



ACHARYA INSTITUTE OF TECHNOLOGY

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Date: 23/05/2018

CERTIFICATE

This is to certify that **Mr. Danish Gafoor K O** bearing USN **11A16MBA14** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Marketing for Entrepreneurs**” at **Red Bull Bangalore** is prepared by him under the guidance of **Prof. Monica M** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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22-03-2018

TO WHOM SO EVER IT MAY CONCERN

CERTIFICATE

Sub: Completion of Project Report by Mr. DANISH GAFOOR on topic "A STUDY ON MARKETING FOR ENTREPRENEURS (MARKETING STRATEGIES" at REDBULL, BANGALORE, Register No. 11A16MBA14, 4th Semester of ACHARYA INSTITUTE OF TECHNOLOGY.

This is to certify that Mr. Danish Gafoor has successfully completed the programme that was entitled to him at RedBull Co. Ltd, Bangalore for the time period of 10 weeks (from 15TH January 2018 to 23rd March 2018).

He has successfully completed the project.

For RedBull Co. Ltd
SANTHEVARANTH
A circular blue ink stamp with the text "TRADE MARK" at the top, "RED BULL" in the center, and "COCA COLA GROUP" at the bottom. A signature in blue ink is written over the stamp.


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DECLARATION

I **DANISH GAFOOR K O**, hereby declare that the Project report entitled A case study on “**STUDY ON MARKETING FOR ENTREPRENEURS**” at Bangalore prepared by me under the guidance of **Asst Prof. MONICA HARSHA** faculty of M.B.A Department Acharya Institute of Technology and external assistance by **Mr. SANJEEV KARANTH** HR Senior Manager at **REDBULL**. I also declare that this Project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of 10 weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore

Date: 30/05/2018



30/5/18

ACKNOWLEDGEMENT

The satisfaction and euphoria that accompany the successful completion of any work would be incomplete without the mention of the people who have made it possible whose constant guidance and encouragement served as a beacon of life and crowned my efforts with success.

I wish to pledge and reward my deep sense of gratitude for all those who have made this project come alive.

My sincere thanks to **Dr. S.C Pilli** Principal, Acharya Institute of Technology, Bangalore for the academic support given for pursuing this project.

There is not enough word to offer my vote of thanks to **Dr. Nijaguna .G** Head of Department of MBA, AIT Bangalore for his help in initiating the project report in advance for the regular motivation.

I am gratefully indebted to my internal guide **Asst Prof. Monica Harsha** Professor, Department of MBA, ACHARYA INSTITUTE OF TECHNOLOGY, BANGALORE for encouraging me and for his constant support throughout the course of the project and helping me to complete it successfully.

I would like to thank the Manager **Mr. Sanjeev Karanth** (External Guide) for allowing me to undertake this project work at Redbull. Last but not the least; I would like to thank all the employees of REDBULL, Bangalore for their immense support and cooperation given to me during working on this project.

Place: Bangalore

Date: 30/05/2018

Danish Gafoor

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EXCECUTIVE SUMMARY

Organization study conducted on **MARKETING FOR ENTERPRENUERS** at **REDBULL Co.Ltd** helped me to familiarize with organization . And its helps to understand different department organization and its functioning. It enabled me to understand how key business processes are carried out in organization for decision making at various levels. It helps me relate with practice. I visited organization and had through and brief with which helped me to identify and acquaint with different departments, make organization chart for organization and try to understand functions managers, officers and supervisors different departments.

Report gives detailed study organizational system and functioning of **REDBULL** . Report covers description about various department company and functions. Production department are directly responsible for achieving target production. Mechanical maintenance department deals with maintenance and calibration equipment's used in production process. Finance department deals with payments and receipts. Quality Control department ensures quality products and processes while labor welfare measures and job satisfaction among employees very good. Above all **REDBULL** managed by efficient Board of Directors, which plans, organizes and controls all activities in close co-operation with officials of concern .

CHAPTER 1

1.1 INTRODUCTION

An **energy drink** is a type of beverage carrying chiefly caffeine, stimulant drugs, which is marketed as providing physical or mental stimulation. They may or may not be carbonated, and generally contain huge amounts of caffeine and other stimulants, and many also carry sugar or other sweeteners, amino acids and herbal extracts. They are a subset of the large group's of energy products, which includes gels and bars. There are many brands and number of energy drinks.

The energy drink industry is a smart industry that is continually expanding, developing, and using innovative marketing approaches. As a complete, the industry serves to a younger market and some energy drink brands focus their products at a health-conscious crowd. The primary target for the majority of energy drink companies is young people and male teenagers mostly in the 20s age bracket. It is seemingly very tight market and a small segment of society, but these potential consumers have so far been especially receptive to energy drink products. The energy drink industry is not controlled by large, giant companies like the soft-drink industry, but instead characterized by hard competition between larger number of smaller companies, all catering to a truly select consumer base.

The energy drink industry, though in some regards like other beverage industries, really has some significant differences. Most of the small companies that are involved in the energy drink industry do not yet have a nationwide distribution, so their advertising strategies and techniques are more specific and selective.

Many energy drink companies are directing their products at much specific groups of consumers, such as video game players, extreme sports enthusiasts, or the hip-hop crowd. If any, little, advertising for most of these energy drinks is done with television ads. Excellent number of the

companies sponsor extreme publicity and events stunts to promote awareness of their product to the desired consumer group. In addition to sponsoring public events, such as extreme sporting contests or video game championships, other energy drink companies rely on celebrity endorsements to promote their beverages.

Although the energy drinks are unlike many of the other successful beverage industries, its timely product development and innovation continue to develop it into a profitable industry with high potential.

1.2 INDUSTRY PROFILE

HISTORY OF THE INDUSTRY:

Energy drinks were an active subset of the early soft drinks industry, which was originally dominated by pharmacists and less scrupulous patent medicine salesmen. Coca-Cola, for instance, was originally marketed as an energy booster; its name was derived from its two active ingredients, both known as stimulants: Coca leaves and kola nuts (a source of caffeine). Fresh coca leaves were replaced by "spent" ones in 1904 because of concerns over use of cocaine in food products, and federal lawsuit *United States v. Forty Barrels and Twenty Kegs of Coca-Cola* forced the company to cut back the amount of caffeine in formula by 1916, thus bringing an end of the first wave energy drinks.

In Japan, the energy drink dates at least as far back as the early 1960s, with the release of Lipovitan. However, most such products in Japan bear little resemblance to soft drinks, and sold instead in small brown glass medicine bottles or cans styled to resemble such containers.

In 1985, Jolt Cola was introduced in the United States. Its marketing strategy centered on the drink's caffeine contents, billing it as a means to promote wakefulness. The initial slogan was, "All the sugar and twice the caffeine."

In New Zealand and Australia, current leading energy drinks product in those markets was introduced by Frucor Beverages. It now serves over 60% of market in Australia and New Zealand].

In Europe, energy drinks were pioneered by the product named Power Horse and Lisa, before the business savvy of Dietrich Mateschitz, and also Austrian entrepreneur ensured his Red Bull product became far better known, and a worldwide best seller. Mateschitz developed Red Bull based on Thai drink Krating Daeng, itself based on Lipovitan.

On August 14, 2012, the word "energy drink" was listed for the first time in the mainstream Merriam-Webster's Collegiate Dictionary.

Since 2002, a growing trend for packaging energy drink in bigger cans. Since in many countries, including Canada and US, there are limitations on the maximum caffeine serving in energy drinks, this allows manufacturers to include greater amounts of caffeine by increasing the number of servings per container. Popular brands such as Red Bull, Monster and Hype Energy Drinks have increased the amount of ounces per can.

Energy drinks are typically attractive to young people. Approximately 66% per cent of its drinkers are between the age of 13 and 35 years old, with males being approximately 65% of the market. 20% of respondents are between the ages 21–30 had used energy drinks in college or high school to stay awake longer to study or write a paper; And the 70% of respondents knew someone who had used an energy drink to stay awake longer to work or study.

GROWTH OF THE INDUSTRY:

The dynamic sales growth of energy drinks and shots-60% between 2008 and 2012-is expected to maintain momentum in coming years. Energy drinks are currently have the lowest consumption rates of any ready to drink beverage, reflecting both its strong growth potential and

its relative infancy. And according to the report, energy drink usage among adults rose from nearly 13% in 2006 and 17% in 2012.

Report estimate that energy drinks are accounted for approximately 78% of market share of the energy category, followed by energy drink mixes (4%), energy shots (18%) Convenience stores continue to hold the largest shares of market sales at 59%, followed by supermarkets (10%), mass merchandisers (13%), drug stores (2%) and club stores/warehouse (5%). In aggregate, all other retailers contribute 11% to market sales.

Sales of energy-drinks have taken on the energy of its products compared to a year ago. The energy-drinks category increased 15.7 percent for \$6.9 billion in sales, according to Symphony IRI Group, Chicago. Similar to the products' effects on consumers, the category seems to be on an energized path.

Mintel International, Chicago, predicts in its "July 2010 Energy-Drinks and Energy-Shots" report that sales will increase 147 percent in current prices from 2010 - 2015. There is a modest segment of large users: 5 percent of adults consume energy drinks 5 - 7 times per month and less than 2 percent energy drinks 10 or more times. Consumers 18 - 34 Hispanics, Pacific region residents, men and adults with children in the household are demographics that over index in energy drink usage.

Retail distribution of energy drinks and shots continues to expand at a fervent pace making these products accessible at nearly any retail outlet from major grocery outlets to soothe shops and dollar stores to sporting goods stores. Overall development of energy drinks and shots are influenced positively by expanded retail distribution and new product launches. Economic factors and shifts in the U.S. adult population by age and race/ethnicity are also factors to market growth. An increasingly competitive market for "energy-boosting" products is perhaps the market's greatest threat.

Despite fears over safety, the energy drink, mix and shot category has beat back detractors to

show consistent annual growth from 2008 - 2013 sales. The market reported two years of 17% increases in 2012- 2013 and is expected to continue a steady upward course to 2018.

More than half of Mintel respondents (56%) who use energy-drinks and shots do so because they are more effective for energy and alertness than other beverages. Just more than one-third (35%) say they are convenient and 31 percent like the taste.

Many manufacturers introduced latest products to tap into the double-digit growths in energy drinks. Most of the companies including KG Functional Beverages Pvt. Ltd targeted urban consumer who looks for instant energy solutions. In addition, companies promoted their brands by associating with the sport events such as Grand Prix and Cricket to create appeal and awareness.

Red Bull GmbH remained the leader with off-trade value share of 69 percent in 2013. The company's brand Red Bull continued to enjoy the initial mover advantage and large established presence across the country. In addition, the company's significant presence in on-trade channels including clubs and pubs drove Red Bull's popularity amongst youngsters even further.

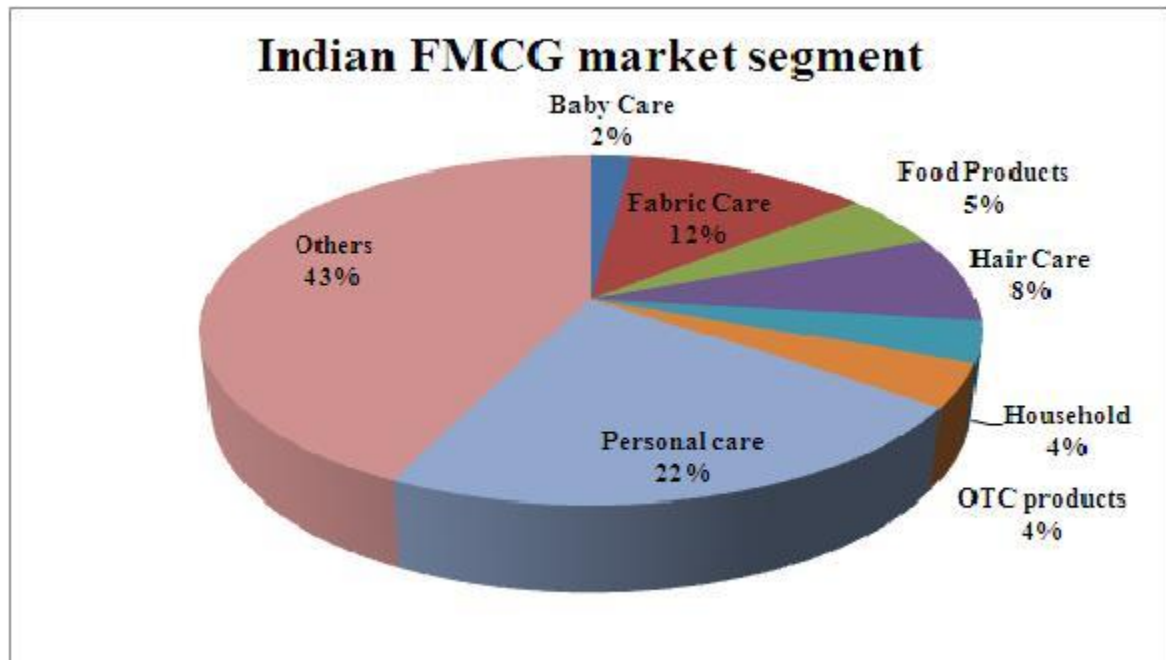
Although, brand remained the leaders in terms of value share, it has been losing share to other late entrants including KS and Monster.

