income of the middle-income group is one of the major factors for the growth of the Indian FMCG market. The penetration in the rural areas in India is not high as yet and the opportunity of growth in these areas is huge by means of enhanced penetration in to the rural market and conducting awareness programs in these areas. The scopes for the growth of the FMCG industry are high as the per capita consumption of the FMCG products in India is low in comparison to the other

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developed countries. The manufacturing of the FMCG goods is concentrated in the western and southern belt of the country. There are other pockets of FMCG manufacturing hubs. Food products are the leading segment, accounting for 43 per cent of the overall market. Personal care (22 per cent) and fabric care (12 per cent) come next in terms of market share. Growing awareness, easier access, and changing lifestyles have been the key growth drivers for the sector.

2.3 Introduction to the organization

Dabur India Limited

- Customer focus
- Team Work
- Innovation
- Integrity

Dabur operates in various key categories of Consumer products like hair care, health care, oral care, home care, skin care & foods with brand portfolio of over 250 products in India .Dabur

India has five flagship brands

- Dabur as the key brand for natural health care products
- Real for fruit juices and beverages
- Hajmola for digestive
- Fem for fairness bleaches and skin care products

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- Vatika for premium personal care

Some of the very successful brands in various categories are:-

- Health care sector: Dabur Chyawanprash, Dabur Honey, etc 🏠 Personal Care:
Dabur Amla, Dabur Vatika, Dabur red paste, etc.
- Food Sector: Real Fruit Juices, etc.
- Digestives Sector - Hajmola, Pudina Hara, etc.
- Home Care sector: Odomos, Odonil, Sani Fresh etc.
- Professional Range: Oxy life facial, Fem gold facial, Fem body bleach, etc.

Dabur Chyawanprash is the oldest brand all over 100 years in India and possesses around 64% of the total market share.

2.3.2 Vision & Mission Statements

Vision

The vision of Dabur India limited is to being “dedicated to the well-being and health of every household.”

The vision of Dabur Research foundation is to become the most respected and the leading Preclinical contract Research organization from the nation of India which creates high value for its clients as well for stakeholders.

Mission

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“To render the good global quality of services to the customers”

When comes to social responsibility, Give your best to speed up the drug discovery and development in a huge range of areas of therapeutic through comprehensive service and drug development partnership

To be a leading and top Preclinical Contract Research Organization in the nation through the great strength of its, services, leadership& partnerships in the developments of its drugs

To become the first choice in India of Preclinical Contract Research Organization through its remarkable innovations & inclusive, comprehensive and complete services in value chain development

2.4 Dabur- a sustainable company

2.4.1 Conservation of Energy

Dabur has undertaken a no. of measures in conserving energy by successfully implementing various energy conservative projects resulting in 13.8 % reduction in energy bill of the company in the fiscal year of 2008-2009 alone. What was remarkable was that this was achieved with increase of 8-9 % volume in manufacturing.

Other measures taken were as follows:

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- Use of bio fuels in boilers
- Production of biogas & installation of equipment which are energy

efficient All these measures resulted into

- Lower cost of production
- Reduction in effluent
- Improvement hygiene condition
- Increase in productivity

2.4.2 Technology Absorption

Dabur has taken tremendous & continuous efforts towards technology absorption and innovation in preserving the natural resources. Following measures were taken:

- Less use of water in process by reducing concentration time
- Reducing wastage in hulk by using non stick coating
- Improving water treatment by re utilizing the waste water
- Using CIP system which is water efficient
- Converting fruit waste into organic manure by the use of in house technology

All these steps taken resulted into improvement in products , reduction in cost, development of products & more clean environment.

Health Safety and Environmental

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Dabur has put up a safety management Team to contribute in preventing the undesirable incidents in the company apart from motivating & educating employee on Health, Environment & safety. It also monitors the waste and controls pollution.

It has also contributed towards carbon foot print with the objective of becoming a carbon positive company.

2.5 REWARDS & ACCOLADES

Dabur has garnered many awards for maintaining its image of “Most Trusted Brand” in India and catering to different sector of health care, personal care, food, Home care etc and also for taking care of the environment keeping its growth rate as well as for taking many initiatives in taking part in corporate social responsibility promoting education, health and alternative opportunities

Some of the awards honored during the year of 2015-16 are mentioned below:

- ☂ Dabur Gastrina's advertising campaign bagged four 'Pencils' at the recent One Show awards ceremony
- ☂ Dabur named the Best Healthcare Brand in the Customer Healthcare category by The Economic Times
- ☂ Dabur Red Paste Dant Sanan and Dabur Goonj - bagged bronze awards at the recently held WOW Asia Awards
- ☂ Dabur's packaged juice brand Real ranked amongst India's Most Admired Brands, by White Page Internet
- ☂ Dabur ranked Most Trusted Healthcare Brand in India
- ☂ Dabur bags two awards for market research.
- ☂ Dabur Vatika #Brave and Beautiful campaign wins 2 Effie's
- ☂ Dabur Ranked 33 in List of Top Wealth Creators, by Dalal Street
- ☂ Dabur bags Outstanding Partnership Award-Asia
- ☂ Uttar Pradesh Government honours Dabur for its Community Health Care and

All the awards and recognition along with the financial growth mentioned above clearly depicts Dabur's Performance in the past year which has been very successful and aspiring to grow more in terms of its products, variants, profits and in being responsible to the society along with facing the risk of inflation and cost pressure impacting the gross profit of the organization.

CHAPTER 3

PRODUCT PORTFOLIO

3. PRODUCT PORTFOLIO

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[ABOUT](#)[PRODUCTS](#)[INVESTOR](#)[MEDIA](#)

HEALTH SUPPLEMENTS

- > Dabur Chyawanprash
- > Dabur Honey
- > Dabur Glucose

DIGESTIVES

- > Dabur Hajmola
- > Pudín Hara
- > Nature Care

SHAMPOOS

- > Almond Shampoo
- > Vatika Health Shampoo
- > Vatika Black Shine Shampoo
- > Vatika Anti-Dandruff Shampoo

HAIR OILS

- > Amla
- > Vatika
- > Almond

SKIN CARE

- > Dabur Gulabari
- > Oxy Bleach
- > Fem

FOODS

- > Real
- > Activ
- > Hommade
- > Hajmola Yoodley

ORAL CARE

- > Dabur Red Paste
- > Dabur Meswak
- > Dabur Babool
- > Dabur Lal Dant Manjan

OTC & ETHICALS

- > Energisers
- > Cough & Cold
- > Women's Health
- > Baby Care
- > Ethicals

HOME CARE

- > Odomos
- > Odonil
- > Sanifresh
- > Odopic

GUAR GUM

- > Guar Gum Products

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3.1 PRODUCT IN MY DISTRIBUTION

In my distribution I was serving Dabur FOOD category which include the following



Mosambi is a versatile fruit with sweet and sour taste. It is a hybrid of Mexican lime and sweet lemon and Mosambi Juice has been known to have origins in Indonesia and China. However, today the fruit is cultivated across Egypt, Syria, Palestine, tropical America, parts of Southeast Asia and the Mediterranean. It's also a hobby fruit in parts of Florida and California.

Mosambi is a rich source of Vitamin C and potassium. The benefits of mosambi juice are not just limited to being delicious and refreshing, but it also has medicinal effects and health benefits. To ensure nutritive value retention Real Fruit Power Mosambi is packed in a six layered Tetra Pack packaging which protects the product from germs, air, sunlight and harmful UV rays. This ensures that the beverage stays fresh till it reaches you. Thus, what you get is not just fruit taste but fruit power too! It is this consistent effort that has helped us become India's most trusted brand in the category. You can also try drinking a glass of cranberry juice for a healthier start to your mornings.

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3.2 Real fruit power Pomegranate



Pomegranate, the super nutritious fruit, is well recognized in various leading world cultures. The super fruit as well as Juice of Pomegranate is known to deliver health in

every meal. We at Réal ensure that you get the best quality of a pomegranate beverage by providing the goodness of 8 pomegranates in each pack. Real Fruit Power ensures that you sip the healthiest pomegranate fruit beverage in the market which contains all the benefits of pomegranate juice.

Real Fruit Power pomegranate gives you a chance to bring to your dear ones the tangy taste and the fruit power that is equivalent to a glass of milk. In the Fruit Beverages category, Real is a six time Reader's Digest Trusted Brand Award and has been voted as a super brand. In the juices & nectars category, Réal Pomegranate is emerging as one of the most favored single fruit variants. The beverage brings only the fruit, and no added colours or

preservatives; it's as Réal as the fruit itself.

