

COTYAR BEVERAGES

“TRIK”

SUMMER INTERNSHIP REPORT

**“A Comprehensive Departmental Study in Cotyar
Beverages”**

Submitted by:

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Under the Supervision of

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2021-2022

DECLARATION

I, the student of M.B.A. Part I of Goa Business School, Goa University, hereby declare that the internship project entitled “A **Comprehensive departmental study of an organization**” has been prepared by me towards partial fulfillment of the degree of Master of Business Administration under the guidance of my faculty guide Dr. Suraj Velip. This project is neither in full nor in part has previously formed the basis for the award of any other degree of either this University or any other University.

Date: 8th July 2022

Place: Goa University

Name: Adishree Amonker

Roll No:2103

CERTIFICATE



COTYAR BEVERAGES

Manufacturers of Soda, Soft Drinks, Fruit Juices, Packaged Drinking Water
Office: Cotta, Fatorpa, via: Cuncolim-Goa (INDIA) 403 703
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Date: 08th July 2022

Internship Programme Completion Certificate

To Whomsoever It May Concern

This is to certify that Ms. ADISHREE AMONKAR, a student of GOA BUSINESS SCHOOL, GOA UNIVERSITY, TALEIGAO PLATEAU, GOA, has completed the Internship Program with us for the period from 16th May 2022 to 8th July 2022 and is relieved with immediate effect.

Her performance was found excellent. She has no dues pending with the company.

We wish her a good luck in her future endeavor.

For
COTYAR BEVERAGES

Santosh Ballikar
Manager-Accounts

FOR COTYAR BEVERAGES
FATORPA - CUNCOLIM
GOA - 403 702

ACKNOWLEDGEMENT

My internship project would not have been successful without the contribution and guidance of some people who deserve a special mention

First and foremost, I would like to thank Cotyar beverages for giving me the opportunity to do my internship and giving me a chance to learn something very valuable and get the real work experience.

Secondly I would like to specially thank Mr. Govind Desai, CEO, Cotyar Beverages, for giving approval for my internship request and giving me a chance to intern in his company.

Special thanks to Mr. Yuvraj Desai, Operation Manager, Cotyar beverages for acting as a dynamic guide and mentor and answering all my questions and helping me collect valuable information. He had the kindness to accept me in the company and guide me through my internship with advice and feedback despite of busy schedule

I would also like to thank the efforts of Santosh Ballikar, Accounts Manager and employees for being friendly and contributing in completion of my internship and report without any hesitation.

I am obliged and owe my deep gratitude to the Placement Coordinator Ms. Teja Khandolkar for giving us pleasant opportunity to do my internship in Cotyar Beverages.

Special thanks and respect to my Internship Mentor Dr. Suraj Velip, for acting as an amazing project guide and for his guidance and inspiration to carry out our project in a systematic way and proper way

The internship opportunity I had with Cotyar Beverages was a great chance for learning and professional development. I am grateful for having a chance to meet so many wonderful people and professionals who led me through the internship period.

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1.EXECUTIVE SUMMARY

Cotyar Beverages was established in 1993 by Mr. Govind Desai, CEO with the brand name “N-JAL”. It manufactures soft drinks and package drinking water.

N-Jal today comes in a variety of flavours like Cola, Orange, Lime, Clear Lime, Ginger, Jeera (Cumin) and Mango in pet bottles. In the year 2008, Cotyar Beverages introduced a new brand “Trik” which comes in premium mixtures like Club Soda, Tonic Water, Bitter Lemon, Ginger Ale and Jeera (Cummin). The company products come in various sizes to attract customers and increase its sales. Cotyar beverages have its main production unit in Cotta, Fatorpa, Goa. It has 3 major departments that are Accounts department, Production department and Marketing and sales department

The Accounts department looks at all finance and cash related matters of the company and since there is no HR department in the organization the accounts department has a Human resource cum accounts assistant working under the accounts manager which performs the HR as well as accounts functions. The production department performs the main production function and looks at the manufacturing of the products of the company along with the packaging and loading of the products. The marketing and sales department looks through the marketing and advertisements of the company products it handles marketing and sales area wise and hence also has an area sales manager.