FMCG:

Fast-moving consumer goods (**FMCG**) or consumer packaged goods (**CPG**) are products that are relatively low cost and sold quickly. Examples include non-durable goods such as soft drinks, over the counter drugs, toys, toiletries, processed foods and many other consumables. FMCG have a short shelf life, either as a result of high consumer demands or because the product deteriorates rapidly. Some FMCGs such as meat, fruits and vegetables, baked goods and dairy products, are highly perishable. Other goods such as alcohol, pre-packaged foods, toiletries, and cleaning products have huge rates.

Though the profit margin made on FMCG products is relatively small (more so for retailers than the suppliers/producers), they are generally sold in huge quantities; the cumulative profit on such

products can be substantial. FMCG is probably the most classic case of low margin and high volume business.



1.3 COMPANY PROFILE :

Red Bull is an energy-drink sold by Austrian company Red Bull GmbH, created in 1987. In terms of market share, Red Bull is the most popular energy-drink in the world, with 5.2 billion cans sold in 2012.

Austrian entrepreneurs Dietrich Mateschitz was inspired by a pre-existing energy-drink named Krating Daeng which was first invented and sold in Thailand. He took this ideas, modified the ingredients to suit the tastes of westerners and, in partnership with Chaleo Yoovidhya, found Red Bull GmbH in Austria. In Thai, *daeng* means red, and *krating* is the reddish-brown bovine called a "gaur", which is an animal slightly larger than the bison. Red Bull is sold in a tall and slim blue-silver can; in Thailand and in some parts of Asia it is sold in a wider gold can with the name of Krating Daeng or Red Bull Classic. The two are different products, produced separately.

Red Bull is much more than a soft-drink it is an energy-drink. It was made for moments of increased mental and physical stress and improves concentration, endurance, alertness, and reaction speed. In short: it vitalizes mind and body. The effectiveness of Red Bull energy-drink has been proven by a large number of scientific studies and is appreciated by many of the world's top drivers and athletes, opinion leaders and hard working people with active life styles. The company slogan is "Red Bull gives you wings".

* **Industry:** Beverages, Non-Alcoholic

* **Type:** Energy Drink

* **Country of Origin:** Austria, Thailand

* **Introduced:** 1987

1.3.1 PROMOTERS

Major promoters of REDBULL are;

- Red bull racing
- Red bull stratus
- Red bull paper wings
- Red bull x alps
- Red bull crashed ice
- Red bull x fighters

1.3.2 MISSION VISION AND QUALITY POLICY

VISION STATEMENT:

“We are dedicated to upholding Red Bull standards, while maintaining the leadership

position in energy-drinks category when delivering superior customer services in a highly efficient and profitable manner. We create culture where employees share the best practices dedicated to developing and coaching our organization as an employer of choice”

MISSION STATEMENT:

‘TO SPREAD OUR WIINGS OVER THE WORLD’

Our mission is to be the premium supplier and marketer of Red Bull in Europe, Asia and other parts of the globe. We will achieve this mission by building long term relationships with people who can make it become a reality.

SLOGAN:

“Vitalizes body and mind”

1.3.3 PRODUCT PROFILE

*** RED BULL COLA:**

Red Bull Cola is a beverage from Red Bull GmbH, makers of the energy-drink Red Bull. The cola, which contains caffeine and natural flavouring, was introduced in 2008 in several countries. Cola contains significantly less caffeine than Red Bull's eponymous energy-drink (160 mg per 500 mL). The drink also contains caramel colour and sugar, lacking the phosphoric acid, artificial flavours and high fructose corn syrup of most commercial colas.

Red Bull Simply Cola is packaged in 250 ml and 355 ml cans. The larger cans are sold both individually and in four packs.

*** RED BULL SUGAR FREE:**

Red Bull sugar free was made for people who avoided sugar in their drinks. Red Bull sugar free has sold in almost every part of the world like regular Red Bull and a shelf life of one year. Red Bull is packed in a cheerful sky blue mixed with silver tin. It is believe that Red Bull sugar free

gives you the same amount of concentration and energy as the regular can of Red Bull does but sugar free is free from sugar and other sweetening substances like natural flavour.

*** RED BULL ENERGY SHOT:**

Red Bull energy shot is a smaller version of the regular Red Bull. It is called a red bull energy-shot. This energy shot has the same amount of kick that a regular can of red bull gives. It contains no sugar (sugar free) and is powerful in nature and can be consumed when you have more work and less time to do. It is faster to down the red bull shot and continue with your activity. Regular Red Bull says to the Red Bull energy- shot: “and I shall call him, mini me”. Composition of the shot have no different from the popular 8oz can (including 80 mg of caffeine).

***RED BULL TOTAL ZERO:**

The beverages that contain the word “zero” in their name is significantly larger than zero. Red Bull Total Zero Energy Drink, zero grams of sugar, it has no calories, and zero grams of carbohydrates. Red Bull Total Zero has a similar aroma and the same amber colour as the other two Red Bull varieties (original and sugar free), and it has same amounts of caffeine and taurine both of which are supposed to give Red Bull drinkers wings. As for Red Bull Total Zero’s flavour, it isn’t as syrupy as regular Red Bull and it’s slightly more artificial sweeter than Red Bull Sugar Free, but it has that distinct Red Bull flavour. In order to be calorie, sugar free, and carb and Red Bull Total Zero contains three Sweeteners.

***RED BULL SILVER EDITION:**

Red Bull Silver is the citrus flavoured version and this comes through nicely. It reminds me of Sprite, which is a lime/ lemon flavoured soda. This was my favourite Edition and what I feel is the most enjoyable to drink.

*This version is lime flavoured.

*Same Energy Formula.

*Sweetened with sugar.

*Same price as the original.

*8.4 Fl Oz. can.

*80 mg of caffeine

***RED BULL RED EDITION:**

Red has a light cranberry flavor, yet artificial at that. It is definitely better than Original Red Bull. The can says “artificially flavoured” yet in the ingredients it only lists “natural flavours”. It wasn’t bad but I wouldn’t choose Red on a regular basis.

*This version is cranberry flavoured.

*Same Energy Formula as original.

*Sweetened with sugar.

*Same price as the original.

*8.4 Fl. Oz. can.

*80 mg of caffeine

***RED BULL BLUE EDITION:**

Blue is blueberry flavoured and it was my least favourite. I love blueberries, but hate artificial blueberry flavour, which comes through pretty heavily. It even kind of tastes a little like liquorice to me. I’m definitely not a fan of Blue Edition.

*This version is blueberry flavoured.

*Same Energy Formula.

*Sweetened with sugar.

*Same price as the original.

*8.4 Fl. Oz. can.

*80 mg of caffeine

***RED BULL:**

Red bull was originally made in the blue-and silver can and it's stated to be the original Red bull in the market. Red bull is a functional drink and is used during sporting events and other activities. Red bull helps you improve your concentration and also keeps you alert during stress and tired conditions. Red bull is sold at about \$2 dollars in the United States and about Rs 95 in India. Red bull was originally used by farmers and workers as they used to drink it to help them work longer. Tag line of red bull is "Red-Bull gives you wings"

Red Bull contains caffeine, glucuronolactone, B-group vitamins, taurine, sucrose, and glucose.

Caffeine of a single can of Red Bull is 80 mg/250 ml. This is about the same as a normal coffee, or slightly less depending on the brewing method. Actual caffeine level in Red Bull can vary depending on country. Some countries have legal restrictions on how much caffeine is allowed in drinks.

| | Red Bull Total Zero 8.4 oz. | Red Bull 8.4 oz. | Red Bull Sugar Free 8.4 oz. |
|-------------------|--|-----------------------------|--|
| Calories | 0 | 110 | 10 |
| Fat | 0 grams | 0 grams | 0 grams |
| Sodium | 60 milligrams | 100 milligrams | 100 milligrams |
| Carbs | 0 grams | 28 grams | 3 grams |
| Sugars | 0 grams | 27 grams | 0 grams |
| Protein | less than 1 gram | less than 1 gram | less than 1 gram |
| Caffeine | 80 milligrams | 80 milligrams | 80 milligrams |
| Sweeteners | Aspartame, Sucralose, Acesulfame K | Sucrose, Glucose | Acesulfame K, Aspartame |

1.3.4 AREAS OF OPERATION

***RED BULL RACING:**

Red Bull racing is an Austrian Formula One racing team based in Milton Keynes, England. It's, along with Scuderia Toro Rosso, One of two teams owned by beverage company Red Bull GmbH. Red bull team has won three Constructors' Championship titles, in 2010, 2011, and 2012, becoming the first Austrian licensed team to win the title. The team also produced the triple world champion driver of 2010, 2011, and 2012, Sebastian Vettel. Red bull team is managed by Christian Horner, Boss of the Arden International GP2 Series team. Red bull team has used Renault engines since 2007, and has a contract to do so until 2016. In November 2012, it was announced that Infiniti would become the team's title sponsor from the 2013 season onwards, with the team to be known as Infiniti Red Bull Racing.

***RED BULL STRATOS:**

Red Bull Stratos was a space diving project involving Austrian skydiver Felix Baumgartner. On 14 October 2012, Baumgartner flew approximately 39 kilometres into the stratosphere over New Mexico, United States, in a helium balloon before free falling in a pressure suit and then parachuting to Earth. Total jump, from leaving the capsule to landing on the ground, lasted approximately 10 minutes. While the free fall was initially expected to last between 5 and 6 minutes, Baumgartner deployed his parachute after 4 minutes and 19 seconds.

Reaching 1,357.64 km/h. Baumgartner broke the sound barrier on his descent, thus becoming the first human to do so without any form of engine power. Preliminary measurements shows Baumgartner also broke two other world records. He also broke the record for the highest altitude jump, set in 1960 by retired USAF Colonel Joseph Kittinger, who was Baumgartner's mentor and capsule communicator at mission control. These claims were verified by the Federation Aeronautique Internationale (FAI)

***RED BULL PAPER WINGS:**

Red Bull Paper Wings is a world paper airplane championship which is held by Red Bull under the rules developed by the Paper Aircraft Association (PAA). The competition was first held in 2006. Contestants from 86 countries from around the world qualified for the 2009 competition. The third Red Bull Paper Wings world finals took place on May 4–5, 2012. The final round of the competition takes place in Red Bull's Hangar 7 in Salzburg, Austria, and is monitored by Guinness Book of World Records officials.

***RED BULL X-ALPS:**

The Red Bull X-Alps is one of the world's toughest adventure races. Athletes must either hike or fly over 1,000 km across the Alps from Salzburg to Monaco in the fastest time possible. Every km must be covered either on foot or flown in a para-glider. It is a formidable undertaking and takes place in one of the most breath taking and unforgiving environments. Each team consists of one athlete and up to two supporters. No technical or outside assistance is allowed. It requires expert paragliding experience and a very high level of endurance fitness - it's not uncommon for athlete to hike up to 100 km in a day. The 2013 race will be the sixth edition of the Red Bull X-Alps and comes on the ten-year anniversary of the first race. Race starts in Salzburg and finishes in Monaco, a distance of approximately 1,000 km as the crow flies.

***RED BULL CRASHED ICE:**

Red Bull Crashed Ice is a world tour in the winter extreme sporting event, ice cross downhill (or downhill ice cross), which involves downhill skating in an urban environment, on a track which includes steep turns and high vertical drops. It is similar

to ski cross and snowboard cross, except with ice skates on an ice track, instead of skis or snowboards on a snow track.

Competitors, having advanced from one of the try outs in the prior months, race in heats of 4 skaters, with the top two advancing from each heat. Racers, typically ice hockey players, outfitted as such, speed down the course turns, jumps and berms.

***RED BULL X-FIGHTERS:**

Red Bull X-Fighters are freestyle motocross (FMX) motorbike stunt competitions contested in bullrings and similar venues. Alongside the X Games, they are the most prestigious and most challenging freestyle motocross competitions.

