

EXECUTIVE SUMMARY

This project was undertaken for a period of 6 weeks in the Nest Group of Companies. It is based on understanding impact of price disparity and brand image recognition towards the brand Golden valley by Nest. Even though every company identifies their target customer and formulate their pricing and branding policies. Accordingly, there is a need to know what people think about the brand and how frequently they buy it.

The objective of this project is very clear that to study the impact of price disparity and brand image recognition of golden valley. Nest not only has just Golden valley packaged mineral water but it is also into many various variants e.g. fruit based drinks, carbonated drinks, etc.

A questionnaire was prepared for the retailers. 50 people were intervened from different areas of Ernakulam. Only few areas were covered from entire Ernakulam so things may be different where the study was not conducted. The data collection of 50 respondents was done by face to face interview.

Based on responses by the respondents conclusion are drawn. All the data which was collected and the conclusions were drawn is explained in detail in the further part of the project.