The production department handles the production of all the beverages and also handles shrink wrapping of the final products and loading of the products. The shift in charges in the production department is responsible for production in their shift. The company uses very efficient technique for production and ensures no wastage the steps involved in production are: firstly water treatment, then preparation of sugar syrup and premix, and then bottling i.e. blowing the bottles, then filling of the bottles, then the capping that is the plastic caps of the bottles are attached, then the coding of the bottles i.e. MRP, batch No., dates, OR code etc. is done and then the final inspection and finally the products are shrink wrapped and loaded to the warehouse. The production manager also ensures that the FDA i.e. Food and Drugs Administration roles are followed and also FSSI i.e Food Safety and Standards Authority of India rules are adhered to. He also keeps a close check on production control and also on the shift in charge and workers. The main aim of the production department is the manufacture products with minimum wastage and optimum utilization of resources without compromising in the quality of the products to ensure customer satisfaction.

The company produces its products in Goa and distributes its products not only in Goa but also in Maharashtra and Karnataka.

2.PROFILE OF THE COMPANY

JAL” meaning “water” was introduced in Goa in 1981.

It all began as an initiative of a young and energetic entrepreneur Mr Govind Desai, who with a vision and a young dream in his heart founded Coldima Soda Industries back in 1981 a company which manufactured only soda water in a small quietly scenic town Fatorpa in Goa, India.

In 1993 a new industry started with same product line by the name “Cotyar Beverages” with brand name „N-Jal“. Since then the company has flourished and has expanded its market not only in Goa but also in the neighbouring states like Karnataka and Maharashtra. Today, Cotyar Beverages has carved a niche for itself as a leading Indian soft drink manufacturing company in Goa.

When Coldima Soda Industries initially started its operation, it started off by manufacturing only Soda in Glass Bottles. Today N-Jal not only comes as Packaged Drinking water, but also in a variety of flavours like Cola, Orange, Lime, Clear Lime, Ginger, Jeera (Cumin) and Mango both in glass as well as pet bottles.

In the year 2008, Cotyar Beverages introduced a new brand “Trik” which comes in premium mixtures like Club Soda, Tonic Water, Bitter Lemon, Ginger Ale and Jeera (Cummin).

Cotyar Beverages value customers and therefore have developed unique pack sizes of 200ml, 300ml. glass bottles and 1.5 lts. 500ml, 300ml and 250ml pet bottles to suit the needs of every individual.

They believe and cherish their commitment towards society by manufacturing and supplying safe and quality products. They strive hard towards customer satisfaction through continuous improvements in product, production system and compliance to all statutory and regulatory requirements and mutually agreed products safety requirement of customer. Every N-Jal product is put through multiple stages of FPO approved standards which makes it a product which cares the customer’s senses simultaneously quenches once thirst.

2.1 Vision and Mission:

2.1.1 Vision

To become the best sales and distribution company for consumer’s products in India connecting people and the products of their choices \

2.1.2 Mission

We are committed to achieve business and financial success while leaving a positive imprint on society

3. INDUSTRY ANALYSIS

3.1 PORTER'S FIVE FORCES ANALYSIS

3.1.1 Bargaining power of buyer

- The soft drink industry is very competitive, switching suppliers is relatively easy and the price difference is rather small. Difference can occur based on geographic location and how far the products need to travel.
- The buyer is not aware of the need for additional information because all the information that is needed is provided. There are no steps to using the product and all nutrition facts and ingredients are listed on the label.
- Customers are highly sensitive to the price of soft drinks and are willing to change brands if one becomes much more expensive than the other. Soft drinks are not a need and people won't pay any price for it.
- Because a soft drink is a hard thing to duplicate in your house and takes a considerable amount of time, manufacturing your own soft drink is inconvenient especially when you take into consideration how low of a cost the product is.

3.1.2 Bargaining power of supplier

- It is fairly easy to become a supplier within the industry and thus they would not find it difficult if they wanted to enter. The companies will choose the suppliers that do the best job and have the best price. If another supplier does the same job but is cheaper, the firm can switch without much issue.
- The inputs specifically the materials are extremely differentiated as every firm is trying to create the best product. Each firm has a different formula, colour, and flavour for their beverage. No two products are typically exactly alike. Product innovation is necessary to fill the buyers need for a variety of tastes.