Red Bull X-Fighters are invitation tournaments where the best FMX riders in the world come face to face. Competitions' particular flair comes on the one hand from the relatively restricted space in the bullfighting arenas and on the other hand, from the replication of a number of rituals from a typical "corrida": for example, the riders are greeted by drum rolls and trumpet fanfares, and the public audience may honour the riders' performances by waving white rags. Idea for the Red Bull X-Fighters came from energy-drink producer Red Bull. The first competition took place in 2001 in the bull fighting arena in Valencia, Spain.

***RED BULL MOTO GP ROOKIE CUP:**

The Red Bull Moto GP Rookies Cup is a 125 cc class of KTM motorcycles ridden by up and coming motorcycle riders that have not had experience in a Motorcycle Grand Prix previously. The class was founded in 2007, and since then a number of the rookies have progressed through to the 125/Moto3 championship in Moto GP. These include 2008 runner up Luis Salom, 2009 champion Jakub Kornfeil 2010 runner-up Danny Kent and 2011 runner up Arthur Sissis.

In 2012, ex Rookies Kent and Sissis rode for the Red Bull KTM Ajo Motorsport Team in the Moto3 World Championship with Kent winning GPs in Japan and Valencia and Sissis finishing 3rd in the Australian GP

***RED BULL RAMPAGE:**

The Red Bull Rampage is an invite-only free ride/downhill mountain bike competition held near Zion National Park in Virgin, Utah, USA, just to the north of Gooseberry Mesa. The competition was held from 2001 to 2004 and then cancelled due to the increasing risk competitors were taking. The Rampage however was re-introduced for the 2008 season. In 2010, the event was held October 1 to 3.

The event is similar to freestyle skiing and snowboarding, where competitors are judged on their choice of lines down the course, their technical ability and the complexity of tricks. For the 2008 event wooden features have been introduced to what has previously been a 'Natural' only course.

***RED BULL AIR RACE WORLD CHAMPIONSHIP:**

The Red Bull Air Race, established in 2003 and created by Red Bull, is an international series of air races in which competitors have to navigate a challenging obstacle course in the fastest time. Pilots fly individually against the clock and have to complete tight turns through a slalom course consisting of pylons, known as "Air Gates". Red Bull Air Race World Championship Series organizers cancelled all events scheduled for 2011 and 2012 worldwide.

The races are held mainly over water near cities, but are also held at airfields or natural wonders. They are accompanied by a supporting program of show flights. Races are usually flown on weekends with the first day for qualification then knockout finals the day after. The events attract large crowds and are broadcast; both live and taped in many nations.

1.3.5 INFRASTRUCTURE FACILITY

Hindustan Unilever Limited is India's largest Fast Moving Consumer Goods (FMCG) company. It is present in Home and Personal Care and Foods and Beverages categories. HUL has over

16,500 employees, including over 1500 managers. The fundamental principle determining the organization structure is to infuse speed and flexibility in decision making and implementation, with empowered managers across the company's nationwide operations.

Robust infrastructural set up is an integral part of our company that makes us capable enough to meet any demand. We have installed technologically advanced machines and equipment that are smooth in functioning and can manufacture international standard products. All the machines and equipment are regularly maintained and upgraded so as to strengthen our manufacturing process. Our infrastructure is supported by experienced technical experts, who are well versed the latest machines and equipment. Till date, we have completed all the orders accepted by us within the promised time, as per client's expectations.

1.4 COMPETITORS INFORMATION

Main competitors in India:

*** Monster Energy drink:**

Monster energy drink is the main rival of Red Bull in India and globally. Monster energy-drink uses similar marketing techniques as Red Bull including a student brand manager program as well as the vehicle used for sampling of their cans. Monster had a strong identity as it uses its logo for branding on majority of the products, making it a less premium brand and more of a brand that only wants to sell.

In comparison Red Bull had a better market share with about 42% of the market whereas Monster has a share of 39%.

Monster sells its products which has a larger quantity as compared to Red Bull.

***Tzinga:**

Tzinga entered the market with a small share but eventually grew as it was introduced in various flavours as well as the pricing used was comparatively lower than the other Energy drinks in the market.

Tzinga used colourful packaging and also used a plastic packaging in order to reduce the cost

of the product. Tzings was sold at Rs 25 initially and now has gone up to Rs 35.

Tzinga captures about 3 - 4% of the market share but still growing as an energy drink. Tzinga is titled mainly as a fruit drink than an energy-drink due to its variety of flavours and quantity.

***BURN:**

Burn is an energy drink owned and distributed by the coca cola company carrying the official tagline “Fuel your fire”. Burn involvement in music consists of initiatives to support and nurture promising talent in the electronic dance music sector. Burn studios is Burn’s music platform, set up to showcase and support new talent, contribute to music culture and empower groundbreaking ideas.

***OTHERS:**

Rockstar

Full throttle

KS energy drink

NOS

1.5 SWOT

Strengths:

1. Market leadership in the global scale
2. Increasing popularity in emerging markets
3. Strong and visionary leadership by Dietrich Mateschitz
4. Solid financial position

Weaknesses:

1. Red Bull products considered to be unhealthy
2. Limited range of products
3. Expensive price
4. Concentrated production facilities

Opportunities:

1. Enhancing nutritional aspects of beverages
2. Further increasing presence in media via strategic collaborations
3. Engaging in product diversification
4. Increasing focus on CSR

Threats:

1. Negative health implications due to the consumption of Red Bull products
2. Increase in marketing costs
3. Further intensifying competition

1.6 FUTURE GROWTH AND POSPECTS

Red Bull aims to strengthen its global position by expanding its presence in Asia. While its ambitions for the region are unquestionable, the probability of success in Japan is uncertain.

Red Bull's rapid international expansion has earned it the undisputed number one position in the world's energy drinks market, according to Euro monitor International. In the face of

growing competition from rival brands such as Hansen Natural Corp's Monster in the US, Red Bull is planning a more aggressive assault on Asia.

In Asia-Pacific, Japanese brands have traditionally led the regional rankings table.

However, stagnant domestic demand and the slow or non-existent overseas expansion of Japanese brands have led to poor share gain at regional level. In contrast, Red Bull is more aggressive in terms of geographical expansion and recorded strong volume growth in India, China, Hong-Kong, the Philippines, Azerbaijan and Pakistan over the past few years.

1.7 FINANCIAL STATEMENT

CONSOLIDATED BALANCE SHEET AS ON 31.3.2017

| PARTICULARS | NOTE NO. | As on 31 st March 2017 | As on March 31 st 2016 |
|-----------------------------------|----------|-----------------------------------|-----------------------------------|
| EQUITY AND LIABILITIES | | | |
| <i>Shareholder's fund</i> | | | |
| a) Share capital | 3 | 105,873,400 | 105,873,400 |
| b) Reserve and surplus | 4 | 283,968,142 | 274,159,799 |
| c) Minority Interest | 5 | 13,949,188 | 9,298,931 |
| | | 401,790,730 | 387,332,130 |
| <i>Non-current liabilities</i> | | | |
| a) Long term borrowings | | | |
| b) Deferred tax liabilities (net) | 6 | 64,910,414 | 73,668,697 |
| c) Long term provisions | 7 | 21,863,000 | 24,483,550 |
| <i>Current liabilities</i> | | | |
| a) Short term borrowings | 8 | 3,087,837 | 2,852,976 |
| b) Trade payables | | | |
| c) Or current liabilities | | | |
| d) Short term provisions | 9 | 208,785,341 | 236,380,694 |
| | 10 | 64,531,618 | 70,097,544 |

| | | | |
|----------------------------------|----|-------------|-------------|
| | 11 | 92,236,635 | 86,659,963 |
| ASSETS | 12 | 21,188,117 | 29,335,535 |
| <i>Non-current assets</i> | | | |
| a. Fixed assets | | | |
| (i) Tangible Assets | | | |
| (ii) Intangible Assets | | | |
| (iii) Capital Work in Progress | | | |
| b. Goodwill on Consolidation | | | |
| c. Non-current Investment | | | |
| d. Long term Loans and Advances | | | |
| | | 878,393,692 | 910,811,089 |
| <i>current assets</i> | | | |
| a) inventories | | | |
| b) trade receivables | | | |
| c) cash and cash Equivalents | | | |
| d) Short term loans and advances | | | |
| e) Current assets | | | |
| | 13 | 201,013,104 | 211,963,833 |
| | 13 | - | 2,025 |
| | 13 | 30,657,772 | 3,562,614 |

| | | | |
|--|----|-------------|-------------|
| | 14 | 28,011,446 | 28,011,446 |
| | 14 | 507,100 | 5407,100 |
| | 15 | 15,115,284 | 14,394,494 |
| | 16 | 381,234,953 | 405,651,007 |
| | 17 | 145,436,358 | 177,700,973 |
| | 18 | 53,731,760 | 46,666,662 |
| | 19 | 21,718,817 | 20,006,383 |
| | 20 | 967,098 | 2,344,552 |
| | | 878,393,692 | 910,811,089 |

Table 1.7

CONSOLIDATED PROFIT AND LOSS FOR YEAR ENDED 31.03.2017

| PARTICULARS | NOTE NO. | For year ended 31.03.2017 (Rs) | For year ended 31.03.2016 (Rs) |
|--|-------------|-----------------------------------|-----------------------------------|
| REVENUE FROM OPERATIONS | | | |
| Revenue from Operations (Gross) | 21 | 981,797,619 | 1,054,215,789 |
| Less: Exce Duty | | 90,561,307 | 92,717,854 |
| Revenue from Operations (Net) | | 891,236,312 | 961,497,935 |
| Or Income | 22 | 3,466,916 | 3,977,347 |
| Total Revenue | | 894,703,228 | 965,475,282 |
| EXPENDITURE | | | |
| Cost of Materials Consumed | | 356,938,315 | 401,513,987 |
| Changes in Inventories of Finished Goods and Work in progress | 23 | 16,057,554 | 2,917,604 |
| Employee Benefits Expense | | 159,752,751 | 164,706,987 |
| Finance Costs | 24 | 31,748,465 | 38,951,433 |
| Depreciation | | 23,365,500 | 22,820,899 |
| Expenses | 25 | 268,353,830 | 292,559,977 |

| | | | |
|--|----|----------------------|-----------------------|
| | 26 | | |
| Total Expenses | 13 | 856,216,415 | 917,635,679 |
| | 27 | | |
| Profit before extraordinary items and tax | | 38,486,813 | 47,839,603 |
| Extraordinary items Loss by fire | | | |
| Profit before tax | | 4,009,790 | - |
| Less: Tax Expense | | 34,477,023 | 47,839,603 |
| Current tax | | | |
| Deferred tax | | | |
| | 29 | 12,287,615 | 18,391,958 |
| | | (2,620,550) | (2,554,544) |
| | | 9,667,065 | 15,847,414 |

| | | | |
|--|----|-------------|------------|
| Profit for year after tax | | 24,809,958 | 31,992,189 |
| Add: Share of (Profit)/ Loss of subsidiaries for year transferred to minority interest | 5 | (3,858,285) | 628,270 |
| | | 20,951,673 | |
| Earnings per equity share (nominal value of Rs 10/-) (basic and diluted) before extraordinary item earnings per equity share (nominal value of Rs 10/-) (basic & diluted) after extraordinary item significant accounting policies and notes on accounts | 28 | 2.62 | 32,620,459 |
| | 28 | 2.31 | 3.68 |
| | | | 3.68 |

Table 1.7

CHAPTER 2

2.1 THEORITICAL BACKGROUND OF THE STUDY

MARKET ORIENTATION:

The evolution of the marketing concept can be traced to the works of Drucker(1954), McKitterick(1957), Keith(1960). Marketing concept is basically a philosophy of business that places the customer at the centre of organizational activities. That is the organizational culture is one that is predominantly customer focused. As Webster and Deshpande(1989) state, “the marketing concept defines a distinct organizational culture. That puts the customers in the firm thinking about strategy and operations”.

The concept of marketing orientation developed in the late 1960 and early 1970 at Harvard University and at a handful of forward thinking companies. It replaced the previous sales orientation that was prevalent between the mid 1950 and the early 1970, and the production orientation that predominated prior to the mid 1950.

Production orientation dominated business thought from the beginning of capitalism to the mid 1950. Business concerned itself primarily with production, manufacturing and efficiency issues. This view-point was encapsulated in ‘says law’ which states supply creates its own demand.

