

**IMPACT OF SALES PROMOTION ON
SALES OF REAL JUICE**

By

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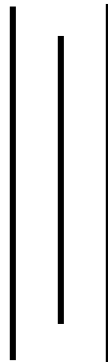
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RECOMMENDATION

This is to certify that the Thesis

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Entitled:

IMPACT OF SALES PROMOTION ON SALES OF REAL JUICE

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**IMPACT OF SALES PROMOTION ON SALES OF REAL JUICE**” submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business Study (M.B.S.) under the supervision of **Dr. Narayan Krishna Pradhan** of Shanker Dev Campus.

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CHAPTER - I

INTRODUCTION

1.1 Background of the Study

In today competitive world, each and every manufacture, producer and organization wants to sell their product or services. Now business is being very competitive and complex. Similar types of various products are increasing day by day. They all want to

reach their target to maximize their sales and profit. So the producers are using various sales promotional tools and techniques to boost up sales of their product.

Sales promotion is becoming a very popular technique. it is highly visible element in the marketing mix. It tells the target customer about product, price, and place. It is also known as marketing communication. Promotion consists of activities that facilitate exchanges with the customer through persuasive communication to stimulated demand.

The concept of sales promotion is not new. The technique of sales promotion is being used by the producer/manufactures since 21st centaury. Sales promotion technique was used first time by John H. Pattson of United State, a founder of national cash register Company. He thinks that sales of the product can be increased if monetary advantages are given to the consumer. Since then the technique, consumer promotion is being used by many companies. Many researchers have researched on sales promotion. They found that many consumers are attracted and encouraged to buy if we can provide extra advantages. These activities of consumer forced, manufactured to make frequent use of different new and attractive promotional tactics. So manufacturers want fast sales of their product. For this, they always seek new techniques and ways to sell their products. Sales promotion has become as a solution for all above mentioned marketing problem.

Sales promotion has been increasing popularly as a promotion tool. Marketers are using it aggressively. Sales promotion refers to short term incentives to stimulate demand. it is used to create stronger and quicker response. It can de directed at consumer, middlemen and sales personnel. It supplements advertising and facilitates personal selling.

“Sales promotion refers to demand stimulating devices designed to supplement advertising and facilitate personal selling” (Stanton 1989). Sales promotion is selling activity that co-ordinates advertising and personal selling into an effective persuasive forces. It is claimed that sales promotion buyers moves direct toward the product, well known media of sales promotion include packages. Samples , premiums, coupons, contests and trading stamps .in some circles, sales promotion techniques are grouped together under the label “marketing services”.

Many sales promotion campaigns involve the use of incentives. Incentives are “something of financial value added to an offer to encourage some overt behavioral responses” (Kolter, 1975:21-7). They increased the presumed value of the product in the hope it will gain wider acceptance from consumers. It is important to add sales promotion incentives are used by non-profit organization’s as well as profit making ones.

It consist of diverse collection of incentives tools, mostly short term ,designed to stimulate quicker and or greater purchase of product by consumer to the trade. Whereas advertising offers a reason to buy, sales promotion offers to incentive to buy. It includes tools for consumer promotion (e.g. samples, coupons, cash refund offers, price –off, premium, prizes patronage rewards, warranties), trade promotion(e.g. buying allowances, free goods, merchandise allowances, cooperative advertising, advertising and display allowances, push money, sales contest)and sales force promotion (e.g. bonus, contest, promotional kits and sales commission).

A decade ago, the advertising to sales promotion ratio was about 60:40. Today, in many consumer packaged good industries, the picture became reverse, with sales promotion accounting for between 60 to 70 percent of the combined budget. Sales promotion expenditure has been increasingly 12 percent per year compared with advertising’s increases of 7.6 percent. Several factor contributed to the growth of sales promotion. The growth of sales promotion media (coupon, contest etc) has created a situation of promotional culture, similar to advertising culture. It varies in their specific objectives.

Sellers use incentive type of promotion to attract, new users, to reward loyal customers and to increase the repurchase rates of occasional users. New users are of three types- users of another brand in the same category, users in other categories, and frequent brand switchers. Sales promotion often attracts the brand switchers because users of other brands and categories do not always notice or act on a promotion. Brand switcher is primarily looking for low price, good value or premiums.

In the modern marketing era, cut-throat competition is the main characteristic of the modern marketing world and Nepal too is not exception to this competition, has been taken very seriously in the Nepalese consumer market. Today many brands even a specific product category are being sole in a Nepalese market consequently. Nepalese consumer has wider choice while buying most of the product. They are not compelled to buy any particular product rather they are free to choose whatever they like among the different brand. In this contest every company trying to prove his product as the best and attract them by offering to different sales promotional tools and techniques. That is why, in the short run, sales promotion tools are more effective than advertising by offering different tools to attract new user as well as old and achieved their target goals.

1.2 Importance Tools of Sales Promotion

Sales promotion objectives are derived from broader 'promotion objectives, which are derived from more basic marketing objectives develops for the product .the specific objectives set for sales promotion will vary with the target market . For consumer objectives include encouraging purchase of large size units, building trail among non users and attracting switchers away from competitor brands. For retails objectives includes retailers to carry new items and higher level of inventory, encouraging off-Season buying, courage stocking of related items, off-setting competitive promotions building brand loyalty of retailers and gaining entry into new retail outlets. For the sales force objectives include encouraging support of a new product or model, encouraging more prospecting and stimulating off-season sales.

1.3 Statement of the Problem

Sales promotion cannot be exaggerated in the present situation. Increasing competition and sophistication of market has made it a compulsion in any business enterprise. Sales promotion plays a vital role in the promotional efforts by inducing the consumers to buy the products and help them about the buying decision. Through the sales promotion activities, business enterprise can get success in the market by using different tools and techniques. They influences by the scheme which are offered by the company. They tend

to change their brand if they get a handsome offer. So that company most considered in the sales promotion tools and technique in old products as well as new products.

Nowadays Nepalese cold drinks market is very competitive. Various cold drinks are available in the market. They all want to achieve high market and go ahead than competitors. For this purpose they spend large amount of money for advertisement and sale promotion. Only advertising is not working these days. Various brands of cold drinks are available in Nepalese market. So consumer has many options to choose their favorable brand. The producer find very tough to sell their product. So they start to sales promotion techniques to capture the large market share. Nepalese management is still in underdeveloped stage. Manufacturers cannot say definitely that their promotion is effective or not. What are the impact being seen in the sales of cold drinks due to use of promotion? It is also very important to know that what sort of tools is very effective to enlarge the market share. The present study is trying to answer all the above questions.

1.4 Objectives of the Study

Sales promotion concept is new in Nepal. There is lot of thing to research and find out the practice of sales promotion. The following are the main objectives of present study.

1. To find out which promotion tools are widely practiced by Nepalese business organization.
2. To evaluate the impact of sales promotion activities in sales of Real Juice in Kathmandu
3. To evaluate and analyze the relationship between sales promotion package and consumer behavior towards the Real Juice in Kathmandu.
4. To recommend future course of action for related organization1.

1.5 Significance of the Study

Today's market has become very competitive because of the globalization, where the marketer is facing the problem of not getting the target market share, overstocking and competition. Different types of product with large no. of alternative brands are available in Nepalese cold drink market. In this situation, sales promotion is one of the short-term incentive tool which helps to increase the sales and achieve target in the Nepalese market. There are different brands of cold drinks such as Real Juice, Frooti, Fanta, Dew, Pepsi

etc. Each brand has its own promotion strategy for increasing the sales. But there is not fixed defined sales promotion tools for all the cold drink industries. So there is a need to find out impact of different sales promotion tools to increase the sales of cold drinks.

The finding of this study may provide guideline for making the strategies of successful marketing activities and sales related activities. This study also provide the valuable reference to the students and researchers who are interested in conducting further research in sales promotion.

Research Question

The following question will be analyzed in the study.

-) Does consumer give more weight to sales promotion rather than any other promotional tools while making product selection decision?
-) What is the best sales promotion way to impact on sales to the consumer for brand selection?
-) Does sales promotion contributes in more sales?
-) Does consumer choose a specific brand because of sales promotion?

1.6 Limitation of the Study

This research will be conducted only for a study purpose. The research to be done by a student has very limited time and resources. This study will be confined within the Kathmandu valley. So it may not represent all the Nepalese cold drink market. The sample size that will be taken for this study will be small in comparison to the population of study.

1.7 Organization of the Study

This study will be organized into five different chapters. This chapter will be as follows:

Chapter I : Introduction

This chapter provides background and information on the subject matter of research, undertakes and presents general idea and information about sales promotional tools and techniques. So the this section include a brief description of sakes promotion. Likewise

statement of the problem, objective of the study, significance of the study and the limitation of the studies are studied under this section.

Chapter II: Review of Literature

This section includes the reviews of relevant previous writing and studies to find the existing gap. So the past studies in the sales promotion will be reviewed to examine what new can be contributed. It includes review of textbook thesis.

Chapter III: Research Methodology

In this chapter the research methodology employed for the study 1 will be described. it includes research design, data collection and source of data, data processing procedure, gathering, presentation and analysis of data .

Chapter IV: Presentation and Analysis of Data

This chapter deals about the presentation, tabulation, interpretation and analysis of data through different statistical tools and technique. Major findings are also present in this section.

Chapter V: Summary, Conclusion, Findings and Recommendation

This chapter is most important part of the study where major finding will be summarized, valuable recommendation and conclusion and drawn.

Bibliography or references and appendix will be included in the last part of the study.

CHAPTER - II

REVIEW OF LITERATURE

2.1 Sales Promotion

Sales promotion sometimes described as the bridge between advertising and sales, it is defined as a method of marketing communication other than advertising and personal selling. Publicity as a non-paid medium of communication is kept apart from advertising, personal selling and sales promotion. However, in a communication mix, all the elements advertising, personal selling, sales promotion and publicity are combined together.

Sales promotion techniques may differ according to the types of the product under consideration. A manufacturer of durable goods may not be directly involved in a sales promotion after that is offered through channels. The type of offer varies from product to product. A medicine, for example, cannot be promoted through incentives to the ultimate consumer. It is best promoted through opinion leader and the appeals made by the sales force prove to be more effective. But cigarette promotion is popularly carried out through incentives offers.

“Sales promotion refers to short term incentives to stimulate demand”. It is used to create a stronger and quicker purchase response” (Agrawal, 2001:376). It can be directed at consumer, middleman and sales personnel. It supplements advertising and facilitates personal selling. “Sales promotion refers to demand stimulating devices designed to supplement advertising and facilitates personal selling” (Stanton, 1989: 126).

Sales promotion consist of a diverse collection of incentive tools, mostly short designed to stimulate quicker and /or greater purchase of a particular product by consumers or the trade. Whereas advertising offers a reason to buy, sales promotion offer an incentive to buy (Kotler, 1988: 139).

“In a specific sense, sales promotion include these sales “activities that supplement both personal selling and advertising and co-ordinate them and help to make them effective,

such as displays, shows and exposition, demonstration and other non recurrent selling efforts not in the ordinary routine (American Marketing Association).

“Sales promotion refers to activities of non- recurrent nature that are used to reinforce personal selling and advertising for stimulating consumer purchasing and dealers effectiveness” (Koirala, 2057: 114).

“Sales promotion consists of diverse collection of incentives tools, mostly, short term, designed to stimulate quicker and/or greater purchase of particular product/services by consumer or the trade” (Kotler, 1990: 140). Sales, promotion includes tools for consumer promotion, trade promotion (i.e. buying allowances, free good) and sales force promotion.

2.1.1 Features of Sales Promotion

According to Philip Kotler, the following are the common feature of sales promotion.

-) Sales promotion includes incentive tools- Advertising and personal selling provides customer reason to buy a product. It is more aggressive and provides direct incentives to buy the product.
-) Sales promotion is Mostly Short-term- Sales promotion are normally implemented for a short period of time. Most of the sales promotion scheme is non-cyclical and normally not repeated within the same years.
-) Sales promotion is targeted at quicker and /or greater sales: sales promotion are basically targeted to achieve either faster sales or higher sales volume of a product. Various sales promotion incentives induce new customer to buy the product and “existing customers to buy more of the product.
-) It is directed at target audience- the target of sales promotion can be consumer, trade channel and sales personals. These sales promotion tools differ according to the target category (Agrawal, 1999:151).

In conclusion, it can be said that sales promotion is a short term direct cement or incentive to the sales force, distributors, or the consumer with do primary objective of

creating an immediate sales. The sales promotion offer may in different forms depending on the time; situation and place. An effective marketer makes an offer which is both creative and attractive in nature and relate to the sales of a particular product or services.

2.1.2 Sales Promotion with other Promotional Activities

The major importance of promotion activities is that they are undertaken to increase the sales of good and services.

2.1.3 Sales Promotion and Advertising

Advertising and sales promotion are obviously not amenable to any clear line demarcation. There is no convenient criterion to draw dividing lines between the two. Allocation of funds for advertising promotion expenditure is often made on trial and cruor basis .the most popular distinction between them is the dimension of a product. Product on sales has two dimensions, the intangible and tangible (Leonard M. Lodish). Advertising is used to create awareness, image, and attitude and sales promotion is aimed at specific action (buying and selling). Advertising is used to build long-term brand awareness and sales promotion for the decision to buy.

Sales promotion and advertising differs in term of objectives as well as the frequency, duration and purpose of users. Advertising informs, persuades and remains the target market where as the sales promotion goes to encourage purchases by the brand loyal consumers and attracts new competitors brand users. For effective sales promotion are required creative talent, time and money. It becomes expensive with frequent operation while excess sales promotion with respect to a branded product may hurt the product's brand image. Advertising creates awareness in the market place and may be repeated several times to acquaint and remained the target market. Thus, advertising is designed to create , an image of or to carry a sales message about a product or services to the consumer, while sales promotion is an activity used to generate an immediate sale of the product or services.

2.1.3.1 Sales Promotion and Publicity

Publicity is non paid communication is expected to promote brand, products, persons, places, ideas, activates and organization (Kolter, 1976: 153). Publicity established indirect relations with industries or organizations. It is the function of public relations department of an organization to establish and maintain good relation with the public. Publicity covers security editorial space as divorced from paid space, in all media read, viewed or heard by company's customers or prospects. For the specific purpose of assisting the meeting of sales goals, publicity and sales promotion do not go together. A non-controlled media is coincident with an event. It is an additional voluntary effort for sales promotion which can improve the image of a product or service to the people. So, to please them, a public relation officer tries to bribe, the media of publicity. If it became paid promotion, the image of publicity is killed and will be an element of advertising. So publicity can be an element of promotional mix but not and element of paid or controlled promotion mix.

2.1.3.2 Sales Promotion and Personal Selling

Personal selling, in a brand sense, refers to communication aimed at generating customers for products, services, or ideas. Personal selling invariably means face to face communication. It is defined as "oral presentation in a conversation with one or more prospective buyers for the purpose of making a sale (Edward M. Mazze, 1976:4).

The objectives of sales promotion and personal selling are different. Sales promotion is supporting activity to influence consumer buying and to attract them. Whereas, personal selling aims at selling and makes effort to match selling with buying. Sales promotion uses the sales force for a high selective for m of communication that is to educate the trade channels about the product and to help is display and exhibition. Personal selling is used to build up buyers performance conviction and action. Sales promotion is occasional in nature which attracts the consumers to the point of purchase and encourage them to purchase more through incentive offers, where as sales personnel visit the target market and educate them about the benefit and, use of products and service as a continuous process. Sales forces used in sales promotion concentrate on a specific brand for a

specific period of time. Sales people have never been involved with the retailer promotional needs or with building a solid business relationship between the company and retailer, nor are they prepared, apparently to do so (Frank and Philip: 1986:63). However, personal selling is popular in case of highly selective brands which can penetrate the market through opinion leaders. At the point of purchase, trained sales personnel can impress more customers than an amateur individual.

2.1.4 Objectives of Sales Promotion

Sales promotion is an offer of different tactical promotion tools to stimulate or to create immediate sales. They are varied in form so no single purpose can be attributed to them. Thus, for example, the purpose of free sample may be to stimulate the consumers for a trial, whereas the purpose of free management advisory service cement as a long term relationship with the retailer. However all these diversified activities may be grouped into 3 major categories by specific target audience and promotional objectives.

- J Sales promotion designed to stimulate support and provide the incentives for the sales force in its merchandising and selling effort.
- J Sales promotion designed to motive middle man towards providing active and enthusiastic support in marketing company's products.
- J Sales promotion designed to provide the consumers with incentives aimed at stimulating trial or continued use of specified products

A sales promotion program, if carefully designed, coordinate and time should be implemented at all three levels.

2.1.5 Characteristics of Sales Promotion Tools

Sales promotion consists of combination of various tools with different objectives, implications and functions differently in the mix. To match them with the product lifecycle, or the type of product and the nature of the product requires the full knowledge of each tool. Sales promotion is tactical and creative in nature. The tool actually offered may be distinct from what are explained here. However, the most popular tools are the following.

) **Coupons**

A coupon is a certificate distributed by the manufacturer to the consumer redeemable at retail outlet, giving reduction in price on the purchase of particular product or brand. It is the placed either in the package or distributed by direct mail or through sales personnel, or through the media system like newspapers and magazines.

) **Point –of-Purchase (POP) Displays**

A wide variety of point of purchase materials such as poster, banners, streamers, price card, racks, signs, displays and cartoons are placed at on or in retail stores. These materials are distributed to retailers through wholesalers, the sales force or by mail.

) **Samplings**

Samples are offer of a free amount or trial of a product to consume. The sample might be delivered door to door, sent in the mail, picked up in a store, found attached to most expensive way to introduce a new product.

) **Contest and Sweepstakes**

Contest is a call to an expertise with the objective of propaganda about the product to the consumers while sweepstakes offer the consumer the right to participate in a game free of cost.

) **Gift**

Advertising specially is an article of merchandise like pen, calendar, key chains distributed free of cost either by direct mail or through sales personnel and dealers, or from point of purchase display and in store demonstration.

) **Premiums**

Premium is a merchandise item provided free of cost or at reduced price as an incentive to the buyer of specified product. Different kinds of product like the direct premiums, self liquidating premiums, free mail-in premiums, continuity coupon premiums and free give always are in practice.

) Free Trials

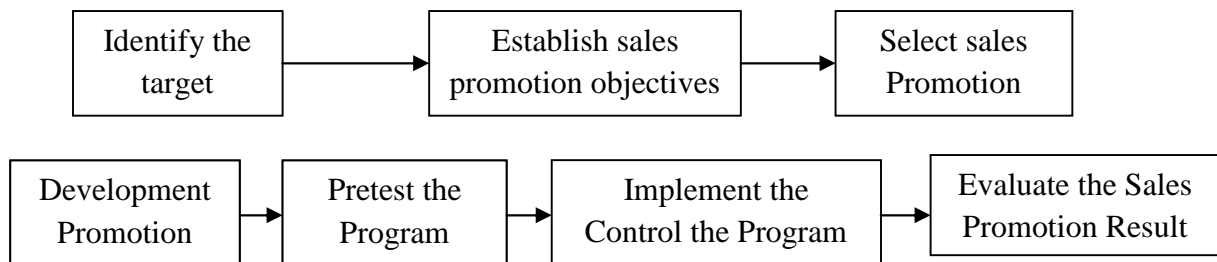
Free trials consist of inviting prospective purchase to try the product without cost in hope that they will buy the product. Thus, auto dealers encourage free vests drives to stimulate purchase interest product warranties. Product warranties are and important promotional tool especially as consumer become more quality sensitive.

2.1.6 Sales Promotion Decision

While inducing sales promotion tools to promote company's sales several decision have to be made decision made. Decision made randomly in sales promotion campaign may be quite ineffective and harmful to the company. Usually, sales promotion decision involves the following.