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3.3 Réal fruit power Mango



Réal Fruit Power Mango is the ultimate indulgence. It's thick, and so full of mangoes

that every sip is like biting into the sumptuous fruit itself. The best part is that even when the king of fruits has retired for the season, the goodness and joy of Mangoes continues to live on in households across India, thanks to Réal Fruit Power Mango. Poured over cubes of ice, mixed with milk into a shake or sipped straight from the pack, it never ceases to delight.

The health benefits of Mango Juice are well known, especially for replenishing energy lost during exercise or strenuous physical work. Réal Fruit Power Mango is a fun way to give your child all the energy he needs to perform his tasks, and still be ready for more. Our stringent, world-class packaging process seals the irresistible flavor of choicest Indian mangoes in every pack of Réal Fruit Power Mango. At Real, we ensure that the king of fruit comes to you in its best quality and form, throughout the year. What's more, this goodness of mangoes comes with No Added Preservatives or colors.

3.4 Réal fruit power Litchi



Born from the peerless, world renowned Muzaffarpur Litchis, these deliciously succulent litchis are an annual delight for litchi lovers who eagerly wait for the fruit every year. As the fruit has a very brief harvesting duration (of about 2 weeks) and are grown in different regions, we at Réal keep a close tab on the harvesting time to ensure that only the best litchis of the season are picked for you. Réal Litchi ensures that all the benefits of litchi juice reach and delight you with its juicy and unique taste, all year round. The Réal Fruit Power Litchi offers all of the goodness of the Muzaffarpur litchis and packs it safely in a unique 6 layered

Tetra Pak. This is done to keep the juice fresh, and help retain its exquisite taste and flavour. The pack ensures that every pack has all the benefits of litchi without any added preservatives or added colors. It's all Réal.

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3.5 Réal fruit power Orange



Réal Orange packs all the fun, quality and the nutrition of oranges, sourced from the

finest orchards from the across the world. Each pack is loaded with the goodness of 10 oranges, as to ensure that your child gets all the orange juice benefits in each sip. It is a simple and delicious way to give your child the daily dose of Fruit Power, to keep them active all day long. Serve the goodness of orange juice directly from the pack or create lip-smacking mock tails, shakes, slushes and even puddings. Experience the power as the best oranges for juice come together to offer the ideal healthy snack for any meal, or even between meals.

To further up the nutritional benefits of your favorite Réal Orange, it has been fortified with Vitamin A, C and E. In fact, a serve of 200ml of Réal Orange completes your child's daily requirement of Vitamin C. Rest assured; we add only health, not preservatives.



Réal Fruit Power Apricot is one of our latest offerings. Apricot is considered as one of the most delicious fruits and it has now been introduced under the Réal Fruit Power umbrella. Apricots which are not very common in Indian households (they are mostly used as dry fruits) are now available at close quarters in form of Réal Fruit Power Apricot which is made from exotic, delicious apricots. Every gulp of this thick fruit beverage reminds you of the goodness of the fresh fruit itself.

At Réal, our people learn about apricot juice, and choose the best of Apricot Recipes. This is to make sure that when it reaches your home, it contains the maximum benefits of Apricot Juice, the best possible nutritional value as well as the legendary exquisite taste of apricot. Your child will enjoy the 'heavenly' taste worthy of the gods, brought down to earth just for him. Besides and beyond the refreshing taste, each glass of Réal Fruit Power Apricot packs as much energy as a glass of milk! So go ahead, and indulge in the proverbial 'Golden Fruit' which has heavenly taste and outstanding nutrition.



A good mixed fruit juice brings together the best qualities of different fruits while retaining a unique taste of its own. Your kid will love the stand-alone tangy-sweet taste of Real Mixed Fruit and will always ask for more. Make it a daily habit for him, because he might be fussy with fruit salads and cut fruits, but would never say no to the invigorating taste of Réal Mixed Fruit. Every time you pour him a glass of Réal Mixed Fruit, you can be sure that only the best Réal Fruit Power would reach him.

That is because every glass of Réal Mixed Fruit is loaded with the goodness of 9 nutritious fruits, namely Passion Fruit, Apricot, Mango, Banana, Pineapple, Guava, Orange, Apple and

Lime. Isn't that great? The lushness of 9 fruits in 1 pack not only gives you all the nutrition but also makes you feel recharged.

It is this unmatched combination of unique taste & super nutrition that makes Réal Mixed Fruit, one of the highest selling fruit beverages in the country. Besides, it can also be used in the preparation of one of the most refreshing summer drinks known as the Mixed Fruit Punch.

It is an amazingly made, healthy blend of fresh fruits, packed with much energy. Its great taste is very filling and full of health benefits. So, relish your meals with the Réal

Fruit Power

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Mixed Fruit. Additionally, try drinking a glass of cranberry juice for a healthier start to your mornings.

You can also try out various mocktail recipes you can make with Real Fruit Power. Make Fruit Juice a part of your daily diet and live a healthier life today!

3.8 Réal fruit power Apple



Yes, they do say an apple a day keeps the doctor away, but we often overlook the fact that it also keeps the children away! Especially after the apples have been cut and kept out for some time. Discover the joy of Apple – the kids will love it. The crisp delight of apples can be felt in every sip of Réal Fruit Power Apple. And yes, it's good for your child's active lifestyle too.

It is packed with energy and provides your child the nutrition equivalent to a glass of milk. Combine this with its signature yummy taste, and Réal Fruit Power Apple becomes your one step solution to your child's fussy eating habits.

It's Réal Fruit Power for your kid and complete peace of mind for you, all the way,

anywhere and everywhere you need it. It comes with no added color or preservatives and is sealed with

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the latest and the best six layered Tetra Pak packaging that retains the freshness of the beverage like a freshly picked fruit. It is this consistent effort that has helped us become India's most trusted brand in the food and beverages category.

3.9 Réal fruit power Cranberry



Réal Fruit Power Cranberry is the most popular and loved cranberry fruit beverage in the country. It has been well accepted as the most preferred base for many delightful mocktails (like cranberry fruit punch) and has in fact, become the key to creating magic at home! Juice of Cranberry is loved for its taste which leaves you wanting for more. Most of us love to have chilled cranberry juice in summers as refreshment and like to make mock tails round the year for fruit-filled fun and variety.

For all those of you who are looking for a healthy fruit juice beverage for daily intake, here's a tip – get your entire family hooked to the sharp and delightful taste of Réal Fruit Power Cranberry. It is prepared from the finest cranberries from around the world and delights you with an experience which your kids and family would want to relive every day.

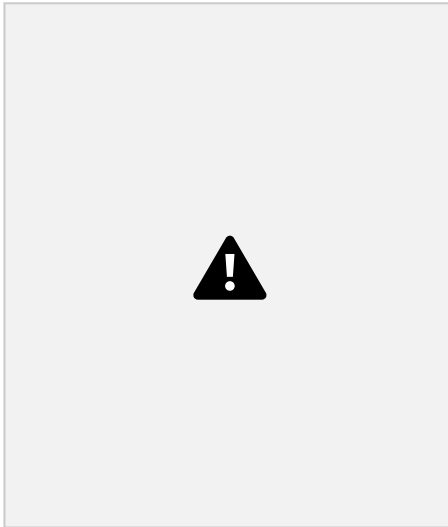
3.10 Réal fruit power Peach



Réal Fruit Power Peach brings to your home the exotic goodness of peaches. Peaches as well as Peach Juice are rare and difficult to obtain at any time of the year. Réal Fruit Power captures the vitality of peaches, which are typically grown in colder climates, with the help of the well known aseptic technology. It doesn't matter if you are in Delhi, Mumbai or Chennai; you can experience the Peach Nectar by simply opening a pack of Réal Peach at any time of the year and make most of the nature's bounty in one of its sweetest forms.

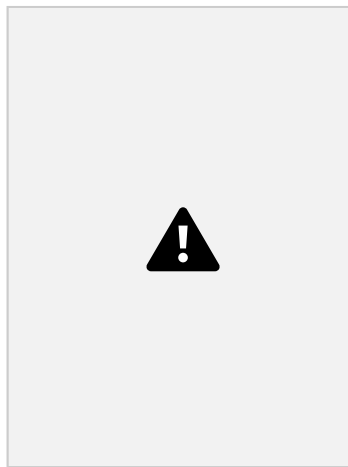
Réal Peach, made from exotic, delicious peaches, reaches your home with the Réal freshness warranty by adhering to norms of No Added Color and No Added Preservatives. The beverage comes packed in a six-layered Tetra Pak packaging, which retains its exotic taste and wholesome nutrition. It is this minute care for details and the urge to bring to you the best of beverages from the best of fruits that has helped us retain your trust. It is your confidence in us that has helped us emerge as India's most trusted Brand in the Food and Beverages category for seven years in a row.

