



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

Summer Internship Report 2021



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EXTERNAL GUIDE

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**Biju Patnaik Institute of Information
Technology & Management Studies**

SUMMER TRAINING PROJECT REPORT

On

**Data collection and Competitor analysis of ITC in field of GR-1
Business**



Master in Business Administration (2020-2022)

SUBMITTED BY:

**PRASANT KUMAR DASH
(2006258132)**

**UNDER THE SUPERVISION OF:
MALLIKARJUNA KALIKA
(AREA MANAGER ITC LTD.)**

&

**GOUTAM KUMAR DASH
(AREA EXECUTIVE ITC LTD.)**

**PROF. VARUN AGARWAL
PROFESSOR, BIITM**



CERTIFICATE OF CORPORATE GUIDE

This is to certify that Prasant Kumar dash, a student of BIITM Bhubaneswar, Roll No. 2006258132 is a valued summer intern in our organization. He has successfully completed his project work on “Data collection and Competitor analysis of ITC in field of GR-1 Business” in Western Region from ITC Limited under my supervision and guidance and to the best of my satisfaction.

I would also like to place on record that this project will be beneficial to us from our organizational point of view. It has valued inputs for enhancing the productivity and to work out the future growth plan of our organization. I wish him all the best for his future endeavours.

Mr. Mallikarjuna kalika
Area Manager
ITC Limited, Odisha



CERTIFICATE OF FACULTY GUIDE

This is to certify that the work incorporated in this project report “Data collection and Competitor analysis of ITC in field of GR-1 Business” submitted by Prasant Kumar Dash is an original work and is completed under my supervision. Material obtained from other sources had been duly acknowledged in the project report.

Prof. Varun agarwal

(Associate Professor - marketing)

Place: Bhubaneswar

Date:



ACKNOWLEDGEMENT

The successful completion of this project report would not have been possible without the guidance of my faculties, colleagues and my Institute. I take this opportunity to thank them and all my well-wishers for their relentless encouragement and wholehearted support.

I would not have completed this project without the help, guidance of certain people who acted as guides and friends along way. I would like to express my deepest and sincere thanks to my corporate mentor **Mr. Mallikarjuna Kalika** (Assistant Manager) who allotted me this chance.

I would like to express my heartfelt gratitude to **Mr Goutam kumar dash** (Area Executive) who helped me in sharpening my thinking by cheerfully providing challenging questions.

Lastly, I would like to thank **Prof. Varun agarwal**, My mentor in BIITM for his invaluable guidance. He acted as a continuous source of inspiration and motivated me throughout the duration of the project helping me a lot in completing this project.

I am thankful to my college for giving me the opportunity to work and learn with ITC Ltd. I owe my wholehearted thanks and appreciation to the entire staff of the organization for their cooperation and assistance during the course of my internship. I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards the organization in coming future. Last but not the least I also thank my parents whose constant support and motivation has boosted me to work relentlessly and be successful in all my endeavours.

PRASANT KUMAR DASH
(2006258132)



DECLARATION

I Prasant Kumar Dash, of batch 2020-22, BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, hereby declare that this project report titled “Data collection and Competitor analysis of ITC in field of GR-1 Business” submitted by me to ITC Ltd. under the guidance of Mr. Goutam Kumar Dash (Area Executive), ITC Ltd. sincerely regret any unintended discrepancies in this report.

This summer internship report has the requisite standard for the partial fulfilment of the MBA program at BIITM, BPUT. To best of my knowledge and belief no part of this report has been reproduced from any other report and the contents are based on live experiences that I faced during a period of 60 days.

Prasant Kumar Dash
2006258132
MBA (2020-2022)
BIITM, Bhubaneswar.

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Executive Summary

ITC Limited is an India-based conglomerate established in the year 1910, which deals in Fast Moving Consumer Goods (FMCG) products spanning across various divisions such as food, personal care, stationery, branded apparel, cigarettes etc. It has several renowned brands such as Aashirvaad, Sunfeast, Bingo, B Naturals, Aim, Engage, Vivel, Savlon, Classmate, Wills and many more.

In the economy, to tighten the Business nuts and bolts any company needs to measure its market position in a certain time interval in ever changing theories and the concept of market. For this assessment we need the robust methodology of observation. Although observations do not reveal the absolute solution of any objectives, but it provides the inclination towards a good output.

This report is based on my internship program with the company ITC Limited (Odisha Branch) under the guidance of Mr. Goutam kumar dash (AE, ITC Limited) and Mr. Mallikarjuna kalika (AM, ITC Limited). The report is prepared as a part of fulfilment being required for the degree of Master of Business Administration.

This report is based on the project titled **“Data collection and Competitor analysis of ITC in field of GR-1 Business”**.

The main objective of the project was to analyse the overall data. In the competitors Data, I had to evaluate the overall performance and demand of the products of ITC as well as other companies. In this report the incentive schemes and other perks of competitors also been monitored. Then comes the analysis of outlet scores and where the problems are occurring. Sometimes I was also constantly monitoring the weaker section such as sunbean coffee, B natural juices, etc. also I have worked on PCP products of ITC and tried my level best to analyse the performance of personal care products.

One of the challenges faced by me during this project was working with large chunks of data as I have never worked with so much data before. However, with my determination to improve skills and proper guidance from my corporate guide helped me in doing task efficiently.

Major learning from this project was that it is very important for a company or any business to keep analysing data from time to time in order to understand how well the channels of distribution are working and whether there is any scope for improvement in any channel. In the project I gained knowledge about different Excel functionalities and used it to analyze the Data. I also understood that the same data can be viewed and evaluated differently by different people, so it is important to fix your objectives first and then go about analysing the data.

INTRODUCTION

I. INDUSTRY ANALYSIS

FMCG (Fast Moving Consumer Goods) Industry, also called as CPG (Consumer packaged goods) industry primarily deals with the production, distribution and marketing of consumer packaged goods. The FMCG products are those consumables which are normally consumed by the consumers at a regular interval. They also tend to be the high volume, low cost items. This multi-million-dollar sector is made up of an enormous range of well-known brand names - the kind that consumers use every single day. Some of the prime activities of FMCG industry are selling, marketing, financing, purchasing, etc. The industry also engaged in operations, supply chain, production and general management. It has a strong MNC presence and characterized by a well-established distribution network, intense competition between the organized and unorganized segments and low operational cost. Availability of key raw materials, cheaper labor costs and presence across the entire value chain gives India a competitive advantage. More and more companies are entering this emerging sector with better products. Global consumer product groups eyeing inorganic growth opportunities in emerging markets like India. Quite a number of people of India are dependent on the FMCG products for their day to day operations. Its principal constituents are Household Care, Personal Care and Food & Beverages. The best FMCG companies are characterized by their capability to produce the items that are in highest demand by consumers and, at the same time, develop loyalty and trust towards their brands.

FMCG Industry is one of the few industries which have showed a positive growth even in the time of recession. The year 2016-17 is likely to be a very positive year for the FMCG industry as a whole. Despite rising commodity prices, which will continue to put pressure on performance, we can expect demand to continue to be robust especially from rural India which is seeing rising income levels and greater propensity to spend. Some of the merits of this industry are low operational cost, distribution networks, presence of renowned FMCG companies, and population growth.

FMCG Industry Economy

FMCG industry provides a wide range of consumables and accordingly the amount of money circulated against FMCG products is also very high. The competition among FMCG manufacturers is also growing and as a result of this, investment in FMCG industry is also increasing, specifically in India, overall FMCG market is expected to increase at a compound annual growth rate (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. Penetration level as well as per capita consumption in most product categories like jams, toothpaste, skin care, hair wash etc. in India is low indicating the untapped market potential. Burgeoning Indian population, particularly the middle class and the rural segments, presents an opportunity to makers of branded products to convert consumers to branded products. Growth is also likely to come from consumer upgrading in the matured product categories. With 200 million people expected to shift to processed and packaged food by 2010, India needs around US\$ 28 billion of investment in the food-processing industry.