3.1.3 Threat of new entrants

- A new comer to the industry would face difficulty in assessing distribution channels. The major brands already control the main distribution channels, such as big supermarkets, gas

stations, and restaurants. They have low costs, competitive pricing, and strong business relationships.

- A lot of capital is needed to enter this industry because there are large capital costs needed for manufacturing. Bottling, distribution, and storage could be contracted out, but it would likely increase costs in the long run and weaken the supply chain
- There are licenses, insurances, and other difficult qualifications required in this industry. Companies must get FDA approval to sell their product, have licenses to produce and distribute internationally, and insurance to cover potential lawsuits, accidents, or faulty product
- A new comer in this industry can expect retaliation from current companies. The soft drink industry is an oligopoly with existing firms having strong distribution channels, relationships with suppliers, retailers, and brand value to customers. The industry leaders have the tools necessary to force out new competitors.

3.1.4Threat of Substitutes

- Available substitutes do not have performance limitations or high prices that would justify their use over the products in the soft drink industry because substitutes are not priced at a high enough cost where it would affect their use as a mainland product.
- Customers would not incur costs in switching to substitutes. The choice of switching to a substitute for a customer would in most cases be the difference of cents.
- There are substitutes for carbonated beverages, like water, tea, sports drinks, etc.
- Customers are not likely to go for substitutes because brand name loyalty is a very strong competitive pressure in this industry.

3.1.5 Rivalry among existing player

- The industry does not necessarily have overcapacity at the moment. However, if a newcomer tries and enter the industry, its current players would make it very challenging because of brand loyalty and recognition amongst customers.
- There are significant brand identities among the firms in the industry, which is why brand names are an important competitive edge amongst new businesses.

- Since the products in this industry are simple carbonated beverages, there is no need for significant customer-producer interaction because customers purchase the products mainly based on taste.

3.2 PESTLE ANALYSIS

3.2.1 Political Factor

Food and Drug Administration (FDA) Regulation

- These regulations define which ingredients can and cannot be used in the product, how the product is produced, where it is produced, as well as other laws concerned with the quality and health effects of the product.
- There are potential fines set by the government if companies do not meet a standard of laws regarding manufacturing, production, and distribution.

Waste Management Regulation

- Waste from firms' manufacturing plants must be taken care of in a responsible and legal manner. If any of the waste management laws change, companies must update their processes to abide by the law.

3.2.2 Economic Factor

- The soft drink industry experiences market shocks in periods of recession
- Consumers of soft drinks have continued to spend their money frugally over the past few years following the 2010 recession
- Cost of raw materials can be a factor if the economy for certain materials is weak
- Sugar and carbonated water make up most of the content, but there are a lot of preservatives and flavouring such as ascorbic acid, gums, pectins, saponins, aspartame, etc.

3.2.3 Socio economic factor

Consumer Choice:

- Age is the most important characteristic when evaluating consumer choice, the younger generation leans towards products that are fun, new, and hip. And the older generation is more health conscious and tends to consider nutritional factors between products (diet or zero-calorie options)
- Celebrity endorsements, attractive commercials, and sweepstakes become more important to the younger generation in their product decision.
- **Diet Craze:** Dieting has become a very marketable, popular trend which forces the soft drink industry to create new products that meet consumer preferences

Social Media:

- Social media outlets (i.e. Facebook, Twitter, Instagram) keep consumers directly connected to the brand
- Firms are able to obtain valuable information and suggestions from consumers about potential or current new products
- Low advertising costs with global outreach

3.2.4 Technological factor

Automation:

- New tech advancement in manufacturing and quality improvement concepts are improving bottling operations efficiency.
- High product volume requires high levels of automation in manufacturing. Technological advances increase the utility of employees and capital, which increases productivity.
- High costs for new technology can be an entry barrier to new competitors.

Marketing:

- Technological advancement helps create new brands and product lines to meet consumer preferences.
- Improved logistics help products move through distribution channels more effectively. This keeps distribution costs down while increasing sales information to consumers.
- Social media provides huge growth in consumer awareness, brand value/identity, promotions, and direct-to-consumer communication.

3.2.5 Legal factors

(Include consumer laws, discrimination laws, employment laws, & health/safety laws)

- Firms must provide nutritional information of their product to the customer
- Employees must be provided with at least the required minimum wage and discrimination is not tolerated in the workplace
- All factories of the firms must abide by OSHA standards and regulations.]
- If any of these laws change, companies must change their operations and procedures to avoid being fined or even worse, shut down.