Figure 2.1

Sales Promotion Decision



a. Identify the Target Audience

The target audience may be consumers, reseller or dealer and sales forces or personnel. It should be clearly identified when sales promotion decisions are lunched.

b. Establish the Sale Promotion Objectives

Sales promotion objectives may vary according to the type of target audience. For consumer, the sales promotion objectives may be to encourage purchase of large- sized unit, build trail among nonuser and to attract switchers away from competitors brand etc... similarly, dealer or resellers, objectives may be to persuade to carry new items, encourage keeping stocks of related items, build. Brand-loyalty and to encourage off season buying, etc. At last for the sales force, the objectives may be to support new product or models, to encourage more prospects and stimulating off-seasons etc.

c. Select the Promotional Tools

On the basis of sales promotion objectives effective or appropriate sales promotion tools should be selected. The appropriate tools can be selected among tools mentioned in the above diagram.

d. Develop Sales Promotion Program

After the effective tools are selected to fulfill the company's objective, the next important steps is to develop on effective sales promotion program . in order to develop an effective sales promotion program, a marketer should consider several factors such as

-) Determine the size of the incentive to be offered.
-) Establish condition for participation
-) Decide on the duration promotion whether it is for one week, one month, or three months
-) Choose a distribution vehicle i.e. whether the coupon is distributed in the package, store, mail, advertising media. Each distribution method may involve a different level of research, cost and impact.
-) Establish time of promotion and develop calendar dates for their annual promotion
-) Determine the total sales promotion budget, including administrative cost and incentive cost.

e. Pretest the Sales Promotion Programme

Before the launching sales program in the target market, it is better to select certain market, it is better to select certain market area and implement the sale promotion program in such selected market areas first time to measure the effectiveness of the programme and to rightly project the company's sales.

f. Implement and Control the Sales Promotion

If the sales promotion program launched in the select market area becomes successful, the final sales program will be designed and implemented in the specified time and the program will be closed after the specified time is completed. Before the program is launched the marketer has to identify lead time to prepare advertising and sales

promotion materials, notify the field sales personnel, purchase on print the special premiums, distribute them to the concern parties including customer to retailer and then identify the duration of the sales promotion for which the program is launched. After completion of sell-in –time the program should be closed. Otherwise the sales promotion will be ineffective.

g. Evaluation the Sales Promotion Results

After sales promotion program is over, the marketer should evaluate the effectiveness of the programme and the benefits received by the company by launching such program me. If the programme found successful, the company can offer the same type of promotion program in future too. Otherwise, the program should be redesigned to get maximum benefit.

2.1.7 Nature of Sales Promotion

Sales promotion as those promotional activities (other than advertising, personal selling and publicity) that are intended to stimulate customer demand and to improve middleman’s marketing performance (American Marketing Association 1960). A list of sales promotion activities is a long one. it includes the use of coupons , premiums, in-store display, tradeshows, free sample. Context for consumer or middleman and many other activities .These activities may be conducted by producer or by middleman. Sales promotion by producers may be directed at middleman or at the end users- either household’s consumers or industrial users. Middleman directs their sales promotion efforts at the end users consumer or industrial.

While sales promotion is something separate from advertising and personal selling, all three activities often are interrelated. In fact, a major function of sales promotion is to serve as a bridge between advertising and personal selling to supplement and co-ordinate efforts in these two areas. for example an in-store display (sales promotion) furnished by the manufacture for store selling Michelin tries may feature a slogan and illustrations form Michelin’s current advertising campaign. This effective display then makes the retailers more receptive to talking with Michelin sales people or sales force prospecting

leads may be generated from people who visited the canon copy-machine exhibit at an office equipment trade show.

2.1.8 Method of Sales Promotion

The sales promotion method can be grouped into consumer promotion, trade or dealer promotion and sales force promotions.

2.1.8.1 Consumer Promotion Method

Consumer promotion method encourage customer to visit particular store, purchase a particular brand and purchase it in more quantity. Consumer promotion is launched by retailer as well as manufactures. The choice of tools also varies between new product and existing products.

2.1.8.1.1 Sales Promotion for New Product

Demonstration

Under this method, the product is demonstrated to general public. It is less aggressive promotion method. It is implemented to attracted attention of prospective buyers on the product. It is a popular promotion method among marketers of consumer durable goods and washing powder.

Free Sample

Under this method, free sample are distributed to consumers for free trail. It is very effective promotion method during the introductions stage of the product life cycle. The sample should could be mailed to consumers, distributed in central location or handed out in the retail stores. This method is suitable for low price, like weight consumer items that can be distributed in miniature packages.

Coupons or Trading Stamps

Coupons are certificated of purchase awarded to buyers that can be redeemed into cash or another product. Coupons are distributed manufacture as well as retailers used trading stamps based on total amount of purchase while manufactures distributed coupons on the units of product bought by the consumer.

Money Refunds or Rebates: money refunds or rebates are generally used by manufactures to reward consumers for the purchase of a product. When consumers buy the product they are required to mail a point of purchase directly to the manufactures. On the receipt of the point of purchase, the manufacture refunds the rebate amount prevailed in the deal. Trade fare and exhibition: trade fare participation provides a very wide exposure to the product among potentials users. Trade fairs and expositions are organized at national and internationals levels. Manufacture may participate in such trade fairs in order to expose their new product to a very large number of visitors. Installation and accessory equipments are mostly introduced through special exhibitions. Most of new models of Aircraft, cars, motorcycle are exposed in special Exhibition.

Point of Purchase (Pop) Display

Pop displays are normally placed in retail outlets. They can be in form of posters, cartoons and mobiles. They are strategically placed in the retail outlets to catch the buyer's attention. PoP materials are very effective in building consumer awareness on the product. it often contributes building consumer awareness on the product.

2.1.8.1.2 Sales Promotion Method for Established Product

Premiums -premiums are items offered for free or at minimum cost as bonus for a purchase of a product. Premiums are the most extensively used sales promotion tools in Nepal. Premiums can provide an immediate boosts of sales by attracting competitor's customer.

Price-offs

Price offs offers the product at a reduced price. the label on the package generally announces a price off on the product. Such price-off are used to promote products during off seasons. Price-offs normally stimulate consumer demand and help the marketer to sell products in large quantity in a very short duration.

Consumers Contests

It invites consumer to participate in a contest to win various prizes using their analytical and creative skills. Contest may be organized to solve a cross word or other puzzles.

Consumer buy the product in order to participate in the context that boost the sales of the product.

Consumer Sweepstakes

Consumer participate in sweepstakes by entering their names as participants. Consumers are required to send in several empty packages along with their names, prizes are thawn over all collected names. Sweepstakes are less expensive but more effective than contexts in stimulating sales.

2.1.8.2 Trade or Dealer Promotion

Trade or dealer promotion methods and directed at the resellers. They are targeted to increase inventory level of resellers and build sales traffic at the retail level. This method also encourage resellers to actively participate in the promotion of the product at the local level.

Buy Back Allowances

Buy- back allowances are bonuses paid to resellers. The amount of bonus is calculated on the purchase of a product by reseller during a specified time period. Such allowances are designed to reward resellers in proportionate to their purchases. Large buyers receive higher levels bonuses as compared to small buyers. Buy-back allowances encourage resellers to handle larger inventories.

Free Merchandise

Under the merchandise method, the reseller are offered more units of the product at the regular price. This method also encourage resellers to buy in large volumes in order to increase their profits. It relives the manufacture from maintaining bonus accounts for each resellers.

Buying Allowances

It is temporary price reductions offered to the resellers for purchasing a specified quantity of the product. They are similar to price-off offered to customers. Buying allowances also encourage resellers to buy more units of the product.

Merchandise Allowances

Merchandise allowances or push money is paid to resellers for undertaking special promotional efforts at local level. Manufacture pay push money to retailers for participating in special display. Wholesale also receive push money from manufactures for undertaking local level advertising.

Sales Contest

Sales contests are organized between resellers to recognize and reward the most efficient channel members. Sales contests are based on purchases for wholesaler and effective displays for retailers. The reward is such contest effective displays for retailers. The rewards in such contest may be in the form of cash prizes or special holiday trips .

Dealer Loader

Dealer loader is gift provided to efficient resellers who purchased a specific quantity of the product during a specified period of time. Gifts may be provided to retailers for their special display efforts.

2.1.8.3 Sales Forces Promotion

Sales promotion are directed at its sales forces. It can be used by manufacturers and resellers. It consists of

Sales Contest

It includes sales force to increase sales over a stated time period. The prizes can be cash, trips, or gifts. The indicators should be measurable for sales contests to be effective.

Trade Show and Conventions

The products are demonstrated at trade shows. Sales force develop customer contacts to get sales orders during trade shows. Conventions of sales force are also organized. They provide an opportunity to sales force to interact with the management and colleagues.

Gift Items

Sales personnel are provided with small gift items like pen, diary, key chain, calendar etc. They distributed them to customer free of cost.

Promotions Kits

Sales personal are provided with promotional kits that contain catalogues, brochures and other promotional about product. Demonstration model of the product may also be provided.

Bonus and Commission

They are cash awards to sales force to increase sales over specified volumes. They induce extra by sales personnel.

2.1.9 Potential of Sales Promotion

Sales promotion can supplement the selling efforts by providing an extra incentive to the consumer to purchase the product. But sales promotion as a marketing tool has its own limitation too. And handled without understanding these limitations, its effects can be negative. That means sales promotion cannot be used indiscriminately. It is interesting to remember that quite a few marketing experts have the view that where as advertising builds up brand loyalty, sales promotion breaks down brand loyalty. While such a branding of advertising and sales promotional may not be appropriate, it certainly throws light on the side effects an inept handling of sales promotion can create. No wonder, sales promotion used to be viewed and skeptically by marketing men. However, over the years not only this trend has changed but also a trend to view sales promotion as a constructive marketing tools has developed.

While resorting to sales promotion, it is essential, that these dimensions are kept in focus. Sales promotion should from part of well planned and well integrated communication/promotion strategy. It must be remembered that sales promotion is just one element of the marketing communication mix of the firm. When it seems with the other elements, it is very productive. But when it handled as an independent tool available at the back and all marketing man it can harm the long term interest of the

brand/product. So sales promotion must be used judiciously ensuring that the money spent on the sales promotion adds to the strength of the communication /promotion efforts of the firm.

2.2 Review of Previous Studies

Bhatta (1998), was conduct a research in entitled of “*Sales Promotion and its Effect on Sales: A Case Study, of Beer Market*”. Major objectives of this study were impact of sales promotion on sales of bear. The major findings of this study are as follows:

-) The person drinks beer for relaxation rather other causes.
-) The people prefer San Migule Brand more than other brands.
-) People were aware sales promotion activities. Out of them most people know about cash prize than other tools of sales promotion. Likewise people are insisted by the cash prizes out of all others.

Most people like little bit of the contest but out of persons who have taken parts in contest have not got any prizes yet. And those who have got the prizes are insisted to have same brand of beer. So it is clear that the person who get the prizes out of promotional activities are convinced to have brands of beers.

Electronic media is very popular among the people and the people who watch and listen media notice the advertisement, the percentage of the people notice advertisement for entertainment s are higher than for information.

There are positive relationship between the sales and sales promotion. If the expense on sales promotion increase in the sales increase in high speed.

Cash prizes are the most popular as well as effective sales promotion techniques for beer industries. In one hand, companies in every promotional program offer cash prizes and other hand most people say that they are induced by the cash prize.

Hari Adhikari (2006) entitled on “*Impact of Sales Promotion Tools on Sales of Cold Drinks*” was conducted in the field of sales promotion. The following are the major objectives of the present study.

-) To find out the promotional tools and media is more acceptable to Nepalese consumer.
-) To evaluate effectiveness of sales promotional activities in the sales of cold drinks in Nepal.
-) To evaluate the relationship between the relationship between sales promotion package and consumer behavior.

This research is based on primary data as well as secondary data and the major findings of this study were as follows:

-) People are aware about sales promotion activities. Out of them most people know about item prize than coupon than cash prizes .but cash prize is effective than others tools.
-) The sales of one brand doesn't effect negatively to the sales of other brands. As the observation shows that the trend of all two brands are increasing.
-) All media is not popular among the people. Only electronic media (F.M, T.V) is very popular among the people and the people who watch and listen media notice the ads, the percentage of the people notices ads for entertainment are higher than for information.
-) Retailer are interested on promotional program. There are aware of cash prize than other promotional work. Thus sales promotion programme has positive impact on retailers and must of them taken parts on contest and win prizes .

Shrestha, Purushottam (2005), has conducted research study on “*The Role of Advertising in Sales (A study of Bottlers Nepal Ltd., Bottlers Nepal (Terai) Ltd. and Nepal Lever Ltd*” with following objectives:

-) To measure the advertising expenditure of Bottlers Nepal Limited. Bottles Nepal (Terai) Ltd and Nepal Lever Limited and its impact of sales .

-) To analyze the impact of advertising on total performance of Bottlers Nepal Limited, Bottlers Nepal (Terai) Ltd
-) To measure the advertising expenditure as percentage of company sales.

The study has conducted that the only purpose of advertising is to sell something a product, a services or and idea. it is very powerful tool for the creation and retention of consumer demand and it is pivot of modern industry and commerce .Finally the sales has positive relationship with advertising expenditures and advertising plays a significant role on the total performance of company as well as concerned companies devoted a very small percentage of sale to advertising.

The study has recommended that the quality of advertisement should be improved, television advertising is more popular and among the consumers of Kathmandu valley etc.

Aryal (2002), conducted another study is entitled of “*The Study of Market Share of Colgate: in Comparison with Other Brands*”. This study mainly focus to find out the market share of Colgate in comparison with total other brand toothpaste. In this study is based on the primary and secondary data. The major findings of the study are as follows.

-) Normally people brush twice a days in KTM because of the people are educated and are health conscious.
-) Most people always performed T.V media among the various other media .
-) The expenditure on toothpaste by people is not much because the price of toothpaste is cheap than other daily use commodities.
-) Most shops are stocking more brands but close up and Colgate are highly stocking and selling brands.
-) The retailers are purchasing their stock of toothpaste form the distributor mainly because all companies have their own distributor in most of the place in market.
-) The shopkeeper sells close-up in more quantity than other brands. It shows that the close up sales is high and its market share is also high than other brand of toothpaste.

) On purchasing the toothpaste people generally observed different incentives or scheme on different brands. So the scheme have direct impact on sales. Hence the different companies offer different schemes on their products and on observing the view of people, they also say that the scheme and different prizes induce them.

CHAPTER - III

RESEARCH METHODOLOGY

3.1 Introduction

The basic objective of this study is to know the impact of sales promotion tools on the sales of the particular product. Change in sales due to use of sales promotion techniques or the mode of sales promotion. To achieve these objectives, this research is mainly based upon the sales data collected from the dealer of cold drinks and also the observation taken from Kathmandu. The questionnaire is distributed to the different levels of persons who generally use various tools and techniques like wise the sales data collected from different sources and analysis by the means of different useful statistical tools mainly regression to see the relationship between the sales and cost involved in sales promotion and chi square(χ^2) test.

3.2 Research Design

The present study is based on the survey research design. The research was concentrated to find out whether the sales promotion affects the sales of cold drinks negatively or positively and what mode of sales promotion is more effective for the sales of cold drink. In spite of the above, this study is also trying to find out what media is effective to give message about sales promotion, which tool is more acceptable for consumers to accomplish these works. We use exploratory research method. Because we are checking something in two different ways i.e. sales data of consumers and direct observation of the cold drinkers. The exploratory research is more effective.

3.3 Nature and Source of Data

The two types of data are used in this study one is from consumers and other is sales data from manufacturers. Mainly, the nature of this study is based on the primary data. The primary data is collected from the different places of Kathmandu valley and secondary data are collected from the dealer of Real Juice Kathmandu office and from the annual reports of Dabur Nepal.

3.4 Population and Sampling

The population of this study is the whole drinkers of cold drink in the Kathmandu valley and some respondent are sample. There were 150 samples from the whole population of the study. Samples were taken from different places of Kathmandu valley. Different age group male as well as female and sales related personnel were included in samples.

3.5 Data Collection Procedure

The data was collected from the primary source consists of extensive field survey containing application of questionnaire, personal contact, observation, interview and discussion with different persons. Some information was collected from published and unpublished documents. The techniques is used for collection is questionnaire and verbal communication with different person who drink cold and related persons.

3.6 Data Processing and Presentation

The collected data were processed by different statistical measure such as mean, percentage, frequency the data can be presented by using different table, chart, figure and bar diagram.

3.7 Data Analysis Techniques

The data collection from consumers through questionnaire is analyzed through the percentage and chi square test and the sales data of Real Juice have been analyzed using regression method

Chapter IV

Presentation and analysis of data

4.1 presentation

this research is mainly of exploratory type so the researcher tried to give more accurate picture of the impact of the sales promotion on actual sales. For this purpose, two way of collection and interpretation of data is considered and given in this study. first type is a survey conducted in Kathmandu to explore what the consumer think about the promotional activities of Real Juice manufactured (Dabur) and second type is sales data of Real Juice , promotional campaigns and its promotional activities impact on the sales of the Real Juice in Kathmandu.

First, we analyze and interpret the survey data and response taken from the market place from the real consumer.

4.1.1 Respondent's profile

Only 150 questionnaires distributed for collection data. the researcher has taken response from the market place from the real consumer. all 150 questionnaires distributive in Kathmandu and cent percent questionnaire collected, the following table given the details.

Table no 1

Demographic analysis

Real Juice Users (Sex wise classification)

Gender	No	Present
Female	90	60
Male	60	40
Total	150	100

The above table shows that out of total respondents male respondents are 60 percents and female respondents are 40 percent who drink Real Juice in Kathmandu.

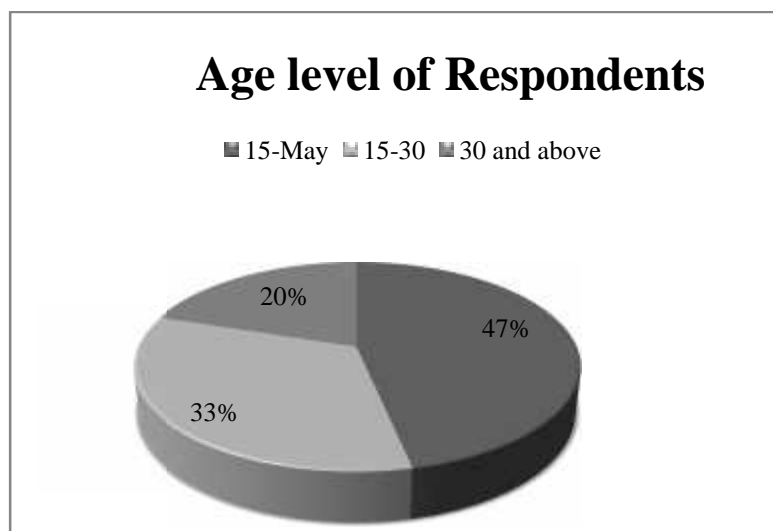
Table 2

Age level of respondents

Age	No	Percent
-----	----	---------

5-15	70	47
15-30	50	33
30 above	30	20
Total	150	100

Source-Field survey 2009



From the above table it can be analyzed different age group. Here the age group of 5-15 are 47 %, 15-30 are 33% and above 30 are 20 %

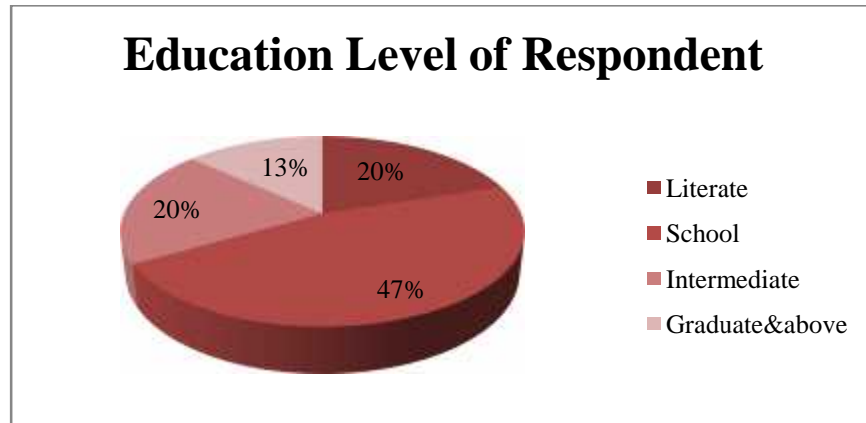
From the above analysis, it can be inferred that most of the consumers are children , adult, teenager, and 30 above .