Common FMCG Products

Usually there are mainly four product categories of FMCG products as: home and personal care, foods and beverages, cigarettes and alcohol. Some common FMCG product categories include food and dairy products, glassware, paper products, pharmaceuticals, consumer electronics, packaged food products, plastic goods, printing and stationery, household products, photography, drinks etc. and some of the examples of FMCG products are coffee, tea, dry cells, greeting cards, gifts, detergents, tobacco and cigarettes, watches, soaps etc.

Market potentiality of FMCG Industry

Some of the merits of FMCG industry, which make this industry as a potential one is low operational cost, strong distribution networks, and presence of renowned FMCG companies. Population growth is another factor which is responsible behind the success of this industry. The Indian FMCG sector is the fourth largest sector in the economy with a total market size in excess of US\$ 13.1 billion. It has a strong MNC presence and is characterized by a well-established distribution network, intense competition between the organized and unorganized segments and low operational cost. Availability of key raw materials, cheaper labor costs and presence across the entire value chain gives India a competitive advantage. The FMCG market is set to treble from US\$ 11.6 billion in 2003 to US\$ 334 billion in 2015. In India there are several untapped market channels. Burgeoning Indian population, particularly the middle class and the rural segments, presents an opportunity to makers of branded products to convert consumers to branded products. Growth is also likely to come from consumer upgrading in the matured product categories. With 200 million people expected to shift to processed and packaged food by 2010, India needs around US\$ 28 billion of investment in the food-processing industry.

THE TOP 10 COMPANIES IN FMCG SECTOR IN INDIA

1. Hindustan Unilever Ltd.
2. ITC Ltd.
3. Nestle India
4. GCMMP (AMUL)
5. Procter & Gamble Hygiene and Health Care
6. Dabur India
7. Cadbury India
8. Britannia Industries
9. Colgate Palmolive
10. Marico Industries

II. BACKGROUND OF THE COMPANY

ITC was incorporated on August 24, 1910 under the name Imperial Tobacco Company of India Limited. As the Company's ownership progressively Indianized, the name of the Company was changed from Imperial Tobacco Company of India Limited to India Tobacco Company Limited in 1970 and then to I.T.C. Limited in 1974. In recognition of the Company's multi-business portfolio encompassing a wide range of businesses - Fast Moving Consumer Goods comprising Foods, Personal Care, Cigarettes and Cigars, Branded Apparel, Education and Stationery Products, Incense Sticks and Safety Matches, Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business and Information Technology - the full stops in the Company's name were removed effective September 18, 2001. The Company now stands rechristened 'ITC Limited' where 'ITC' is today no longer an acronym or an initialized form.

The Company's beginnings were humble. A leased office on Radha Bazar Lane, Kolkata, was the Centre of the Company's existence. The Company celebrated its 16th birthday on August 24, 1926, by purchasing the plot of land situated at 37, Chowringhee, (now renamed J.L. Nehru Road) Kolkata, for the sum of Rs 310,000. This decision of the Company was historic in more ways than one. It was to mark the beginning of a long and eventful journey into India's future. The Company's headquarter building, 'Virginia House', which came up on that plot of land two years later, would go on to become one of Kolkata's most venerated landmarks. ITC is one of India's foremost private sector companies with a market capitalization of US \$ 52 billion and Gross Sales Value of US \$ 10 billion. ITC has a diversified presence in FMCG, Hotels, Packaging, Paperboards & Specialty Papers and Agri Business. ITC's businesses and value chains create sustainable livelihoods for more than 6million people, a majority of whom represents the poorest in rural India. ITC's FMCG turnover is Rs 18000 Crore out of which Candyman contains 500 Cr.

ITC's aspiration to create enduring value for the nation and its stakeholders is manifest in its robust portfolio of traditional and greenfield. Businesses encompassing Fast Moving Consumer Goods (FMCG), Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business, and Information Technology. The competitiveness of ITC's diverse businesses rest on the strong foundations of institutional strengths derived from its deep consumer insights, cutting-edge Research & Development, differentiated product development capacity, brand-building capability, world-class manufacturing infrastructure, extensive rural linkages, efficient trade marketing and distribution network and dedicated human resources. ITC has established vital brands like Aashirvaad, Sunfeast, Fabelle , Sunbean, Dark Fantasy, Mom's Magic, Bingo!, Yippee!, Candyman, mint-o, Kitchens of India, Farmland, B Natural, ITC MasterChef in the Branded Foods space; Essenza Di Wills, Fiama , Vivel, Engage, Savlon, Charmis, Shower to Shower and Superia in the Personal Care products segment; Classmate and Paperkraft in Education & Stationery products; Wills Lifestyle in the Lifestyle Apparel business; Mangaldeep in Agarbattis and Aim in the Safety Matches segment. This growth has been rated by a Nielsen Report to be the fastest among the consumer goods companies operating in India.



Creating Enduring Value Today, ITC is India's leading Fast-Moving Consumer Goods Company, the clear market leader in the Indian Paperboard and Packaging industry. ITC's Agri-Business is one of India's largest exporters of agricultural products. The ITC Group's contribution to foreign exchange earnings over the last ten years amounted to nearly US\$ 6.8 billion, of which Agri exports constituted 57%. ITC group directly employs more than 32,000 people and the Company's Businesses and value

chains generate around 6 million sustainable livelihoods many of whom live at the margin in rural India. ITC was the first company in India to voluntarily seek a corporate governance rating. The Company continuously endeavours to enhance its wealth generating capabilities in a globalizing environment to consistently reward more than 8, 96,000 shareholders, fulfil the aspirations of its stakeholders and meet societal expectations.

Creating Enduring Value

ITC's Agri-Business is one of India's largest exporters of agricultural products. The Company's 'e-Choupal' initiative has enabled Indian agriculture significantly enhance its competitiveness by empowering Indian farmers through the power of the Internet. This transformational strategy has already become the subject matter of a case study at Harvard Business School apart from receiving widespread global acclaim. As one of India's most valuable and respected corporations, ITC is widely perceived to be dedicatedly nation-oriented. Chairman calls this source of inspiration "A commitment beyond the market". In his own words: "ITC believes that its aspiration to create enduring value for the nation provides the motive force to sustain growing shareholder value.



THE ITC VISION:

Sustain ITC's position as one of India's most valuable corporations through world-class performance, creating growing value for the Indian economy and the Company's stakeholders.



THE ITC MISSION:

To enhance the wealth generating capability of the enterprise in a globalizing environment, delivering superior and sustainable stakeholder value.



CORE VALUES:

ITC's Core Values are aimed at developing a customer-focused, high-performance organization which creates value for all its stakeholders.