3.11 Réal fruit power Pineapple



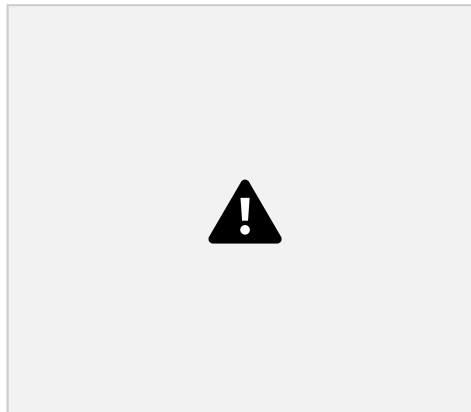
Juice of pineapple is the easiest way for you to conveniently include the wholesomeness of pineapple in your daily diet. The beverage is prepared using the best quality pineapples sourced from select farms which are then converted into your favorite pineapple juice. Réal Fruit Power Pineapple is a great alternative to Real Fruit Power Orange, with both possessing almost the same nutrient qualities, but a refreshingly different taste. Every 1 litre pack comes with Réal Fruit Power and the nutritional value of 2 pineapples! The aseptic processing ensures that all the nutrients of pineapples are retained and reach you in all purity and freshness. So every time you open a pack of Réal Pineapple, expect nothing but, pure pineapple pleasure. All of this comes with the Réal assurance of No added Color, No Added Flavor, and No Added Preservatives, Just Réal. It's this unflinching quest for quality that has helped us win the award of India's most trusted brand in the Food and Beverages category for seven years in a row.

3.12 Real fruit power Plum



Réal Fruit Power Plum is the newest addition in the Réal Fruit Power family. We bring to you the best plums in form of plum juice. Réal Fruit Power Plum is made from the most succulent, delicious plums which remind you of the fruit itself. Real Fruit Power Plum, launched in 2012, is the first ever plum fruit beverage in India. The juice consists of the pristine and surreal taste of plums which are delicately plucked from the finest orchards from all over the world.

3.12 Réal fruit power Grapes



Since time immemorial, Grapes have been one of the favorite fruits in homes across India and Grapes Juice is much popular among kids and adults alike. We bring to you the juicy pleasures

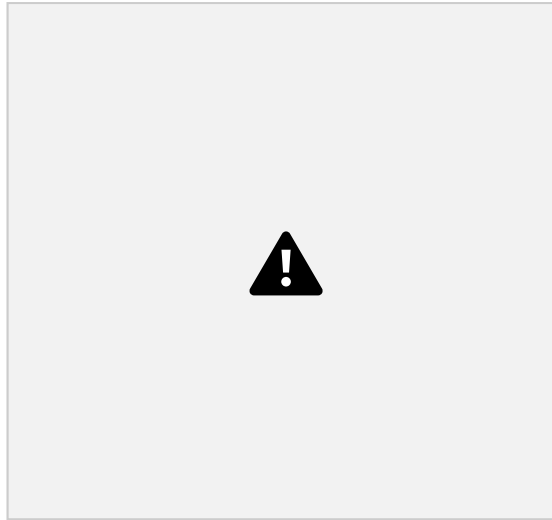
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and goodness of pulpy, delicious grapes in form of Réal Fruit Power Grape variant. This Grapes Flavor is made using the very unique and nutritious red grapes. It is indeed full of all the goodness, fun and taste that one would associate with the fruit. The best part about it is that one glass of Réal Fruit Power Fruit Grapes provides as much energy as a glass of milk! So whenever during the day, your body craves for a delicious burst of energy, you know where to look for. Simply taste the richness of grapes available to you in the pack!

As a matter of fact, Réal Fruit Power Grape maintains a consistent quality round the year. Reason being, that it is made from the best quality red grapes that are processed after being chosen from the best vineyards using aseptic technology.

3.2 REAL MASALA FLAVOUR

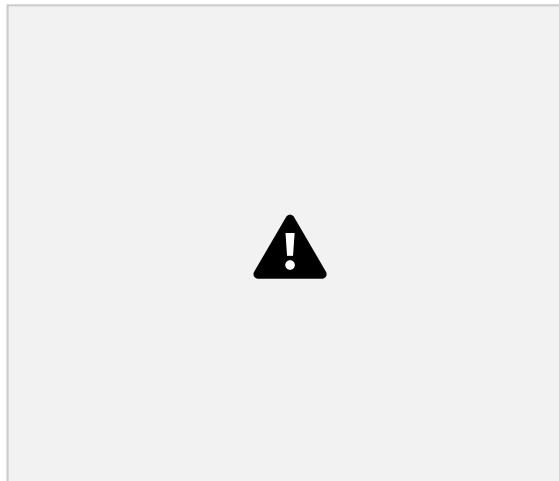
3.2.1 Masala Pomegranate



This nutritional pomegranate juice acts as a great anti-oxidant and has a lot of advantages. The 1 litre pack is filled in a 6 layer tetra pack that is anti-bacterial in nature, keeping the juice fresh for a long time.

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3.2.2 Masala Guava

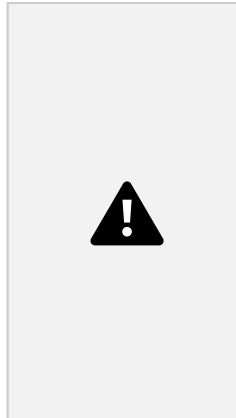


- ☂ Comes with the goodness of Guava.
- ☂ Does not contain added preservatives, artificial color and artificial flavours.
- ☂ Each sip is full of Fruit goodness
- ☂ Makes you Gua-Waah

3.3.REAL ACTIVE 100% JUICE³⁵



3.3.1 Apple Juice



- ☂ 100% juice content rich in essential nutrients
- ☂ No added sugar, colour, flavour or preservative
- ☂ Low in sodium. Diets low in sodium may reduce the risk of high blood pressure*

As per USFDA Guidelines

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We've all heard about the famous saying "An Apple a day keeps the doctor away." Don't wait any longer, start your day with a glass of Healthy Apple Juice which contains the juice of almost 2 Apples! We at Real strive to make the most delicious Apple Juice from red plump handpicked apples. Live a healthier life by making Real Apple Juice a part of our daily routine.

3.3.2 Mix Vegetable Juice: Sugar Free Mix Vegetable

Juice

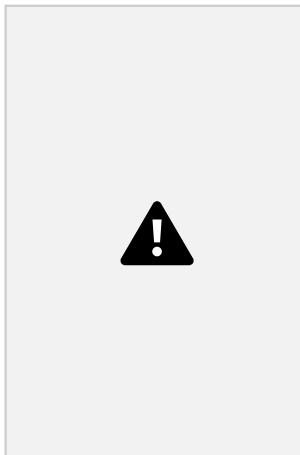


- ☂ 100% Juice content rich in essential nutrients
- ☂ No added sugar and preservatives
- ☂ Rich in Vitamin C and Beta Carotene

As per USFDA Guidelines:

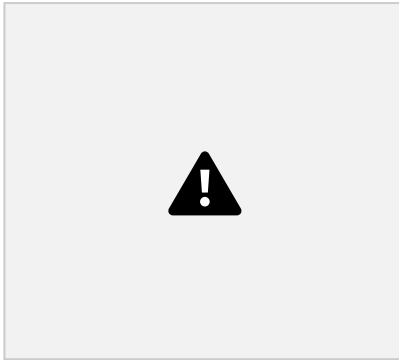
Mix Vegetable Juice by Real is a juice drink which consists of 4 essential vegetable juices - Tomato Juice, Beetroot Juice, Carrot and Basil extract. This mixed vegetable juice isn't just healthy but is also delicious to taste. Say Goodbye to all your worries about your child not eating enough veggies. Just a glass of this 100% Healthy Mix Vegetable Juice every day in the morning will ensure your child leads an active and healthy life! This juice doesn't consist of additional sugar, color or preservatives.

3.4 Mixed fruit juice



☂ No added preservatives, no added sugar, no added colour, made from 100 percent juice.

☂ Rich in anti-oxidant

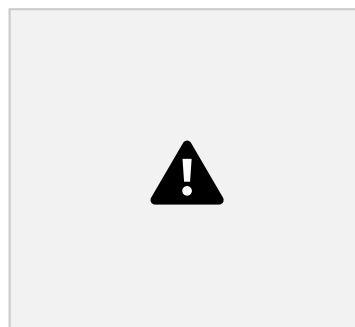


- ☂ 100% Fruit Juice
- ☂ No added sugar, colour or preservative
- ☂ Rich in natural antioxidant nutrients

As per USFDA Guidelines

Real Orange Juice is not just another healthy juice; it also packs the best delicious juicy taste! Our Orange Juice has 100% Juice Content, it does not contain added sugar, color or preservatives. This is what makes Real one of the best Orange Juice Brands.