Table no 3

Education level of Respondents

Education	No	Percent
Literate	30	20
School	70	46.67
Intermediate	30	20
Graduate and above	20	13.33
total	150	100

Source Field survey 2009



From the above table it can be analyzed among the consumer survey , according to education background 20% are literate, 46.67% consumers are school student, 20% are intermediate students and 13.33% are consumers are graduate and above.

From the above analysis it can be inferred that most of the consumers of Real Juice are student of school then after the students of intermediate an literate consumers.

4.1.2 Consumers Cold Drink Drinking Habit and Behavior

To know about consumer habit the researcher start form very preliminary questions like ‘Do you drink cold drinks?’ to the very specific questions ‘Do you stick on any special brand of cold drink?’ the following series of table presents the response behavior .

Table No 4

Drinks Habit

Particular	No	Percent
Yes	144	96
No	6	4
Total	150	100

Source Field 2009

From the above table shows that out of the total respondents 96% drink cold drink and only 4 percent respondents do not drink .

Table 5

Drinking Frequency

Option	No	Percent
Daily	30	20
Twice a week	54	36
Once a month	39	26
Occasionally	27	18
Total	150	100

Source Field survey 2009

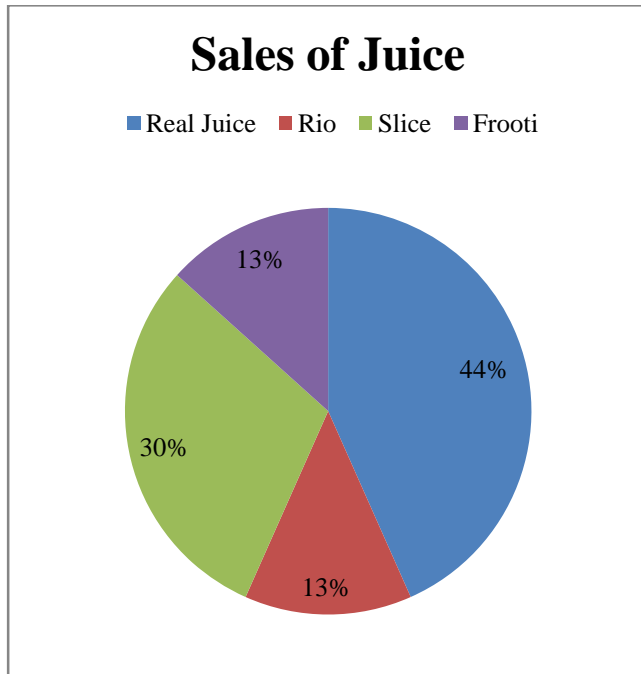
The above table shows the frequency of drinking cold drink of the people 20 percent of the people drink daily, 36 % people drink twice a week, 26% people drink once a month and 18% of people drink cold drink occasionally in Kathmandu valley

4.1.3 Classification of preferences toward Brand by the Consumers

To know the consumer opinion and their preference toward brand by the consumers the researcher ask the question ,”which juice do you like more? The result of responses has been shown in the table.

Table

Options	No	Percentage
Real Juice	65	43.33
Rio	20	13.33
Slice	45	30
Frooti	20	13.33
Total	150	100



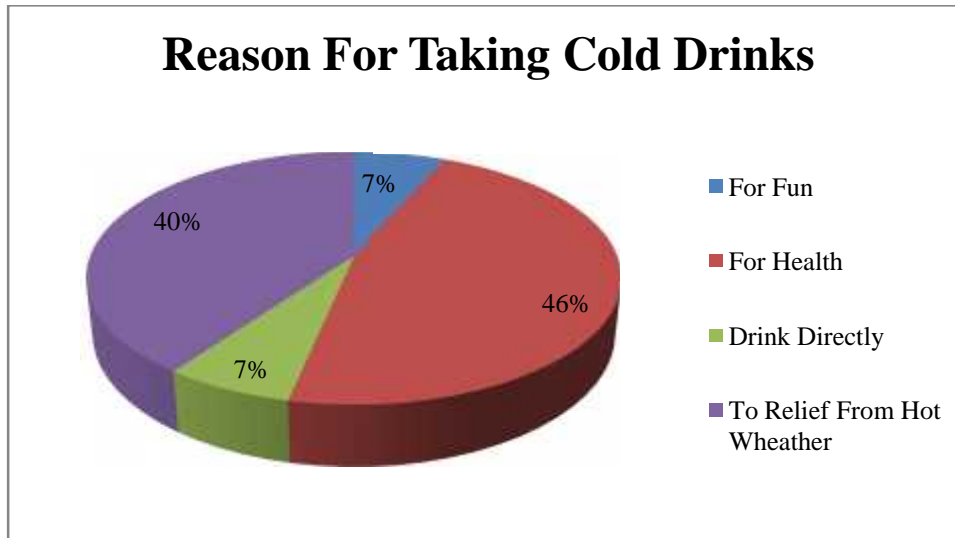
From the above table shows that 43.33% people like the real juice, 13.33% like Rio, 30% like Slice and 13.33% like the Frooti 4.1.3

4.1.4 Reason for Taking Real Juice

Table 7

Options	No	Percent
For Fun	10	6.67
For Health	70	46.67
To Drinking directly	10	6.67
To Relief From Hot Weather	60	40
Total	150	100

Source Field survey 2009



From the above table shows that 46.67% people drink for health, 40% people drink to relief from hot weather, 6.67% people drink for drinking directly and for fun.

4.1.5 Sale Promotion of Cold Drink (Real Juice)

To know consumer opinion and their think about promotional work that cold drink (Real Juice) company performing, the researcher has picked up the subject with very simple questions such as “Do you know about the promotional work that cold drink manufactures perform?” the following is the table relating with promotional work.

Table No 6

4.1.6 Popularity of promotion

Options	No	Percent
Yes	135	90
No	15	10
Total	150	100

Source Fields survey 2009

The above table shows the popularity of promotional work known by 90% of people and only 10% people do know about the promotion.

Table No 8

Awareness Of Promotion

Options	No	Percentage
---------	----	------------

Discount	75	50
Coupon	20	13.33
Cash prize	15	10
Gift	40	26.67
Total	150	100

Source Field Survey 2009



Out of total respondent 50 % people have awareness about the discount, 26.67% aware of coupon, 13.33% aware of cash prizes and 10 % of people aware of gift.

From above table shows that most of the people wants discount and gift because these two things get current discount whenever you purchase drinks.

Table No 8

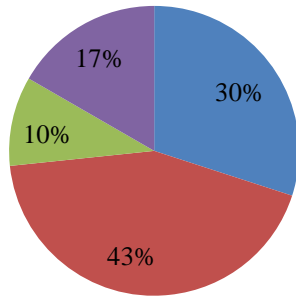
Effectiveness of the Promotional Tools

Options	No	Percentage
Cash	45	30
Discount	65	43.33
Coupon	15	10
Gift/other	25	16.67
Total	150	100

Source Field Survey 2006

Effectiveness of Promotional Tools

■ Cash
 ■ Discount
 ■ Coupon
 ■ Gift/other



The table shows that effectiveness of promotional tools. Out of total respondents 43.33% of people choose cash price, 30% cash, and 16.67% gift/other.

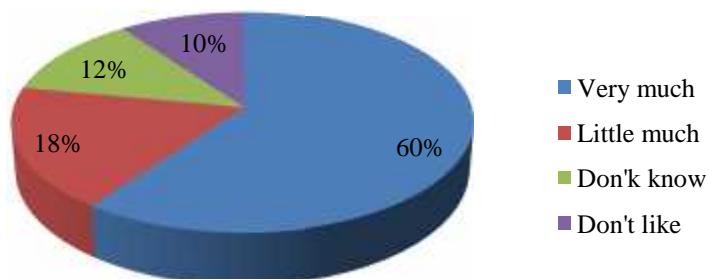
Table No 9

Interest on Promotional Contests

Options	No	Percentage
Very much	90	60
Little bit	27	18
Don't know	18	12
Don't like	15	10
Total	150	100

Source field survey 2009

Interest on Promotional Contests



The above table shows the interest of the people on promotional contents. Out of total respondents 60% of people like these contests very much., 18% like little bit, 12% of people are indifference of these contests and 10% of people are against of these contests .

4.1.7 Media Graphic

Today world is globalized . to know which media is suitable to convey the message of sale promotion, which media is more popular, the researcher wants to ask some questions like “Do you watch/read/listen the programs and news from T.V and Radio?” the following is the table relating with media .

Table No8

Habit on watching Programs

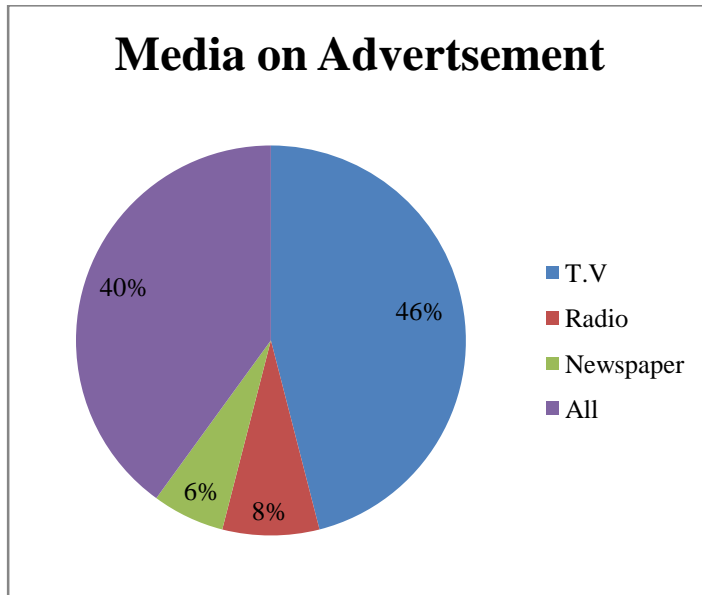
Options	No	Percent
Yes	150	100
No	0	0
Total	150	100

The table shows that cent percent of people watch/listen/read the programs and news on T.V radio and paper respectively.

Table No

Media on Advertisement

Options	No	Percent
T.V	69	46
Radio	12	8
Newspaper	9	6
All	60	40
Total	150	100



The table shows that out of the total respondent, 46 percent of people choose T.V, 8 percent chose radio, 6 percent choose newspaper and 20 percent of people choose all these media to watch/listen/read the programs and news .

Table No 9

Interest on Advertisement

Options	No	Percent
Yes	140	93.33
No	10	6.67
Total	150	100

Out of total 150 respondents, 93.33% of people show interest on advertisement and 10% of people not interest on advertisement

Factors Influencing in Buying Process .

Table9

Options	No	Percentage
Credit facility	10	6.67
Family recommendation	45	30
Sales scheme	34	22.67

Advertisement	25	16.67
All of them	30	20
Total	150	100

Field Survey 2009

From the above table it is observed that family recommendation, sales scheme and advertisement and all of them are influencing factor in buying process.

Out of total respondents 30 % of the respondent are influencing by family recommendation, 22.67% are sales scheme, 20% all of them, 6.67% are credit facility.

4.1.8 Brand Change Behavior of Consumer

To understand about the brand change behavior of consumer, the researcher puts the following questions to the respondent, "Do you change the brand if other brand provides the very effective sales scheme?"

Options	No	Percent
Yes	30	20
No	25	16.67
Sometimes	80	53.33
Don't know	15	10
Total	150	100

Source Field, 2009

The table shows the frequency of decision of respondent in changing brand, influencing by effective sales promotional of other brand .

Out of total respondents, 20% of the respondent agreed with question provided, 16.67% of the respondent are not agreed with question, 53.33% of the respondent answered that they sometimes change their brand if they are influence by sales promotion and 10 %of the respondent are unaware about the changes in brand .

Hence, it concludes that most of the respondent change their brand by influencing other brand offers .

Factors consider in Brand Change

Table10

Options	No	Percent
Quality of product	70	46.67
Effective Sales of scheme	20	13.33
Advertising	15	10
Sales Influence	20	13.33
Family Recommendation/other	25	16.67
Total	150	100

Source Field Survey 2009

The above table shows the factors that the respondent take into consideration while changing their brand.

Out of total respondents 46.67% respondent changes their brand due to quality product, 13.33% of respondent change their brand by effective sales scheme, 10% are influenced by advertising, 13.33% are influenced by seller influences, 16.67 are influenced by family recommendation and other.

Hence, it can be concluded that qualities of product plays the significant role in changing the brand of product .

4 Dealer Survey Analysis

Dealers survey deals with survey done in the dealer, shops to know market situation, sales expenditure records and sales promotion tools and technique. in this survey researcher distributed 30 questionnaire .

Factors Effecting in Sales of Consumer Product

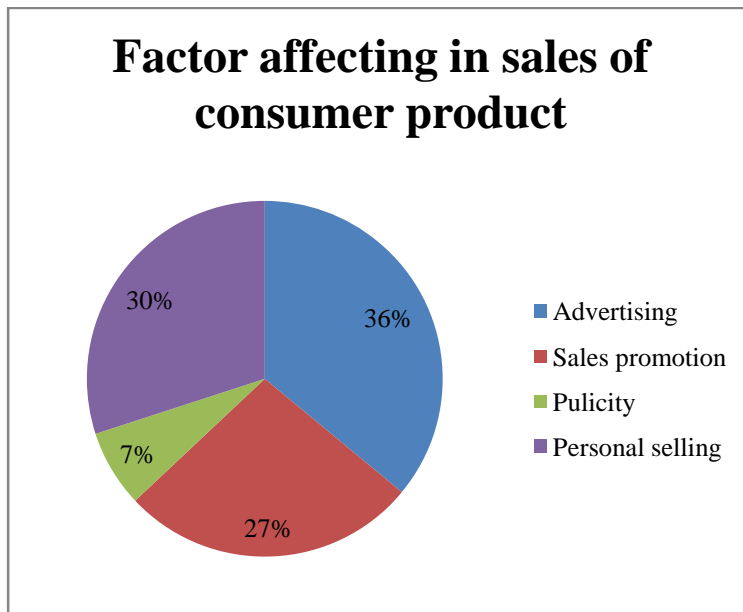
Table 11

Factors	Respondent's No	Percentage
Advertising	11	36
Sales promotion	8	27
Publicity	2	7
Personal selling	9	30
Total	30	100

Field service , 2009

Out of total respondent 36% of the respondent chose advertising as the effective promotion tools, 27% of the respondent preferred sales promotion as an effective tools where as 7 and 30 percent of the sales effectiveness is covered by publicity and personal selling of the respondent survey .

It conclude that advertising is the most important factor in the sales of product. It aware the customer about the products and it attributes .,personal selling and sales promotion also plays the significant role in sales of product .



Source Field survey 2009

It can be also presented in pie chart

.4.2 Analysis of Sales Promotion Tools

Sales promotion tools are directed towards the consumers, sellers or channel members and sales force of the company. Therefore there are three types sales promotion namely consumer promotion, trade promotion, and sales force promotion. For each target group usually separate sales promotion tools are offered .

Consumers promotion tools are always directed towards motivating the target customer. Trade promotion tool is also known as dealer promotion tool which is directed towards motivating the marketing intermediaries. where as sales force promotion tools are directed towards motivating the organizational sales personnel or force .

Table 12

Sales Promotion Tools

Counsumer promotion	Trade promotion	Sales force promotion
Free samples	Free goods	Sales contest
Coupons	Allowances	Trade shows/conventions
Rebates	Price-off	Gift item
Premium/Gifts	Sales contest	Promotional kits
Price off	Gift items	Bonus and commission
Contests/prizes	Credit facilities	
Displays/Demonstration	Trade show	

It can be conclude that consumer promotion plays the vital role in sales promotion .the role of dealer promotion and sales promotion is also very important in sales promotion. Among the various consumer promotion ,price discount, financing facility, warranties and gift has highly influences consumer to purchase the goods.

4.3 Analysis of Sales Data

Sales data of Real Juice has taken from distributor located in Anamangar in kathmand. It was given monthly basis and different flavor. In this part, the researcher has tries to present and evaluate the data of sales and sales promotion expenses used by both companies to promote their product. The sales and expense data present all the flavor of different size of the Juice.

The collected data has been presented in table and diagram. and bar diagram for the simplicity and easy to understand the actual picture. The researcher used only the previous five years data.