Board of Directors

Chairman & Managing Director

Sanjiv Puri

Executive Directors

Nakul Anand
Sumant Bhargavan
Rajiv Tandon
(also Chief Financial Officer)

Non-Executive Directors

Shilabhadra Banerjee
Hemant Bhargava
Arun Duggal
Sunil Behari Mathur
John Pulinthanam
Nirupama Rao
Sahibzada Syed Habib-ur-Rehman
Meera Shankar
David Robert Simpson

Board Committees

Audit Committee

S B Mathur	Chairman
H Bhargava	Member
A Duggal	Member
S S H Rehman	Member
R Tandon	Invitee
M Ganesan	Invitee
(Head of Internal Audit)	
Representative of the Statutory Auditors	Invitee
R K Singhi	Secretary

CSR and Sustainability Committee

S Puri	Chairman
H Bhargava	Member
J Pulinthanam	Member
N Rao	Member
M Shankar	Member
D R Simpson	Member
R K Singhi	Secretary

Nomination & Compensation Committee

S Banerjee	Chairman
S Puri	Member
S S H Rehman	Member
M Shankar	Member
R K Singhi	Secretary

Securityholders Relationship Committee

S S H Rehman	Chairman
J Pulinthanam	Member
S Puri	Member
R Tandon	Member
R K Singhi	Secretary

Independent Directors Committee

S Banerjee	Member
A Duggal	Member
S B Mathur	Member
N Rao	Member
S S H Rehman	Member
M Shankar	Member

Corporate Management Committee

S Puri	Chairman
N Anand	Member
B Sumant	Member
R Tandon	Member
C Dar	Member
S K Singh	Member
S Sivakumar	Member
K S Suresh	Member
R K Singhi	Secretary

Executive Vice President & Company Secretary

Rajendra Kumar Singhi

General Counsel

Kannadiputhur Sundararaman Suresh

Investor Service Centre

37 Jawaharlal Nehru Road, Kolkata 700 071, India
Telephone nos. : 1800-345-8152 (toll free)
033 2288 6426 / 0034
Facsimile no. : 033 2288 2358
e-mail : isc@itc.in

Statutory Auditors

Deloitte Haskins & Sells
Chartered Accountants, Kolkata

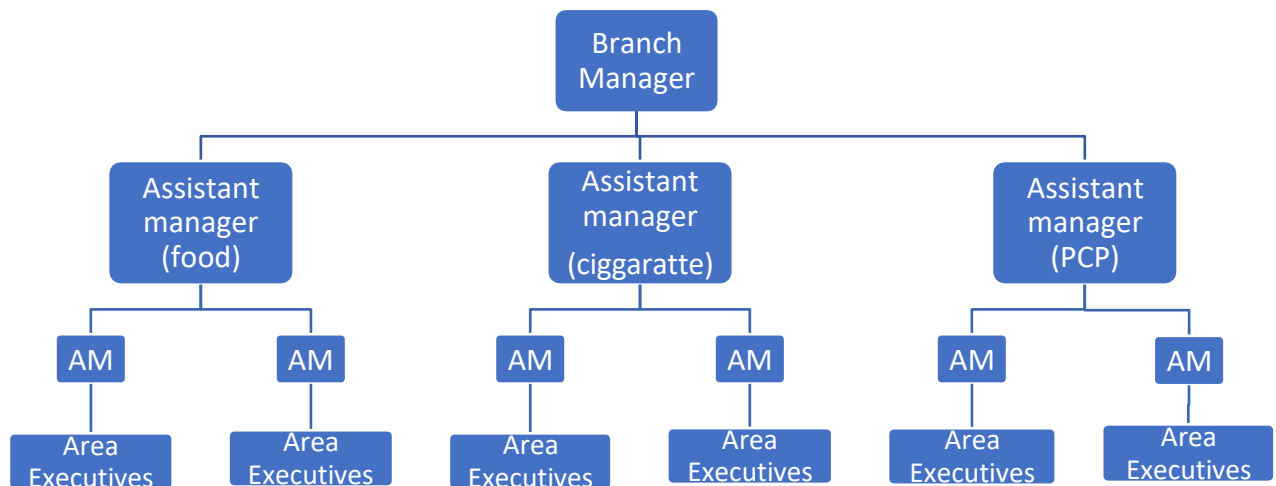
Registered Office

Virginia House
37 Jawaharlal Nehru Road, Kolkata 700 071, India
Telephone no. : 033 2288 9371

CIN : L16005WB1910PLC001985

ITC Corporate Website : www.itcportal.com

ITC Organization Structure



AREA OF DIVERSIFICATION

ITC has transformed itself from a leading cigarette manufacturer to an umbrella group that offers a diversified product mix to enhance its brand image and reduce dependency on tobacco related products. It has forayed into hospitality service industry and has become a major player in the hotels segment. Its position in the FMCG (fast moving consumer goods) business is also on a growth curve; especially its confectionary, NTD and biscuits which are slated to achieve the top ranks among its peers. It has made heavy investments to strengthen its IT (Information Technology) segment and to compete with the big players like Infosys and Wipro. Although the ITC group is marketing its image as an ideal corporate citizen and a company that takes its social responsibility seriously, it still earns 80% of revenues from selling cigarettes.

The major areas in which ITC has diversified are:

Cigarettes	NTD (Non-Tobacco Distribution) Foods
Safety Matches	Incense Sticks
Lifestyle Retailing	Hotels
Stationary	Paperboards and Packaging
Agri-Business	Agri-Exports
Personal Care Products	Sanitary & Floor Cleaning
E-Choupal	Information Technology

MARKETING MIX

Marketing Mix of ITC analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the ITC marketing strategy.

Marketing mix- 4P's



Product:

The product lines have great product length and depth. In FMCG goods ITC is India's leading marketer. ITC's food brands include Sunfeast with sub-brands Dark fantasy, Yumfills, Bounce; Bingo, Candyman, Yippee, GumOn, Mint-O, Kitchen of India, Aashirvaad, Fabelle, Sunfeast, B natural and Sunbean. Within each of these brands there are different variants of the product. For example, candyman offers toffees and candies. ITC has a range of popular brands like Navy cut, Insignia, India Kings, Silk cut, Gold flake, Classic, Lucky Strike, Players, capstan, Bristol, Duke & Royal, which has won many awards.

Price:

ITC has different price points as it has a diversified product portfolio. ITC have products in all price brackets but more and more new products are on the premium side as they provide higher margins. Pricing of the product depends on several things like pricing objective, the market one is operating in, the purchasing power of the consumers, the market condition, product's market position etc. For instance as Bingo was entering the market, it adopted a very clever aggressive pricing strategy to capture the market share. They maintained their prices as per the market leader but offered more quantity and more margin to the retailers which gave them a competitive edge. ITC follows different marketing mix pricing strategy for different products.

Place:

Its products are available in more than 4.3 million retail stores in India. A strong distribution shows its marketing mix place strategy. ITC is constantly trying to reduce the lead time and to make the products reach to the retailers as quickly as possible. E-choupals ensure timely supply of high-quality raw materials. ITC has well integrated manufacturing and Logistics facilities with a wide and deep distribution network. All manufacturing units owned by ITC are hazard Analysis and critical control point certified. ITC has distinctive Agri-sourcing capabilities with farm linkages in over 17 states. It has an efficient CRM program for commodity customers. ITC's Paperboards and Specialty Papers Division has four manufacturing units, eight regional sales offices and over 60 dealers in India. ITC's food products are exported to North America, Middle east, Africa and Australia. It is also one of the largest exporter of Agri-products and coated boards in India.

Promotion:

ITC designs its promotion strategy keeping in mind its brand proposition and its target audience. It promotes its product through Print, television and radio as a part of its marketing mix. ITC's different brands have different brand ambassadors. For example, classmate has been endorsed by Yuvraj Singh and Soha Ali Khan; Saina Nehwal has endorsed Savlon; Sharukh Khan has been endorsing the entire range of snacks under the umbrella brand of Sunfeast. As part of ITC's centenary initiative, Classmate launched the largest student contact program- Ideas for India challenge. ITC also launches a lot of digital campaigns to ensure maximum participation. Fama DE Wills has had an association with the talented designer, Masaba Gupta for Wills Lifestyle Fashion Week. ITC also engage in cross marketing promotions. YiPPee! Launched a campaign with Paytm offering recharge coupons equivalent to the price of YiPPee noodles. Candyman is a range of Hard-Boiled Candies. It is positioned on the platform of adventure and excitement, hence the statement: "Kuch Bhi Karega for Candyman."