3.4.2 Carrot And Orange Juice: Sugar Free Orange Carrot



Juice

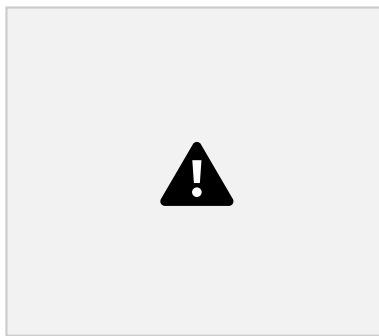
- ☂ Mixed Fruit and Vegetable Juice: 100% Reconstituted Juice Content
- ☂ Contains no added sugar & preservative

- ☂ No added colour or flavour

As per USFDA Guidelines

Carrot and Orange Juice by Real Activ doesn't just have a delicious taste but also has various health benefits. If you're suffering from nasal and sinus issues, this Carrot Orange Juice can work wonders to give you immediate relief. This healthy juice consists of anti-inflammatory properties which help you with nasal issues and with maintaining a good health over all. Try Real Carrot Orange Juice today!

3.4.3 Spinach Cucumber juice: sugar free vegetable juice



☂ Mixed Fruit and Vegetable Juice: 100% Reconstituted Juice

Content ☂ Contains no added sugar

☂ Low in sodium. Diets low in sodium may reduce the risk of high blood pressure* ☂ No added colour, flavour or preservative

As per USFDA Guidelines

Rejuvenate your body with Cucumber & Spinach Juice by Real Activ. This green juice is packed with nutrients, fibre & vitamins and is the perfect beverage for your fussy little kid. It isn't just healthy and tasty but it also helps rehydrate your system. Start your day with a healthy kick by having a glass of this Cucumber Spinach Juice early in the morning.

3.4.4 Beetroot Carrot Juice - 100% Healthy Vegetable



☂ Mixed Fruit and Vegetable Juice: 100% Reconstituted Juice

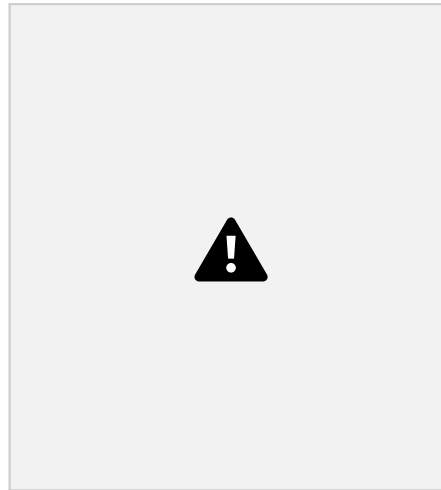
Content ☂ Contains no added sugar & preservative

☂ No added colour or artificial flavour

As per USFDA Guidelines

Carrot & Beetroot Juice - Try this heavenly combination of healthy beetroots & tasty carrots today! Real Carrot Beetroot Juice helps cleanse your system of all toxins and also works great as a drink to control diabetes. Well, what are you waiting for? Grab a pack of Carrot & Beetroot Juice by Real Activ today!

3.4.5 Pomegranate & berry juice: sugar free fruit juice

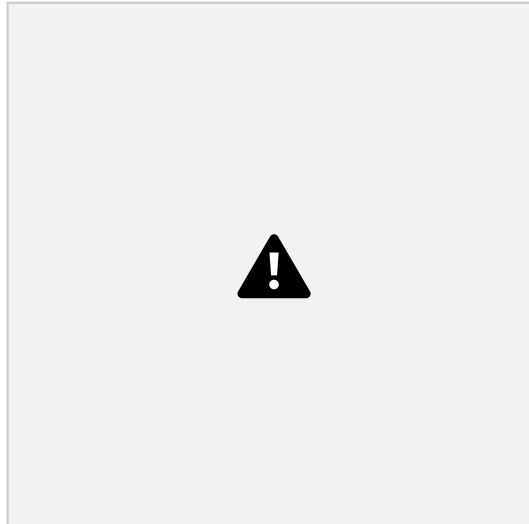


- ☂ 100% fruit juice content
- ☂ No added sugar, colour or preservative
- ☂ Low in sodium and fat. Diets low in Sodium may reduce the risk of high blood pressure.

As per USFDA Guidelines

Pomegranate Juice is one of the few fruit juices whose juice is as beneficial as the fruit itself. Combining this juice with Berry Juice results in the most deliciously healthy Berry Juice. Pomegranate & Berry Juice by Real consists of a number of antioxidants which help give your body a healthy boost. Beat the heat this summer with this refreshing Pomegranate & Berry Juice!

3.4.6 Coconut water: 100% tender & pure coconut water

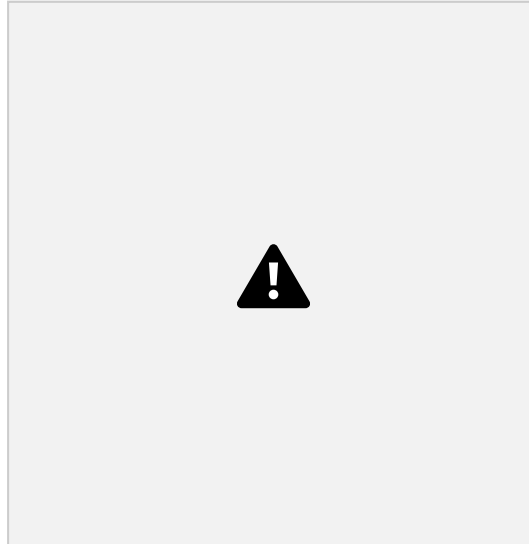


- ☂ 100% tender coconut water rich in essential electrolytes
- ☂ No added sugar, colour, flavour or preservative
- ☂ Fat Free

As per USFDA Guidelines

The best way to beat the summer heat is with Coconut Water by Real Activ. Coconut Water has been used since ages to maintain a good health by treating various ailments. Our Coconut Water is unlike any other beverage as it has five different electrolytes which can be easily digested by the human body.

3.4.7 Lemoneez Dabur



Lemoneez

A 250 ml bottle of Lemoneez is equal to juice of 25 lemons approximately

Lemoneez Advantage:

- Do away with the hassle of cutting and squeezing lemons
- Provides natural and consistent lemon taste & flavour, anytime of the year

Lemoneez Usage:

-Prepare Nimbu Pani

-Prepare Lemon Tea

-Add delicious lemon tang to Salads and Indian Curries

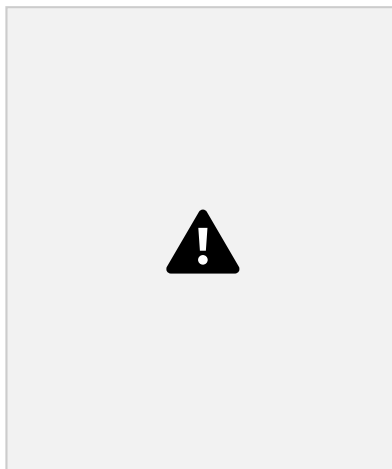
-Marinade Meat/Chicken

-The closest and one of the best substitute to a real

lemon

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3.4.8 Hommade

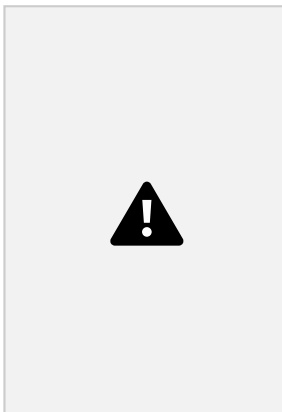


Dabur's culinary range under the Hommade brand includes a range of cooking food products like Ginger Paste, Garlic Paste, Ginger-Garlic Paste & Tamarind Paste, Tomato Puree and Coconut Milk. The brand is positioned on the convenience and taste enhancement platform. With Dabur Hommade's pastes, you can experience the strong distinctive flavour and aroma of freshly ground ginger, garlic and tamarind. Grounded slowly over stones, it brings a delicious silbatta-fresh flavour to your

cooking. Besides, it comes with Dabur's assurance of quality & purity. Use Dabur Hommade pastes at the same stage of cooking as you normally use fresh ginger, garlic & tamarind.

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3.49 Real coolerz



Established as a Sole Proprietorship firm in the year 2016 at Jalandhar (Punjab, India), we "Harish King Agencies" are a leading Wholesaler Trader of a wide range of Coca Cola Cold Drinks, Chocolate Bars, etc. We procure these products from the most trusted and renowned vendors after stringent market analysis. Further, we offer these products at reasonable rates and deliver these within the promised time-frame. Under the headship of "Mr. Shubham Makkar" (Manager), we have gained a huge clientele across the nation.