Secondary Sales Volume in Lakhs (KTM)

Product	APR0	MAY	JUN04	JUL	AGU0	SEP04	OCT04	NOV	DEC	JAN05
	4	04		04	4			04	04	

Orange(s)1Ltr	501	1463	957	1179	890	1279	338	400	798	750
Pineapple 1 Ltr	779	1135	556	695	612	834	389	198	454	501
Mango Nect 1 Ltr	667	1084	638	1279	723	1001	462	334	686	453
Mixed Fruit 1Ltr	665	1123	890	556	799	879	429	462	334	556
Tomato 1 Ltr	56	28	32	0	56	43	0	0	56	56
Guava Nectar1 Ltr	222	39	400	0	504	531	237	0	210	222
Grape 1 Ltr	166	111	197	81	234	222	0	56	0	167
Act Appl 1 Ltr	612	667	801	0	667	667	0	0	456	456
Act Orange 1 Ltr	56	111	167	267	56	0	0	0	95	61
Litchi Nectar 1 Ltr	250	167	523	389	334	372	0	481	56	278
Org Carrot Mix 1Ltr	0	0	0	0	0	280	83	0	0	0
Cranbery Nectar1ltr	0	0	0	0	0	0	0	0	0	0
Active Beetroot 1Ltr	0	0	0	0	0	0	0	0	0	0
Active Spinach1 ltr	0	0	0	0	0	0	0	0	0	0
Mausambhi 1 Ltr	0	0	0	0	0	0	0	0	0	
Pomegranate 1 Ltr	0	0	0	0	0	0	0	0	0	0
Apricot 1 Ltr	0	0	0	0	0	0	0	0		0
Kiwi Soya 1 Ltr	0	0	0	0	0	0	0	0	0	0
Blackcurrant Soya1Lrt	0	0	0	0	0	0	0	0	0	0
Black current 1 ltr	0	0	0	0	0	0	0	0	0	0
Pinera 1 Ltr	0	0	0	0	0	0	0	0	0	0
Org ra 1 Ltr	0	0	0	0	0	0	0		0	0
R black cur	0	0	0	0	0	0	0	0	0	0
R peach Nec 1Ltr	0	0	0	0	0	0	0		0	0
R Apple Nec 1Ltr	0	0	0	0	0	0		0	0	0
						0	0	0	0	
Total 1 Ltr	3973	5929	5161	4447	4873	6109	1939	1930	3143	3508

Orange(S) 200ml	0	121	364	121	434	121	111	0	0	
Pineapple 200ml	278	121	243	121	0	243	0	0	0	
Mango Nect 200ml	8730	1452	8789	2093	19172	17109	2447	3554	6451	6535
		3		1						
Mango Nect 200ml-N	0		0	0	0	0	0	0	0	0
Mixed fruit 200ml	167	0	0	0	121	243	111	0	0	0
Guava Nectar 200ml	111	121	121	121	121	17	111	0	47	0
Act Appl 200ml	0	121	49	121	121	0	46	0	0	0
Grape 200ml	111	63	0	0	180	182	0	0	0	0
Litchi Nectar 200ml	0	0	243	121	0	0	0	0	0	0
Apple Nectar 200ml	0	0	0	0	0	0	0	0	0	0
Total 200ml	9397	1519	9808	2153	20150	18036	2826	3554	6498	6535
		3		8						
Total	1337	2112	14969	2598	25023	24145	4765	5484	9641	10043
	0	2		5						
Value	92.92	146.8	104.04	180.	173.91	167.81	33.12	38.11	67.0	69.80
		0		60					1	

Product	APR05	MAY05	JUN04	JUL05	AGU05	SEP05	OCT05	NOV05	DEC05	JAN06
Orange(s)1Ltr	1208	1701	1323	755	880	868	1180	230	656	685
Pineapple 1 Ltr	862	985	554	783	481	585	276	327	337	495

Mango Nect 1 Ltr	1042	1331	1155	769	658	743	765	507	565	882
Mixed Fruit 1Ltr	925	1185	1129	769	846	573	578	501	472	253
Tomato 1 Ltr	37	21	0	95	0	19	0	0	8	1
Guava Nectar1 Ltr	286	326	541	224	304	330	226	161	140	275
Grape 1 Ltr	164	195	271	114	89	81	50	61	23	66
Act Appl 1 Ltr	704	743	755	522	395	414	1155	220	353	361
Act Orange 1 Ltr	60	162	62	93	79	86	13	56	38	48
Litchi Nectar 1 Ltr	329	527	476	304	218	415	158	206	150	222
Org Carrot Mix 1Ltr	0	0	51	0	0	7	0	6	18	37
Cranbery Nectar1ltr	13	0	24	25	0	46	0	4	3	4
Active Beetroot 1Ltr	0	0	0	56	39	72	0	11	44	6
Active Spinach1 ltr	0	0	0	56	84	28	3	22	72	17
Mausambhi 1 Ltr	0	0	0	0	0	0	0	0	0	0
Pomegranate 1 Ltr	0	0	0	0	0	0	0	0	0	0
Apricot 1 Ltr	0	0	0	0	0	0	0	0	0	0
Kiwi Soya 1 Ltr	0	0	0	0	0	0	0	0	0	0
Blackcurrant Soya1Lrt	0	0	0	0	0	0	0	0	0	0
Black current 1 ltr	0	0	0	0	0	0	0	0	0	0
Pinera 1 Ltr	0	0	0	0	0	0	0	0	0	0
Org ra 1 Ltr	0	0	0	0	0	0	0	0	0	0
R black cur	0	0	0	0	0	0	0	0	0	0
R peach Nec 1Ltr	0	0	0	0	0	0	0	0	0	0
R Apple Nec 1Ltr	0	0	0	0	0	0	0	0	0	0
Total 1 Ltr	5630	7177	6341	4563	4072	4266	4405	1872	20880	335

Orange(S) 200ml	91	436	61	216	68	118	19	13	63	108
Pineapple 200ml	1	150	184	194	52	62	31	55	0	93
Mango Nect 200ml	19549	25041	23168	24121	18186	43681	1463	1242	1807	771
Mango Nect 200ml-N	96	169	137	195	44	86	93	100	62	39
Mixed fruit 200ml	127	112	229	127	28	68	96	9	19	39
Guava Nectar 200ml	95	140	181	106	0	0	0	0	0	0
Act Appl 200ml	26	80	61	143	0	0	0	106	20	21
Grape 200ml	185	91	188	141	17	44	76	9	46	37
Litchi Nectar 200ml	0	0	0	0	0	0	16	16	17	20
Apple Nectar 200ml	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0
Total 200ml	20169	26220	24209	25242	18395	44060	1756	1549	2034	807
Total	25800	33397	30550	29883	22503	48401	6381	3365	4936	114
Value	179.31	232.11	212.32	207.69	156.40	336.39	44.35	23.39	34.31	79.

Product	APR06	MAY06	JUN06	JUL06	AGU06	SEP06	OCT06	NOV06	DEC06	JAN
Orange(s)1Ltr	476	1093	875	892	1141	1146	1006	759	825	562
Pineapple 1	419	682	628	775	871	651	911	622	558	343

Ltr										
Mango Nect 1 Ltr	618	1020	1060	1249	1001	1191	1020	985	825	719
Mixed Fruit 1Ltr	395	1067	782	1036	1197	1078	1073	608	729	605
Tomato 1 Ltr	1	2	2	3	4	8	1	1	2	0
Guava Nectar1 Ltr	279	413	435	407	409	434	463	372	429	265
Grape 1 Ltr	144	68	199	105	92	38	81	32	70	37
Act Appl 1 Ltr	408	607	870	704	482	962	808	668	505	445
Act Orange 1 Ltr	20	29	79	47	39	92	96	16	55	43
Litchi Nectar 1 Ltr	206	249	469	328	334	254	432	341	75	162
Org Carrot Mix 1Ltr	17	4	41	67	26	57	16	12	36	17
Cranbery Nectar1ltr	1	6	7	18	0	0	0	0	0	0
Active Beetroot 1Ltr	16	33	27	141	0	65	9	17	19	23
Active Spinach1 ltr	51	28	90	23	0	68	0	18	16	18
Mausambhi 1 Ltr	0	0	0	0	0	0	0	0	0	0
Pomegranate 1 Ltr	0	0	0	0	0	0	0	0	0	0
Apricot 1 Ltr	0	0	0	0	0	0	0	0	0	0
Kiwi Soya 1 Ltr	0	0	0	0	0	0	0	0	0	0

Blackcurrant SoyalLrt	0	0	0	0	9	0	0	0	0	0
Black current 1 ltr	0	0	0	0	0	0	0	0	0	0
Pinera 1 Ltr	0	0	0	0	0	0	0	0	0	0
Org ra 1 Ltr	0	0	0	0	0	0	0	0	0	0
R black cur	0	0	0	0	0	0	0	0	0	0
R peach Nec 1Ltr	0	0	0	0	0	0	0	0	0	0
R Apple Nec 1Ltr	0	0	0	0	0	0	0	0	0	0
				0	0	0	0	0		0
Total 1 Ltr	3041	5301	5565	5796	5596	6043	5915	4452	4143	3237
Orange(S) 200ml	30	123	96	165	60	83	205	31	0	0
Pineapple 200ml	23	86	96	137	177	217	13	64	42	0
Mango Nect 200ml	6675	19187	24943	24794	22357	48171	1762	3893	1446	6340
Mango Nect 200ml-N	0	0	0	0	0	27	0	1279	2565	160
Mixed fruit 200ml	37	174	60	110	124	108	10	25	43	0
Act Appl 200ml	0	224	80	48	70	102	29	16	46	0
Grape 200ml	13	0	0	0	0	0	0	0	0	0
Litchi Nectar 200ml	35	0	0	0	42	25	0	20	42	0
Apple Nectar 200ml	0	70	63	32	263	39	73	25	37	0

		0	0	0	0	0	0	0		0
Total 200ml	6839	19863	25339	25286	23092	48771	2065	5353	4221	6500
Total	9963	25298	31039	31304	28873	55407	8074	9866	8415	9776
Value	69.24	175.82	215.72	217.56	200.67	385.08	68.57	58.48	58.48	67.9

Product	APR07	MAY07	JUN07	JUL07	AGU07	SEP07	OCT07	NOV07	DEC07	JAN
Orange(s)1Ltr	1106	1475	845	1109	1344	1217	988	743	1252	321
Pineapple 1 Ltr	531	939	1031	740	1052	784	1036	873	739	408
Mango Nect 1 Ltr	1381	1330	1613	1210	1581	1725	1422	1165	1308	683
Mixed Fruit 1Ltr	1167	1264	1454	137	1330	1202	1175	910	830	717
Tomato 1 Ltr	12	2	6	10	3	0	0	3	0	0

Guava Nectar1 Ltr	548	380	672	660	804	842	662	60	576	242
Grape 1 Ltr	101	117	123	113	100	44	39	0	97	59
Act Appl 1 Ltr	527	803	827	1024	887	942	749	608	478	448
Act Orange 1 Ltr	85	75	34	83	61	63	56	23	27	19
Litchi Nectar 1 Ltr	679	344	774	408	632	398	448	212	298	140
Org Carrot Mix 1Ltr	3	69	31	31	22	22	20	20	29	90
Cranbery Nectar1ltr	0	8	6	50	59	65	9	32	48	16
Active Beetroot 1Ltr	12	24	30	49	65	56	51	37	4	1
Active Spinach1 ltr	36	9	38	9	0	55	44	8	23	18
Mausambhi 1 Ltr	166	76	205	49	0	201	126	250	37	1
Pomegranate 1 Ltr	0	43	157	607	227	414	354	201	348	76
Apricot 1 Ltr	0	9	117	41	0	0	0	0	27	4
Kiwi Soya 1 Ltr	0	80	112	47				0	20	4
Blackcurrant Soya1Lrt	0	0	0	0	0	0	0	0	0	0
Black current 1 ltr	0	0	0	0	0	0	0	0	0	28
Pinera 1 Ltr	0	0	0	0	0	0	0	0	0	0
Org ra 1 Ltr			0	0	0	0	0	0	0	0

R black cur	0	0	0	0	0	0	0	0	0	0
R peach Nec 1Ltr	0	0	0		0	00	0			0
R Apple Nec 1Ltr	0	0	0	00	0	0	0	0	0	0
	0	00	0		0			0	0	
Total 1 Ltr	6354	6974	8075	7378	8167	8031	7177	5687	6141	3277
Orange(S) 200ml	99	50	44	66	100	79	54	51	32	32
Pineapple 200ml	79	47	146	77	49	138	16	24	27	21
Mango Nect 200ml	14591	30386	28998	32954	60536	48824	1168	951	9035	6354
Mango Nect 200ml-N	0	0	0	0	0	0	0	0	0	
Mixed fruit 200ml	0	0	12	39	126	65	76	66	0	20
Guava Nectar200ml	0	0	0	16	80	86	4	0	23	19
Act Appl 200ml	0	0	0	0	0	0	0	0	0	0
Grape 200ml	103	0	10	34	27	0	20	4	12	14
Litchi Nectar 200ml	88	11	0	16	83	56	47	46	40	20
Apple Nectar 200ml	0	0	2097	1001	1752	1810	842	1914	0	1826
Total 200ml	14960	33402	31307	34203	62752	51057	2228	3057	9170	7154
Total	21314	40376	39383	41581	70918	59088	9404	8744	15311	1043
Value	148.13	280.62	273.71	288.99	492.88	410.66	65.36	60.77	106.41	72.4

Product	APR08	MAY08	JUN08	JUL08	AGU08	SEP08	OCT08	NOV08	DEC08	JAN08
Orange(s)1Ltr	1034	1280	1443	1715	1301	786	1220	1106	899	627
Pineapple 1 Ltr	769	1187	1456	1298	1163	1142	736	765	772	460
Mango Nect 1 Ltr	1544	1802	2345	1807	1763	2317	1300	1251	1126	124
Mixed Fruit 1Ltr	1151	1237	2001	1591	1719	1861	1498	1374	1092	852
Tomato 1 Ltr	10	1	3	2	0	6	6	1	0	4
Guava Nectar1 Ltr	882	181	0	1235	1131	813	941	774	702	501
Grape 1 Ltr	63	222	111	147	189	110	78	47	150	89
Act Appl 1 Ltr	816	1109	910	1177	1183	1284	694	671	548	475
Act Orange 1 Ltr	79	2	59	69	42	113	62	0	29	24

Litchi Nectar 1 Ltr	661	661	668	588	655	486	689	474	345	227
Org Carrot Mix 1Ltr	10	42	65	40	26	6	1	36	1	4
Cranbery Nectar1ltr	68	100	141	96	92	21	174	2	36	11
Active Beetroot 1Ltr	34	10	66	77	59	26	9	27	3	0
Active Spinach1 ltr	32	73	16	36	0	31	32	22	4	18
Mausambhi 1 Ltr	261	229	244	269	214	200	200	69	146	125
Pomegranate 1 Ltr	557	338	460	593	616	432	511	67	369	388
Apricot 1 Ltr	30	143	27	0	0	0	0	6	7	4
Kiwi Soya 1 Ltr	9	151	43	0	0	0	0	6	8	3
Blackcurrant Soya1Lrt	0	0	0	0	0	0	0	111	4	4
Black current 1 ltr	19	141	311	0	0	0	0	0	0	0
Pinera 1 Ltr	0	0	0	0	0	0	0	0	0	0
Org ra 1 Ltr	0	0	0	0	0	0	0	0	0	0
R black cur	0	0	0	0	0	0	0	0	0	0
R peach Nec 1Ltr	0	0	0	0	0	0	0	0	0	0
R Apple Nec 1Ltr	0	0	0	0	0	0	0	0	0	0
Total 1 Ltr	8030	8962	10369	10739	10154	9634	8156	6807	6241	503
Orange(S)	41	31	66	121	87	626	166	418	164	234

200ml										
Pineapple 200ml	68	51	105	76	228	605	433	33	92	133
Mango Nect 200ml	20037	53772	29336	44770	64013	60133	3475	2162	5940	143
Mango Nect 200ml-N	0	0	0	0	0	0	0	0	0	0
Mixed fruit 200ml	116	123	66	92	42	18	63	0	0	0
Guava Nectar200ml	112	55	189	150	0	922	605	742	574	525
Act Appl 200ml	0	0	0	0	0	0	0	0	93	47
Grape 200ml	17	41	47	38	1	8	0	0	46	51
Litchi Nectar 200ml	68	96	62	77	67	11	61	7	0	27
Apple Nectar 200ml	0	445	1157	216	420	27	754	207	0	0
Total 200ml	20459	54614	31026	45540	64858	62350	5557	3569	6908	153
Total	28489	63576	41395	56279	75012	71984	13714	10377	13150	203
Value	198.00	441.85	287.70	391.14	521.34	500.29	95.31	72.12	91.39	141

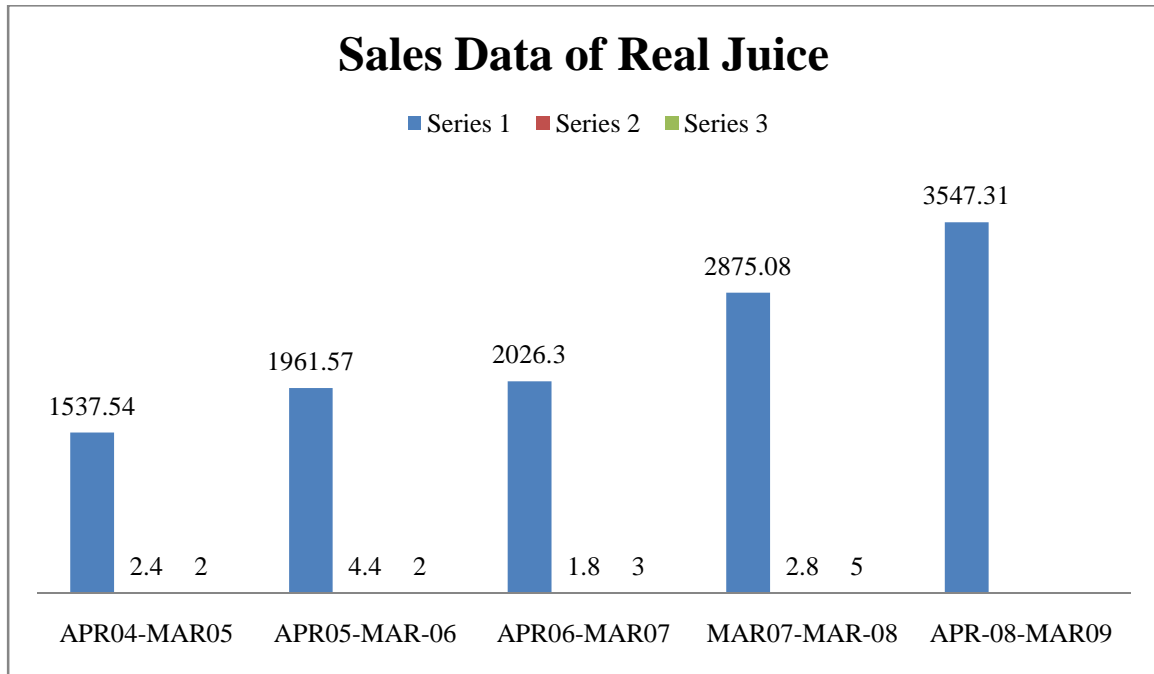
Product	APR09	MAY09	JUN09	JUL09	AGU09	SEP09	OCT09	NOV09	DEC09	JAN
Orange(s)1Ltr	4230	806	1092	873	0	0	0	0	0	0
Pineapple 1 Ltr	971	1102	1454	1089	00	0	0	0	0	0
Mango Nect 1 Ltr	5477	1137	2203	1680	00	0	0	0	00	0
Mixed Fruit 1Ltr	3553	1000	2159	1980	0	0	0	0	0	0
Tomato 1 Ltr	0	43	0	0	0	0	0	0	0	0
Guava Nectar1 Ltr	2782	1286	862	1995	0	0	0		0	0
Grape 1 Ltr	75	172	89	186	0	0	0	0	0	0
Act Appl 1 Ltr	1676	1651	1518	1526	0	0	0		0	0
Act Orange 1 Ltr	33	44	96	23	0	0	0	0	0	0
Litchi Nectar 1 Ltr	357	583	811	1042	0	0	0	0	0	0
Org Carrot Mix 1Ltr	0	0	28	26	0	0		0	0	0
Cranbery Nectar1ltr	52	119	44	76	0	0	0	0	0	0
Active	29	17	53	23	0	0	0	0	0	0

Beetroot 1Ltr										
Active Spinach1 ltr	24	26	110	4	0	0	0	0	0	0
Mausambhi 1 Ltr	95	347	204	139	0	0	0		0	0
Pomegranate 1 Ltr	870	753	663	975	0	0	0	0	0	0
Apricot 1 Ltr	0	0	0	0	0	0		0	0	0
Kiwi Soya 1 Ltr	0	0	0	0	0	0	0	0	0	0
Blackcurrant Soya1Ltr	0	0	0	0	0	0	0	0		0
Black current 1 ltr	0	0	0	0	0	0	0	0	0	0
Pinera 1 Ltr	0	0	0	0	0	0	0	0	0	0
Org ra 1 Ltr	0	0	0	0	0	0	0	0	0	0
R black cur	0	0	48	47	34	0	0	0	0	0
R peach Nec 1Ltr	0	0	51	56	49	0	0	0	0	0
R Apple Nec 1Ltr	0	0	211	289	384	0	0	0	0	0
Total 1 Ltr	20225	9086	11697	12030	0	0	0	0	0	0
Orange(S) 200ml	846	944	1063	914	0	0		0	0	0
Pineapple 200ml	846	640	1208	870	0	0	0	0	0	0
Mango Nect 200ml	37151	42295	49383	54367	0	0	0	0	0	0
Mango Nect 200ml-N	834	0	0	0	0	0	0	0	0	0

Mixed fruit 200ml	0	334	0	20	0	0	0	0	0	0
Guava Nectar200ml	1379	2250	941	3082		0		0	0	0
Act Appl 200ml	0	0	0	0	0	0	0	0	0	0
Grape 200ml	0	0	0	0	0	0	0	0	0	0
Litchi Nectar 200ml	0	0	0	0	0	0	0	0	0	0
Apple Nectar 200ml	0	385	289	721	0	0	0	0	0	0
Total 200ml	41057	46848	52884	59974	0	0	0	0	0	0
Total	61282	55934	64581	72003	0	0	0	0	0	0
Value	425.91	388.74	448.84	500.43	0	0	0	0	0	0

The above secondary shows that sales data of Real Juice increasing year by year. Data can be presented by chart aslo.