3.2.6 Environment Factors

- Laws regulating environment pollution
- Waste management in consumer sector goods
- Air and water pollution regulations in beverages soft drink industry.
- Bottled water company where it uses lots of plastic which is a key element for the climate change. So, the company makes a conscious effort to keep our environment safe and healthy.

4.COMPANY ANALYSIS

4.1 SWOT ANALYSIS

4.1.1 Strength:

- Indian brand: the company being an Indian brand attracts customer as they prefer products manufactured in their own country as they will have trust on their quality.
- Cheap labour: the company gets cheap labour available in Cuncolim as there are people unemployed and less educated and searching for jobs.
- Low price of pet bottles as compared to competitors: the company sets a lower price of their beverages as compared to their competitors thus attracting customers
- Upgraded machinery and proper maintenance facility: the company does periodically up gradation and maintenance of the company hence being competitive and being able to meet the orders and produce efficiently with proper machinery available in the workplace
- Available in variety of flavours and sizes: the company offers a variety of product flavours and sizes thus giving the customers a wide variety of choices. They produce Jeera and Ginger drinks which are prefer by the local people with no other company offering them.
- Distribution network: the company have good distribution network as they distribute their product all over Goa as well as in neighbouring states like Karnataka and Maharashtra. They also provide home delivery service to customer and delivery to parties and functions.

4.1.2 Weakness

- Sales are seasonal: since the products manufactured are aerated carbonated cold drinks they are mostly preferred in summer seasons to beat the heat and hence the production goes high and even sales increases. But during winter and rainy there is a fall in sales and in production because people prefer hot drinks like tea coffee etc.

- Less retail shelf space as compared to leading players: now a day's people are shifting to MNC because of the aggressive promotional techniques used by them to advertise and sell their products and lowering the retail shelf space because retailers order less of the products as compared to the MNC which are now leading the market.
- Lack of food technician in Goa. As technician are required for syrup preparation. Due to lack food technology college in goa.

4.1.3 Opportunities:

- Tie up with Restaurants, Bars etc.: the company can tie with Restaurants, Bars to create a good image so that they give orders during any functions or any kind of occasions which will increase sales.
- Entering into market of juices, flavoured milk etc.: since now a day's people are getting more health conscious and prefer drinking natural products to keep good health the company can enter into the market of natural juices, flavoured milks and increase their business line. This will also attract small children's and elders to purchase their products
- Expand distribution network: they can expand their distribution network since they are currently distributing only in Goa and Maharashtra they can start distributing in other states in India and also outside the country.

4.1.4 Threats:

- Consumers becoming more health conscious and so shifting from soft drinks to natural drinks like natural juices etc. this can be a threat because the sales of the carbonated soft drinks will steadily decrease
- Price cutting by competitors can effect sales as Goan are price conscious: the competition is getting tough day by day and the competitors are doing everything possible to increase sales and market share. They are cutting the price and giving various offers and opportunities to win to attract customers to buy their products. This can affect their sales.

- People opt for leading brand compared to local product. As they already have brand image in market and also because they use aggressive marketing techniques and influencer marketing.

4.2 VRIN(VRIO) ANALYSIS

Resources & Capability	Value	Rare	Imitability	Organization
Distribution	Yes, distribution network is more valuable resources. Its help to reach out more customer and generate more revenue.	No, Competitors will require do to lot of investment and time to come up with a better distribution network.	Yes, Distribution network can imitate by competitors but its costly and will required more investment imitate similar distribution network	Cotyar Beverages (Trik) uses strong distribution network to reach out to its customers and ensures that products are available on all retail outlets of Goa.
Product line extension	Yes, new niches are emerging in the market	No, as most of the competitors are also targeting those niches	Yes, can be imitated by the competitors	Product line extensions will require higher marketing budget
Pricing strategy	Yes, the company sets a lower price of their beverages as compared to their competitors thus attracting customers	No, Most company keep their competitive pricing in market.	Yes, Pricing strategy can easily imitated by competitors	Firm has market research team who keep track of competitors prices.