ITC's Diverse Portfolio of Popular Brands



List of GR1 Business Product Portfolio:

BISCUITS

SUB CAT	MRP	PTR	Grammage	Pcs (per box)	Total weight(in Kgs)
Cream (choco, elaichi, orange, pinapple)	5	4.58	50g	144	7.20
Cream (choco, elaichi, orange, pinapple)	10	9.16	75g	72	5.40
Bounce Double Choco vanilla	5	4.58	36g	144	5.184
Bounce Double Choco vanilla	10	9.16	72g	82	5.904
Mom's magic	5	4.56	38.5g	168	6.468
	30	27.37	200g(150+50)	32	6.4
Marie LGT RCH TST 40+10G	5	4.50	48g	120	
Marie LGT RCH TST 200+100G	30	26.99	300g	20	6.00
Marie Light Veda	40	35.98	250g	16	4.00
Dark Fantasy Choco Fills	30	26.51	75g	64	4.800
Dark Fantasy Choco Fills	10	8.84	20g	200	4.00
Chocofills Luxuria	60	52.56	150g	32	4.800
Yumfills WHPIE Pie	60	52.56	138g	20	2.800
Dark Fantasy Choco Fills RS05	125	111.59	350g	12	4.200
Dark Fantasy Choco Fills RS30	30	26.51	75g	64	4.800
Dark Fantasy Choco Fills	10	8.84	20g	200	4.0
Chocofills Luxuria	60	52.56	150g	32	4.800
Yumfills WHPIE pie	60	52.56	138g	20	2.760
Bounce Choco Layered Cake	10	9.00	28g	288	8.064

NOODLES

SUB CAT	MRP	PTR	Grammage	Pcs (per box)	Total weight(in Kgs)
NOODLES	5	4.68	32g	252	8.064
NOODLES	12	11.03	70g	144	10.08
YIPPEE MY MYSTERY MASALA 60G_FN1717	15	13.79	70g	96	6.720
YIPPEE MOOD MASALA 70G_FN1515	15	13.79	70g	96	6.720



YIPPEE MOOD MASALA NOODLES 280G_FN1555	55	50.55	280g	36	10.08
NOODLES	46	42.28	280g	36	10.08
MGCMSL NOODLES 420G_FN1267	68	62.50	420g	24	10.08
SUNFEAST YIPPEE! SAUCY MASALA 65G_FN2015	15	13.81	65g	96	6.240
SUNFEAST YIPPEE! SAUCY MASALA 260G_FN2055	58	53.38	260g	24	6.240
TRI COLOR PASTA	25	23.10	65g	108	7.020

JUICE

ITEM	MRP	PTR	WEIGHT	Pcs(per box)	Total Weight(In Ltr)
JU 200ML	20	17.48	200ml	30	6
JU 1000ML	99	86.52	1L	12	12
JU 1000ML	100	87.40	1L	12	12
JU 1000ML	105	91.77	1L	12	12

CONFEC GR1-A &GR1-B SWD

SUB CAT	MRP	PTR	Grammage	Pcs (per box)	Total weight(in Kgs)
CANDYMAN TADKA TIME	5	4.65	10g	432	4.32
CM CHOCO ECLAIRS 185G PB	50	43.94	185g	42	7.700
CANDYMAN FANTASTIK 360G_FC671	150	137.38	360g	12	4.320
CANDYMAN TADKA PJ	165	152.88	360g	15	5.400
CM CHOCO ECLAIRS 760G PJ	200	178.42	760g	16	12.160
LACTO 767.25G+69.75G	165	150.85	837g	15	12.555
CANDYMAN FRUITY DELITE 684G PJ_FC4270	165	150.85	684g	15	10.260

MARKETING STRATEGY USED BY ITC

ITC started an earnest exercise by creating a new brand image and corporate philosophy by investing in new business categories like personal care, premium apparel, rural business (e-Choupal) and foods. All along using its famed distribution strengths built through its successful past businesses like cigarettes, paperboards and packaging, hotels and Agri business, to create synergies across its verticals and help prop up its new businesses, like personal care and foods. ITC has a well-thought-out strategic approach. Rather than acquiring weaker brands to get into these new segments inorganically, it created a range of new personal care and branded apparel brands.

The first step in this well-planned strategy was the launch of Wills Lifestyle, the premium branded apparel business in 2002.

ITC then moved on to take the competition head on in the FMCG domain, through ITC Foods in August 2001, and personal care business, which is the focal point of this story, in 2005. It has created good impact with its well etched-out Personal Care Brands. Under this category. brands like Essenza Di Wills, Fiama Di Wills. Vivel Di Wills, Vivel and the Superia were designed to take care of various sets of consumer segments.

But behind this launch was five years of intensive on ground research of market conditions and consumer expectations. Over one lakh consumers were surveyed across the country to test various prototypes. Acceptance benchmark was kept as high as 90 percent for the final products. ITC called this exercise as 3E approach-explore, establish and execute. As an adage goes if you have to win a race, you have to clearly target the No 1'. ITC too aimed the No 1 which happened to be the formidable HUL (which still reigns over 50 percent of the FMCG marketing And ITC's target was HUL and P&G only. ITC roped in its tobacco business veteran Sandeep Kaul to spearhead the personal care launch it also sought help from product formulation and marketing experts in Europe and America to formulate the fragrance, aesthetics and packaging.

Many of the brands have also been developed at its R&D centre. The results are there for everyone to see. In less than four years, ITC has been able to create brand awareness and consumer acceptance for its five product lines Essenza Di Wills, Flam Di Wills, Vivel Di Wills, Vivel and the Superia- each targeted at the needs, aspirations and usage behaviour of different consumer segments. Kaul informs that the strategy for designing personal care is that everyone is a potential consumer.

Distribution system at ITC

The process of passing down each passing the product down the chain to the next organization through Chain of intermediaries, before it finally reaches the consumer or end-user is known as the “distribution chain” or “the channel”.

A number of alternate 'channels' of distribution may be available:

- Distributor, who sells to retailers,
- Dealer Or wholesaler, who sells to end customers
- Advertisement typically used for consumption goods

ITC follows:

CHANNEL WISE DISTRIBUTION

- Here the total product is divided into different channels like. Health care product, Personal care products, Home products & etc.

BEAT WISE DISTRIBUTION

- Here total market is divided into different areas where the products are served to all outlets exist in that area.

CORPORATE STRATEGY OF ITC

ITC is a board-managed professional company, committed to creating enduring value for the shareholder and for the nation. It has a rich organisational culture rooted in its core values of respect for people and belief in empowerment. Its philosophy of all-round value creation is backed by strong corporate governance policies and systems. Corporate strategies include ITC's corporate strategies are:

- Create multiple drivers of growth by developing a portfolio of world class businesses that best matches organisational capability with opportunities in domestic and export markets.
- Continue to focus on the chosen portfolio of FMCG, Hotels, Paper, Paperboards & Packaging. Agri Business and Information Technology.
- Benchmark the health of each business comprehensively across the criteria of Market Standing. Profitability and Internal Vitality.
- Ensure that each of its businesses is world class and internationally competitive.
- Enhance the competitive power of the portfolio through synergies derived by blending the diverse skills and capabilities residing in ITC's various businesses.
- Create distributed leadership within the organisation by nurturing talented and focused top management teams for each of the businesses.
- Continuously strengthen and refine Corporate Governance processes and systems to catalyse the entrepreneurial energies of management by striking the golden balance between executive freedom and the need for effective control and accountability.

