

EXECUTIVE SUMMARY

A study on revenue management has been done at BESCO, Bangalore. BESCO is primarily concerned with electricity generation, building, and maintenance of power plants. 4 forms of power generation undertaken by BESCO: Thermal power, Hydro Power, Wind and Diesel Power.

Revenue Management is the process of getting the highest possible revenue in the selling of service firm capacity at the appropriate place and the appropriate time. Revenue Management is the process of understanding and regulating the consumer's behaviour in order to increase yield or profit from a fixed perishable resource.

The study has been done by various chapters that include Introduction, Literature Review, Analysis, Interpretation, Findings and Suggestions. For the purpose of this study, necessary information has been collected through primary and secondary sources.

BESCO is not a profit-oriented company. BESCO has been playing a vital role in the development of agriculture industry and other sectors. BESCO has devised plans to share power among consumers. Revenue management aids in the understanding of specific information about the power purchased and sold, as well as the organization's financial performance.