2.2 LITERATURE REVIEW:

1 Kane Williamson (1975) “In our business unit, we meet with customers at least once a year to find out what products or services they will need in the future.”

2 Corey adene (1978) “In our business unit, we do a lot of in house market research.

3 Nicholas W. Warren (1964) “we survey end users at least once a year to assess the quality of our product and service offerings.

4 Bill Burkett (1977) “For one reason or another we tend to ignore changes in our customers product/service needs.”

5 Garland Hampton (1975) “We periodically review our product development efforts to ensure that they are in line with what customers want”.

6 Betty Kirkpatrick (1987) “Several departments get together periodically to plan a response to changes taking place in our business environment”

7 James Britten (1970) “Customer complaints fall on deaf ears in this business unit”.

8 Earl E. Clark (1968) “Even if we came up with a great marketing plan, we probably would not be able to implement it in a timely fashion.

9 Rachel Carrington (1989) “We are quick to respond to significant changes in our competitors pricing structures”.

10 Elisabeth Okasha (1966) “When we find that customers would like us to modify a product or service, the departments involved make concerted efforts to do so”.

11 Eleen M. Root (1962) “Employees feel as though their future is intimately linked to that of this organization”.

12 Eliah Kapezi (1980) “Employees often go above and beyond the call of duty to ensure this business unit’s well being”.

13 Scott Smith (1979) “It is clear that employees are fond of this business unit”.

14 Barrie Cox (1972) “People in this business unit are genuinely concerned about the needs and problems of each other”.

15 Richard Weston (1991) “A team spirit pervades all ranks in this business unit”

16 Mark Atherton (1970) “People in this business unit view themselves as independent individuals who have to tolerate others around them”

17 Jorgensen (1973) “Anything that one competitor can offer, others match readily”.

18 John T. Baker (1968) “One hears of a new competitive move almost every day”.

19 John Field (1970) “Individuals from our service department interact directly with customers to learn how to serve their needs better”.

20 Frank Felsenstein (1969) “We are slow detect changes in our customers product/service preferences”.

CHAPTER 3

3.1 STATEMENT OF THE PROBLEM

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. The Advanced Learner's Dictionary of Current English lays down the meaning of research as "a careful investigation or inquiry especially through searches for new facts in any branch of knowledge."¹ Redman and Mory define research as a "systematized effort to gain new knowledge."² Some people consider research as a movement, a movement from the known to the unknown. It is actually a voyage of discovery. We all possess the vital instinct of inquisitiveness for, when the unknown confronts us, we wonder and our inquisitiveness makes us probe and attain full and fuller understanding of the unknown. This inquisitiveness is the mother of all knowledge and the method, which man employs for obtaining the knowledge of whatever the unknown, can be termed as research

3.2 NEED OF THE STUDY

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

TITLE OF THE STUDY

A Study on Marketing for Entrepreneurs (Marketing Strategies) at Red Bull India.

3.3 OBJECTIVE

- ✓ To make a detail study on the marketing strategies adopted by Red Bull India.
- ✓ It also helps to know what all important things needed to have a wider reach for the product.
- ✓ Employee Opinion about the brand.
- ✓ To understand opinions of employees about the marketing strategies of the company.

3.4 SCOPE OF THE STUDY

Today the company and its product can survive only if they are effectively differentiate themselves from other competitor and are identifiable and visible. Competing on price may increase short term sales, but dangerous strategy for anyone serious about building a profitable sustainable business.

Brands provide businesses with the means to free from themselves from the constant price competition increases the value of their services, and reduce their marketing cost and develop long term customer loyalty.

It also provides the framework for implementing the brand throughout the organization operation and for using them for efficiently works towards business goal. Red Bull India are very important players in the energy drink industry. It has very wide reaching for products.

3.5 METHODOLOGY OF STUDY

The Research is descriptive in nature and also a quantitative study that is conducted through the questionnaire method by filing the questionnaire form with the people in different location and different age group people. This guides the researchers as to what data is to collect and how to use the data collected to answer the researcher's questions.

SAMPLE SIZE: 50 RESPONDENTS

SCOPE OF THE STUDY

- The study's emphasis is on marketing strategies in Bangalore.
- The study aims at understanding various issue involved.

SOURCES OF COLLECTION OF DATA

PRIMARY DATA:

In the study the primary data collected through structured questionnaire, the questionnaire was prepared in such a way that it covers the entire objectives of the study.

Primary Sources:-

1. Interview.
2. Questionnaire.

SECONDARY DATA:

Secondary data is data collected by someone other than the user. Common sources of secondary data for social science include censuses, organizational records and data collected through qualitative methodologies or qualitative research. Primary data, by contrast, are collected by the investigator conducting the research.

Secondary Sources:-

1. Diary
2. Books
3. Magazines
4. Internet website

STATISTICAL TOOLS:

The statistical tools used for the study are as follows:

1. Tabulation method
2. Simple percentage analysis.
3. Formula for Simple percentage analysis is:

$$= \frac{\text{No of respondents for the particular factor}}{\text{Total number of respondents}} \times 100$$

Total number of respondents

PLAN OF ANALYSIS: -

- ✓ Data was collected through structure questionnaire and interview conducted on the customers.
- ✓ The collected data has been tabulated and represented with percentages.
- ✓ Based on the tabulated data analysis has been made and graph have been plotted.
- ✓ On the basis of the graphical represented inference has been made
- ✓ Based on the analysis and inference findings ,conclusion ,recommendation Has been arrived at.

3.6 HYPOTHESIS:

Speculation preparatory or conditional clarification or propose by scientist of what specialist considers result examination will be. It educated/taught guess. It demonstrates desires of scientist in regards specific factors. Most particular manner by which response to sue can be expressed.

Research speculations are particular testable forecasts made about autonomous ward factors in examination. Speculations are framed as far specific free and ward factors that will be utilized as part of investigation. The exploration theory of investigation as per following.

H₀: There is no significant relationship between incentives and employees performance.

H₀: There is no significant relationship between career development opportunities and extend of employee motivation.

H₀: There is no significant relationship between performance appraisal system and extend of motivation.

3.7 LIMITATIONS

- Time is an important constraint.
- The observation and conclusion which are presented in the report is based on data collected from only a sample of prospective customers.
- As the scope of the city was limited to the Bangalore city limits the area factor also emerges as one of the limitations.
- The accuracy of reports depends upon how honestly or sincerely the respondents have answered.
- The respondents may tend to disclose information unwillingly.

3.8 CHAPTER SCHEME

Chapter I Introduction

The purpose of introduction is to introduce the research project to the readers. It should contain a clear statement of the objectives of research i.e., enough background should be given to make clear to the reader why the problem was considered worth investigating. A brief summary of other relevant research may also be stated so that the present study can be seen in that context. In this chapter followings should get the mentioning

Overview of industry as a whole Strength and weakness of the industry

Competition information SWOT analysis of the organization complete information about the topic

Chapter II Research Methodology

The Methodology adopted in conducting the study must be fully explained. The scientific reader would like to know in detail about such thing. How was the study carried out? What was its basic design? If the study was an experimental one, then what was the experimental one, then

what were the experimental manipulations? If the data were collected by means of questionnaires or interviews, then exactly what questions were asked (The questionnaires or interview schedule is usually given in an appendix). All these questions are crucial for estimating the probable limits of generality of the findings the various limitations, under which the research project was complete, must also be narrated.

In this section you are required to furnish:

- ✓ OBJECTIVE
- ✓ SCOPE OF THE STUDY
- ✓ METHODOLOGY
- ✓ LIMITATIONS

Chapter III Company profile

This shall normally present brief details about the company background which includes company objectives company vision company mission. About their headquarters company objective about the company business model and finally conclusion.

Chapter IV Data Analysis

A detailed presentation of the findings of the study, with supporting data in the form of tables and charts together with a validation of results, is the next step in writing the main text of the report. This generally comprises the main body of the report, extending over several chapters. The result section of the report should contain statistical summaries and reductions of the data rather than the raw data. All the results should be presented in logical sequence and spitted into readily identifiable sections.

Chapter V Conclusions & Suggestions

A statement of Conclusions & Suggestions is required so that all concerned can easily understand it. Based on data analysis presented in earlier chapters relevant observations inference to be made, In second part of this chapter. Practical suggestions/recommendations are

to be given to the organization. Then, if the findings happen to be extensive, at this point, they should be put in the summarized form

CHAPTER 4

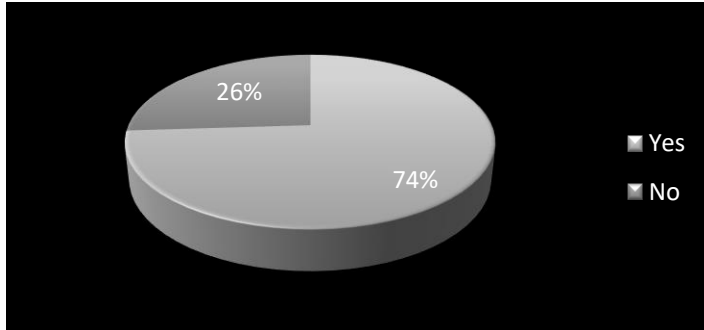
TABLE 4.1- SHOWS THE CONSUMPTION OF ENERGY DRINKS:

| Consumption | No. of respondents | Percentage |
|--------------------|---------------------------|-------------------|
| Yes | 37 | 74% |
| No | 13 | 26% |
| Total | 50 | 100% |

ANALYSIS:

The above table shows that 37 out of 50 respondents consume energy drink; totaling up to 74% and 13 out of 50 respondents do not consume energy drink which totals up to 26%.

CHART 4.1- SHOWS THE CONSUMPTION OF ENERGY DRINKS:



INTERPRETATION:

The consumption of energy-drinks is higher as it helps the students focus better and concentrate better during various college activities. Also the caffeine content substitute for coffee. The remaining students do not prefer caffeine of any sort and hence do not consume Red Bull.

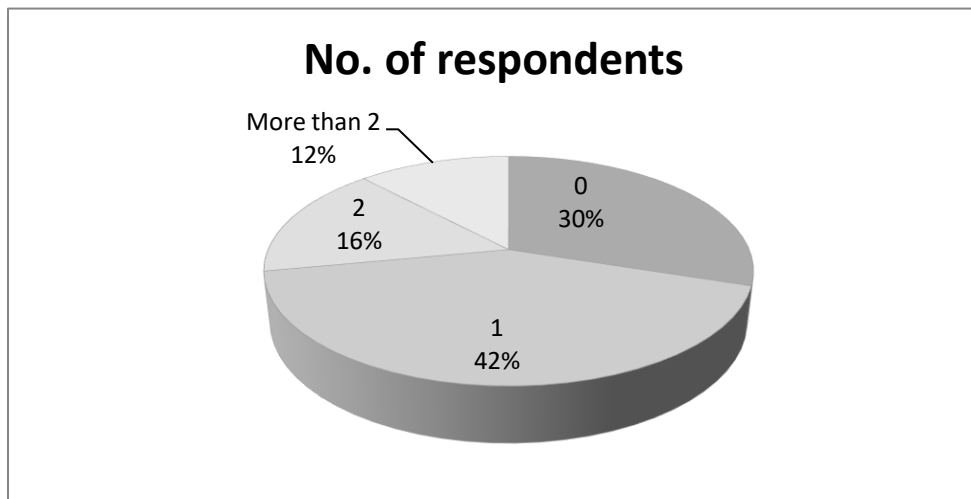
TABLE 4.2 –SHOWING NUMBER OF CANS CONSUMED IN A DAY:

| No. of cans consumed in a day | No. of respondents | Percentage |
|--------------------------------------|---------------------------|-------------------|
| 0 | 15 | 30% |
| 1 | 21 | 42% |
| 2 | 8 | 16% |
| More than 2 | 6 | 12% |
| total | 50 | 100% |

ANALYSIS:

30% of the respondents do not consume Red Bull daily. 42% of the respondents consume Red Bull daily, 16% consume 2 cans of Red Bull, where as 12% of the respondents consume more than 2 cans.

CHARTS 4.2–NUMBER OF CANS CONSUMED IN A DAY:



INTERPRETATION:

Students prefer to have one can a day as it is affordable and also helps them function throughout the day. There are students who consume more than one can a day as one can a day is not sufficient. The remaining do not consume Red Bull, reasons being taste, price or preference.