<p>Brand Awareness</p>	<p>Yes, Trik has been successful in creating their awareness in Goan market.</p>	<p>Yes, Trik is well known brand in goa. New entrants will require to do lot of investment in marketing and its take time to create brand awareness in market when there are already well known leading brands in market.</p>	<p>No, To create brand awareness in market require time and lot of investment.</p>	<p>Trik as an local brand of Goa has made their brand position all over Goa.</p>
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5.DEPARTMENT ANALYSIS

5.1 Production department



Chart 1.1 Production department chart

The production department is led production manager in Cotyar beverages under him is the shift in charge then the operators and then the workers. The production department is responsible for converting raw materials and other inputs into finished goods that is beverages. In between the process of production, the department works to improve the efficiency of production line so that it can meet the output target set by the company and ensure finished products offer consumers the best value and quantity.

They ensure that the production is carried out smoothly and efficiently within the required time period and cording to the target set.

Cotyar beverages have 3 main departments with sub departments which look at the functioning of the company and it has 74 employees working in the company.

Cotyar beverages work for 6 days in a week with 8 hours shift that is 7am-3pm, 3pm-11pm, 11pm-7am, this is when the production target is high. It provides the workers and staff with all public holidays.

THE PRODUCT PORTFOLIO	
➤ Carbonated soft drinks: (150ml, 300 ml pet bottles)	➤ Trik Cola, Trik Orange, Trik Lime, Trik Clear-Lime, Trik Jeera, Trik Ginger ➤ Crunite Soda (300 ml)
➤ Fruit juices: (150 ml, 250 ml, 500 ml, 1-liter pet bottles)	➤ Fruizy Mango, Fruizy Lime, Fruizy Kokum, Fruizy Apple
➤ Packaged drinking water: (250ml, 500ml, 1liter pet bottles)	➤ Trik package drinking water

Production process:

Cotyar beverages being a local soft drink industry manufacture quality product keeping in mind the customers taste and preferences.

Raw Materials:

The company has two types of raw materials that are ingredients and packaging material. It purchases its Ingredients from:

- Water – Goa
- Essence and Flavours – Karnataka
- Sugar – Kolhapur, Maharashtra
- Carbon dioxide -Goa

❖ Packaging materials from:

- Caps – Goa
- Bottles- Nagpur
- Labels - Nagpur

Very efficient and complicated processes are involved in the production operation to give quality to the product

The main ingredients for production include:

- Water: As the water content in the beverage is about 95%, the quality of water is highly treated and used for production process and in the bottle washer.
- The company consumes about 20,000 liters of water per day. The water consumed is from sources like wells and mostly PWD water. The company has a tank with a capacity of 1,00,000 liters. The water consumed should be colourless and odourless. Quality of water indicated the quality of the product hence the water consumed should be hygienic.
- Sweetener: The Company uses sugar as a sweetener for their beverages. They get sugar from the sugar mills of Maharashtra. In the production process of the beverages the sugar consumed is white, crystalline and colourless. The company filters the sugar at a quality standard and then uses it for the production process

- Carbon dioxide: It is truly the life of the drink. The sparkle of a carbonated soft drink is due to its content of carbon dioxide. This component adds to the life of the beverage and contributes in some measure to its tang. It preserves the true flavour and gives the major of the production to the bottled product. For these reasons the importance of uniform and proper carbonation cannot be over emphasized. Company purchases carbon dioxide from Goa only

Steps in Production Process:

Step 1: Water treatment:

Since the quality of the water and character varies from place to place, a water treatment process is utilized to treat water which meets an exact standard. Uniformity of the water is examined to ensure that every bottle, no matter where it is served will taste exactly the same. The water passes through chemical treatment and then through three filter that is sand filter to remove sand particles and other impurities, then carbon filter where smell and taste is removed so that further it does not affect the essence and flavours added in the drink, then micron filter that contains small micron ranging from 10 to 5 to 2 that filters the water completely and then finally the UV rays.

Treated water is then used for further production process

Step 2. Preparation of syrup:

The preparation of the syrup involves two steps:

First the treated water and sugar are combined together to create a simple sugar syrup the quantity of sugar used varies depending on the flavour produced. Presence of sugar is measured with a device called brixometer. The proportion of sugar added is for 1000 liters of water and 800 kgs of sugar is added.