SWOT ANALYSIS OF ITC

ITC is a well-established and reputed Indian Private Sector company which has been in business for more than 100 years. The presence for such a long time has given it a strong expertise in selling and distribution channel. The company has also been using the huge cash chunk it has from its undisputed leadership in Cigarettes business to foray into other FMCG sectors.

STRENGTHS: -

1. ITC leveraged its traditional businesses to develop new brands in for new segments. TTC used its expertise in transporting and distributing tobacco products to remote & distant parts of India to the advantage of its FMCG products. ITC's master chefs from its hotel chain are always asked to develop new food concepts for its FMCG products. The greatest strength of the company is its wide range of diversified products and services.

2. **Well established distribution network over 6 million retail outlets:** The presence of around 6 million retail outlets over the country through which the TTC products are available. Over 2 million retail outlets of these are directly serviced by the ITC's distribution organisation. It uses own experienced transportation and distribution network of tobacco products for reaching the FMCG products to remote and distant parts of India. Hawkers from distribution points visit the outlets that are not operated by the company's competitors. The operation of hawkers at these outlets brings up the opportunity to expand the product portfolio in the company. ITC is the company which has one of the best distribution networks across the world.

3. **World Class Research & Development:** It has a well-established world class research and development team at Bangalore with over 50 scientists. ITC recognises that cutting edge R&D can foster breakthrough innovation and create powerful sources of sustainable competitive advantage.

4. **Corporate Social Responsibility:** ITC's initiatives to build social capital through extensive community engagement have led to the creation of sustainable livelihood opportunities for over 5 million people. ITC has helped create more than 20,000 rural women entrepreneurs. ITC's supplementary education initiative has reached out to over 200000 school children in rural area.

Awareness of the ITC brand name: ITC is one of the best known brands in India. Markets the product with the use of the brand name ITC. Whenever a new product is introduced in the market, the brand name ITC is widely used.

WEAKNESSES:-

1. ITC's original business is traded in tobacco. ITC stands for India Tobacco Company Limited. It still uses its old name even though it has forayed into a variety of new businesses. The negative connection of tobacco with poor health and premature death is always a weak point for the company.
2. **Limited export of products and services:** ITC is a local company. It does not have a large portfolio of exports in either products or services. This makes the company

comparatively weak in terms of being able to leverage global opportunities, talent & financing.

3. Diversification into various lines in which it does not have much knowledge would be very risky proposition.
4. High competition from established brands which has resulted in reduction in profit margins..
5. Steep increase in cigarette taxes has adversely affected the revenue earned.
6. Due to high price of cigarette, consumers are switching to other cheaper forms of tobacco.
7. Its hotel industry has still not created a big share in the market size.

OPPORTUNITIES: -

1. **Untapped rural market:** Indian rural market is the most potential market for branded FMCG products the population and the area of rural market is higher than the cities. ITC's wide distribution network reaching every local rural market will help to untap the rural demand. In the rural market penetration level of Shampoo is 56%.
2. ITC's e-Choupal is a community of practise that links rural Indian Farmers using the Internet. This project reaches more than 10 million farmers in more than 1,00,000 villages. ITC benefit from low cost of procurement of raw materials as well as use e-choupal as a marketing root for its products. Per capita consumption of personal care products in India the lowest in the World, giving an opportunity for ITC's soaps, shampoos and fragrances under their Wills brand.
3. Big untapped market available. For cigarettes, hotels, it, retail garment, packaging & agricultural products.
4. High growth potential could be achieved.
5. Good source of revenue & foreign exchange available by way of exports of agricultural products, hotels & cigarettes.
6. Its competitors don't have the financial banking like it so it can take advantage of this.
7. Proper publicity of the hotels would increase its brand image & revenue

THREATS:-

1. The main threat as is obvious is from competition both domestic as well as International The emerging consumer society will bring in new products and services from competitors ITC's opportunities are likely to be the opportunities of others as well. Therefore, dynamics of competition might alter in the medium-term. Then ITC will need to decide upon whether diversified the most competitive strategic formation for a secure future is.
2. The heavy taxes and some laws against use on cigarettes and pictorial graphic warnings in Cigarettes packets might also move away a small percentage of people from such products.
3. Negative publicity for smoking could affect its cigarette segment.
4. Government is under huge pressure from public organizations for banning tobacco products which could affect it adversely.
5. High competition from established brands.
6. Competition from unbranded products.
7. Due to terrorist attacks the tourism industry has taken a back seat which would affect the hotel segment.
8. Poor monsoon leads to poor agricultural growth which would affect the agro-exports.

Competitive Analysis



Hindustan Unilever Limited

Hindustan Unilever Limited (HUL) is India's largest fast moving consumer goods company. touching the lives of two out of three Indians with over 20 distinct categories in home & personal care products and food & beverages. HUL is also one of the country's largest exporters, it has been recognized as a Golden Super Star Trading House by the Government of India

HUL was formed in 1933 as Lever Brothers India Limited and came into being in 1956 as Hindustan Lever Limited through a merger of Lever Brothers, Hindustan Vanaspathi Mfg. Co. Lud. and United Traders Ltd. It is headquartered in Mumbai, India and has employee strength of over 15,000 employees and contributes for indirect employment of over 52,000 people. The company was renamed in June 2007 to Hindustan Unilever Limited"

HUL is the market leader in Indian consumer products with presence in over 20 consumer categories such as soaps, tea, detergents and shampoo amongst others with over 700 million Indian consumers using its products. It has over 35 brands. It's a company that has consistently had the largest number of hands in the Top 50 and in the Top 10 (with 4 brands).

Hindustan Unilever's distribution covers over 1 million retail outlets across India directly and its products are available in over 6.3 million outlets in India, i. nearly 80% of the retail outlets in India.

SWOT Analysis of HUL

Strengths:

- Strong brand portfolio, price quantity & variety.
- Innovative Aspects.
- Presence of Established distribution networks in both urban and rural areas.
- Solid Base of the company.
- Corporate Social Responsibility (CSR)

Weaknesses:

- "Me-too" products which illegally mimic the labels and brands of the established brands.
- Strong Competitors & availability of substitute products.
- Low exports levels.
- High price of some products.
- High Advertising Costs.

Opportunities:

- Large domestic market over a billion populations Untapped rural market.
- Untapped rural market.
- Changing Lifestyles & Rising income levels, Le, increasing per capita income of consumers.
- Export potential and tax & duty benefits for setting exports units.

Threats:

- Tax and regulatory structure.
- Mimic of brands.
- Removal of import restrictions resulting in replacing of domestic brands.
- Temporary Slowdown in Economy can have an impact on FMCG Industry.



Procter & Gamble Co. (P&G) is an American company based in Cincinnati, Ohio that manufactures a wide range of consumer goods. In India Procter & Gamble has two subsidiaries: P&G Hygiene and Health Care Ltd. and P&G Home Products Ltd.

P&G Hygiene and Health Care Limited is one of India's fastest growing Fast-Moving Consumer Goods Companies with a turnover of more than Rs. 500 crores. It has in its portfolio famous brands like Vicks & Whisper. P&G Home Products Limited deals in Fabric Care segment and Hair Care segment. It has in its kitty global brands such as Ariel and Tide in the Fabric Care segment, and Head & Shoulders, Pantene, and Rejoice in the Hair Care segment. Procter & Gamble entered Indian markets in 1951 with Vicks Product Inc. USA, branch of P & G.

Procter & Gamble India since then has launched Whisper- the breakthrough technology sanitary napkin, Ariel detergent, Ariel super soaker, Pantene Pro-V shampoo, Head & Shoulders shampoo, Tide Detergent Powder-the largest selling detergent in the world. In 2003, Procter & Gamble Home Products Limited launched Pampers-world's number one selling diaper brand.

Today, Procter & Gamble is the second largest FMCG Company in India after Hindustan Unilever Limited.