TABLE 4.3 – SHOWS THE DIFFERENT OCCASSIONS WHEN RED BULL IS CONSUMED

| Consumption occasion | No. of respondents | Percentage |
|-----------------------------|---------------------------|-------------------|
| Sports | 16 | 32% |
| Driving | 2 | 4% |
| Leisure | 4 | 8% |
| Study | 18 | 36% |
| Party | 10 | 20% |

ANALYSIS:

32% of the respondents consume Red Bull while playing sports, 4% of the respondents consume Red Bull while driving, 8% of the respondents consume Red Bull during leisure, 36% of the respondents consume Red Bull during study and 20% of the respondents consume Red Bull during party.

CHART 4.3 – SHOWS THE DIFFERENT OCCASIONS WHEN RED BULL IS CONSUMED

| Consumption occasion | No. of respondents | Percentage |
|-----------------------------|---------------------------|-------------------|
| Sports | 16 | 32% |
| Driving | 2 | 4% |
| Leisure | 4 | 8% |
| Study | 18 | 36% |
| Party | 10 | 20% |

INTERPRETATION:

Students consume Red Bull at all times. Majority of the times they consume Red Bull during sports and studying as it helps them perform better with a higher focus level. Students also drink Red Bull during leisure as a beverage.

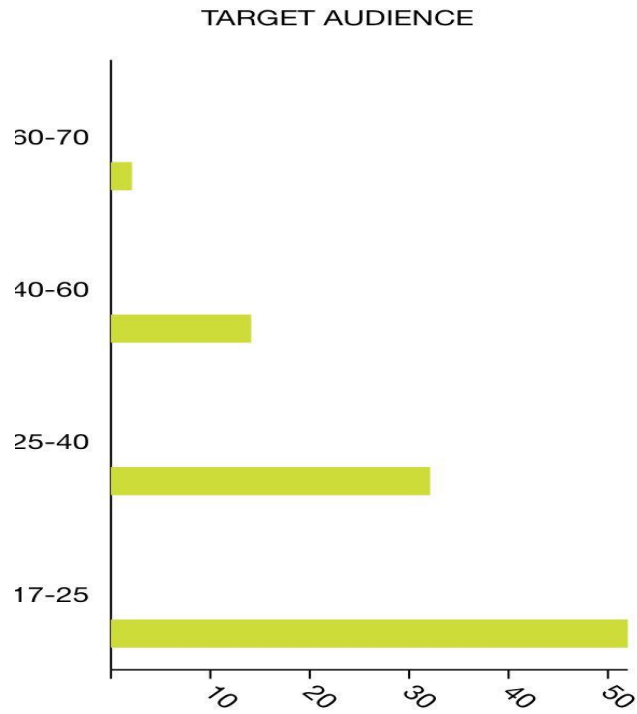
TABLE 4.4- SHOWS THE TARGET AUDIENCE

| Target Audience | No. of respondents | Percentage |
|------------------------|---------------------------|-------------------|
| 17-25 | 26 | 52% |
| 25-40 | 16 | 32% |
| 40-60 | 7 | 14% |
| 60-70 | 1 | 2% |

ANALYSIS:

52% of the target audience belong to the age group of 17-25, 32% belong to 25-40yrs, 14% of them are 40-60yrs, and 2% belong to the age 60-70.

CHART 4.4- SHOWS THE TARGET AUDIENCE



INTERPRETATION

Majority of the respondents feel that Red Bull mainly focuses on the age group 17-25 as they require more energy and 50-70 not so much, because it is not suitable for older people

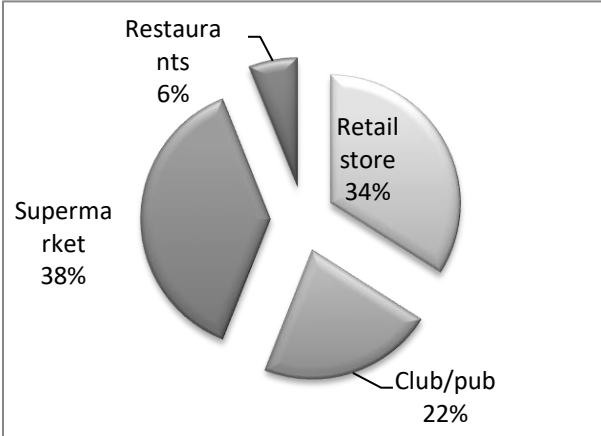
TABLE 4.5 – SHOWS WHERE CONSUMERS GENERALLY BUY RED BULL

| Location of sale | no. of respondents | Percentage |
|-------------------------|---------------------------|-------------------|
| Retail store | 17 | 34% |
| Club/pub | 11 | 22% |
| Supermarket | 19 | 38% |
| Restaurants | 3 | 6% |

ANALYSIS:

34% of the respondents sell their Red Bull from retail stores, 22% of the respondents sell Red Bull from club/pub, and 38% of the respondents sell Red Bull from supermarkets and the remaining of the respondents sell Red Bull in restaurants.

CHART 4.5 - SHOWS WHERE CONSUMERS GENERALLY BUY RED BULL



INTERPRETATION:

In the above chart it is notice that most of the consumers sell Red Bull from supermarkets, as they said that the visibility of the product is more prominent, it being a soft drink.

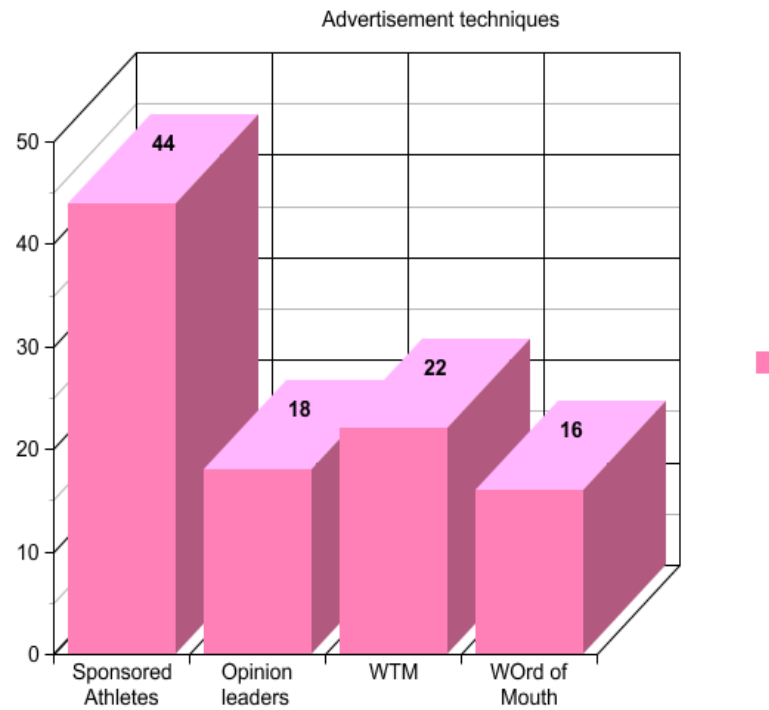
TABLE 4.6- SHOWS THE DIFFERENT WAYS ADOPTED FOR ADVERTISING

| Advertising techniques | No. of respondents | Percentage |
|-------------------------------|---------------------------|-------------------|
| Sponsored Athletes | 22 | 44% |
| Opinion Leaders | 9 | 18% |
| WTM | 11 | 22% |
| Word of mouth | 8 | 16% |

ANALYSIS:

The analysis shows that 44% of the respondents said the sponsored athletes is the main advertising technique used, 18% of that of opinion leaders, 22% through the Wings Team Program and 16% by simple Word Of Mouth.

CHART 4.6- SHOWS THE DIFFERENT WAYS ADOPTED FOR ADVERTISING



INTERPRETATION

Majority of the respondents say that sponsored athletes are the most used method of advertising as Red Bull does not sponsor celebrities since it is a functional drink. However, word of mouth is also used along with the Wings Team Members and Opinion leaders as well.

TABLE 4.7 – SHOWS THE RATING OF THE STANDARD AND PRICING DONE BY THE CONSUMERS:

| Standard and pricing factor | No. of respondents | Percentage |
|------------------------------------|---------------------------|-------------------|
| high quality, high price | 41 | 82% |
| high quality, low price | 1 | 2% |
| low quality, high price | 8 | 16% |
| low quality, low price | 0 | 0% |

ANALYSIS:

82% of the respondents said that Red Bull is a high quality , high priced drink, where as 16% of the respondents said that Red Bull is a low quality, high priced drink and 2% of the respondents said that it is a high quality, low priced drink. None of the respondents claimed that Red Bull is a low quality, low priced drink.

CHART 4.7 - SHOWS THE RATING OF THE STANDARD AND PRICING DONE BY THE CONSUMERS:



INTERPRETATION:

Majority of the respondents claim that Red Bull is a high quality , high priced beverage. This shows that the brand image of Red Bull is at its peak with an 84% brand image among the consumers.

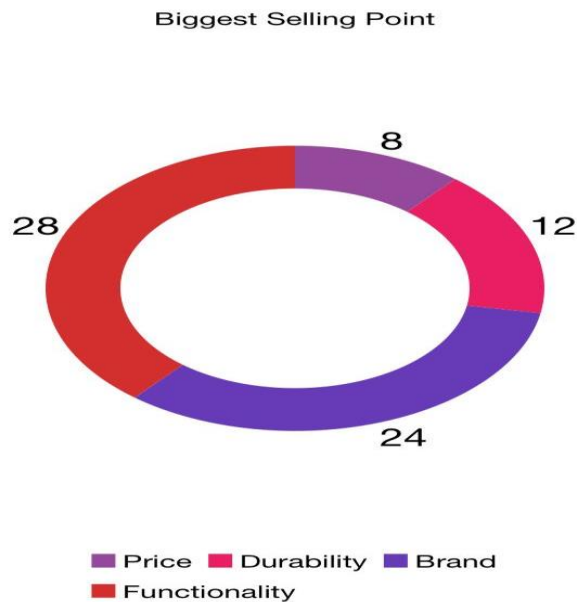
TABLE 4.8- SHOWS THE BIGGEST SELLING POINT OF THE PRODUCT

| Factors | No. of respondents | Percentage |
|---------------|--------------------|------------|
| Price | 4 | 8% |
| Durability | 6 | 12% |
| Brand | 12 | 24% |
| Functionality | 14 | 28% |

ANALYSIS:

Many respondents said the main selling point of Red Bull was for the functionality, also because of the brand. This group was 28%, 24% of the respondents. 12% respondents said because of its durability and the rest 8% for its price.

CHART 4.8- SHOWS THE BIGGEST SELLING POINT OF THE PRODUCT



INTERPRETATION

Majority of the respondents said that the biggest selling point of Red Bull is its functionality which is to energize the customer, along with the brand which plays a very important role as well. However price and durability are not influential selling points.

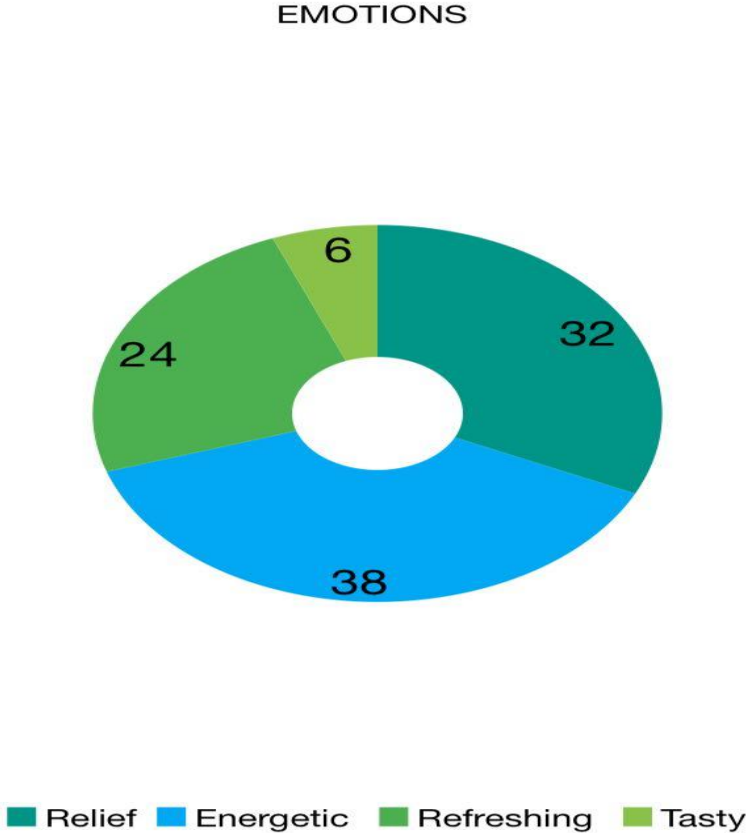
TABLE 4.9- SHOWS THE EMOTIONS CONVEYED AS BEING ASSOCIATED WITH THE PRODUCT THROUGH MARKETING STRATEGIES

| Emotions | no. of respondents | Percentage |
|-------------------|---------------------------|-------------------|
| Relief | 16 | 32% |
| Energetic | 19 | 38% |
| Refreshing | 12 | 24% |
| Tasty | 3 | 6% |

ANALYSIS:

32% of the respondents consume Red Bull for relief, 38% consume Red Bull to energize themselves, 24% of the respondents consume Red Bull to be refreshed and 6% of the respondents consume Red Bull because of the taste.