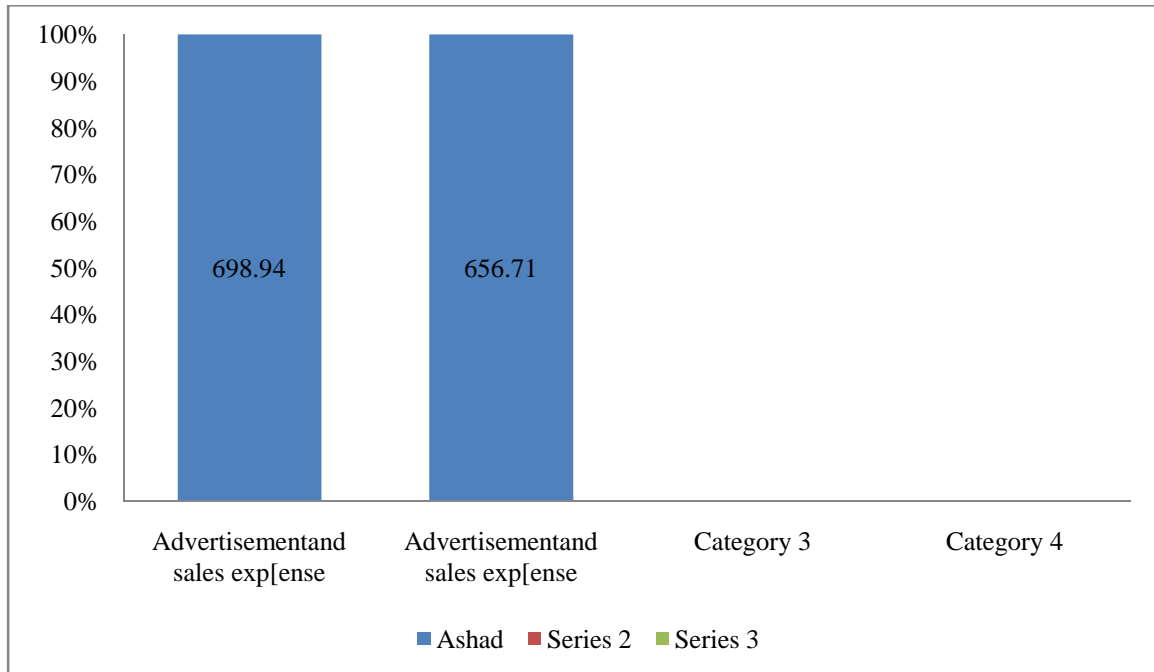
Secondary Data of Real Juice (IN LAKHS)



4.3 Sales data of Advertisement of Real Juice

Secondary data of sales and advertisement expenses (NRs in Lakhs)

Particular	As at 31 Ashad 2065	As at 31 Ashad 2064
Advertisement and sales promotion expenses	698.93	656.71
Total	689.93	656.71



Hare in the above table it shows that advertisement and sales promotion expenses increases year by year.

4.4 Finding of the study

The major objective of the present study to see sales promotional tools are effective or not on the sales of the cold drink .as we learn that sales promotion are effective tool to increase sales so the major findings are as follows.

People like to drink cold drinks .

Most of the people have drinking habit

Though Real Juice falls in the category of cold drinks if the question arise about juice people like Real juice.

Real juice liked by people of all age group but it is more popular among school students.

.

People are aware about sales promotional activities out of them most of the people know about discount ,cash prize coupon. But discount is effective promotion tool than other tools.

Discount is effective tool because if you want to purchase something you will get immediately discount after you paid cash , you don't have to wait for prize.

The sales of Real Juice increasingly month by month but the ratio of sales is higher when the company launched the sales promotion program .this indicated that is positive relationship between the sales and sales promotion. If expense on sales promotion increase the sales increase in a high speed .

The sales of one brand does not affect negatively to the sales of other brands. As the observation shows that the trend of other brand also increasing.

Real Juice drinkers have particular choice of brand but the absence of this brand they to go other brand

All media is not popular among the people . only electronic media (specially)is very popular among the people and people who watch and listen media notice the ads . the percentage of people watching adds during the entertainment program are higher than for information program .

It is found that there is always adds in media and different kinds program sponsored by Dabur

From the experiment it is known that if expenses on the sales promotion increase the sales of the product will be increases.

Larger number of people is interested on promotional contents that manufactures launches as various occasions .

Sales promotion program has positive impact on dealers wholesaler retailer and consumer .

4.5 Practices of sales promotion in Nepal

The present world is going to be globalization .due to globalization the firms has been bearing more competition. In Nepalese context, there are tough competition among the manufactures. Only producing the product ,is not success in the marker. For the success sales promotion becomes necessary tools for the producers. Now different type of sales promotion tools and techniques have been applied to get target goal in Nepal.

Various noodles manufactures have provided cash prizes, gold and other jeweler prizes etc. marketers of woolen offer grand sales during the summer. manufactures of toothpaste provide extra tooth paste and tooth brush free. Several airlines provide lucky draw scheme of free ticket

Kantipur publications offered one year's membership free to customer 10 hour internet
Himal Media Ltd offered one "Yashhiks" camera free to its customer for three year
membership of Himal Magazine Hotels of Pokhara provide "four package program" to
promote internal tourism.

Gorkhapatra has provides "Yuva Munch" of "Muna" free to customers. Himalayan Bank
provides Life Insurance, Free Home, Lakhapati program facility to its saving account
holders

Many marketers of varied products and services regularly offer Price-off Discount,
Bonus, Gifts, Rebates and sample product to their customers in many occasions on
purchase or use of specified product in specified quantity Galaxy, other Surya Tobacco
Company and other Himalayans company organize contests in sports and games to
promote their name in the market.

In medicines multinational companies organize sales contests and provide prizes to the
best performers. They also provide several gifts items such as Notebook, Pen , Clocks,
Towel, Calendar, Sample Medicine to the retail shops and Doctor.

Almost all manufactures provide commission and bonus to its distributors to resellers for
dealer or trade promotion. Similarly they provide the coupons, discount, price off prizes
to its customers and also provide the different prizes to sales forces of owns sales staffs.

Coca-cola and Pepsi –Coal companies also provide different types of cash , discount
liquid free. Sometimes they provide many scheme to the consumer as well as dealer and
sales force. Many shops in Kathmandu give price off special discount during festival.

These are the some practices of sales promotion prevailing in the market.

CHAPTER IV

Summary, Conclusion, Findings and Recommendation

5.1 Summary

In marketing an important function of management has become challenge to every marketing professional. Creative ideas are coming up at a fast pace. The style of sales promotion is not the same as before. Sales promotion and advertising still hold a dominant position in the marketing position in the promotion mix

Sales promotion is a short term direct inducement or incentive to the sales force, distributors or the consumers with the primary objectives of creating immediate sales . the sales promotion are offer on different forms . it depends on time, situation and place. An effective marketers offers both creative and attractive scheme.

Advertising, publicity, personal selling etc became usual that same the consumer hardly get existed by these technique. In the meantime sales promotion came as a panacea for the as the number of brands increase in the market. The rewarding offers made through sales promotion method prove to be more attractive to consumers. As a result sales promotion has received greater attention and efforts of the sales force the encourage , sales to stock product and to persuade consumers to try the product..

In Nepal the increasing importance of sales promotion in marketing as compared to media advertising over the past fifteen years, is the result of success achieved thoroughly sales promotion. The reason behind this has been the challenge of competition faced by business and industry during the later part of this century. Sales promotion refers to the use of different promotion tools to stimulate or to create immediate sales .

Dabur company (Real Juice) which was established in private sector who constantly offer prizes and other tools as promotional techniques . this companies practice the sales promotion method to achieve the following objectives.

To offset the impact of a new competitive products
To create demand for a new product.
To pursue other brands users
To get rid of completion .
To establish purchase habit to the initial users .
To increase immediate sales
To recover the sales
To meet the competition.
To simplify and encourage to work of salesmen to sell .

In conclusion, sales promotion covers a wide variety of short term incentive tools designed to stimulate the consumer dealer and organizations. promotion tools include warranties, pop display, coupon, free goods, trial purchase, premium, prize, demonstration, price off display allowances, push money , credit facility, bonus, commission , discount etc. sales promotion expenditure now exceed now advertising expenditure and growing faster rate. If sales promotion will continue, it plays growing role in total promotion mix and became a backbone of sales management .

5.2 Conclusion

On the basis of major findings the study has reach to the following conclusion .

Most of the consumer like Real Juice but is more popular in children and teenagers.

Sales promotion activities do positive impact on sales of Real Juice

This studies find that discount most accepted as well as effective and widely used of sales promotion tools .

Electronic media is very popular among the people .among them T.V, Radio. F.M is very popular for promotion.

The present study finds that consumers have not particular choice of brand. So the concept of brand loyalty is not found in Nepalese consumer. 55.33 percent said not if their favorite brand is not available they want to shift other brand . so they can easily be directed towards one particular brand to other particular brand .

Most of the consumer purchase Real Juice because of quality of the product.

Price factor did not play any role in the purchase of Real Juice.

According to retailers they sell more Real Juice because of popular and taste of good. In summary, increasing sales of one brand does not effect negatively to the sales of other brand . they can increase their sales through promotional activities and create own separate new market . Sales ;promotion is very powerful and effective tools which can easily .boost the sales .however the study clearly shows that sales of Real Juice covers largest market shares. .

5.3 Findings

The present study aims to analyze the sales promotion tools impact on Real Juice brand . the analysis of this research is based on two parts. In the first part researcher ties to analysis the impact of sales promotion tools and technique on the the ultimate consumer, dealer or distributor. In the second parts, the researcher analyzed the effect of sales promotion on the basis of sales

On the basis of analysis of primary as well as secondary data, the major findings are as follows.

Consumers are aware about sales promotion activities. Most of the consumer know about the consumer promotion tools. Some of customer know about the dealer promotions well as sales force promotion. among various sales promotion consumer promotion is very effective than other promotion tools .

Sales promotion strategies are short term in nature. So the company uses the aggressive sales promotion tools to increase their sales in a short term or specific time period .

Among the different sales promotion tools, the company emphasize consumer promotion.

-) There is prefect positive relation between the sales and sales promotion. if the sales promotion expenditures increases, the sales of product will increase automatically.

Electronic media(specially T.V, Radio, F.M) are very popular among the respondents. Apart from this , print media is comparatively less important but in some cases it is more popular than electronic media..outdoor advertising is popular among those who have no time for watching televisions are reading newspaper etc. it is useful for all level, categories and professions customer .

Free samples, coupons, rebates, premiums/gifts, price off, contests/prize displays, demonstration, discount which uses by Dabur

If the expenses of the sales promotion tools increases , the sales of the product also increased automatically .

5.4 Recommendation

On the basis of findings of the present study, the following recommendation are made

The sales promotion have perfect positive impact on the sales of Real Juice .so the company should expenses wisely in promotion activity. so the company should select of the mode of sales promotion. The expense should made wisely, in the selection of period to launch, the seasonal sales promotion expenses etc.

The company should identify the new sales promotion tools which are compelled to change their brand and attract the new users

The electronic media is very popular T.V,F.M, Radio should be use for electronic advertising .the advertisement should be more entertaining and informative.

The promotion program should be integrated. To announce the sales promotion program media should focus to their target, coverage and effectiveness .

To achieve the goal of sales promotion, the company must concentrate in consumer as well as dealer promotion. For this purpose, discount, credit facility, gift and other attracting tools should be designed and implemented for consumer. . dealer also plays the vital role in selling a particular brand of product. So extra benefits should be given to encourage the sale.

If the suggestions are to be followed properly by the industries the positive impact on sales as well as the image of the companies and also the image of the cold drinks among consumer would be positive.

At last but not least, sales promotion covers a wide range of short term incentives tools designed to stimulate the consumer market, the channel member, and the organizational personnel. Sales promotion expenditures now exceed advertising expenditures and are growing at a faster rates. So Nepal too use of this marketing techniques is increasing highly. The use of sales promotion is very important if it is used in a systematic manner. Thus sales promotion is an offer of different tactical promotional tools to stimulate or to create an immediate sales..

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Questionnaire

For Distributors

Hello

My name is Nitu Sharma . I am student of Shanker Dev Campus,putalisadak Kathmandu. I am to write a thesis on “Impact of sales promotion on sales of Real Juice”. Will you please take a few minute to answer some questions ? I am sure that your few valuable answers will help me writing my thesis . .

Name

age

Address

Occupation

Sex

Qualification below SLC S.L.C Intermediate

Graduate

1 how long have you been running this business?

Before 10 yrs before 5 yrs before 1 yr recently

2 which companies juice are you selling in your shop ?

Dabur Duger Chaduary Group Bottlers Barun Beverage

3 which factors are mostly affected in sales of product ?

Rank them advertising sales promotion

Pubilicity personal selling

4 which factor are contributes behind selling particular brand of juice?

Credit facility consumer demand more sells

High profit effectives sales scheme high commission others

5 which brand Juice you sale more?

Real juice Rio Slice Frooti Fanta / coao-cola

6 what types of sales schemes are being offered by the companies ? tick them

Quantity discount cash discount credit facility samples gift

others

7 which type of promotional offers influence the customer ?

Advertising sales promotion publicity personal selling others

8 which company's sales promotion strategy is good ?

Dabur Dughad Bottlers Chaduray group Barun beverages

9 Do the consumer give the priority in sales promotion scheme ?

Yes No Few

10 Do the seller can play any role in selling the product of any brand ?

Yes no

11 which types of schemes do you prefer most ?

Free goods [] allowances [] price off [] preinium/ gift [] quantity discount []
credit facility [] others []

12 who are your target customer ?

High income [] Middle income [] lower income [] All of them []

13 which media is suitable to announce the sales promotion offers ?

Print(kantipur) [] Electronic(T.V,Radio) [] Hoarding Board [] Others []

14 Do you have any suggestions for Dabur company{Real juice } about sales promotion
?

.....

Questionnaire

For Distributors

Hello

) My name is Nitu Sharma . I am student of Shanker Dev Campus,putalisadak
Kathmandu. I an writing thesis on “Impact of sales promotion on sales of Real
Juice” will you please take a few minute to answer some questions ? I am sure
that your few valuable answers will help me writing my thesis

Name _____ age _____

Address _____ occupation _____

Qualification below SLC [] S.L.C [] Intermediate [] Graduate []

1 Do you drink Juice?

Yes [] No []

2 Normally in which time you take juice ?

Breakfast [] Tiffin [] lunch [] dinner [] any time []

3 how often do you buy juice ?

- Once a day twice a day thrice a week more than that
- 4 which one is most favourite colddrinks ?
 Real juice Rio juice frooti coke/ pepsi slice
- 5 Do you know about sales promotion offers ?
 Yes No
- 6 Which type of sales promotion tools are you familiar with?
 Consumer promotion Trade promotion
 Sale force promotion All of them
- 7 Do you prefer particular brand of product?
 Yes No
- 8 Which factor do you most consider in buying decision ?
 Quality Price Offer/Discount Advertisement Family influence

 All of them
- 9 Do you change your brand by influencing others sales promotion offer?
 Yes No Sometimes Don't know
- 10 which media you had used to take the information about the Juice ?
 T.V Radio Friends All of them
- 11 Do you already decide upon which brand to buy before going to shop to buy it?
 Yes No
- 12 If there is not your brand of Juice in any shop, what will you do ?
 I will wait for favorite brand
 I will take any other available brand
- 13 In the basis of quality how you evaluate the Juice
 Good Don't know
- Real juice
 Rio
 Frooti
 Fanta
 Coke/pepsi

Slice

14 Do you give the price preferences while purchasing Juice?

High [] Moderate [] Low [] Don't know []

15 If any competitor brand gives you be attractive scheme do you change your brand ?

Yes [] No []

16 who will take decision to buy the Juice in your family ?

Father [] Mother [] Sister/Brother [] yourself [] Any other member []

17 Any information about the juice ?

.....

Questionnaire

For Retailers

Hello

My name is Nitu Sharma . I am student of Shanker Dev Campus,putalisadak Kathmandu. I am to write a thesis on “Impact of sales promotion on sales of Real Juice”. Will you please take a few minute to answer some questions ? I am sure that your few valuable answers will help me writing my thesis . .

Name _____ age _____
Address _____ Occupation _____
Sex _____
Qualification below SLC S.L.C Intermediate
Graduate

1 What are the brand of Juices do you have in your shop

Real juice Rio Frooti Slice Fanta/coke Due/Pepsi

2 which brand you sell more ?

Real Rio Frooti Slice Fanta/ coke Due/[Pepsi

3 what ages of people come to your shop to buy cold drinks?

5-10 10-20 20-30 30-40 40 above

4 In your opinion which colddinks is good in quality?

Real juice Rio slice Fanta/coke Due/pepsi

5 why you are selling the colddrinks?

Good taste Good sale Good commission Good scheme

Which company give you good commission ?

Dabur chaduary Duger Bottlers Barun Beverreage

7 if you substitute the brand against consumer's want would they accept ?

Yes No Depend upon the situation

8 which brand has good marketing strategy ?

Dabur chaduary Dugar Bottlers Barun beverahes

9 in which cold drinks you give stress for selling ?

Real juice Rio Slice Frooti Fanta/coke Due/ pepsi

10 which factor they consider in buying decision?

Quality [] Price [] Offer/Discount [] Advertisement [] Family Influence []

All of them []

11 Do your customers consider price differences while buying cold drinks ?

Yes [] No []

CHAPTER - IV

PRESENTATION AND ANALYSIS OF DATA

4.1 Presentation

This research is mainly of exploratory type so the researcher tried to give more accurate picture of the impact of the sales promotion on actual sales. So two way of collection and interpretation of data is considered and given in this study. First type is a survey conducted in Kathmandu to explore what the consumer think about the promotional activities of Real Juice manufacturing (Dabur) and second type is sales data of Real Juice, promotional campaigns and its promotional activities impact on the sales of the Real Juice in Kathmandu.

First, we analyze and interpret the survey data and response taken from the market place from the real consumer.

4.1.1 Respondent's Profile

Only 150 questionnaires distributed for collection data. The researcher has taken response from the market place from the real consumer. All 150 questionnaires distributive in Kathmandu and cent percent questionnaire collected, the following table given the details.