The mixed syrup is then heated in a steam jacketed tank at 80 degrees centigrade and the sugar get melted and sugar syrup is given to filter press to remove impurities and taken to plate heat exchanger here the syrup comes to normal temperature here refrigeration takes place. Then it is taken to the raw syrup tank where flavours and essence is added and preservatives like citric acid is also added then it becomes final sugar syrup. It is then pumped

and taken to premix where water and co2 are added to the syrup and mixed and sent to filler. The Premix capacity is 4500 lts per hour

Step 3. Bottle Blower and Bottle Washer:

The air used in the bottle blower to turn the pre-forms into the final PET bottle must be free of contaminants; its filtration ensures a bottle with low bioburden is produced. Bottle blowing can be done in any beverage process using PET bottles.

Just as the air used in the bottle blower must be free of contaminants, the water used to rinse the bottles must also be free of contaminants; its filtration ensures good quality of the bottles prior to filling. A safe and reliable container is essential to maintain the quality and shelf life of your drink.

Step 5. Filling: Bottles are feed to the machine. Machine sucks the air from the bottles and fills liquid in the bottles. Carbonated soft drink filled at 4 degree Celsius. Filled bottles are then send for capping. The filler machine has the capacity to fill 90 bottles per minute

Step 6. Capping:

Capping machine automatically places caps on the bottles as they pass through the machine final inspection: individually bottles are checked for any foreign matter, leakage proper filling or cracks or any sealing defects. Such bottles are segregated

Step 7. Coding machine:

After the bottles are sent for the Pre inspection they are sent though coding machine batch number, MRP and manufactured date is put on the bottles with the help of rays. Then there is a final inspection done by the labourers and then the bottles are loaded an in the crates and shrink wrapped by machines and then stored in the warehouses.

Being a local soft drink industry and in order to produce a product which has well balanced flavour, smoothness at every stage of manufacturing and processing operation. Cotyar beverages uses different types of technique to improve the quality of their product. All the raw materials are strictly checked and are stored. The plant is regularly checked and is stores in hygienic condition. The plant is regularly cleaned and various measures are taken to manufacture a quality product