CHART 4.9 - SHOWS THE EMOTIONS CONVEYED AS BEING ASSOCIATED WITH THE PRODUCT THROUGH MARKETING STRATEGIES



INTERPRETATION:

Majority of the respondents say that Red Bull mainly focuses on energizing the consumer while being refreshed as well. Taste of a can is not the company's main focus.

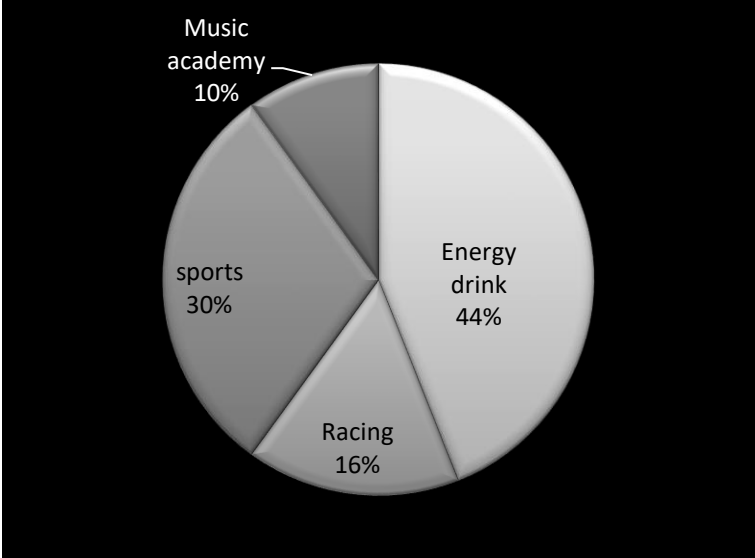
TABLE 4.10- SHOWS HOW RESPONDENTS ARE ASSOCIATED WITH RED BULL:

| association | Respondents | Percentage |
|---------------|-------------|------------|
| Energy drink | 22 | 44% |
| Racing | 8 | 16% |
| sports | 15 | 30% |
| Music academy | 5 | 10% |

ANALYSIS:

44% of the respondents are associated with energy-drinks, 16% of the respondents associate themselves with racing, 30% of the respondents associate with sports and 10% of the respondents associate themselves with the music academy.

CHART 4.10- SHOWS HOW RESPONDENTS ARE ASSOCIATED WITH RED BULL:



INTERPRETATION:

The respondents are related to the brand by its main trait, i.e. being an energy drink. This constitutes a majority of the chart. The other respondents claim to be associated through sports, i.e. football and the racing, i.e. the Red Bull formula 1 team and the remaining through the Red Bull music academy.

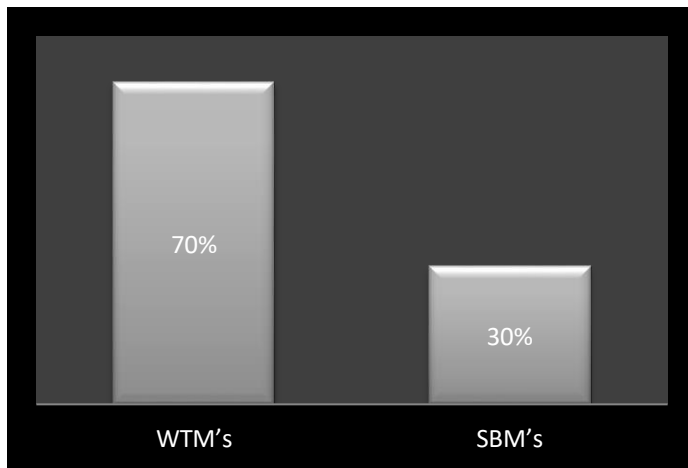
TABLE 4.11- – SHOWS WHICH MARKETING TECHNIQUE IS FAVOURABLE:

| Marketing technique | Respondents | Percentage |
|---------------------|-------------|------------|
| WTM's | 35 | 70% |
| SBM's | 15 | 30% |

ANALYSIS:

70% of the respondents say that they know the WTM program as a marketing technique, whereas the rest 30% know the SBM program.

CHART 4.11- SHOWS WHICH MARKETING TECHNIQUE IS FAVORABLE:



INTERPRETATION:

Majority of the respondents appreciate the marketing technique of red Bull through the WTM program as the girls are the face of red Bull and using sampling as a technique is the best as the product and the consumers are in direct contact. Similar process applies to the SBM

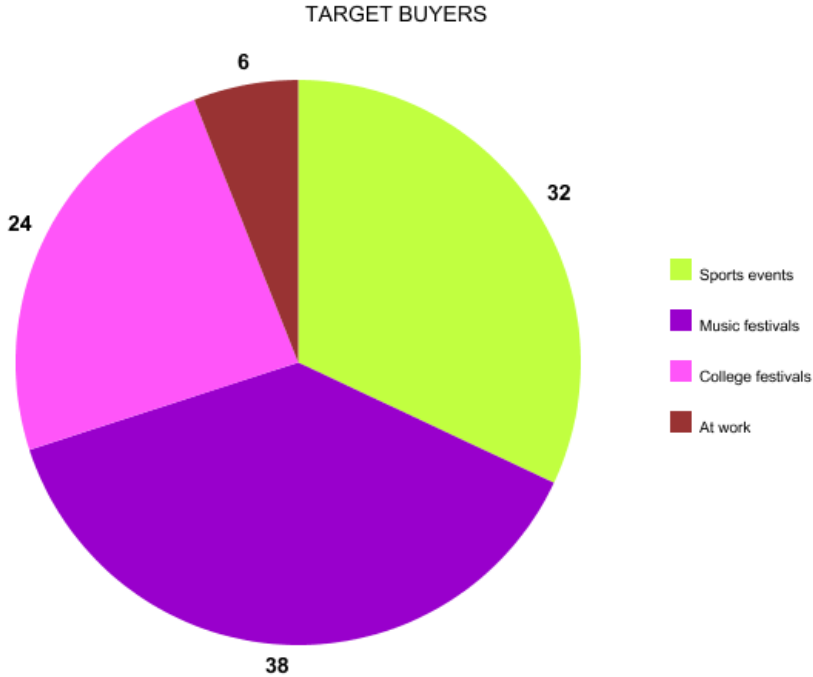
TABLE 4.12- SHOWS WHERE THE TARGET BUYERS ARE FOUND

| Target Buyers | no. of respondents | Percentage |
|--------------------------|---------------------------|-------------------|
| Sports Events | 16 | 32% |
| Music Festivals | 19 | 38% |
| College festivals | 12 | 24% |
| At work | 3 | 6% |

ANALYSIS:

32% of the buyers are found at Sports Events, 38% of the buyers of Red Bull are found at Music Festivals, 24% of the buyers are present at college festivals and 6% of the buyers are found at work.

CHART 4.12- SHOWS WHERE THE TARGET BUYERS ARE FOUND



INTERPRETATION

Majority of the respondents said that the target buyers are found in music festivals, while some of them are found in sports events and other at college festivals and at work as well.

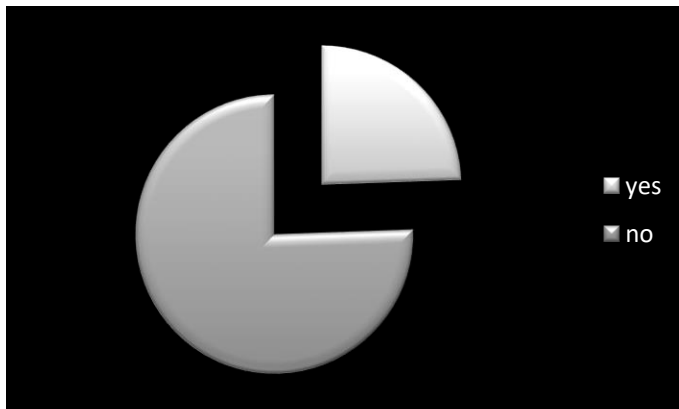
TABLE 4.13- SHOWS THE PRICE SENSITIVITY OF THE CUSTOMER

| Price Sensitivity | Respondents | Percentage |
|-------------------|-------------|------------|
| Yes | 16 | 22% |
| No | 34 | 68% |

ANALYSIS:

68% of the respondents said that the customers are not price sensitive whereas the rest 22% believed that they are.

CHART 4.13- SHOWS THE PRICE SENSITIVITY OF THE CUSTOMER



INTERPRETATION:

Majority of the respondents are not price sensitive as the price of a Red Bull can is at a premium price which is not easily available to the rest of the price sensitive customers.

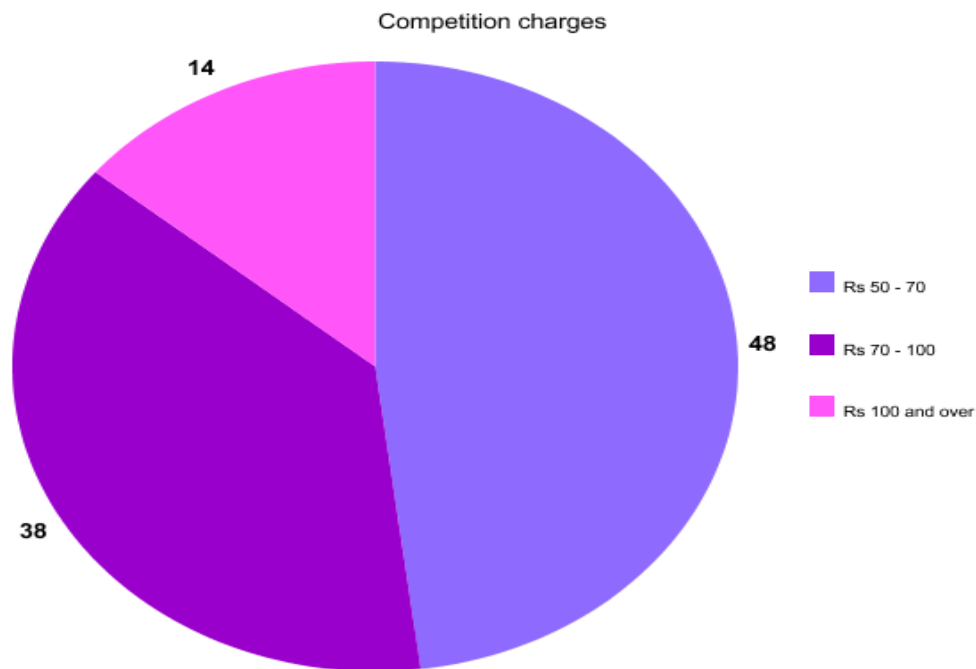
TABLE 4.14- SHOWS WHAT THE COMPETITION IS CHARGING

| Price | No. of respondents | Percentage |
|-----------------------|--------------------|------------|
| Rs50-Rs70 | 24 | 48% |
| Rs70-Rs100 | 19 | 38% |
| Rs100 and over | 7 | 14% |

ANALYSIS:

48% of the respondents say that the competition charges Rs50-Rs70. 38% say that they charge Rs70-Rs100 and the rest 14% Rs100 and over.

CHART 4.14- SHOWS WHAT THE COMPETITION IS CHARGING



INTERPRETATION

Majority of the respondents said the competition charges around RS50-70 which is comparatively lesser than Red Bull. Very few percentage of the competitors charge Rs100 and above.

TABLE 4.15- SHOWS THE DIFFERENT COMPETITORS

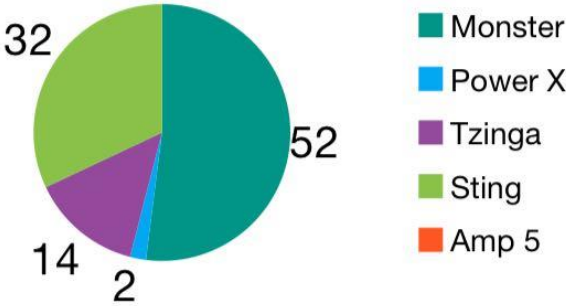
| Competitors | No. of respondents | Percentage |
|--------------------|---------------------------|-------------------|
| Monster | 26 | 52% |
| Power X | 1 | 2% |
| Tzinga | 7 | 14% |
| Sting | 16 | 32% |
| Amp 5 | 0 | 0% |

ANALYSIS:

52% of the respondents believe that monster is a competitor, 2% of the respondents said that it was Power X, 14% of the respondents have replied Tzinga, 32% of the respondents said it was Sting and 0% of Amp 5.