Table 4.1
Demographic Analysis
Real Juice Users (Sex Wise Classification)

Gender	No	Present
Female	90	60
Male	60	40
Total	150	100

Source: Field Survey 2009

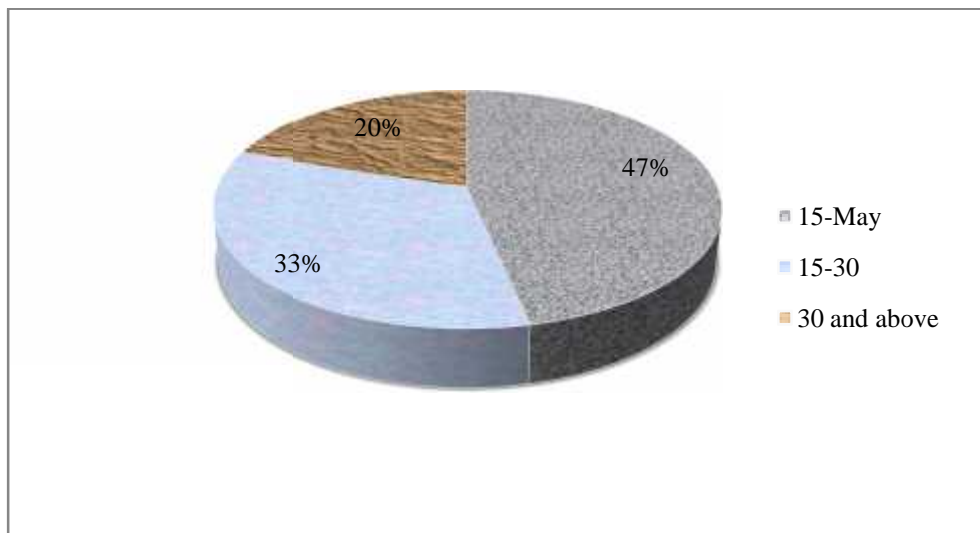
The above table shows that out of total respondents male respondents are 60 percents and female respondents are 40 percent who drink Real Juice in Kathmandu.

Table 4.2
Age Level of Respondents

Age	No	Percent
5-15	70	47
15-30	50	33
30 above	30	20
Total	150	100

Source-Field Survey 2009

Figure 4.1
Age level of Respondents



From the above table it can be analyzed different age group. Here the age group of 5-15 are 47 %, 15-30 are 33% and above 30 are 20 %

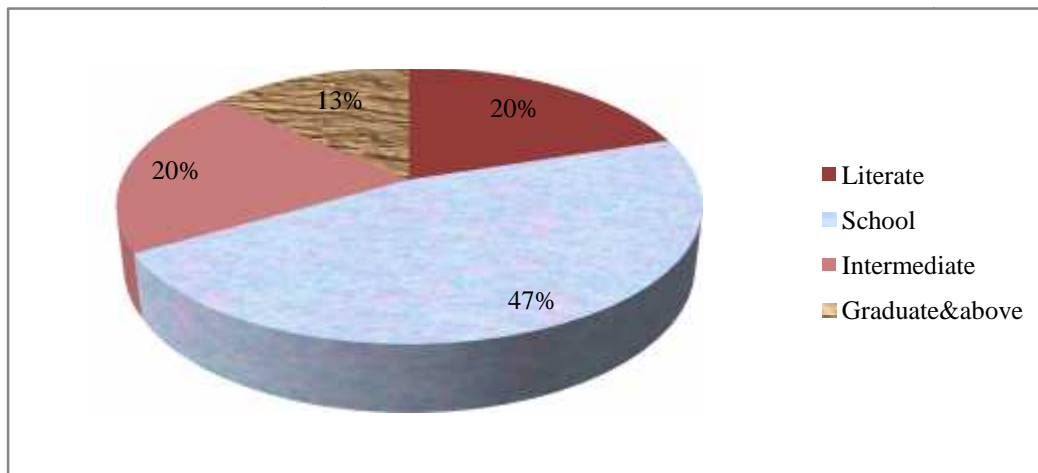
From the above analysis, it can be inferred that most of the consumers are children, adult, teenager, and 30 above .

Table 4.3
Education Level of Respondents

Education	No	Percent
Literate	30	20
School	70	46.67
Intermediate	30	20
Graduate and above	20	13.33
total	150	100

Source: Field Survey 2009

Figure 4.2
Education Level of Respondent



From the above table it can be analyzed among the consumer survey , according to education background 20% are literate, 46.67% consumers are school student, 20% are intermediate students and 13.33% are consumers are graduate and above.

From the above analysis it can be inferred that most of the consumers of Real Juice are student of school then after the students of intermediate an literate consumers.

4.1.2 Consumers Cold Drink Drinking Habit and Behavior

To know about consumer habit the researcher start form very preliminary questions like ‘Do you drink cold drinks?’ to the very specific questions ‘Do you stick on any special brand of cold drink?’ the following series of table presents the response behavior.

Table 4.4
Drinks Habit

Particular	No	Percent
Yes	144	96
No	6	4
Total	150	100

Source: Field Survey 2009

From the above table shows that out of the total respondents 96% drink cold drink and only 4 percent respondents do not drink.

Table 4.5
Drinking Frequency

Option	No	Percent
Daily	30	20
Twice a week	54	36
Once a month	39	26
Occasionally	27	18
Total	150	100

Source: Field Survey 2009

The above table shows the frequency of drinking cold drink of the people 20 percent of the people drink daily, 36 % people drink twice a week, 26% people drink once a month an d18% of people drink cold drink occasionally in Kathmandu valley

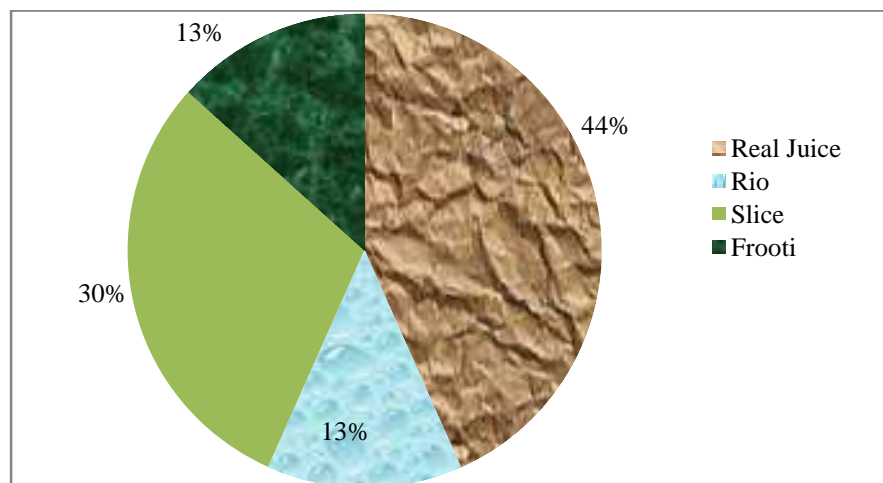
4.1.3 Consumers Liking the Real Juice

Table 4.6
Consumers Liking the Real Juice

Options	No	Percentage
Real Juice	65	43.33
Rio	20	13.33
Slice	45	30
Frooti	20	13.33
Total	150	100

Source: Field Survey 2009

Figure 4.3
Sales of Juice



From the above table shows that 43.33% people like the real juice, 13.33% like Rio, 30% like Slice and 13.33% like the Frooti 4.1.3

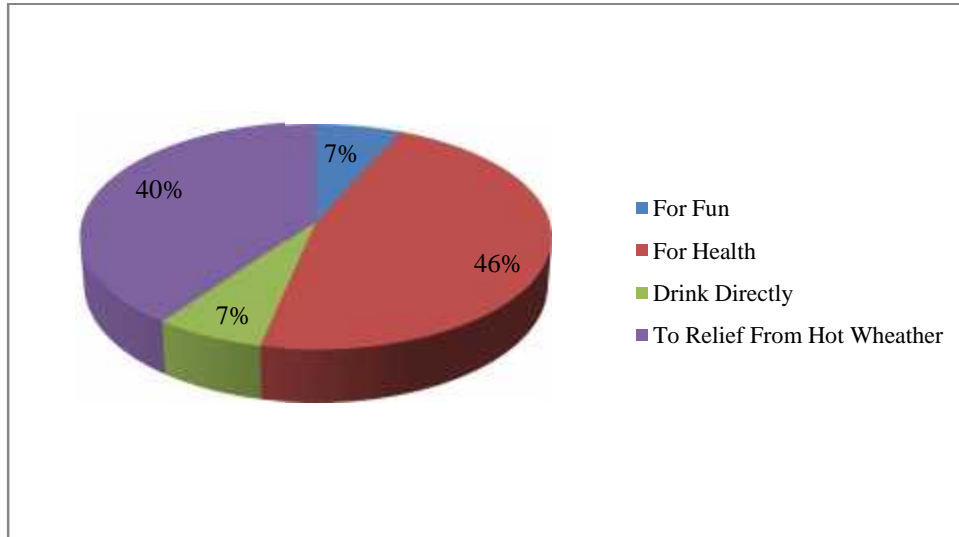
4.1.4 Reason for Taking Real Juice

Table 4.7
Reason for Taking Real Juice

Options	No	Percent
For Fun	10	6.67
For Health	70	46.67
To Drinking directly	10	6.67
To Relief From Hot Wheather	60	40
Total	150	100

Source: Field Survey 2009

Figure 4.3
Reason for Taking Cold Drinks



From the above table shows that 46.67% people drink for health, 40% people drink to relief from hot weather, 6.67% people drink for drinking directly and for fun.

4.1.5 Sale Promotion of Cold Drink (Real Juice)

To know consumer opinion and their think about promotional work that cold drink (Real Juice) company perform. The researcher has picked up the subject with very simple questions such as “Do you know about the promotional work that cold drink manufactures perform?” the following is the table relating with promotional work.

4.1.6 Popularity of Promotion

Table 4.8
Popularity of Promotion

Options	No	Percent
Yes	135	90
No	15	10
Total	150	100

Source: Fields Survey 2009

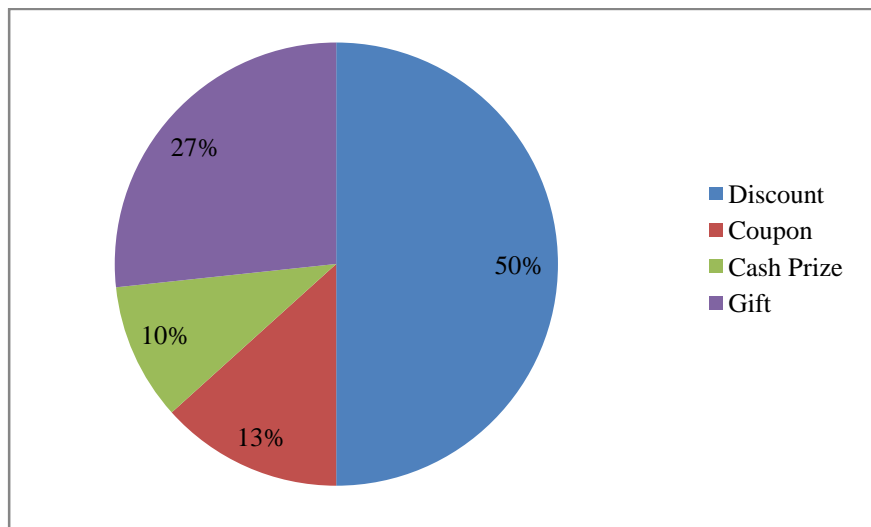
The above table shows the popularity of promotional work known by 90% of people and only 10% people do know about the promotion.

Table 4.9
Awareness of Promotion

Options	No	Percentage
Discount	75	50
Coupon	20	13.33
Cash prize	15	10
Gift	40	26.67
Total	150	100

Source Field Survey 2009

Figure 4.4
Awareness of Promotion



Out of total respondent 50 % people have awareness about the discount, 26.67% aware of coupon, 13.33% aware of cash prizes and 10 % of people aware of gift.

From above table shows that most of the people wants discount and gift because these two things get current discount whenever you purchase drinks.

Table 4.10

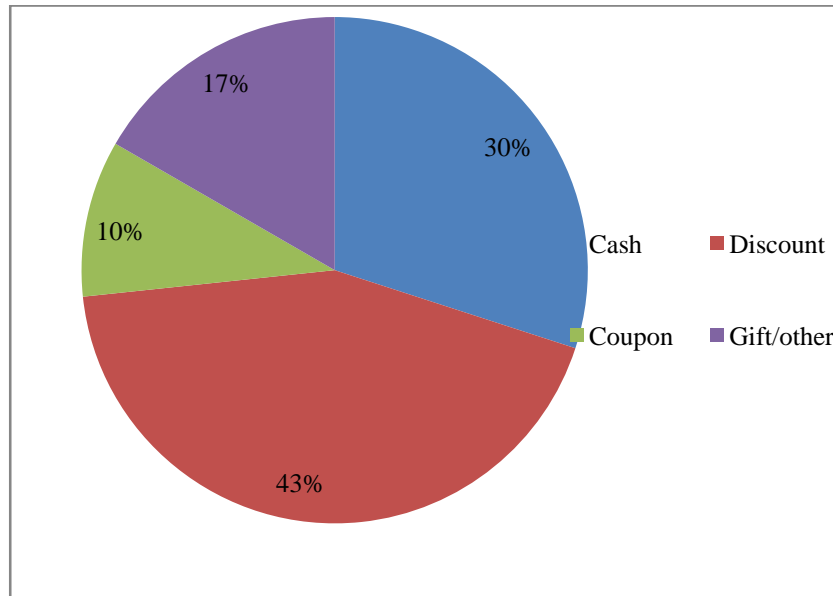
Effectiveness of the Promotional Tools

Options	No	Percentage
Cash	45	30
Discount	65	43.33
Coupon	15	10
Gift/other	25	16.67
total	150	100

Source Field Survey 2009

Figure 4.5

Effectiveness of Promotional Tools



The table shows that effectiveness of promotional tools. Out of total respondents 43.33% of people choose cash price, 30% cash, and 16.67% gift/other.

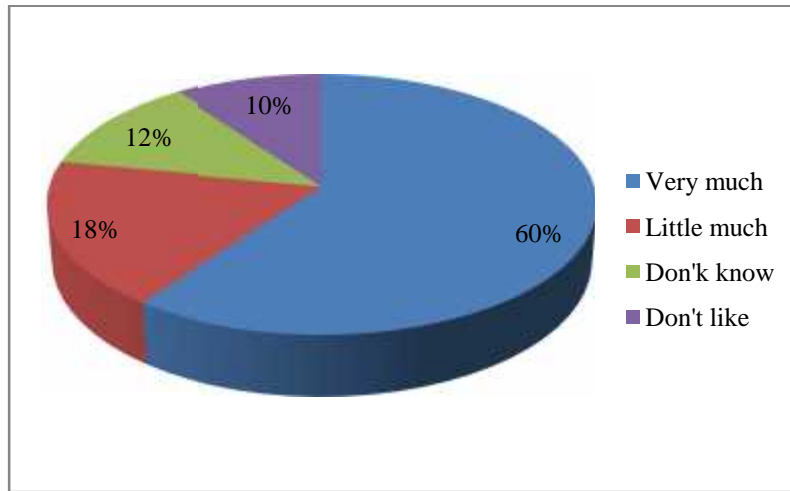
Table 4.11

Interest on Promotional Contests

Options	No	Percentage
Very much	90	60
Little bit	27	18
Don't know	18	12
Don't like	15	10
Total	150	100

Source: Field Survey 2009

Figure 4.6
Interest on Promotional Contests



The above table shows the interest of the people on promotional contents. Out of total respondents 60% of people like these contests very much, 18% like little bit, 12% of people are indifference of these contests and 10% of people are against of these contests.

4.1.7 Media Graphic

Today world is globalized, to know which media is suitable to convey the message of sale promotion, which media is more popular, the researcher wants to ask some questions like “Do you watch/read/listen the programs and news from T.V and Radio?” the following is the table relating with media.

Table 4.12
Habit on Watching Programs

Options	No	Percent
Yes	150	100
No	0	0
Total	150	100

Source: Field Survey 2009

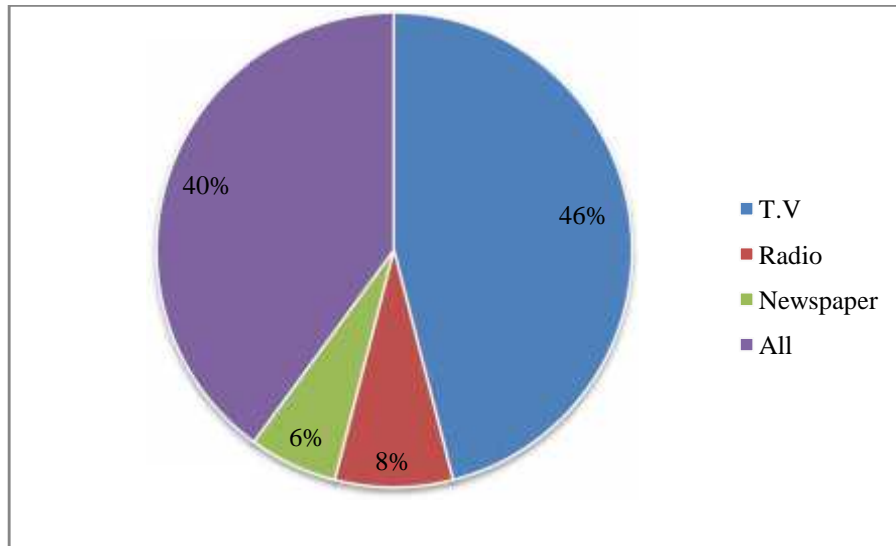
The table shows that cent percent of people watch/listen/read the programs and news on T.V radio and paper respectively.

Table 4.13
Media on Advertisement

Options	No	Percent
T.V	69	46
Radio	12	8
Newspaper	9	6
All	60	40
Total	150	100

Source Field Survey 2009

Figure 4.7
Media on Advertisement



The table shows that out of the total respondent, 46 percent of people choose T.V, 8 percent chose radio, 6 percent choose newspaper and 20 percent of people choose all these media to watch/listen/read the programs and news.

Table 4.14
Interest on Advertisement

Options	No	Percent
Yes	140	93.33
No	10	6.67
Total	150	100

Source: Field Survey 2009

Out of total 150 respondents, 93.33% of people show interest on advertisement and 10% of people not interest on advertisement

Table 4.15
Factors Influencing in Buying Process

Options	No	Percentage
Credit facility	10	6.67
Family recommendation	45	30
Sales scheme	34	22.67
Advertisement	25	16.67
All of them	30	20
Total	150	100

Source: Field Survey 2009

From the above table it is observed that family recommendation, sales scheme and advertisement and all of them are influencing factor in buying process.

Out of total respondents 30 % of the respondent are influencing by family recommendation, 22.67% are sales scheme, 20% all of them, 6.67% are credit facility.

4.1.8 Brand Change Behavior of Consumer

To understand about the brand change behavior of consumer, the researcher puts the following questions to the respondent, “Do you change the brand if other brand provides the very effective sales scheme?”

Table 4.16
Brand Change Behavior of Consumer

Options	No	Percent
Yes	30	20
No	25	16.67
Sometimes	80	53.33
Don't know	15	10
Total	150	100

Source: Field Survey 2009

The table shows the frequency of decision of respondent in changing brand, influencing by effective sales promotional of other brand.

Out of total respondents, 20% of the respondent agreed with question provided, 16.67% of the respondent are not agreed with question, 53.33% of the respondent answered that they sometimes change their brand if they are influence by sales promotion and 10 %of the respondent are unaware about the changes in brand.

Hence, it concludes that most of the respondent change their brand by influencing other brand offers.

Table 4.17
Factors Consider in Brand Change

Options	No	Percent
Quality of product	70	46.67
Effective Sales of scheme	20	13.33
Advertising	15	10
Sales Influence	20	13.33
Family Recommendation/other	25	16.67
Total	150	100

Source: Field Survey 2009

The above table shows the factors that the respondent take into consideration while changing their brand.

Out of total respondents 46.67% respondent changes their brand due to quality product,13.33%of respondent change their brand by effectives sales scheme, 10% are influence advertising, 13.33%are influenced by seller influences,16.67 are influenced by family recommendation and other.

Hence, it can be concluded that qualities of product plays the significant role in changing the brand of product .

4.1.9 Dealer Survey Analysis

Dealers survey deals with survey done in the dealer, shops to know market situation, sales expenditure records and sales promotion tools and technique. in this survey researcher distributed 30 questionnaire.