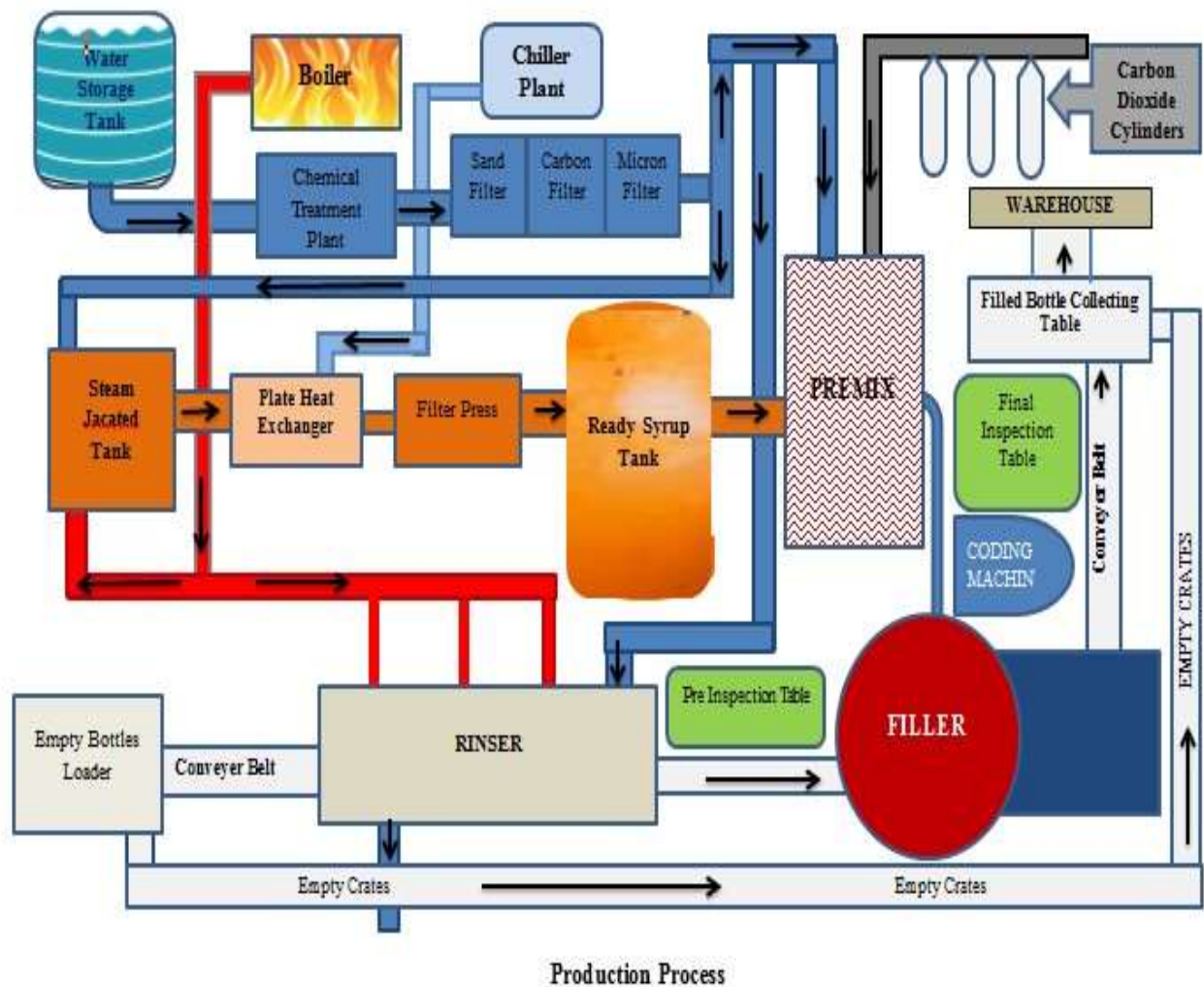


Chart 1.2 Production process of Carbonated Soft drink

5.2 Accounts Department

Accounts department is led by Mr Santosh Ballikar, Account Manager, Cotyar Beverages. The accounts department is accountable to all finance and cash inflow and outflow matters.

The accounts manager is the head of the accounts department and under him works the accounts and HR assistant, stores manager and drivers and salesman. The store's manager, security in charge and the accounts and HR assistant reports to the accounts manager. Since Cotyar beverages is a small unit with only 74 workers it does not have a separate HR department but it has a HR assistant under the accounts department who performs all the HR related functions.

5.2.1 Duties and Responsibilities of Account Manager:

- Routine sales: orders from marketing department come to the store department from the store department it goes to the accounts manager for doing all the billing part. He will check with the store manager whether the stock is there or not for production
- Everyday sales what is done is to be listed.
- File the government taxes in time.
- Preparation of financial budget
- To keep a close watch on other expenses and cost accounts
- Verify all departments accounts and make sure the interest is paid to the them on the due dates
- Deal with the tax matters of the company see that all tax returns are filled within the required time
- Required to prepare project reports and deal with any matters as required from time to time
- Compliance of all statutory requirements
- Accountable for government bodies requirements that is PF, ESIC etc.
- Ensure employees are paid accurately and timely

5.3 Marketing and sales department

5.3.1 Functions of Marketing Manager:

- To research the market on a continuous basis in order to determine continuous business comes from, how it is influenced to identify the new clients and how they normally arrive.
- To maintain within the community and in neighbouring marketing areas contract with the distributor's stockiest to procure new business and report business for the company this is done by means of personal calls, telephone contacts and written communications.
- Responsible for choosing the medium of displaying the messages, which might include print media, television, banners and hoarding, website etc.
- To keep up to date with the market trends and soft drinks selling techniques
- To support expenditure for special promotion and estimate work for the sales department expenses
- Estimate the cost of all the marketing activities it intends to carry out and prepare a budget that would use the allocated amount of money most efficiently

- Prepare and execute new marketing strategies for the company.
- To promote and achieve sales target

5.3.2 Functions of Advertisement Executive:

- Plan campaigns and develop communications material to promote products and services to customers. Depending on their available budgets, they may plan advertising campaigns, develop e-mail marketing programs
- write product publications, such as product leaflets, company brochures
- Supervise the production of ad campaigns, and develop plans to increase sales.
- Perform promotional activities within the budget and give periodically feedback

5.3.3 Functions of Area Sales Executive:

- Responsible to look at the sales of the particular area
- Responsible to prepare area wise sales report and budget
- Prepare strategies to increase area sales

5.4 Distribution Network:

Cotyar beverages use four distribution networks:

- Zero level (Cotyar beverages - customer)
- One level (Cotyar beverages-retailer- customer)
- Two level (Cotyar beverages- super stockiest-distributors –retailers-customers)

It uses zero and one level distribution channels to distribute in Goa.