CHART 4.15- SHOWS THE DIFFERENT COMPETITORS

DIFFERENT COMPETITORS



INTERPRETATION

Majority of the respondent said that Monster is the biggest competitor in the market, with other small competitor's such as sting, Amp 5, Tzinga etc.

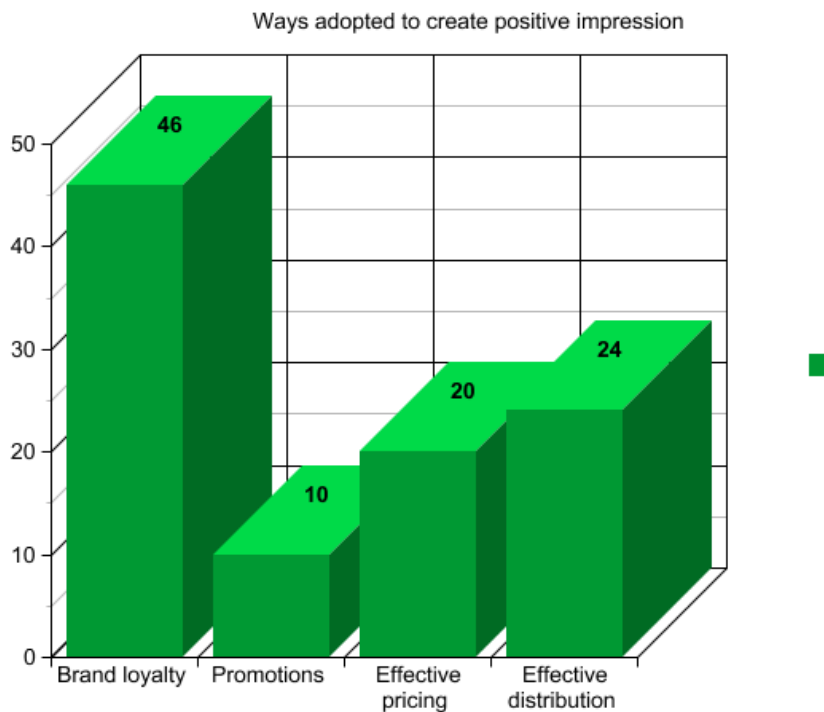
TABLE 4.16- SHOWS THE WAYS ADOPTED TO CREATE A POSTIVE IMPRESSION AMONGST CUSTOMERS

| Ways adopted | respondents | Percentage |
|-------------------------------|-------------|------------|
| Brand Loyalty | 23 | 46% |
| Promotions | 5 | 10% |
| Effective Pricing | 10 | 20% |
| Effective distribution | 12 | 24% |

ANALYSIS:

46% of the respondents think that Brand loyalty is what creates a positive impression of Red Bull, 10% said promotions, 20% say that effective pricing is necessary and the rest 24% says that effective distribution is important.

CHART 4.16- SHOWS THE WAYS ADOPTED TO CREATE A POSTIVE IMPRESSION AMONGST CUSTOMERS



INTERPRATATION

Majority of the respondents feel that brand loyalty is the main reason for creating a positive impression with the customer. Effective distribution and effective pricing are also an important tool.

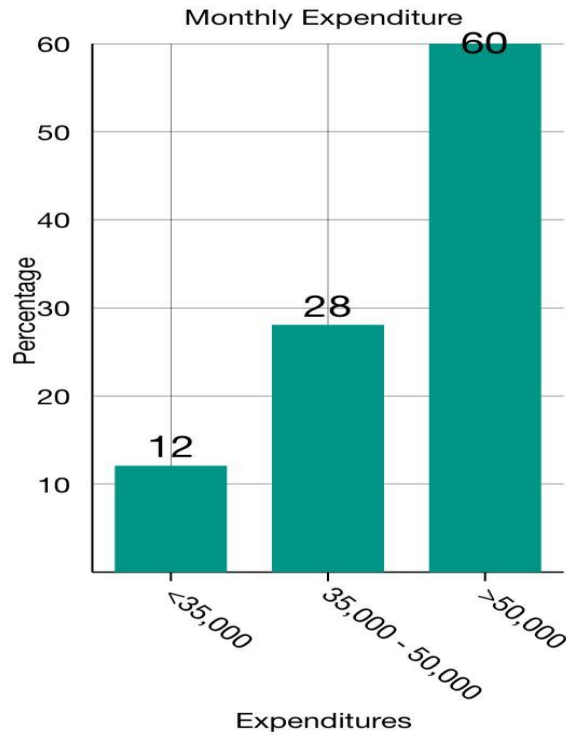
TABLE 4.17- SHOWS THE MONTHLY EXPENDITURE ON MARKETING

| Type of Red Bull | Respondents | Percentage |
|--------------------------|-------------|-------------|
| Less than Rs35,000/- | 6 | 12% |
| Rs35,000/- to Rs50,000/- | 14 | 28% |
| Above Rs50,000/- | 30 | 60% |
| Total | 50 | 100% |

ANALYSIS:

12% of the respondents say that Red Bull spends less than Rs35,000/- on marketing, whereas 28% of the respondents said the expenditure is between Rs35,000/- and Rs50,000/-. The rest 60% said that marketing expenses were over Rs50,000/-.

CHART 4.17- SHOWS THE MONTHLY EXPENDITURE ON MARKETING



INTERPRETATION

Majority of the respondents said that the average monthly expenditure spent by Red Bull is over Rs50,000/- which is comparatively high. Red Bull uses most of its resources on marketing and uses a very aggressive marketing strategy.

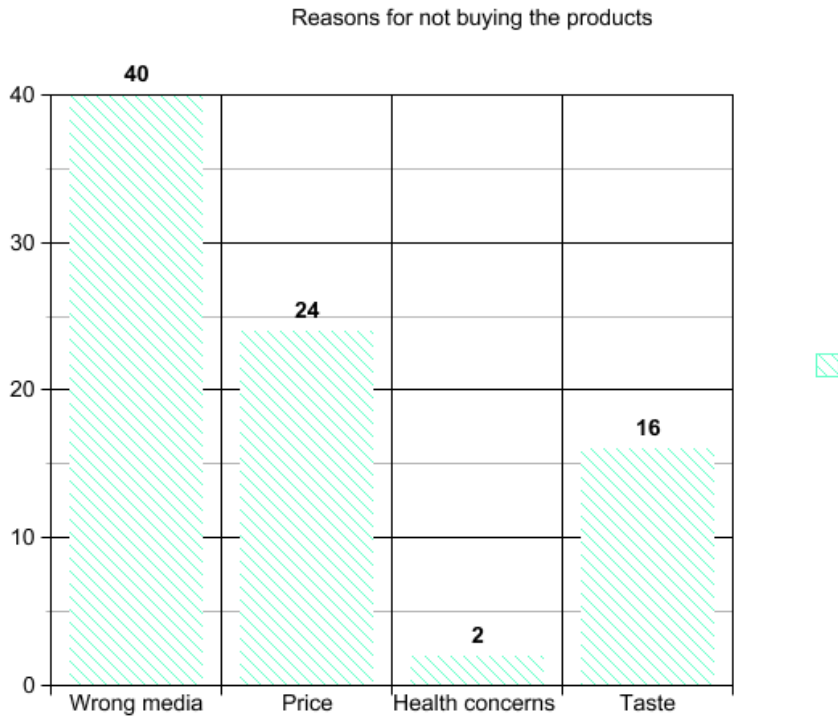
TABLE 4.18 SHOWS THE REASONS FOR NOT BUYING THE PRODUCT

| REASONS | No. of respondents | Percentage |
|------------------------|---------------------------|-------------------|
| Wrong Media | 20 | 40% |
| Price | 12 | 24% |
| Health Concerns | 10 | 2% |
| Taste | 8 | 16% |

ANALYSIS:

40% of the respondents believe that Wrong Media is the reason for not buying Red Bull, 24% believe that its due to the price, 2% of is due to health concerns and 16% is because of the taste.

CHART 4.18 SHOWS THE REASONS FOR NOT BUYING THE PRODUCT



INTERPRETATION

Majority of the respondents believe that wrong media is the main obstacle Red Bull faces in selling a product to its customers. Price is also one of the reasons, as Red Bull is a premium product with a premium price.

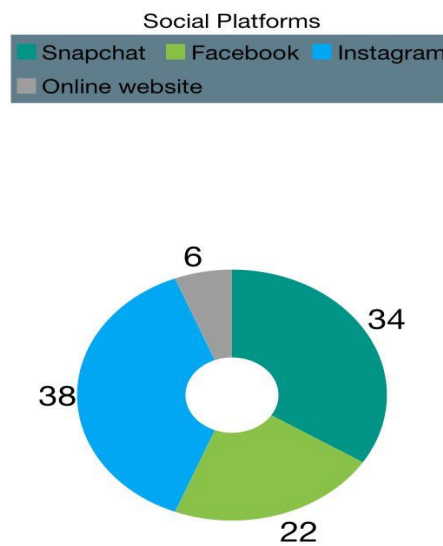
TABLE 4.19- SHOWS THE DIFFERENT SOCIAL MEDIA PLATFORMS USED BY RED BULL

| Social Media Platforms | no. of respondents | Percentage |
|-------------------------------|---------------------------|-------------------|
| Snapchat | 17 | 34% |
| Facebook | 11 | 22% |
| Instagram | 19 | 38% |
| Online website | 3 | 6% |

ANALYSIS:

34% of the respondents say that snapchat is the social media platform that is used by Red Bull, while 22% said Facebook. 38% said Instagram was the platform used and only 6% said it was the online website.

CHART 4.19- SHOWS THE DIFFERENT SOCIAL MEDIA PLATFORMS USED BY RED BULL



INTERPRETATION

Majority of the respondents said that Red Bull uses Instagram as their most active social media platform, along with Snapchat. These are the current most popular social media sites, thus creating a good online presence.

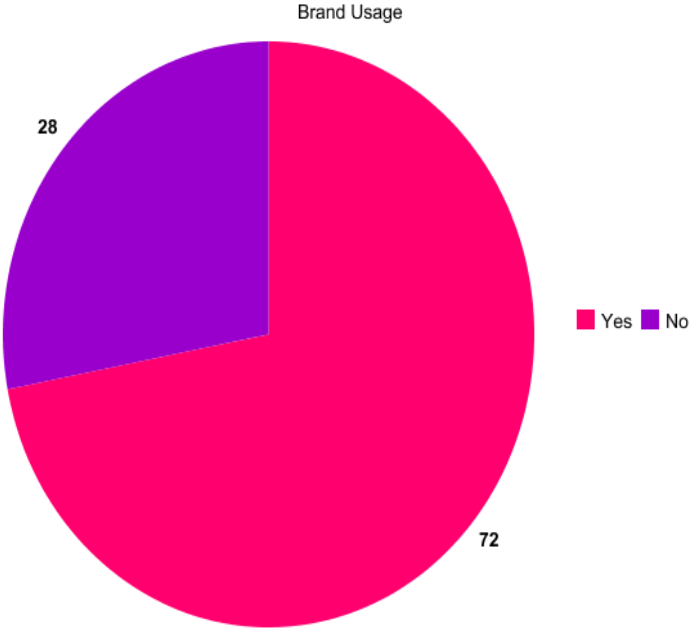
TABLE 4.20- SHOWS WHETHER BRAND IDENTITY IS BEING USED PROPERLY

| Type of Red Bull | Respondents | Percentage |
|------------------|-------------|------------|
| Yes | 36 | 72% |
| No | 14 | 28% |
| Total | 50 | 100% |

ANALYSIS:

72% of the respondents say that Red Bull’s brand identity is being used properly whereas 28% of the respondents disagree.

CHART 4.20- SHOWS WHETHER BRAND IDENTITY IS BEING USED PROPERLY



INTERPRETATION

Majority of the respondents feel that the brand usage of Red Bull is its strong point and that the brand image plays a vital role in the company.

