

## **EXECUTIVE SUMMARY**

This project consists consumer and retailer survey. In Consume and retailers survey, 35 retailers and 100 consumers were personally interviewed. The market covered was Bangalore\_ The data was collected through questionnaire.

The project is an extensive report on how the Bisleri company markets its strategy and how the company has been able in tackling the present tough competition and how it is coping up by the allegations of the quality of its products. The report begins with the history of the product and the introduction of the Bisleri Company. This report also contains the basic marketing strategies that are used by the Bisleri Company of manufacturing process, Water Technology (Ultra Heat Treatment), production policy, advertising, export scenario, future prospect, and government policies. The report includes some of the key salient features of market trend issues.

In today's world of cutthroat fierce competition, it is very essential to not only exist but also to excel in the market. Today's market is enormously more complex. Hence forth, to survive in the market, the company not only needs to maximize its profit but also needs to satisfy its customers and should try to build upon from there.