It uses two level distribution network to distribute outside Goa. Super stockiest is a person who buys products in bulk that is in large quantities. Cotyar beverages have a super stockiest in Maharashtra and Karnataka who buy products in bulk and then sell in the markets.

The company distributes in Goa in following places:	
Agassacim	Cuncolim
Margao	Ponda
Sanvordem	Valpoi
Canacona	Quepem
Benaulim	Navelim& Assolna

COMPETITORS

- Major competitors and player in market Coca cola and Pepsi
- Local brand competitors (only geographically)

FUTURE EXPANSION AND PLANS

- Office expansion: Starting with their new MIS department and IT department
- Launching their new product in October under dairy section under brand name laety (flavoured milk), Trik as lassi, Ethnic drink (Aam panna and Aam ras), and 9X as energy drink.
- In October they are also launching new flavours of juices that Litchy and Gauva under brand name Fruizy.
- Planning to start again their distribution in neighbouring states Maharashtra and Karnataka, which were stop during Covid pandemic.

6.LEARNING DERIVED

My experience at Cotyar beverages during my internship period was very informative and an exciting one it gave me a wide perspective about how beverages industry works. The staff were pleasant and dynamic and helped me to adapt to different environment. Through my internship, I learned about the organisation, their norms, rules, regulations and departments of the company.

The time spend at Cotyar beverages was a worth compelling experience as I conducted departmental study and acquired knowledge. The internship has helped me in learning the internal and external functioning and working of the organisation which made it clear how teamwork, coordination, and communication is important to function well of organisation. Where each department need to take initiative to complete their task and duties effectively and efficiently and also they meet their target goal on time.

During my internship, I learned how to communicate and build relationship with the people I worked with. I learned how to introduce myself, talk about my interest, knowledge and skills with entrepreneurs and business owners, as well as how to ask questions and gain a better understanding of businesses not only in the co-working space, but also others in the market. This process overall helped me develop my professional network and emphasised the important of creating these connections. Office work taught me to complete task on time, delaying and procrastinating can lead to bad performance and bad impression towards superiors. Prioritizing task and meeting deadlines is very important in organisation.

The organisation gave me to do clerical work which helped me to gain some insights about work environment in Cotyar beverages and also gained knowledge about different departments. The Cotyar beverages being small manufacturing unit gave me opportunity to experience whole of the company with real work experience and it all because of corporation of staff.

WORK DONE:

Tasks during my 2 months' internship at Cotyar Beverages:

- I was asked to type letter on word file and take a printout and submit it to CEO for approval.

- Payment Voucher: Taking printout of payment voucher and filling in details such as dates, amount, name of person, and mentioning what payment it is. Punching and filing them dates wise in payment voucher file.
- Payment slip: Writing down details of banks such as bank name, cheque no, account no, place, amount and etc.
- Sorting out bills/ invoices according to one particular customer or client, putting them date wise order.
- Punching and filing them together in each new file.
- After filing those invoices I was asked to write down invoice no, date and amount paid by resort on fullscape according to date wise and I had to do total all those amount at the end. To know how much, they made their sales during last 3-4 years.
- Segregating delivery challan and filing them separately in new file.
- Taking out photocopy and printouts of the documents which were one of my regular work at Cotyar beverages
- Typing work and making entries in excel such as entries of crates of each product items sold by each drivers/sale during month.
- Manager told me to create new company profile.
- Operation manger told me to make pamphlet bundles, each bundle of 300 pamphlets to distribute in newspaper.
- Writing down driver's name, and location assigned to them and month on customer received form.

I gained a lot of knowledge and valuable information in my 8 Weeks's internship and really thank all the employees and staff for their help and support.

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INTERACTION

- Interaction with Yuvraj Dessai Operation manager
- Interaction with Santosh Balliker Accounts Manager