The Indian Juice market

India's packaged juice market has charted a high growth trajectory, thanks to its easy availability, anytime-anywhere consumption, and convenience. Within the beverages market, the fruit-based beverages category is one of the fastest growing categories, and has grown at a CAGR of over 30% over the past decade. As of March 2013, the Indian packaged juices market was valued at Rs 1,100 crore (USD 200 million) and projected to grow at a CAGR of

15 % over the next three years. The per capita consumption of fruit juice-based beverage is 45 litres in Germany, 42.5 litres in Switzerland and 39 litres in the US. In India, the per capita consumption is just 20 ml, which is negligible compared to other countries. Hence, there exists huge untapped potential in this segment. Shift in Customer preference towards noncarbonated fruit beverages, raising concern over obesity and other health issues, a change in lifestyle, affordability and availability of packaged juices are some of the reasons behind the rise of the

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packaged fruit juice market. The untapped markets in the tier-II and tier-III cities can be epicentre of growth for this sector as people in these cities still prefer fresh juices over packaged ones. Prime Minister Narendra Modi also suggested that multinational cola giants should help augment fruit sales for Indian farmers by adding fresh fruit juices to their fizzy drinks. India, the world's second-largest producer of fruits and vegetables, throws away fresh produce worth millions of dollars every year because of the country's lack of adequate cold storage facilities and refrigerated transport.

Categories

Category Fruit content Market share Players

Fruit Drink 30% 60% Frooti, Jumpin, Mazaa

Fruit juices 100% 30% Real, Tropicana, Minute-maid Nectar drinks 25% - 90%
10% Real, Tropicana, Delmonte

REAL Fruit Juice Overview

The preparation of the Real Fruit Power begins with the sourcing the healthiest and the best fruit from the finest orchards in the world. These fruits are further

screened where the most fresh and the juiciest ones are chosen. Real juices contain no added sugar and no Class II preservatives.

Be it the goodness of the famed Muzaffarpur Litchi or the nutrition and premium taste of pure Pink Guavas from the cool climes of Karnataka, or the exotic Plums imported from global sources best known for them; Real is committed to providing you the Real FRUIT POWER experience of the finest fruits, from the best orchards, in every sip.

Real brings 14 delicious variants - classic, exotic and super, sourced from the best Orchards. **Product Pulp Content Example**

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Fruit Drink 20% Real Mango Drink Fruit Nectar Drinks 25% - 80% Real Guava

Fruit Juice 85% Real Orange, Mix fruit



Industry Players

1. Hindustan Unilever is placed at first position among top FMCG companies of

India. The company was started in 1932 and has head office in Mumbai. It is owned by Unilever because Unilever has 67% share of HUL. Company has huge distribution network and cover 2 million retail outlets in PAN India. More than 16,000 employees are associated with the company and working with a mission to produce quality

Foods, beverages, cleaning agents and personal care products at economical cost.

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2. ITC Limited is an Indian FMCG company that has head office in Kolkata. It was

started in 1910 and has more than 100 years of experience in FMCG industry.

Company works across five different verticals that include Fast Moving

Customer Goods (FMCG), Hotels, Paperboards & Packaging, Agro Business and Information Technology. ITC Limited has more than 25000 employees that works from 60 locations in PAN India. ITC is the top producer of cigarette brands include

W.D. & H.O. Wills, Gold Flake Kings, Gold Flake Premium, Gold Flake Super Star,

Navy Cut, Insignia, India Kings, Classic

3. Nestle is placed at third position. It has head office in Switzerland and has

global presence. In India Nestle has huge distribution network and sell its

products in almost all the places in India. Company product line includes Food, dairy products and Coffee that has huge demand in India. Nestle is listed in stock market and has been known for providing best quality products. Nestle has amazing working environment and more than 320000 employees are associated with the company.

4. Procter & Gamble is a leading FMCG company with a \$225.67 billion market capitalization. It is a USA based company established in 1964, P&G India now serves over 650 million consumers across India and has global presence and manufactures Food, Beverages and Personal care products. Superior product propositions and technological innovations have enabled P&G to achieve market leadership in a majority

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of categories it is present in. P&G India is committed to sustainable growth in India, and is currently invested in the country via its five plants and over nine contract manufacturing sites, as well as through the 26,000 jobs it creates directly and indirectly.

5. Parle Agro is a leading Indian FMCG brand that has head office in Mumbai. It was started in 1984 and has been in the industry from last 28 years. Company sells cold drinks under brand name Frooti, Appy, LMN, Hippo and Bailey. It is listed in stock market and has annual turnover of 1 billion dollars.

Parle-Agro has excellent working environment, employee's friendly policies and conduct training for employee development.

6. Marico Limited is a Mumbai based FMCG company that has annual turnover of 850 million dollars. It is listed in stock market and manufactures Oil and personal Care products. More than 1000 employees are associated with Marico that works to manufacture best quality products in economical price. It has presence in more than 25 countries the globe and sells products under brand name Parachute Advanced, Saffola, Hair & Care, Nihar, Mediker, Revive, Manjal, Setwet, Zatak.

PESTLE Analysis

1. Political– The Supreme Court suggested the setting up of a council under Article

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263 to discuss and sort out problems of central state taxation. S.

Ramasundaram, Joint Secretary, Ministry of Commerce, Government of India, expressed great satisfaction over the Nepal-India Trade Treaty 1996 which has been renewed in 2002. He referred to the provision of value addition in the new treaty that would help develop industrialization in Nepal and also be instrumental in promoting Nepal's export to

India. Sundaram also cited the success case of Dabur Nepal.

2. Economic Factors– Dabur continuously analyses the consumer's needs and develops products to fulfill them. The rise in the living standard of people and national income have increased their production level, & produce high quality & variety of products as people can spend more with high per capita income. An industry-wide slowdown in growth has hindered the current growth margins. Focus on uplift of rural economy with allocation of funds in irrigation, road connectivity, and economic sops including rural development schemes like MNREGA is also expected to have a bullish effect on the rural market of FMCG products, and hence provide a better market penetration opportunity for Dabur in the rural market.

3. Socio Cultural Factors – Dabur provides products for people of all age groups and classes and gender. Dabur also provide a wide range of products to choose from making choices easy. The products are well packaged and briefed to enlighten customers from all types of educational backgrounds.

o Age wise – Products segmented on the basis of age

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Below 13 years of age – Lal Tail, Hajmola candy, Glucose D, Real

Fruit Juices.

Youth between 14 to 40 years of age – Red toothpaste, Gulabari,

Vatika hair oil and shampoo, Real Activ

Above 40 – Nature care Isabgol, ShankhPushpi, Coconut

Milk o On the Basis of Gender – For example FEM and Gulabari are positioned and focussed more on the female customers o Buying Capacity – Dabur products carry a premium Tag with them and are positioned more for the middle and upper level income category people.

o Dabur has taken a huge step towards CSR activities which are driven through Sustainable Development Society (SUNDESH), an initiative of Dabur India Limited Founder Dr. S.K. Burman

4. Technological Factors – Dabur provide customers with innovative products within easy reach. Besides the constant up gradations in technology has led to automations and machined plants which are more efficient. Dabur implemented ERP and incorporated software while undergoing Business Process Re-engineering. Dabur uses two software's namely Drishti which is used for registering orders and Nivesh which is used for handling distributor claims.

5. Environmental Factors – Dabur meets the health and personal grooming needs of their target consumers with safe, efficacious, natural solutions by synthesizing the deep

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knowledge of Ayurveda and herbs with modern science. Dabur premises are no smoking zones.

6. Legal Factors– Dabur abides by the Companies Law, the Employment Laws, Customer Protection and rights rules and industry specific regulations. Besides Dabur India Limited . Dabur Real is endorsed by Protein Foods & Nutrition development Association of India (PNDAL). Dabur Real Juices are packed in Tetra Pak which is one of the companies of Tetra Laval Group. Dabur also has the approval of fssai. The Government of India enacted Food Safety and Standards Act, (FSS Act, 2006) to regulate and monitor the manufacture, process, pack, transport, store, distribute, sell, import and provide approvals of any food or food ingredient, so as to ensure availability of safe and wholesome food for human consumption and also to lay down science based standards.

CHAPTER 4

DISTRIBUTION

CHANNEL OF DABUR

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4- DISTRIBUTION CHANNEL OF DABUR



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4.1 SWOT ANALYSIS

Strengths in the swot analysis of Dabur

- ☂ Dabur Brand.
- ☂ Diversified Product Range.
- ☂ Extensive Distribution Network (Availability in most remote villages).
- ☂ Low & mid-range price segment catering to mass.
- ☂ Better understanding of consumer psyche.