SWOT Analysis of P&G

Strengths:

- Leading Market Position
- Diversified and innovative product Portfolio
- Strong Finances in past years

Weakness:

- Quality control Problem
- Decreased Revenues in their Northeast Asian Market

Opportunities:

- Developing Markets
- Demographic trends across the world

Threats:

- Competitors
- Rising cost of energy prices
- New Regulations

Porter's five force model

Porter's Five Forces	Degree	Remark
Threat of new entrants	Low	favourable
Threat of substitute products	High	unfavourable
Bargaining power of customers	High	unfavourable
Bargaining power of suppliers	High	unfavourable
Competitive rivalry within an industry	High	unfavourable

Interpretation: [FMCG SECTOR]

1. Threat of new entrants:

Economies of scale	Not easy to achieve	Positive
Product differentiation	Requires huge R&D	Positive
Capital requirement	High	Positive
Access to distribution channel	Not easy	Positive
Cost disadvantages	More	Positive
Government policies	More	Positive
Switch costs	Low	Negative

2. Threat of substitute products:

- Products with improving price/performance trade-offs relative to present industry products.

3. Bargaining power of customers:

- Low switching cost.
- Buyers are numerous and fragmented.
- Considering buyer power retailers, they are able to negotiate the price with the company.

4. Bargaining power of suppliers:

- Supplier industry is dominated by a few firms.
- Suppliers' products have few substitutes.
- Buyer is not an important customer to supplier.
- Suppliers' product is an important input to buyer's product
- Suppliers products are differentiated.
- Suppliers products have high switching costs.
- Supplier poses credible threat of forward integration.

5. Competitive rivalry within an industry:

- Using price competition.
- Staging advertising battles.
- Making new product introductions.
- Increasing consumer warranties or service.

III. BACKGROUND OF THE PROJECT:

In the recent years ITC Ltd wants to shift its focus from the cigarette products to non-cigarette FMCG products which comprises of packaged food and personal care products. This move is sighted due to steady decline in the legitimate cigarette industry from 2010-11 at a CAGR of 4%. Cigarettes in India are least affordable due to the rising taxes and the percentage of GDP per capita required to purchase 2000 cigarettes of most sold brand as per 2016 data is 13.61 which is highest among countries like USA, Germany, UK, Malaysia and Pakistan. The number of cigarettes per capita per annum in India is least at 89 way below China's 2043, Japan's 1583 & USA's 1017 respectively.

The company wants to shift from a one-dimensional approach to multi-dimensional approach and wants to diversify into various horizons. FMCG sector in India is the 4th largest sector and it is expected to grow at CAGR of 27.9% by 2020. ITC not only wants to cash in on this opportunity but also wants to be the forerunner in this race. In present 2021 ITC has 25% of market shares in overall FMCG sector. In the financial year 2019 ITC's annual turnover of non-cigarette FMCG products is over Rs 18000Cr. ITC has an ambitious target of almost quadrupling this turnover to Rs 1 lakh crore by 2030.

In order to achieve this astounding target of Rs 1 lakh crore turnover ITC is trying to venture in to almost every product category both organically and inorganically in the FMCG sector. The company in 2018 itself has launched 60 products and aims to launch at least 30 to 40 new products from here on. Besides the company is also acquiring other potential brands steadily. Some of the brands acquired are Savlon, Charmis, Shower & Shower and most recently Nimble.

Urban segment accounted for a revenue share of 55% in the overall revenues recorded by FMCG sector in India. The company has taken this fact into account and there by widening the distributor network in the urban area is a priority of the company. Although the convenience outlet network of ITC is pretty strong thanks to their cigarette distribution network, they want to also have superior direct control over the regular retail network which comprises of grocery store, snacks store, ladies' corners etc.

This project is aimed at assisting in data collation and analysis of competitors in GR1 business so that the FMCG growth can be measured and improved moreover this project aims at increasing sales of GR-1 category by providing more values than the competitors.

PROJECT OBJECTIVE

The objective of the summer training is to ensure that I as a management student should develop a real-life experience for handling the specific project and also to develop an overall understanding of the various management activities related to the area of my specialization. The training gives a substantial corporate exposure and also serves as a useful tool of interaction with the corporate sector.

The project has been derived from the field of Marketing and Sales and is entitled “Data collection and Competitor analysis of ITC in field of GR-1 Business.”

The main objective of the study is: To analyze the Sales data and analyze the Incentive data of Western GR1 Business.

Objectives

- To gain product knowledge of ITC GR1 business.
- To analyse the competitor’s activity GR1 business.
- Perform a routine visit to the outlets for the survey.
- To ensure the maintenance of different SKUs.
- To analyse the incentive schemes of ITC with other competitors.
- To evaluate outlet scores (category wise) of different ISS and Grocery outlets.
- To analyse the perception of consumers and retailers in ITC products.

PROJECT DESIGN & METHODOLOGY

Primary data: It was collected by the means of structured questionnaire from the employees and the consumers. Some of the data was also collected by the means of interviewing method with the help of unstructured questions.

Secondary data: The data was gathered through sources like articles, company website, annual report ITC, other websites.

Sampling Technique: Random sampling was used to take the responses of the peoples without any bias like gender, age, income etc.

Target Population: The target population of the study was Eastern region of Odisha.

Age Group: The target population’s for all age groups with no upper or lower limits.

RESEARCH DESIGN

Definition of Research Design: A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structure within which the research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

Types of research design:

- Exploratory research design.
- Descriptive research design.
- Casual or experimental research design.

Exploratory research design: Exploratory research studies are also termed as formulative research studies. The main purpose of such studies is that of formulating a problem for more precise investigation of developing the working hypotheses from an operational point of view. The major emphasis in such studies is on the discovery of ideas and insights.

Descriptive research design: Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. Studies concerned with specific predictions, with narration of facts and characteristics concerning individual, group or situation are all examples of descriptive research. Most of the social researches come under this category.

Causal or experimental research design: Causal research design deals with determining cause and effect relationship. It is typically in form of experiment. In causal research design, attempt is made to measure impact of manipulation on independent variables (like price, products, advertising and selling efforts or marketing strategies in general) on dependent variables (like sales volume, profits, and brand image and brand loyalty). It has more practical value in resolving marketing problems. We can set and test hypotheses by conducting experiments.

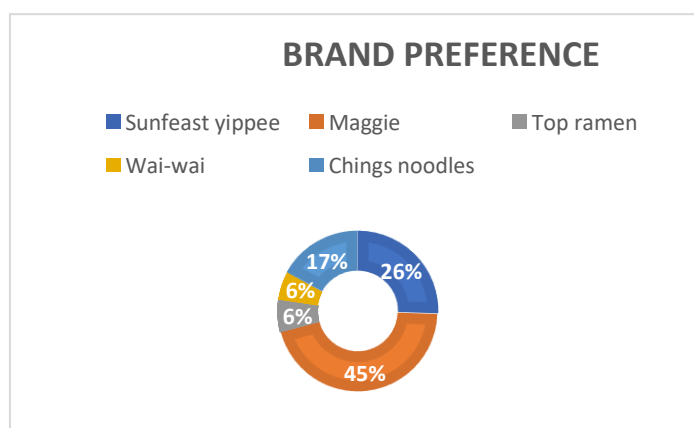
Research Limitations :-

- Limited time span.
- The study was constrained to ITC, Bhubaneswar.
- There were certain constraints while visiting the outlets
- Some of the retailers were unwilling to cooperate while conducting sampling process.