Table 4.18
Factors Effecting in Sales of Consumer Product

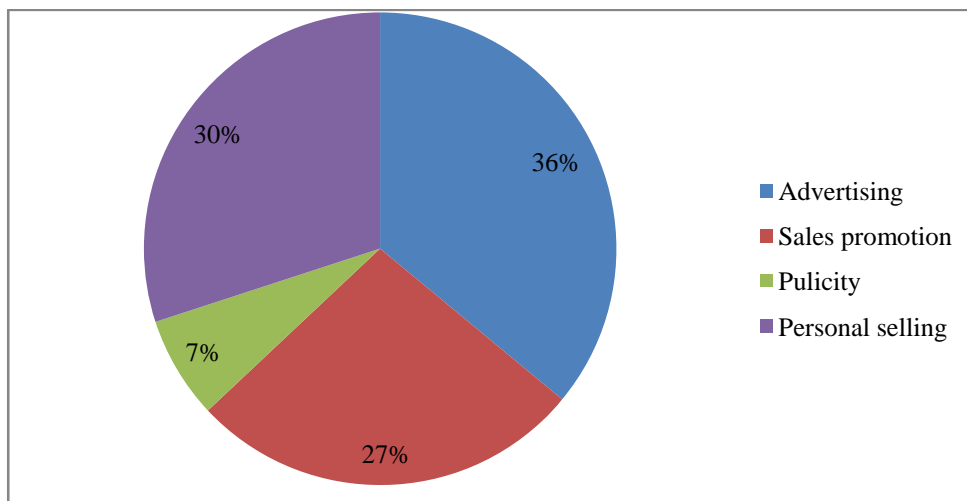
Factors	Respondent's No	Percentage
Advertising	11	36
Sales promotion	8	27
Publicity	2	7
Personal selling	9	30
Total	30	100

Source: Field Survey, 2009

Out of total respondent 36% of the respondent chose advertising as the effective promotion tools, 27% of the respondent preferred sales promotion as an effective tools where as 7 and 30 percent of the sales effectiveness is covered by publicity and personal selling of the respondent survey.

It conclude that advertising is the most important factor in the sales of product. It aware the customer about the products and it attributes, personal selling and sales promotion also plays the significant role in sales of product.

Figure 4.8
Factor Affecting in Sales of Consumer Product



4.2 Analysis of Sales Promotion Tools

Sales promotion tools are directed towards the consumers, sellers or channel members and sales force of the company. Therefore there are three types sales promotion namely consumer promotion, trade promotion, and sales force promotion. For each target group usually separate sales promotion tools are offered.

Consumers promotion tools are always directed towards motivating the target customer. Trade promotion tool is also known as dealer promotion tool which is directed towards motivating the marketing intermediaries. Where as sales force promotion tools are directed towards motivating the organizational sales personnel or force.

Table 4.19
Sales Promotion Tools

Consumer Promotion	Trade Promotion	Sales Force Promotion
Free samples	Free goods	Sales contest
Coupons	Allowances	Trade shows/conventions
Rebates	Price-off	Gift item
Premium/Gifts	Sales contest	Promotional kits
Price off	Gift items	Bonus and commission
Contests/prizes	Credit facilities	
Displays/Demonstration	Trade show	

It can be conclude that consumer promotion plays the vital role in sales promotion .the role of dealer promotion and sales promotion is also very important in sales promotion. Among the various consumer promotion, price discount, financing facility, warranties and gift has highly influences consumer to purchase the goods.

4.3 Analysis of Sales Data

Sales data of Real Juice has taken from distributor located in Anamangar in Kathmandu. It was given monthly basis and different flavor. In this part, the researcher has tries to present and evaluate the data of sales and sales promotion expenses used by both companies to promote their product. The sales and expense data present all the flavor of different size of the Juice.

The collected data has been presented in table and diagram and bar diagram for the simplicity and easy to understand the actual picture. The researcher used only the previous five years data.

Secondary Sales Volume in Lakhs (KTM)

Product	APR04	MAY04	JUN04	JUL04	AGU04	SEP04	OCT04	NOV04	DEC04	JAN05	FEB05	MAR05	TOTAL
Orange(s)1Ltr	501	1463	957	1179	890	1279	338	400	798	750	1279	2231	12064
Pineapple 1 Ltr	779	1135	556	695	612	834	389	198	454	501	1057	2213	9422
Mango Nect 1 Ltr	667	1084	638	1279	723	1001	462	334	686	453	1112	1947	10387
Mixed Fruit 1Ltr	665	1123	890	556	799	879	429	462	334	556	779	1835	9307
Tomato 1 Ltr	56	28	32	0	56	43	0	0	56	56	56	56	437
Guava Nectar1 Ltr	222	39	400	0	504	531	237	0	210	222	334	340	3040
Grape 1 Ltr	166	111	197	81	234	222	0	56	0	167	0	376	1609
Act Appl 1 Ltr	612	667	801	0	667	667	0	0	456	456	278	1457	6071
Act Orange 1 Ltr	56	111	167	267	56	0	0	0	95	61	0	0	812
Litchi Nectar 1 Ltr	250	167	523	389	334	372	0	481	56	278	278	501	3627
Org Carrot Mix 1Ltr	0	0	0	0	0	280	83	0	0	0	0	0	364
Cranbery Nectar1ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Active Beetroot 1Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Active Spinach1 ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Mausambhi 1 Ltr	0	0	0	0	0	0	0	0	0		0	0	0
Pomegranate 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Apricot 1 Ltr	0	0	0	0	0	0	0	0		0	0	0	0
Kiwi Soya 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Blackcurrant Soya1Lrt	0	0	0	0	0	0	0	0	0	0	0	0	0
Black current 1 ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Pinera 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Org ra 1 Ltr	0	0	0	0	0	0	0		0	0	0	0	0
R black cur	0	0	0	0	0	0	0	0	0	0	0	0	0
R peach Nec 1Ltr	0	0	0	0	0	0	0		0	0	0	0	0
R Apple Nec 1Ltr	0	0	0	0	0	0		0	0	0	0	0	
						0	0	0	0				
Total 1 Ltr	3973	5929	5161	4447	4873	6109	1939	1930	3143	3508	5172	10956	57140
Orange(S) 200ml	0	121	364	121	434	121	111	0	0		129	511	1914

Pineapple 200ml	278	121	243	121	0	243	0	0	0	0	292	1298	
Mango Nect 200ml	8730	14523	8789	20931	19172	17109	2447	3554	6451	6535	17989	29817	156048
Mango Nect 200ml-N	0		0	0	0	0	0	0	0	0	0	0	0
Mixed fruit 200ml	167	0	0	0	121	243	111	0	0	0	213	304	1280
												117	1097
Guava Nectar 200ml	111	121	121	121	121	17	111	0	47	0	209	392	1136
Act Appl 200ml	0	121	49	121	121	0	46	0	0	0	210	122	521
Grape 200ml	111	63	0	0	180	182	0	0	0	0	0	249	795
Litchi Nectar 200ml	0	0	243	121	0	0	0	0	0	0	0	0	0
Apple Nectar 200ml	0	0	0	0	0	0	0	0	0	0	0	0	0
Total 200ml	9397	15193	9808	21538	20150	18036	2826	3554	6498	6535	18750	31803	164089
Total	13370	21122	14969	25985	25023	24145	4765	5484	9641	10043	23922	42759	221228
Value	92.92	146.80	104.04	180.60	173.91	167.81	33.12	38.11	67.01	69.80	166.26	297.18	1537.54

Product	APR05	MAY05	JUN04	JUL05	AGU05	SEP05	OCT05	NOV05	DEC05	JAN06	FEB06	MAR06	TOTAL
Orange(s)1Ltr	1208	1701	1323	755	880	868	1180	230	656	685	770	1301	11557
Pineapple 1 Ltr	862	985	554	783	481	585	276	327	337	495	556	908	7150
Mango Nect 1 Ltr	1042	1331	1155	769	658	743	765	507	565	882	610	871	9899
Mixed Fruit 1Ltr	925	1185	1129	769	846	573	578	501	472	253	943	1263	9437
Tomato 1 Ltr	37	21	0	95	0	19	0	0	8	1	4	3	188
Guava Nectar1 Ltr	286	326	541	224	304	330	226	161	140	275	235	267	3315
Grape 1 Ltr	164	195	271	114	89	81	50	61	23	66	126	41	1281
Act Appl 1 Ltr	704	743	755	522	395	414	1155	220	353	361	129	725	6036
Act Orange 1 Ltr	60	162	62	93	79	86	13	56	38	48	38	107	843
Litchi Nectar 1 Ltr	329	527	476	304	218	415	158	206	150	222	431	320	3756
Org Carrot Mix 1Ltr	0	0	51	0	0	7	0	6	18	37	72	49	238
Cranbery Nectar1ltr	13	0	24	25	0	46	0	4	3	4	4	9	134
Active Beetroot 1Ltr	0	0	0	56	39	72	0	11	44	6	59	148	435

Active Spinach1 ltr	0	0	0	56	84	28	3	22	72	17	60	55	396
Mausambhi 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Pomegranate 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Apricot 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Kiwi Soya 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Blackcurrant Soya1Lrt	0	0	0	0	0	0	0	0	0	0	0	0	0
Black current 1 ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Pinera 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Orange 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
R black cur	0	0	0	0	0	0	0	0	0	0	0	0	0
R peach Nec 1Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
R Apple Nec 1Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Total 1 Ltr	5630	7177	6341	4563	4072	4266	4405	1872	20880	3352	4092	6067	54665
Orange(S) 200ml	91	436	61	216	68	118	19	13	63	108	9	96	1262
Pineapple 200ml	1	150	184	194	52	62	31	55	0	93	35	65	922
Mango Nect 200ml	19549	25041	23168	24121	18186	43681	1463	1242	1807	7716	25043	29535	220551
Mango Nect 200ml-N	96	169	137	195	44	86	93	100	62	39	30	97	1149
Mixed fruit 200ml	127	112	229	127	28	68	96	9	19	39	53	69	976
Guava Nectar 200ml	95	140	181	106	0	0	0	0	0	0	0	0	522
Act Appl 200ml	26	80	61	143	0	0	0	106	20	21	30	30	517
Grape 200ml	185	91	188	141	17	44	76	9	46	37	65	85	983
Litchi Nectar 200ml	0	0	0	0	0	0	16	16	17	20	4	24	97
Apple Nectar 200ml	0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0
Total 200ml	20169	26220	24209	25242	18395	44060	1756	1549	2034	8074	25270	30001	226979
Total	25800	33397	30550	29883	22503	48401	6381	3365	4936	11489	29357	36177	282240
Value	179.31	232.11	212.32	207.69	156.40	336.39	44.35	23.39	34.31	79.85	204.03	251.43	1961.57

Product	APR06	MAY06	JUN06	JUL06	AGU06	SEP06	OCT06	NOV06	DEC06	JAN07	FEB07	MAR07	TOTAL
Orange(s)1Ltr	476	1093	875	892	1141	1146	1006	759	825	562	959	1442	11167
Pineapple 1 Ltr	419	682	628	775	871	651	911	622	558	343	723	1428	8611
Mango Nect 1 Ltr	618	1020	1060	1249	1001	1191	1020	985	825	719	932	1652	12273
Mixed Fruit 1Ltr	395	1067	782	1036	1197	1078	1073	608	729	605	891	1418	10878
Tomato 1 Ltr	1	2	2	3	4	8	1	1	2	0	0	8	34
Guava Nectar1 Ltr	279	413	435	407	409	434	463	372	429	265	388	475	4769
Grape 1 Ltr	144	68	199	105	92	38	81	32	70	37	44	116	1026
Act Appl 1 Ltr	408	607	870	704	482	962	808	668	505	445	500	897	7856
Act Orange 1 Ltr	20	29	79	47	39	92	96	16	55	43	58	13	586
Litchi Nectar 1 Ltr	206	249	469	328	334	254	432	341	75	162	286	20	3154
Org Carrot Mix 1Ltr	17	4	41	67	26	57	16	12	36	17	40	24	357
Cranbery Nectar1ltr	1	6	7	18	0	0	0	0	0	0	0	0	31
Active Beetroot 1Ltr	16	33	27	141	0	65	9	17	19	23	89	59	497
Active Spinach1 ltr	51	28	90	23	0	68	0	18	16	18	28	44	385
Mausambhi 1 Ltr	0	0	0	0	0	0	0	0	0	0	207	188	395
Pomegranate 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Apricot 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Kiwi Soya 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Blackcurrant Soya1Lrt	0	0	0	0	9	0	0	0	0	0	0	0	0
Black current 1 ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Pinera 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Org ra 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
R black cur	0	0	0	0	0	0	0	0	0	0	0	0	0
R peach Nec 1Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
R Apple Nec 1Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
				0	0	0	0	0		0	0	0	0
Total 1 Ltr	3041	5301	5565	5796	5596	6043	5915	4452	4143	3237	5145	7784	62018
Orange(S) 200ml	30	123	96	165	60	83	205	31	0	0	53	70	918

Pineapple 200ml	23	86	96	137	177	217	13	64	42	0	57	67	952
Mango Nect 200ml	6675	19187	24943	24794	22357	48171	1762	3893	1446	6340	13412	46588	219568
Mango Nect 200ml-N	0	0	0	0	0	27	0	1279	2565	160	0	0	4031
Mixed fruit 200ml	37	174	60	110	124	108	10	25	43	0	58	66	814
Act Appl 200ml	0	224	80	48	70	102	29	16	46	0	59	65	763
Grape 200ml	13	0	0	0	0	0	0	0	0	0	0	0	0
Litchi Nectar 200ml	35	0	0	0	42	25	0	20	42	0	0	0	143
Apple Nectar 200ml	0	70	63	32	263	39	73	25	37	0	0	36	672
		0	0	0	0	0	0	0		0	0	0	0
Total 200ml	6839	19863	25339	25286	23092	48771	2065	5353	4221	6500	13639	46891	227860
Total	9963	25298	31039	31304	28873	55407	8074	9866	8415	9776	18824	54715	291554
Value	69.24	175.82	215.72	217.56	200.67	385.08	68.57	58.48	58.48	67.94	130.83	380.27	2026.30

Product	APR07	MAY07	JUN07	JUL07	AGU07	SEP07	OCT07	NOV07	DEC07	JAN08	FEB08	MAR08	TOTAL
Orange(s)1Ltr	1106	1475	845	1109	1344	1217	988	743	1252	321	972	1596	12968
Pineapple 1 Ltr	531	939	1031	740	1052	784	1036	873	739	408	731	653	9516
Mango Nect 1 Ltr	1381	1330	1613	1210	1581	1725	1422	1165	1308	683	1204	1656	16277
Mixed Fruit 1Ltr	1167	1264	1454	137	1330	1202	1175	910	830	717	779	1556	13521
Tomato 1 Ltr	12	2	6	10	3	0	0	3	0	0	0	0	37
Guava Nectar1 Ltr	548	380	672	660	804	842	662	60	576	242	674	834	7496
Grape 1 Ltr	101	117	123	113	100	44	39	0	97	59	39	0	832
Act Appl 1 Ltr	527	803	827	1024	887	942	749	608	478	448	766	920	8980
Act Orange 1 Ltr	85	75	34	83	61	63	56	23	27	19	0	32	558
Litchi Nectar 1 Ltr	679	344	774	408	632	398	448	212	298	140	529	502	5365
Org Carrot Mix 1Ltr	3	69	31	31	22	22	20	20	29	90	62	6	406
Cranbery Nectar1ltr	0	8	6	50	59	65	9	32	48	16	31	0	323
Active Beetroot 1Ltr	12	24	30	49	65	56	51	37	4	1	31	44	405
Active Spinach1 ltr	36	9	38	9	0	55	44	8	23	18	42	23	305
Mausambhi 1 Ltr	166	76	205	49	0	201	126	250	37	1	130	170	1410
Pomegranate 1 Ltr	0	43	157	607	227	414	354	201	348	76	232	217	2876

Apricot 1 Ltr	0	9	117	41	0	0	0	0	27	4	7	16	220
Kiwi Soya 1 Ltr	0	80	112	47				0	20	4	16	10	217
Blackcurrant Soya 1Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Black current 1 ltr	0	0	0	0	0	0	0	0	0	28	19	13	60
Pinera 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Org ra 1 Ltr			0	0	0	0	0	0	0	0	0	0	0
R black cur	0	0	0	0	0	0	0	0	0	0	0	0	0
R peach Nec 1Ltr	0	0	0		0	0	0			0	0	0	0
R Apple Nec 1Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	00	0		0			0	0		0		0
Total 1 Ltr	6354	6974	8075	7378	8167	8031	7177	5687	6141	3277	6264	8249	81774
Orange(S) 200ml	99	50	44	66	100	79	54	51	32	32	72	41	722
Pineapple 200ml	79	47	146	77	49	138	16	24	27	21	92	42	760
Mango Nect 200ml	14591	30386	28998	32954	60536	48824	1168	951	9035	6354	13313	66230	313340
Mango Nect 200ml-N	0	0	0	0	0	0	0	0	0		154	0	389
Mixed fruit 200ml	0	0	12	39	126	65	76	66	0	20	81	21	506
Guava Nectar200ml	0	0	0	16	80	86	4	0	23	19	88	42	358
Act Appl 200ml	0	0	0	0	0	0	0	0	0	0	0	0	0
Grape 200ml	103	0	10	34	27	0	20	4	12	14	16	36	288
Litchi Nectar 200ml	88	11	0	16	83	56	47	46	40	20	53	53	502
Apple Nectar 200ml	0	0	2097	1001	1752	1810	842	1914	0	1826	476	417	15004
Total 200ml	14960	33402	31307	34203	62752	51057	2228	3057	9170	7154	15735	66883	331908
Total	21314	40376	39383	41581	70918	59088	9404	8744	15311	10430	21999	75131	413681
Value	148.13	280.62	273.71	288.99	492.88	410.66	65.36	60.77	106.41	72.49	152.89	522.16	2875.08

Product	APR08	MAY08	JUN08	JUL08	AGU08	SEP08	OCT08	NOV08	DEC08	JAN09	FEB09	MAR09	TOTAL
Orange(s)1Ltr	1034	1280	1443	1715	1301	786	1220	1106	899	627	1071	1535	14018
Pineapple 1 Ltr	769	1187	1456	1298	1163	1142	736	765	772	460	691	1343	11783
Mango Nect 1 Ltr	1544	1802	2345	1807	1763	2317	1300	1251	1126	1244	1405	2078	19981