- ☂ Dabur India is the fourth largest company in FMCG segment with a revenue of US\$ 910 Million
- ☂ Dabur has its own heritage, it is more than 100 years old, established in the year 1884 ☂ It has presence in around 60 countries across the world
- ☂ It is the world's largest ayurvedic medicine provider
- ☂ Dabur has extensive distribution service network with 50 carrying & forwarding agents
- ☂ Dabur has the largest distributors in its respective segment, around 5000 ☂ The top performing five master brands are Dabur, Vatika, Hajmola, Real, Fem ☂ It has 17 sophisticated manufacturing facilities
- ☂ The product length includes around 300 prescribed products and few of them are sold over the counter
- ☂ Dabur product categories include health care, personal care, foods, home care, Customer health – OTC/ethical, professional range

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4.2 Weaknesses in the swot analysis of Dabur

- ☂ Image: Dabur has always been associated with pharmaceutical and medical industry and thus they found it difficult to take up the image of a company that sells fruit juice in comparison to their competitors like Tropicana or Coca-Cola who had established the presence in the juices market.
- ☂ Indian habits: Quite unlike the Western world where fruit juice is consumed during breakfast the Indian habits are different. Here fruit juice is something that is offered to guests or which is consumed occasionally. This reduced the frequency of purchase.

- ☔ Packaging: Real Fruit Juices do not have additives or preservatives and thus the company has had to invest profusely into determining technologies for packaging in order to retain the freshness and quality of their drinks. The low shelf life also creates challenges in distribution channel management.
- ☔ Expensive: In comparison to aerated drinks like Pepsi or Coca-Cola, Real Fruit Juice is expensive and thus may not be preferred by all customers. Yet another issue here is that such drinks are not perceived as value for money options.
- ☔ Acquired Taste: Dabur Real Juices do not have the fresh taste of juice and is alleged to have a medicinal flavor to it. Customers may need to get used to the taste of the juice to start liking the flavor making it an acquired taste.
- ☔ Dabur doesn't have direct company outlets
- ☔ Lack of awareness of products by customers

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- ☔ Doctors prescribe allopathy medicines as they get more incentives from medical companies and the share of ayurvedic companies are less compared to allopathy
- ☔ According to a survey the number of registered practitioners in Ayurveda is less than 3.7 lacks which is a meagre figure compared to allopathy doctors
- ☔ Ayurvedic medicine takes time to cure compare to allopathy medicine

4.3 Opportunities in the swot analysis of Dabur

- ☔ High market potential for packaged drinks in India: The market size of the packaged drinks market is roughly around 100 crores INR and it is expected to grow at around 18 percent per annum. This is a huge opportunity for an Indian

company like Dabur.

- ☂ Favourable environment in India: With the government supporting “Make in India” domestic companies have a lot to gain in terms of government support. Moreover, there are a lot of concessions granted to the food processing sector.
- ☂ Dabur is the world’s largest ayurvedic medicine and its export quantities are constantly in demand in foreign market
- ☂ The affinity towards yoga and Hinduism is proving more advantageous towards the reach of ayurvedic medicines globally
- ☂ People have started realizing that ayurvedic medicines like Dabur, Himalayas etc doesn’t have much of side effects

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- ☂ Growing women’s earning power has made them independent and has made them to be more health and beauty conscious – a segment in which Dabur too is trying to capitalise with its products
- ☂ Improper and unhealthy food habits due to modernization has forced people to take ayurvedic supplementary like Chavanaprash, Hajmola, and life style medicines
- ☂ Ayurveda as a field is receiving much more attention across the world in the last 2–3 years. Thus huge opportunity for Dabur to capitalize on the market sentiments

4.4 Threats in the swot analysis of dabur

☛ Low barriers to entry: There are low or no barriers to entry in the fruit drinks sector and competition comes in all shapes and forms. Even small to medium-sized

businesses set up local production units that make fruit juices.

☛ Competition: Some of the major competitors of Dabur Real Are Minute Maid, Onjus, Coca-Cola, Pepsi, Mirinda, Slice, Maaza, Frooti, and Tropicana.

☛ The allopathy players are of major threat as they invest heavily on advertising and distribution of their products through medical representatives etc

☛ Some ayurvedic doctors give their own medicines or give a mixture of Ayurvedic Company's product without packaging (loose medicines). This reduces the sales in the market and dilutes the brand image

☛ Since ayurvedic medicinal practise is obtained traditionally there are many untrained professions who take up the profession

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☛ Lead and ferric content is more present in many ayurvedic medicine, this may sometime result in reverse side effects when Customer over longer period

☛ Kerala is an ayurvedic hub, for most of the treatments. Hence people visit directly and attend health camps to get cured.

CORPORATE SOCIAL RESPONSIBILITY

It is also known to be one of the largest ayurvedic and natural health company in the world with the range of over 250 ayurvedic and herbal products.

CSRActivity Dabur's CSR initiatives are driven through Sustainable Development Society or SUNDESH, an outcome of the vision of Dabur India Ltd Founder Dr. S.K Burman.

DABUR INDIA'S CSR POLICY

Dabur India's CSR Policy is inspired by the words of its founder Dr S K Burman who said "What is that life worth which cannot bring comfort to others". While pursuing our business strategy of introducing products that give our consumers health & wellness, Dabur operates in a manner that not just continues to generate an attractive return for shareholders, but also minimizes our impact on the environment and helps in replenishing the planet; while lending a helping hand to the community.

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OUR CSR VISION

Through sustainable measures, actively contribute to the Social, Economic and Environmental Development of the community in which we operate ensuring participation from the community and thereby create value for the nation.

OUR CSR MISSION

Ensuring socio-economic development of the community through different participatory and need-based initiatives in the best interest of the poor and deprived sections of the society so as to help them to become SELF-RELIANT and build a better tomorrow for themselves. Ensuring environmental sustainability through ecological conservation and regeneration, protection & re-growth of endangered plant species, and promoting biodiversity.

OUR ACTIVITIES

The CSR activities we pursue will be in line with our stated Vision and Mission, focused not just around our plants and offices, but also in other geographies based on the needs of the communities.

The four focus areas where special Community Development programs would be run are:

1 Eradicating hunger, poverty and malnutrition:

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- ☂ Provision of food, nutrition supplement, clothes etc. for the poor, children and other deprived sections of the society.
- ☂ Supporting nutrition in anganwadi centres and building capacities of anganwadi workers to this effect.
- ☂ Provision of shelter for homeless.
- ☂ Promoting sanitation, making available safe drinking water

- ☂ Promoting Health care including Preventive Health care through awareness programs, health check-ups, provision of medicine & treatment facilities, providing pre natal & post natal healthcare facilities, prevention of female foeticide through awareness creation, program.

2 Promotion of education

- ☂ Non-formal education programs.
- ☂ Supporting schools with infrastructure like benches, toilets, potable water, fans etc. ☂ Supporting other educational institutions.
- ☂ Improving educational facilities in general.
- ☂ Supporting children for higher education.

3 Promoting gender equality and empowering women:

- ☂ Adult literacy for women.
- ☂ Promoting and providing credit support to women's self-help and joint liability groups.

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- ☂ Training in vocations pursued by women.
- ☂ Setting up homes for women & orphans;
- ☂ Setting up old-age homes & other facilities for senior citizens
- ☂ Setting up hostels for working and student women, day care centers for kids of working women

4 Other activities:

- ☂ Promotion of Sports with special focus on training for rural sports, nationally recognized sports, Paralympic sports, Olympic sports.
- ☂ Welfare for differently disabled persons
- ☂ Setting up public libraries
- ☂ Reducing inequalities faced by the socially and economically backward groups
- ☂ Protection of national heritage, art, culture and handicraft; Restoration of Buildings & sites of historical importance & works of art.
- ☂ Welfare of armed forces personnel, war widows and their dependents ☂ Incidental Activities.
- ☂ Employing people and incurring other costs to carry out aforesaid activities.



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CHAPTER 5

OBJECTIVE & RESEARCH

METHODOLOGY

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5 OBJECTIVE & RESEARCH METHODOLOGY

Objective of project -

- ☛ To study and analyse consumer's perception about Dabur real juice.

Methodology of project

Research design

- ☛ My research is exploratory research in which I know all the facts and figures.

Sample design

- ☛ My sample size is 72 who customers of juice.

Data collection

Primary data

- ☛ I have gathered the data of 72 customers from Delhi/NCR

location. ☂ Personal interview from customers. Secondary
data

☂ I have gathered the data from company websites as well as different
website.