TABLE 4.21- SHOWS WHETHER THE BRAND DIFFERENTIATES ITSELF FROM OTHER SUPPLIERS

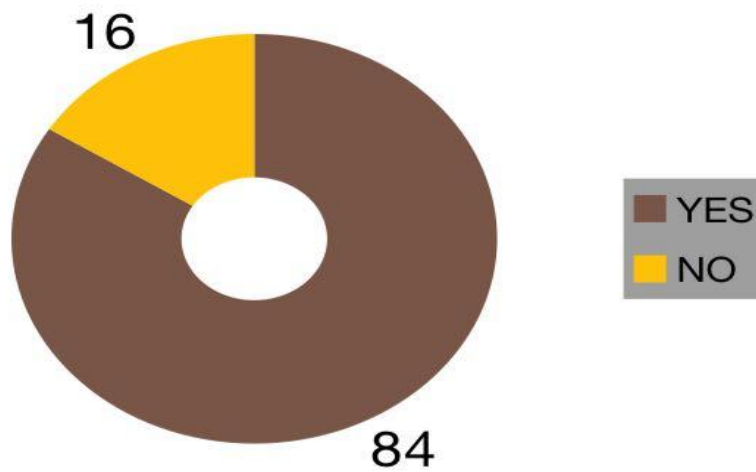
| Type of Red Bull | Respondents | Percentage |
|------------------|-------------|------------|
| Yes | 42 | 84% |
| No | 8 | 16% |
| Total | 50 | 100% |

ANALYSIS-

84% of the respondents say that Red Bull differentiates itself from other suppliers whereas the rest 16% do not think so.

CHART 4.21- SHOWS WHETHER THE BRAND DIFFERENTIATES ITSELF FROM OTHER SUPPLIERS

BRAND IDENTITY



INTERPRETATION

Majority of the respondents feel that Red Bull differentiates itself through its brand from other suppliers.

TABLE 4.22- SHOWS THE PERCENTAGE OF SALES DURING OFFERS

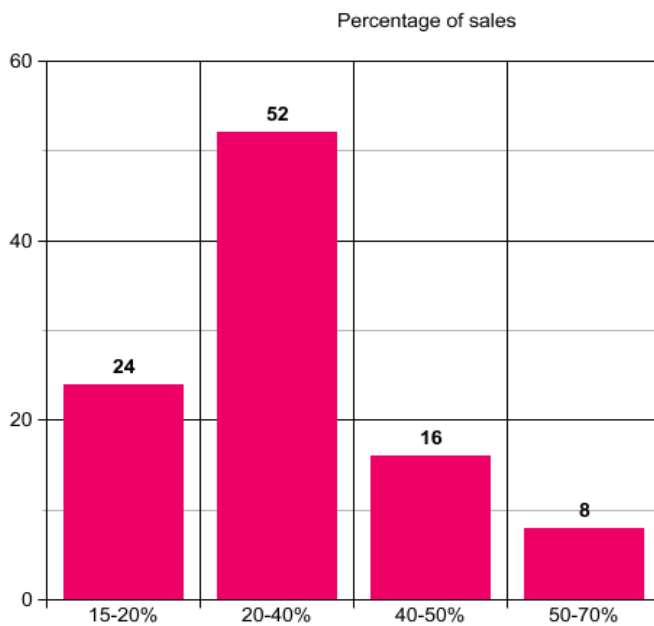
| Percentage | no. of respondents | Percentage |
|------------|--------------------|------------|
| 15-20% | 12 | 24% |
| 20-40% | 26 | 52% |

| | | |
|---------------|---|-----|
| 40-50% | 8 | 16% |
| 50-70% | 4 | 8% |

ANALYSIS-

24% of the respondents feel that the 15-20% of the sales are during offers, 52% believe that 20-40% of the sales are sold during offers, 16% feel that 40-50% of the sale is made during offers and 8% believe that 50-70% of the same.

CHART 4.22- SHOWS THE PERCENTAGE OF SALES DURING OFFERS



INTERPRETATION

Majority of the respondents feel that over 20-40% of sales are made during offers, while only a few believe that 50-70% are made during offer because customers are more attracted to buying a product during sales and other offers that could be beneficial to both parties.

CHAPTER 5

FINDINGS:

- Majority of the respondents that were sampled were male, comprising of 75% whereas the remaining were female. The numbers of respondent that consume Red Bull were greater at 74% than the ones who don't at 26%. The reason being that majority of the students consume it while studying or during a sporting activity to enhance their performance.
- Students consume Red bull majority during studying (36%) as it helps them focus and concentrate better, being a functionality drink, it also gives them an upper hand during certain sporting events as well as keeps them up during certain party events. It was observed that students prefer the Red Bull during exams as they have to stay up at night to study. Hence the variation of the number of cans can be seen as few students consume anywhere between one to more than two cans a day.
- The maximum consumption of Red Bull is between the age of 17-25yrs, at 52% as they require more than energy than any other age bracket.
- Red Bull is mainly found at supermarkets and retail stores with a majority of 38% and 34% respectively.
- Red Bull's adopts a unique marketing strategy with sponsored athletes as its main method with 44% as they have a huge audience.
- Red Bull as an energy drink believes in high quality and high price as it is a premium drink.
- The main selling point of Red Bull is the functionality and the brand itself that has been developed over years.
- Red Bull uses the Wings Team Program as one its main marketing technique as it serves a one on one and personal touch while gaining new customers.

- Red Bull usually finds majority of its target buyers at Music festivals at 38% and sports events at 32% as compared to college festivals or at work.
- Red Bull being a premium energy drink with its uniqueness captures majority of the market share as compared to the other energy drinks. Its high brand image and brand valuation makes it a top notch brand helping it invest in various sporting events and racing events. As compared to Tzinga and monster, Red bull is a dominator in the energy drinks market.
- Red Bull uses brand loyalty at 46% as its main method of creating a positive impression amongst its customers along with an effective distribution channel at 34%.
- Reasons for not buying a can of Red Bull is mainly because of Wrong Media and assumptions by the general public which takes up almost 40%, along with the price which is comparatively high as compared to other energy drinks.
- Red Bull uses a wide variety of social media for promotions, with Instagram mainly adding up to 38% followed by Snapchat which is 34%.
- Students are exposed to the marketing of Red Bull through various ways such as T.V commercials, Red Bull events and through word of mouth. Thus the exposure of the product has implemented various factors for its purchase such as taste, functionality, sponsored athletes and price. Being a premium brand it has made its way into the student community creating a buzz that it is a functionality drink and that it was benefit the students.
- The point of purchase is generally different for various consumers. Students who are into different activities such as sports, party and studying would have a different point of purchase such as a canteen, a bar, a retail store or a supermarket. Thus, need and availability play an important role.

SUGGESTIONS

*** POSITIONING OF THE BRAND:**

Red Bull should position themselves more effectively in the market as other energy drinks are coming up. They should set their market more firmly and win customer loyalty.

***INCREASE THE NUMBER OF EVENTS:**

Red Bull should increase the number of events in India, so that they can familiarize themselves with the consumers. Consumers can have an idea about the energy drinks and the events hosted by them.

***FAMILIARITY:**

Red Bull should familiarize themselves with all the sections of consumers, including the local and niche market. Consumers should gain knowledge about the energy drink and its functionality.

***PRICING:**

The pricing of Red Bull should be lowered a little as other consumers who are on the poverty line can afford it occasionally. Due to its high pricings many consumers hesitate to purchase the product.

CONCLUSION:

Red Bull has emerged very well in the Indian market and has set great standards among the consumers, from students to office goers. It has expanded its production not only in India but all over the world. One of the most popular energy drinks with a strong brand image and brand identity.

Red Bull has been appreciated by almost all the consumers who have tried it, mainly for its functionality and packaging. With various other products made for different types of consumers, like Red Bull sugar free and Red Bull Total Zero, Red Bull has set its base in India and has advanced all around the world.

Red Bull should focus on creating more brand awareness and give consumer information about its functionality and the ingredients involved in the manufacturing of the beverage.

From the above research it has been derived that Red Bull are doing well in India with its marketing and sales and it has seen a growth of consumers who have acquired a liking towards the brand and its activities.

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QUESTIONNAIRE

Respected sir / Madam

I **DANISH GAFOOR**, student of **ACHARYA INSTITUTE OF TECHNOLOGY**, as part of my MBA, I am doing project on “**MARKETING FOR ENTREPRENEURS BY REDBULL INDIA PVT LTD**”.

I kindly request you to help me in study by answering questions below. Data collected from you will be kept highly confidential and will not be disclosed to anyone at any cost. Its purely for academic purpose.

Q1- Do you consume Energy Drink?

- Yes
- No

Q2 – How many cans of Red Bull do you consume in a day?

- 0
- 1
- 2
- more than 2

Q3 – On what occasion do you consume Red Bull?

- Sports
- Driving
- Leisure
- At work

Q4– Who is your target audience?

- 17-25
- 25-40
- 40-50
- 50-60

Q5 – Where will you be selling Red Bull?

- Retail Store
- Club/Pub
- Supermarket
- Restaurants

Q6 – How do you want to advertise?

- Opinion Leaders
- Word Of Mouth
- Sponsored athletes
- Wings Team Member

Q7 – How would you rate the standard price set by Red Bull?

- High quality and high price
- Low quality and low price

- Low quality and high price
- High quality and low price

Q8 – What do you think is the products biggest selling point?

- Functionality
- Price
- Brand
- Durability

Q 9 – What emotions do you want to convey as being associated with your product through your marketing strategies?

- Relief
- Energetic
- Refreshing
- Tasty

Q10 – What does Red Bull associate its brand with?

- Energy drink
- sports
- racing
- Red Bull music academy

Q 11 – What are the various marketing techniques of Red Bull?

- the Wings team Program (sampling)

- the Student Brand manager program (seeding and hacks)

Q12- Where can you find your target buyers?

- Sports Events
- Music Festivals
- College festivals
- At work

Q13-Is the customer price sensitive?

- Yes
- No

Q14-What is your competition charging?

- Rs50-Rs70
- Rs70-Rs100
- Rs100 and over

Q15- Who are your competitors?

- Monster Energy
- Sting
- Amp 5
- Tzinga
- Power X

Q16-How do you want to create a positive impression of Red Bull amongst customers?

- Brand Loyalty
- Promotions
- Effective Pricing
- Effective distribution

Q17-What is your average monthly expenditure on marketing?

- Less than Rs35,000/-
- Rs 35,000/- to Rs 50,000/-
- Above Rs50,000/-

Q18-What are the main reasons for not buying your product, if any?

- Wrong media
- Price
- Health concerns
- Taste

Q19-What are the different social media platforms used by Red Bull?

- Facebook
- Online Website
- Snapchat
- Instagram

Q22-What percentage of your product are sold during offers?

- 15-20%
- 20-40%
- 40-50%
- 50-70%



ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

PROJECT WEEKLY REPORT (16MBAPR407)

Name of the Student : DANISH GAFOOR K O

Internal Guide : Prof: MONICA HARSHA

USN No : 1IA16MBA14

Specialisation : Human Resource and Marketing

Title of the Project : A STUDY ON MARKETING FOR ENTREPRENEURS

Company Name : REDBULL Co. Ltd, Bangalore

Company Address : Richmond Rd, Sampangi Rama Nagara

Langford Gardens, Bengaluru

Karnataka 560027

| Week | Work Undertaken | External Guide Signature | Internal Guide Signature |
|----------------------|---|--------------------------|--------------------------|
| 15-01-18 to 21-01-18 | Introduction about Redbull India Private Ltd and its operations | | |
| 22-01-18 to 28-01-18 | Learning about different operations and products by Redbull India Private Ltd | | |
| 29-01-18 to 04-02-18 | Orientation and gathering information about the growth of the company | | |
| 05-02-18 to 11-02-18 | Analysis of Position of the company | | |
| 12-02-18 to 18-02-18 | Research Problem Identification | | |

| | | | |
|----------------------|---|------------|-----------------|
| 19-02-18 to 25-02-18 | Population of Research Instrument for data collection | <i>Sar</i> | <i>Monica M</i> |
| 26-02-18 to 04-03-18 | Theoretical Background of the study | <i>Sar</i> | <i>Monica M</i> |
| 05-03-18 to 11-03-18 | Data collection and Data Analysis | <i>Sar</i> | <i>Monica M</i> |
| 12-03-18 to 18-03-18 | Interpretation of data gathered during the survey | <i>Sar</i> | <i>Monica M</i> |
| 19-03-18 to 23-03-18 | Final Report preparation and submission | <i>Sar</i> | <i>Monica M</i> |

HOD



[Handwritten Signature]

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