DATA ANALYSIS AND INTERPRETATION

1. Which brand comes to your mind when you think about noodles?

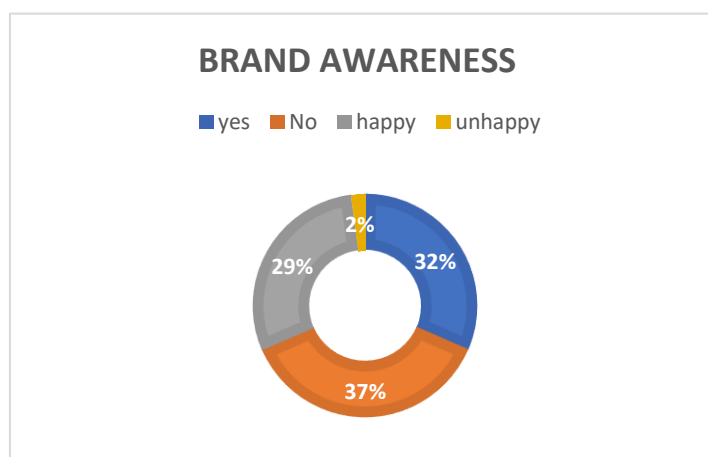
Types of Brand	Percentage
Sunfeast yippee	36
Maggie	64
Top ramen	9
Wai-wai	8
Ching's noodles	24



Interpretation: Above pie chart shows that 45% people are preferring Maggie then yippee (26%) brand followed by chings noodles (17%), top ramen (6%), and wai-wai (13%). Thus it results as, in eastern Odisha most of the people prefer Maggie over yippee.

2. Are you aware of sun bean coffee?

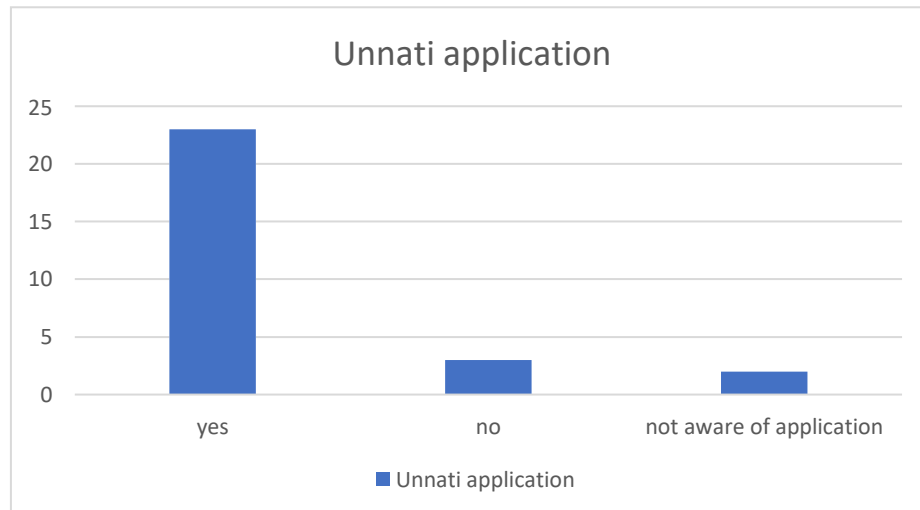
TOTAL RESPONSES	100
Yes	46
No	54
Used and happy with the product	43
Used but not happy with the product	3



Interpretation: This pie chart is based upon the new coffee brand i.e Sunbean out of 100 customers only 46(32%) people have tried this coffee out of which 43(29%) responses are in a positive way.

3. how many outlets using updated Unnati app ?

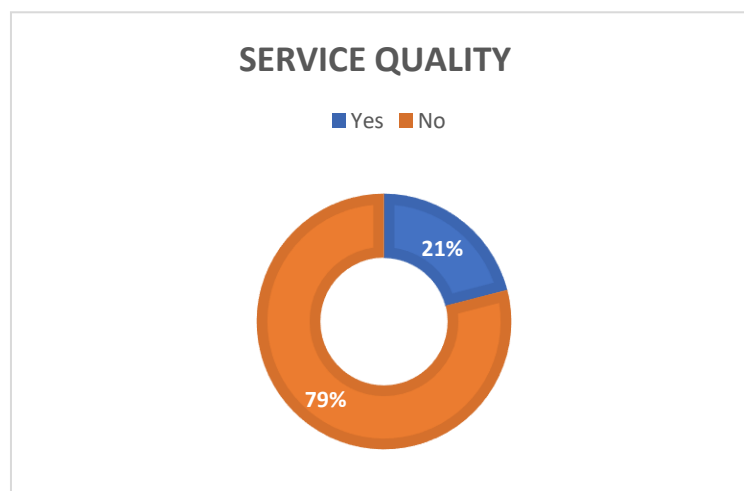
TOTAL RESPONSES	28
yes	23
no	3
Don't aware of Unnati app	2



Interpretation: In this scenario most of the outlets (ISS, Grocery) are aware of the functionality of the application.

4. how many outlets are happy with the service quality of ITC over other brands?

TOTAL RESPONSES	29
YES	25
NO	4



Interpretation:

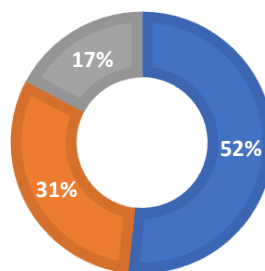
In this case most of the retailers are happy with the service quality of ITC. Around 79% of retailers are happy with the service quality.

5. which brand provides highest incentive?

Total responses	29
ITC	15
HUL	9
PARLE	5

INCENTIVE DATA

■ ITC ■ HUL ■ PARLE



Interpretation:

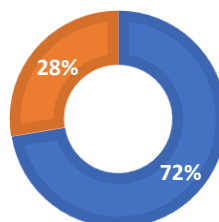
Above pie chart shows that most of the retailers (52%) are happy with ITC incentives, followed by HUL (31%) and parle (17%).

6. are the retailers happy with expiry settlement?

TOTAL RESPONSES	29
yes	21
no	8

EXPIRY SETTLEMENT

■ Yes ■ no

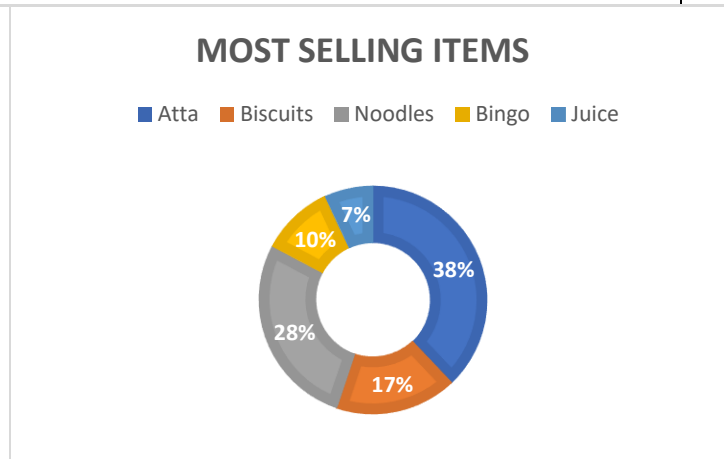


Interference:

Form above we can infer that most of the retailers (72%) are happy with expiry settlement and and damage reimbursement process of ITC.