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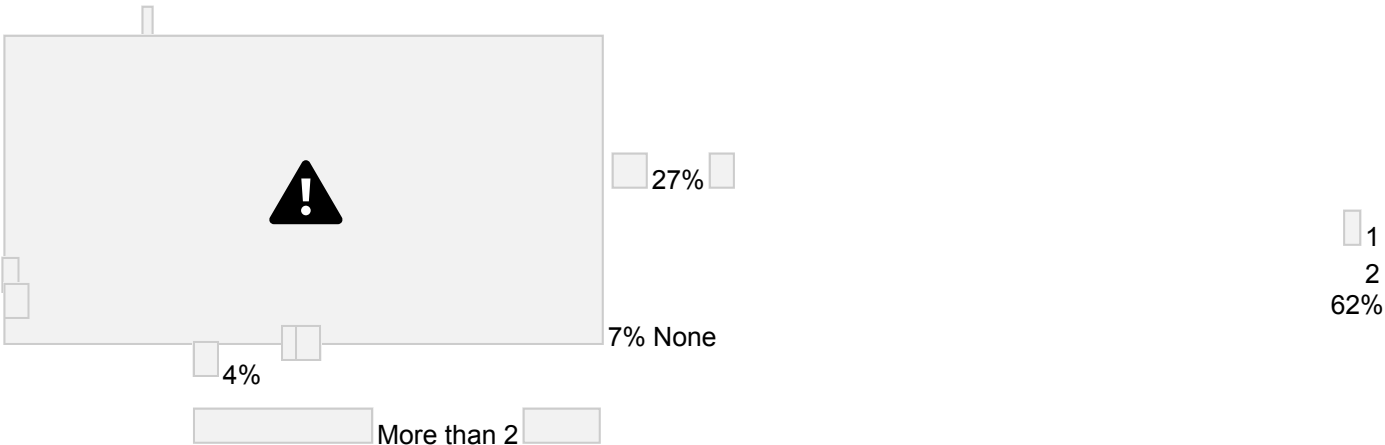
CHAPTER 6

DATA ANALYSIS

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6 DATA ANALYSIS

1. How many times you take juices daily?

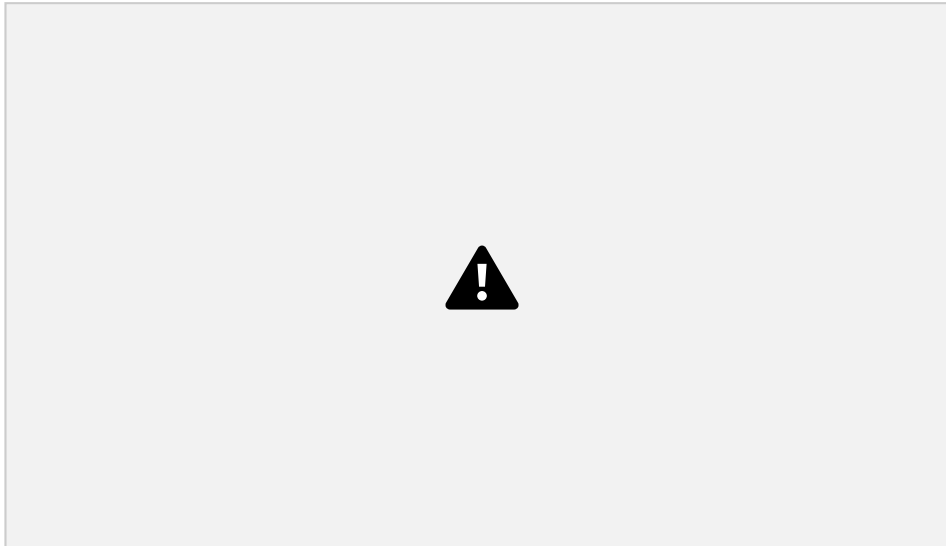


consume juice at least 1 time a day i.e. 62% where as 27% people
juices daily.

prefer to have?

As 38% people used to consume loose juice so we can have great opportunity in this area.

3. Which brand you prefer the most?



INTERPRETATION:

From the above as we can see that real juice is the most preferred juice among them but still real have lot of opportunity in the market.

4. How did you get to know about the Real juice present in the market?



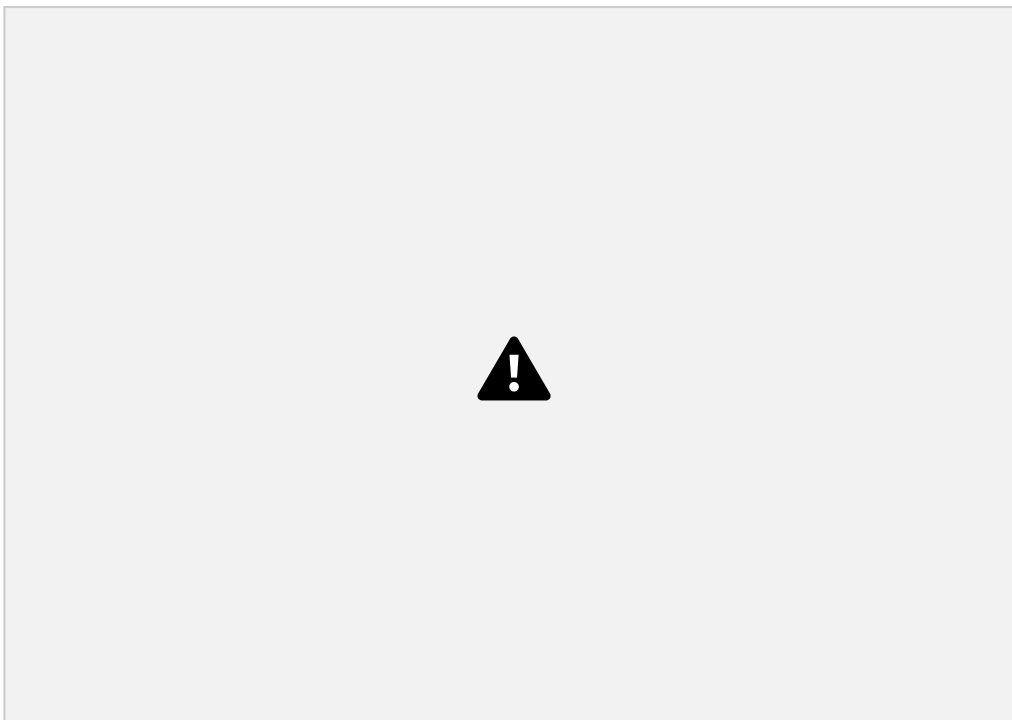
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INTERPRETATION:

The sources of awareness regarding the product are the T.V., Newspapers,

Magazines, Websites, Banners etc. It is found that the banners displayed in different places attract their attention towards the product a lot. Out of 100%, 13% (other) of people attracted towards the banner advertisement. Television is the most demanded for getting awareness regarding fruit juices and their changes made time to time. 38% consumers get the idea about fruit juices from television.

5. Which flavour of the Real juice you like the most?



INTERPRETATION:

In the questionnaire a question was there about the flavour which they generally have like orange, apple, pineapple, tomato, mixed fruit and other flavours where 38% people asked about orange flavour only, which means orange flavour is most popular among other juice flavours and apple got 14%, pineapple got 9%, tomato got 3%, mixed fruit got 34% .

6. Upto how much price can you pay for a litre of Real juice?



INTERPRETATION:

The purchasing capacity of the Customer is increasing on day to day basis in present scenario but even though they don't want to spend more on it. Most of the people said maximum rs 80 for one litre of juice. Around 43% people said that its price should be up-to rs 80, whereas 14% said 81-85, 19% were in favour of 86-90, 17% favoured 91-95 and 7% said that they can pay more than Rs 95 for one litre of juice.

7. Which type of Real juice you like most?



INTERPRETATION:

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Some of the people said they like juices without sugar but around 70% people like juices with sugar, means 30% people are there who don't like juices with sugar. So real Active range have lot of opportunity in this 30% segment.