Mixed Fruit 1Ltr	1151	1237	2001	1591	1719	1861	1498	1374	1092	852	1399	1872	17647
Tomato 1 Ltr	10	1	3	2	0	6	6	1	0	4	0	0	33
Guava Nectar1 Ltr	882	181	0	1235	1131	813	941	774	702	501	795	955	8910
Grape 1 Ltr	63	222	111	147	189	110	78	47	150	89	44	186	1437
Act Appl 1 Ltr	816	1109	910	1177	1183	1284	694	671	548	475	762	464	10092
Act Orange 1 Ltr	79	2	59	69	42	113	62	0	29	24	65	39	584
Litchi Nectar 1 Ltr	661	661	668	588	655	486	689	474	345	227	319	863	6636
Org Carrot Mix 1Ltr	10	42	65	40	26	6	1	36	1	4	18	65	304
Cranbery Nectar1ltr	68	100	141	96	92	21	174	2	36	11	78	90	887
Active Beetroot 1Ltr	34	10	66	77	59	26	9	27	3	0	6	52	368
Active Spinach1 ltr	32	73	16	36	0	31	32	22	4	18	38	83	386
Mausambhi 1 Ltr	261	229	244	269	214	200	200	69	146	125	338	99	2399
Pomegranate 1 Ltr	557	338	460	593	616	432	511	67	369	388	330	699	5410
Apricot 1 Ltr	30	143	27	0	0	0	0	6	7	4	2	53	273
Kiwi Soya 1 Ltr	9	151	43	0	0	0	0	6	8	3	7	42	269
Blackcurrant Soya1Lrt	0	0	0	0	0	0	0	111	4	4	8	32	160
Black current 1 ltr	19	141	311	0	0	0	0	0	0	0	0	0	472
Pinera 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Org ra 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
R black cur	0	0	0	0	0	0	0	0	0	0	0	0	0
R peach Nec 1Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
R Apple Nec 1Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Total 1 Ltr	8030	8962	10369	10739	10154	9634	8156	6807	6241	5031	7376	10550	102050
Orange(S) 200ml	41	31	66	121	87	626	166	418	164	234	176	1305	3434
Pineapple 200ml	68	51	105	76	228	605	433	33	92	133	329	839	2992
Mango Nect 200ml	20037	53772	29336	44770	64013	60133	3475	2162	5940	14332	17825	75080	390874
Mango Nect 200ml-N	0	0	0	0	0	0	0	0	0	0	0	0	0
Mixed fruit 200ml	116	123	66	92	42	18	63	0	0	0	0	0	521
Guava Nectar200ml	112	55	189	150	0	922	605	742	574	525	468	2102	6445
Act Appl 200ml	0	0	0	0	0	0	0	0	93	47	0	0	140
Grape 200ml	17	41	47	38	1	8	0	0	46	51	0	0	248

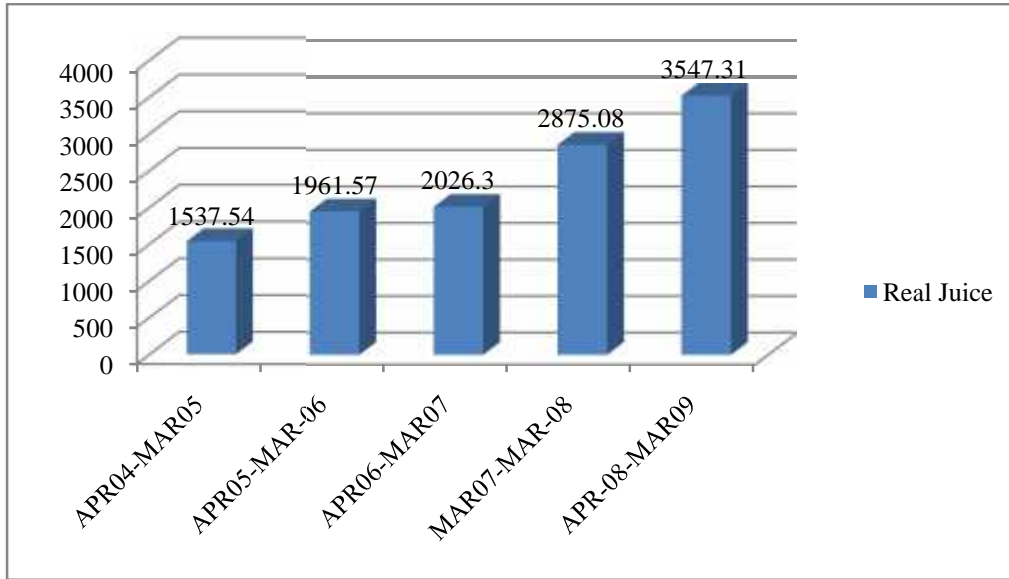
Litchi Nectar 200ml	68	96	62	77	67	11	61	7	0	27	0	0	475
Apple Nectar 200ml	0	445	1157	216	420	27	754	207	0	0	0	0	3226
Total 200ml	20459	54614	31026	45540	64858	62350	5557	3569	6908	15349	18798	79326	408354
Total	28489	63576	41395	56279	75012	71984	13714	10377	13150	20380	26174	89876	510404
Value	198.00	441.85	287.70	391.14	521.34	500.29	95.31	72.12	91.39	141.64	181.91	624.64	3547.31

Product	APR09	MAY09	JUN09	JUL09	AGU09	SEP09	OCT09	NOV09	DEC09	JAN10	FEB10-	MAR10	TOTAL
Orange(s)1Ltr	4230	806	1092	873	0	0	0	0	0	0	0	0	8567
Pineapple 1 Ltr	971	1102	1454	1089	00	0	0	0	0	0	0	0	5959
Mango Nect 1 Ltr	5477	1137	2203	1680	00	0	0	0	00	0	0	0	12382
Mixed Fruit 1Ltr	3553	1000	2159	1980	0	0	0	0	0	0	0	0	11166
Tomato 1 Ltr	0	43	0	0	0	0	0	0	0	0	0	0	43
Guava Nectar1 Ltr	2782	1286	862	1995	0	0	0		0	0	0	0	7319
Grape 1 Ltr	75	172	89	186	0	0	0	0	0	0	0	0	734
Act Appl 1 Ltr	1676	1651	1518	1526	0	0	0		0	0	0		8372
Act Orange 1 Ltr	33	44	96	23	0	0	0	0	0	0	0	0	263
Litchi Nectar 1 Ltr	357	583	811	1042	0	0	0	0	0	0	0	0	3509
Org Carrot Mix 1Ltr	0	0	28	26	0	0		0	0	0	0	0	62
Cranbery Nectar1ltr	52	119	44	76	0	0	0	0	0	0	0	0	393
Active Beetroot 1Ltr	29	17	53	23	0	0	0	0	0	0	0	0	131
Active Spinach1 ltr	24	26	110	4	0	0	0	0	0	0	0	0	185
Mausambhi 1 Ltr	95	347	204	139	0	0	0		0	0	0	0	1013
Pomegranate 1 Ltr	870	753	663	975	0	0	0	0	0	0	0	0	3325
Apricot 1 Ltr	0	0	0	0	0	0		0	0	0	0	0	0
Kiwi Soya 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Blackcurrant Soya1Lrt	0	0	0	0	0	0	0	0		0	0	0	0
Black current 1 ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Pinera 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0
Org ra 1 Ltr	0	0	0	0	0	0	0	0	0	0	0	0	0

R black cur	0	0	48	47	34	0	0	0	0	0	0	0	129
R peach Nec 1Ltr	0	0	51	56	49	0	0	0	0	0	0	0	156
R Apple Nec 1Ltr	0	0	211	289	384	0	0	0	0	0	0	0	884
Total 1 Ltr	20225	9086	11697	12030	0	0	0	0	0	0	0	0	64591
Orange(S) 200ml	846	944	1063	914	0	0		0	0	0	0	0	4876
Pineapple 200ml	846	640	1208	870	0	0	0	0	0	0	0	00	5024
Mango Nect 200ml	37151	42295	49383	54367	0	0	0	0	0	0	0	0	247904
Mango Nect 200ml-N	834	0	0	0	0	0	0	0	0	0	0	0	834
Mixed fruit 200ml	0	334	0	20	0	0	0	0	0		0	00	373
Guava Nectar200ml	1379	2250	941	3082		0		0	0	0	0	0	9544
Act Appl 200ml	0	0	0	0	0	0	0	0	0	0	0	0	0
Grape 200ml	0	0	0	0	0	0	0	0	0	0		0	56
Litchi Nectar 200ml	0	0	0	0	0	0	0	0	0	0	0	0	0
Apple Nectar 200ml	0	385	289	721	0	0	0	0	0	0	0	0	1442
Total 200ml	41057	46848	52884	59974	0	0	0	0	0	0	0	0	270051
Total	61282	55934	64581	72003	0	0	0	0	0	0	0	0	334643
Value	425.91	388.74	448.84	500.43	0	0	0	0	0	0	0	0	2325.77

The above secondary shows that sales data of Real Juice increasing year by year. Data can be presented by chart also.

Figure 4.9
Secondary Data of Real Juice



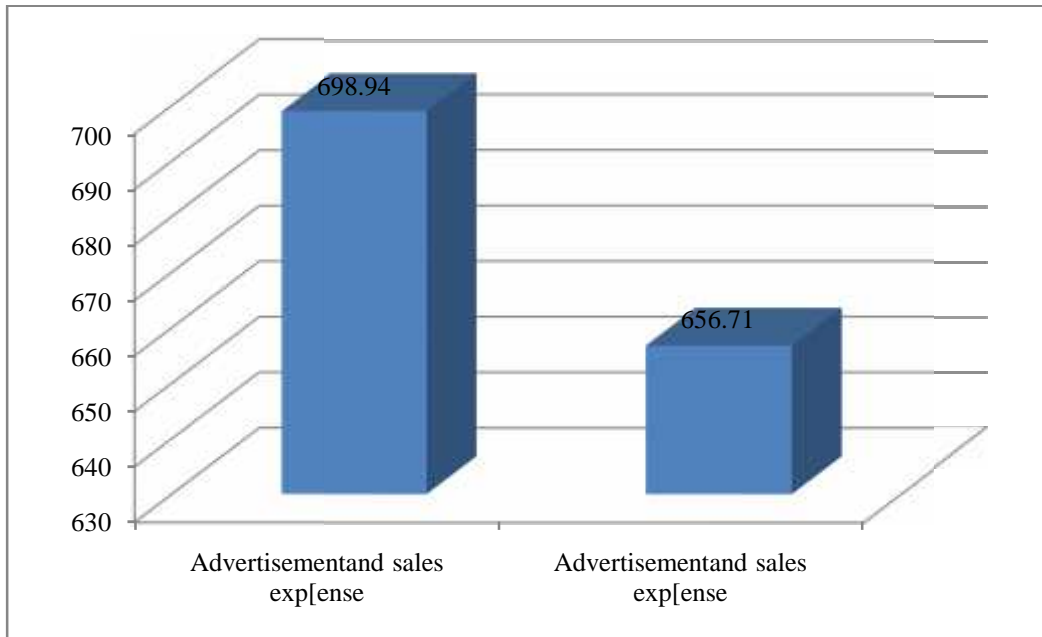
4.4 Sales Data of Advertisement of Real Juice

Table 4.20

Secondary Data of Sales and Advertisement Expenses (NRs in Lakhs)

Particular	As at 31 Ashad 2065	As at 31 Ashad 2064
Advertisement and sales promotion expenses	698.93	656.71
Total	689.93	656.71

Figure 4.10
Secondary Data of Sales and Advertisement Expenses



Hare in the above table it shows that advertisement and sales promotion expenses increases year by year.

4.5 Finding of the Study

The major objective of the present study to see sales promotional tools are effective or not on the sales of the cold drink .as we learnn that sales promotion are effective tool to increase sales so the major findings are as follows.

-) People like to drink cold drinks.
-) Most of the people have drinking habit
-) Though Real Juice falls in the category of cold drinks if the question arise about juice people like Real juice.
-) Real juice liked by people of all group but it is more popular among school students.
-) People are aware about sales promotional activities out of them most of the people know about discount, cash prize coupon. But discount is effective promotion tool than other tools.

-) Discount is effective tool because if you want to purchase something you will get immediately discount after you paid cash, you don't have to wait for prize.
-) The sales of Real Juice increasingly month by month but the ratio of sales is higher when the company launched the sales promotion program .this indicated that is positive relationship between the sales and sales promotion. If expense on sales promotion increase the sales increase in a high speed .
-) The sales of one brand does not affect negatively to the sales of other brands. As the observation shows that the trend of other brand also increasing.
-) Real Juice drinkers have particular choice of brand but the absence of this brand they prefer to other brand
-) All media is not popular among the people. Only electronic media (specially) is very popular among the people and people who watch and listen media notice the ads. The percentage of people watching adds during the entertainment program are higher than for information program.
-) It is found that there is always adds in media and different kinds program sponsored by Dabur
-) From the experiment it is known that if expenses on the sales promotion increase the sales of the product will be increases.
-) Larger number of people is interested on promotional contents that manufactures launches as various occasions.
-) Sales promotion program has positive impact on dealers wholesaler retailer and consumer

4.6 Practices of Sales Promotion in Nepal

The present world is going to be globalization .due to globalization the firms has been bearing more competition. In Nepalese context, there are tough competition among the manufactures. Only producing the product, is not success in the marker. For the success sales promotion becomes necessary tools for the producers. Now different types of sales promotion tools and techniques have been applied to get target goal in Nepal.

Various noodles manufactures have provided cash prizes, gold and other jeweler prizes etc. marketers of woolen offer grand sales during the summer. Manufactures of toothpaste provide extra tooth paste and tooth brush free. Several airlines provide lucky draw scheme of free ticket.

Kantipur publications offered one year's membership free to customer 10 hour internet Himal Media Ltd offered one "Yashhiks" camera free to its customer for three year membership of Himal Magazine Hotels of Pokhara provide "four package program" to promote internal tourism.

Gorkhapatra has provides "Yuva Munch" of "Muna" free to customers. Himalayan Bank provides Life Insurance, Free Home, Lakhapati program facility to its saving account holders.

Many marketers of varied products and services regularly offer Price-off Discount, Bonus, Gifts, Rebates and sample product to their customers in many occasions on purchase or use of specified product in specified quantity Galaxy, other Surya Tobacco Company and other Himalayans company organize contests in sports and games to promote their name in the market.

In medicines multinational companies organize sales contests and provide prizes to the best performers. They also provide several gifts items such as Notebook, Pen , Clocks, Towel, Calendar, Sample Medicine to the retail shops and Doctor.

Almost all manufactures provide commission and bonus to its distributors to resellers for dealer or trade promotion. Similarly they provide the coupons, discount, price off prizes to its customers and also provide the different prizes to sales forces of owns sales staffs.

Coca-cola and Pepsi –Coal companies also provide different types of cash , discount liquid free. Sometimes they provide many scheme to the consumer as well as dealer and sales force. Many shops in Kathmandu give price off special discount during festival.

These are the some practices of sales promotion prevailing in the market.

CHAPTER - V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

In marketing an important function of management has become challenge to every marketing professional. Creative ideas are coming up at a fast pace. The style of sales promotion is not the same as before. Sales promotion and advertising still hold a dominant position in the marketing position in the promotion mix.

Sales promotion is a short term direct inducement or incentive to the sales force, distributors or the consumers with the primary objectives of creating immediate sales . the sales promotion are offer on different forms . it depends on time, situation and place. An effective marketers offers both creative and attractive scheme.

Advertising, publicity, personal selling etc became usual that same the consumer hardly get existed by these technique. In the meantime sales promotion came as a panacea for the as the number of brands increase in the market. The rewarding offers made through sales promotion method prove to be more attractive to consumers. As a result sales promotion has received greater attention and efforts of the sales force the encourage , sales to stock product and to persuade consumers to try the product..

In Nepal the increasing importance of sales promotion of sales promotion in marketing as compared to media advertising over the past fifteen years, is the result of success achieved thoroughly sales promotion. The reason behind this has been the challenge of competition faced by business and industry during the later part of this century. Sales promotion refers to the use of different promotion tools to stimulate or to crate immediate sales .

Dabur company{Real Juice) which was established in private sector who constantly offer prizes and other tools as promotional techniques. This companies practice the sales promotion method to achieve the following objectives.

-) To offset the impact of a new competitive products
-) To create demand for a new product
-) To pursue other brands users
-) To get rid of completion
-) To establish purchase habit to the initial users
-) To increase immediate sales
-) To recover the sales
-) To meet the competition
-) To simplify and encourage to work of salesmen to sell

In conclusion, sales promotion covers a wide variety of short term incentive tools designed to stimulate the consumer dealer and organizations. promotion tools include warranties, pop display, coupon, free goods, trial purchase, premium, prize, demonstration, price off display allowances, push money , credit facility, bonus, commission , discount etc. sales promotion expenditure now exceed now advertising expenditure and growing faster rate. If sales promotion will continue, it plays growing role in total promotion mix and became a backbone of sales management.

5.2 Conclusion

On the basis of major findings the study has reach to the following conclusion.

-) Most of the consumer like Real Juice but is more popular in children and teenagers.
-) Sales promotion activities do positive impact on sales of Real Juice
-) This studies find that discount most accepted as well as effective and widely used of sales promotion tools.
-) Electronic media is very popular among the people .among them T.V, Radio. F.M is very popular for promotion.
-) The present study finds that consumers have not particular choice of brand. So the concept of brand loyalty is not found in Nepalese consumer. 55.33 percent said not if their favorite brand is not available they want to shift other brand. so they can easily be directed towards one particular brand to other particular brand .

-) Most of the consumer purchase Real Juice because of quality of the product.
-) Price factor did not play any role in the purchase of Real Juice.

According to retailers they sell more Real Juice because of popular and taste of good. In summary, increasing sales of one brand does not effect negatively to the sales of other brand. They can increase their sales through promotional activities and create own separate new market.

Sales ;promotion is very powerful and effective tools which can easily .boost the sales .however the study clearly shows that sales of Real Juice covers largest market shares. .

5.3 Findings

The present study aims to analyze the sales promotion tools impact on Real Juice brand. The analysis of this research is based on two parts. In the first part researcher ties to analysis the impact of sales promotion tools and technique on the ultimate consumer, dealer or distributor. In the second parts, the researcher analyzed the effect of sales promotion on the basis of sales

On the basis of analysis of primary as well as secondary data, the major findings are as follows.

-) Consumers are aware about sales promotion activities. Most of the consumer know about the consumer promotion tools. Some of customer know about the dealer promotions well as sales force promotion. among various sales promotion consumer promotion is very effective than other promotion tools .
-) Sales promotion strategies are short term in nature. So the company uses the aggressive sales promotion tools to increase their sales in a short term or specific time period.
-) Among the different sales promotion tools, the company emphasize consumer promotion.
-) There is prefect positive relation between the sales and sales promotion. if the sales promotion expenditures increases, the sales of product will increase automatically.

- J Electronic media (Specially T.V, Radio, F.M) are very popular among the respondents. Apart from this, print media is comparatively less important but in some cases it is more popular than electronic media. Outdoor advertising is popular among those who have no time for watching televisions are reading newspaper etc. it is useful for all level, categories and professions customer .
- J Free samples, coupons, rebates, premiums/gifts, price off, contests/prize displays, demonstration, discount which uses by Dabur.
- J If the expenses of the sales promotion tools increases, the sales of the product also increased automatically.

5.4 Recommendations

On the basis of findings of the present study, the following recommendation are made

- J The sales promotion have perfect positive impact on the sales of Real Juice .so the company should expenses wisely in promotion activity. so the company should select of the mode of sales promotion. The expense should made wisely, in the selection of period to launch, the seasonal sales promotion expenses etc.
- J The company should identify the new sales promotion tools which are compelled to change their brand and attract the new users
- J The electronic media is very popular T.V,F.M, Radio should be use for electronic advertising .the advertisement should be more entertaining and informative.
- J The promotion program should be integrated. To announce the sales promotion program media should focus to their target, coverage and effectiveness.
- J To achieve the goal of sales promotion, the company must concentrate in consumer as well as dealer promotion. For this purpose, discount, credit facility, gift and other attracting tools should be designed and implemented for consumer. Dealer also plays the vital role in selling a particular brand of product. So extra benefits should be given to encourage the sale.
- J If the suggestions are to be followed properly by the industries the positive impact on sales as well as the image of the companies and also the image of the cold drinks among consumer would be positive.

) At last but not least, sales promotion covers a wide range of short term incentives tools designed to stimulate the consumer market, the channel member, and the organizational personnel. Sales promotion expenditures now exceed advertising expenditures and are growing at a faster rates. So Nepal too use of this marketing techniques is increasing highly. The use of sales promotion is very important if it is used in a systematic manner. Thus sales promotion is an offer of different tactical promotional tools to stimulate or to create an immediate sales..