7. In over-all GR-1 category which is the most selling items.

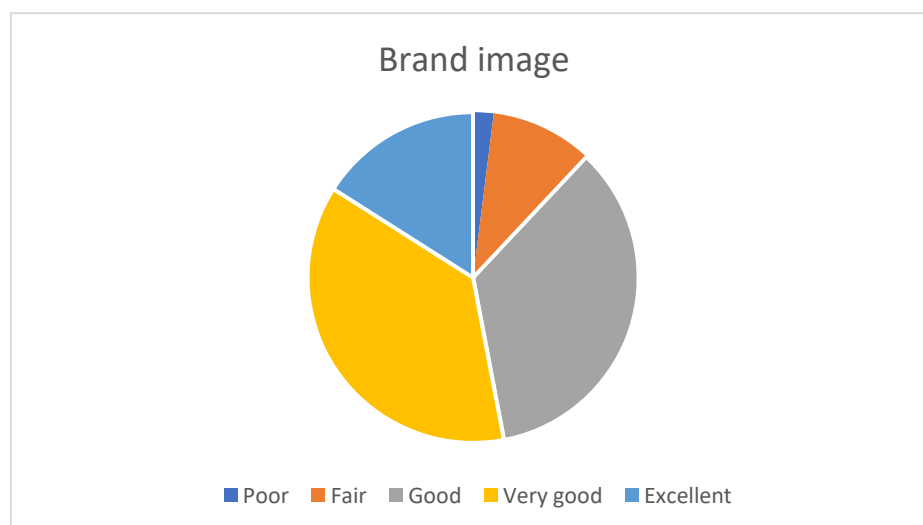
TOTAL RESPONSES	
Atta	11
Biscuits(dark fantasy, bounce, Marie light, mom's magic)	5
Noodles	8
Bingo	3
Juice	2



Interpretation: Above pie chart shows that atta (38%), noodles(28%), biscuits(17%) are the most sellable items in the locality.

8. What is the brand image of ITC in customers perception?

On the basis of the brand preferred by the consumers, they were asked few more questions based on why they stick on to their brand. They were asked to rate their brand on the basis of few characteristics. Firstly, being the most important characteristics is the brand image Brand image is what stands out with the competitors.



INFERENCE

- 37% of the respondents rated the image of their brand as very good.
- 35% respondents rated as good and only 16% of the respondents said that brand image of their brand is excellent.
- It's clear that the brand image is a factor that decides the purchase decision of the bathing soap.

9. Is the product being timely available in the outlets?

Other important factor is the ready availability of products to the consumers. If the bathing soap of a particular brand is not available in the nearby store, the consumers may or may not shift from one brand to another. It is necessary that the producers must supply enough stock at the right time. Delay in the store may cause the consumer to shift to another brand or the product.



INFERENCE:

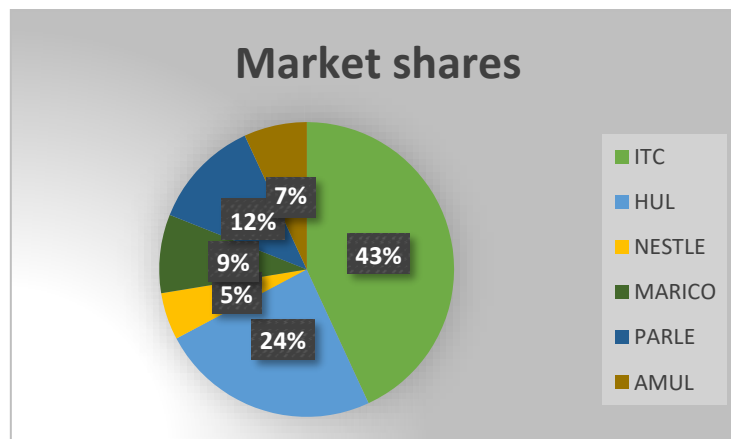
- 45% said that availability of products urge them to try new brands
- 25% said availability may not urge them to try new brands
- This shows that availability does have a direct impact on the buying behaviour of most of the consumers.

COMPARATIVE ANALYSIS

In FMCG industry it is very much necessary to have a proper idea about the competitors.



(Source:- Company reports, wsj.com is used for these data Figures aren't adjusted but may not be directly comparable.)



Source: Wikipedia
Shows FMCG market shares.

As we know India market is very much price sensitive but still we need to assure our customers regarding the investments they are making for the qualitative products. Here comes a comparative sheet which provides details regarding the market shares of leading FMCG companies.

COMPARISON BETWEEN ITC, HUL, P&G

Sr.no	Particulars	P&G	HUL	ITC
1	Market Capitalisation	46,50,655.92 lakhs	5,75,33,207.08 lakhs	2,52,41,458.88 lakhs
2	Revenue	786.59 cr.	40,415 cr	74,979 cr
3	Net Income	48.98 cr.	7995 cr	13,161cr
4	No of Employees	18000	21000	36500
5	Products	Household & Personal Products	Food, beverage cleaning agents and personal care product	Cigarettes/ Tobacco and personal products
6	Headquarters	Mumbai	Mumbai	Kolkata
7	Current Share Price	14,325.70	2782	242

(competitor analysis of some major players)

Findings:

- The primary data collected from the retailers by interviewing them and information collected by secondary sources led to the following key observations were made to meet objectives of the study.
- The number of employees assigned for GR-1 are not sufficient.
- Some of the retailers are unhappy because they can't get enrol for modern-trade.
- Sales in certain products like b naturals and sun bean is very poor.
- In some places un-even distribution of products have been noticed.
- Some of the products have been delivered with short expiry.
- Some sort of retailers has complains regarding damage settlement.
- Territory allotted to salesmen doesn't consider the sales potential of the areas.
- All the SKUs of a product are not being brought in the market at a time.
- Sometimes it is found that the sales person hides offers from retailers in ready stock sale model.
- Salesmen focuses more on large ISS other than grocery outlets because of larger purchase orders.
- Billing of new outlets done on the name of another existing outlet.

Recommendations:

- Should give more priority to weaker section like Sunbean and b naturals.
- Proper training should be provided to the sales person.
- Apparel should be provided to salesmen to enhance brand awareness.
- Salesmen should be provided incentive for adding new outlets.
- The incentive of the salesmen should be based on the number of outlets served by them too rather than merely on sales volume.

Day to Day work:

Now-a-days the FMCG industry has a tremendous growth and there is a lot of scope for growth. Throughout the journey of my internship I found quite supportive people around me.

- In the initial days I was assigned with the task to gain knowledge about the industry and the diversified portfolios. So I was working in the warehouse. I.e Annapurna traders.



- After that I was assigned with Mr. Debaraj palei (supervisor) who was very kind enough to give me insights of the each and every little thing.
- After that I was assigned with Mr. satya (PPMS). Who also helped me in collecting the necessary datas from the stores.



- After some days I was also assigned with PCP category, where I found more insights about ITC's diversification. Also watched over the promotional activities of other brands.



- In the time of Dussehra festive there was some innovations are going on by ITC. Every merchandiser and sales person assigned with decorating the stores according to the theme which is a good promotional activity by ITC.



- Also there was some promotional activities for candyman fantastic. Which has a good response in market.



During my internship period I used to wake up in the morning after that need to do a follow up call for the day. After that I start my day with the market visit in different routes. After some day by talking to so many retailers and understanding the work force, day by day I became confident about my work.

This project helped to understand consumer behaviour how they react to new product, specification of new product, to their price, what are their needs and wants with respect to their preferences.

This project also helped me in analysing the data. Knowing major competitors with ITC. Learning about the vast diversification and smooth operation of the products. The overall learning experience is quite good. Thanks to Mr. Goutam Kumar Dash (AE) and Mr. Mallikarjuna kalika (AM) for the constant support.

CONCLUSION

I would like to conclude by saying that ITC is considered as the king of FMCG sector of India. Since it's an oligopoly market the competition is tough.

The project entitled "Data collection and Competitor analysis of ITC in field of GR-1 Business" has helped me in studying the various aspects of consumer behavior especially towards GR1 category.

The study also helped in understanding the existing competitors in the market with greater market penetration. Every player in the industry is trying to cover more market share than the other. So the company must be more alert providing high quality services and awareness to customers.

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