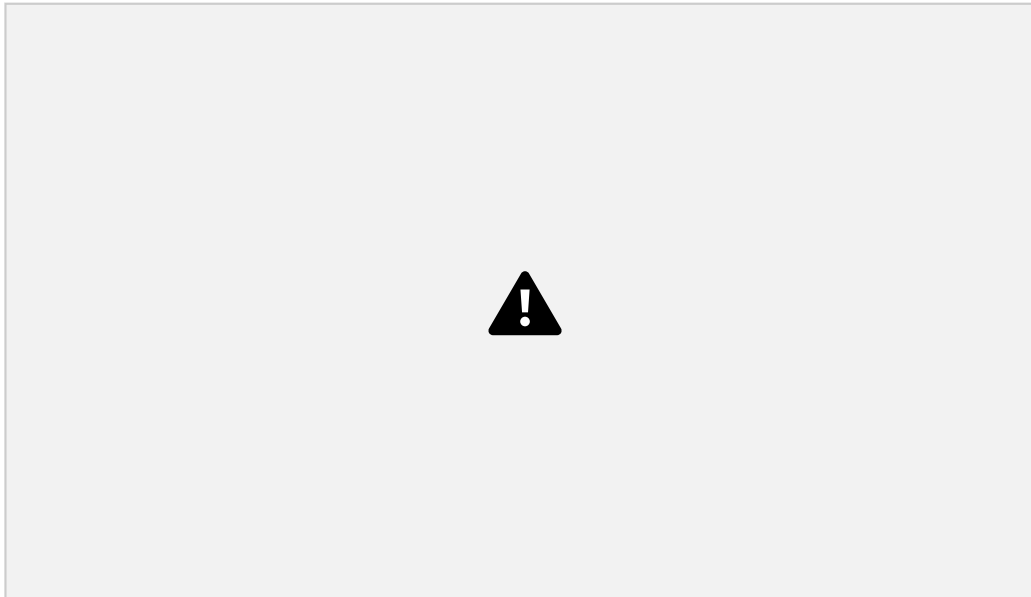
8. Which aspect of brand matters you the most?



INTERPRETATION:

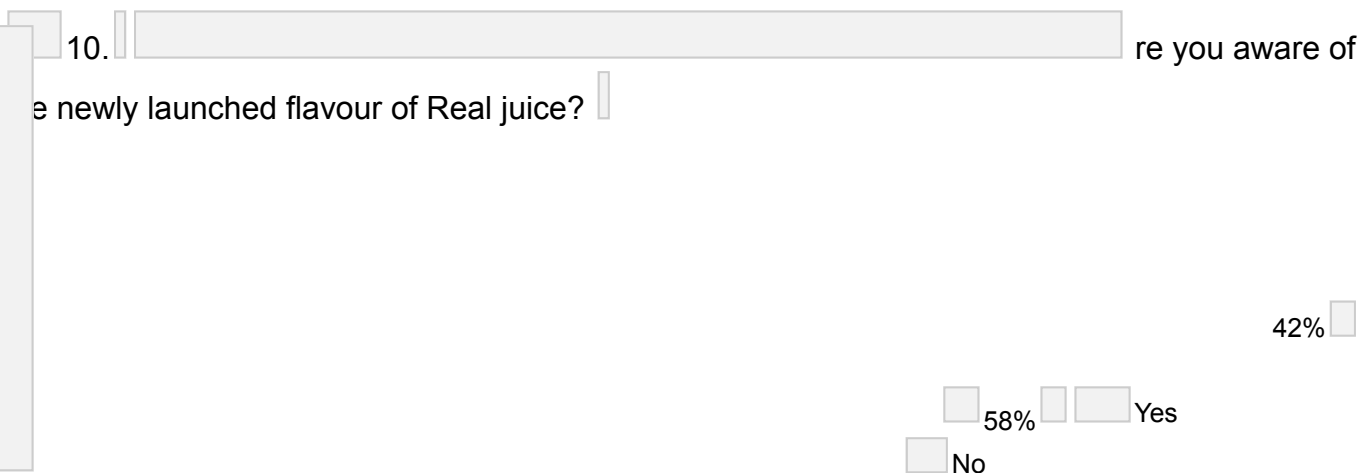
Through a question I tried to know what the most important thing in a juice is for the people. Means what matters them the most among taste, quality and price. 65% people said about the quality of the juice, that matters them the most, 30% of them preferred taste and 5% said about the price, means price affects them the most.

9. Which type of packaging is your preference in juices?



INTERPRETATION:

As per the graph above shown the packaging is divided into four types, i.e. tetra pack, plastic bottle, can and glass bottle. From the survey it was analyzed that 70% of people like tetra pack, 18% of Customer like plastic bottle, 9% of Customer like can and 3% of people like to have juice in glass bottles.

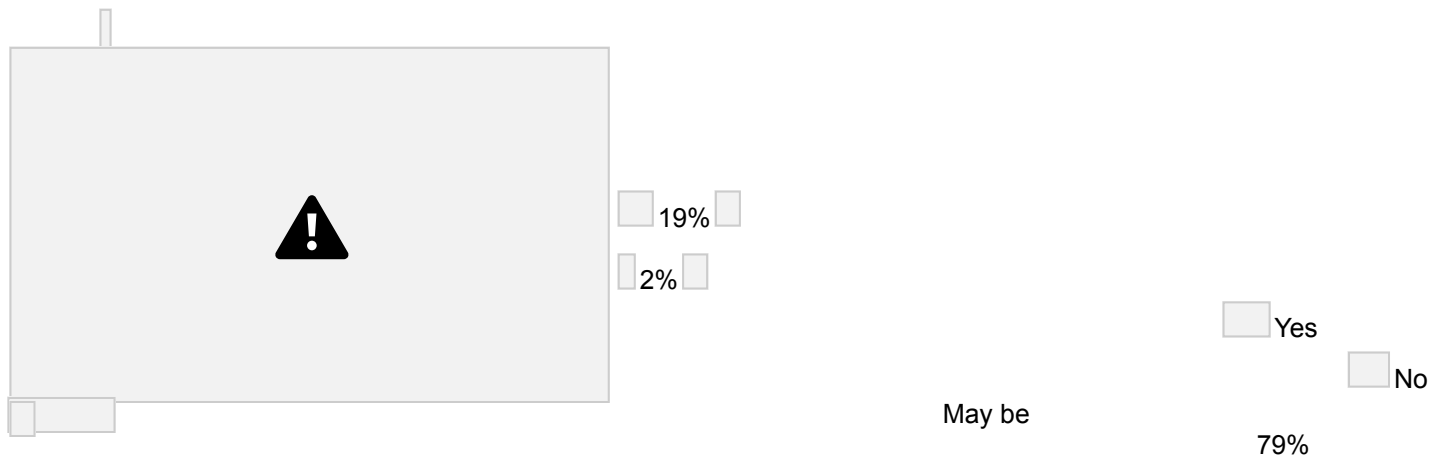


INTERPRETATION:

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As only 42% knows about newly launched flavour so have lot of scope

under it. 11. Would you recommend real juice to others?



INTERPRETATION:

Most of them are recommending others to use real means they are satisfied with the taste and everything.

FINDINGS

1. As we can see 27% people does not consume juices daily so we have a lot of scope in this area.
2. As 38% people used to consume loose juice so if we can able convert them to use packed juice by getting there confidence in quality it will be an opportunity.
3. It is found that the banners displayed in different Places attract their attention towards the product a lot. Out of 100%, 13% (other) of people attracted towards the banner advertisement. Television is the most demanded forgetting awareness regarding fruit juices and their changes made time to time.38% consumers get the idea about fruit juices from television.

4. From the above as we can see that real juice is the most preferred juice among them but still real have lot of opportunity in the market
5. It is found that orange flavour is most popular among other juice flavours and apple got 14%, pineapple got 9%, tomato got 3%, mixed fruit got 34% .
6. Most of the people said maximum rs 80 for one liter of juice. Around 43% people said that its price should be up-to rs 80, whereas 14% said 81-85, 19% were in favor of 86-90, 17% favored 91-95 and 7% said that they can pay more than rs 95 for one liter of juice , so we should set out price accordingly.
7. Some of the people said they like juices without sugar but around 70% people like juices with sugar, means 30% people are there who don't like juices with sugar. So real Active range have lot of opportunity in this 30% segment.

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8. It is found that 65%people said about the quality of the juice, that matters them the most,30%ofthempreferred taste and 5% said about the price, means price effects them the most. So we should focus on the quality most.
9. From the survey it was analyzed that 70% of people like tetra pack, 18% of Customer like plastic bottle, 9% of Customer like can and 3% of people like to have juice is glass bottles.
10. Most of them are recommending others to use real means they are satisfied with the taste and everything.

CHAPTER 8

LIMITATIONS

LIMITATIONS

- ☂ Limited time period of study till 8 weeks.
- ☂ Limited source of data available.
- ☂ The power authorization is limited.
- ☂ The Research is confined only to Delhi boundaries for hospitals and to WEST and NORTH Delhi only in case of restaurants.
- ☂ There is a possibility that some customers might have given dishonest replies.

☂ Lack of time, and other relevant resources became a major

problem.

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CHAPTER 9

RECOMMENDATION

AND SUGGESIONS:

