

ಅಂಜುಮನ್ ಕಲಾ, ವಿಜ್ಞಾನ, ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ ಹಾಗೂ ಸ್ನಾತಕೋತ್ತರ ಕೇಂದ್ರ
ANJUMAN ARTS, SCIENCE, COMMERCE COLLEGE & P.G. CENTRE

(AFFILIATED TO THE KARNATAK UNIVERSITY, DHARWAD)

Accredited "B" Grade by NAAC



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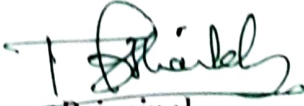
ಪೋಸ್ಟ್ ಬಾಕ್ಸ್ ನಂ. ೦೨
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Certificate

This is to certify that the project work titled "A study on trend analysis and common size statements of Joyal soft drinks industry, kasarkod Honnavar" is an original record of field work done by Ms. Asifa Ansar Sayed with Registration No. 18C011203 in a partial fulfillment of the award of degree of Master of Commerce of the Karnatak University, Dharwad during 2019-20. The project satisfies the academic requirements in respect of project work prescribed for the Degree of Master of Commerce and is a record of her own independent work.

This project is based on the studies carried out by her, has not submitted to any other University or Institution for the award of any degree or diploma.


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JOYAL SOFT DRINKS KASARKOD HONNAVAR

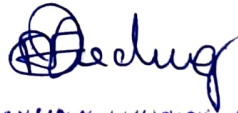
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CERTIFICATE

This to certify that Miss ASIFA A SAYED student of M.com 4th semester with register number 18C011203, studying at ANJUMAN ARTS, SCIENCE AND COMMERCE COOLEGE AND PG CENTRE BHATKAL has visited our industry for data collection in respect of project work. We believe that this project work her own efforts and we wish her good luck in her academic Endeavour.

SIGNATURE OF THE MANAGER



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JOYAL SOFT DRINKS

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KASARKOD, Ta-HONNAR

PLACE:

DATE:

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CHAPTER - 1

INTRODUCTION

The economic development of a country depends more on the industry. Industry is the backbone of the country. Small scale Industry play a vital role in the development of the country. In the business environment like India where the no. of small scale industrial units are huge and scattered clear verification of each and every unit by the government became a challenge.

A small scale industry is an industrial undertaking in which the investment in fixed assets in plant and machinery whether held on ownership term or lease or hire purchase does not exceed 1 crore. However, these investments limit is varied by the government from time to time.

Entrepreneurs in small scale sector are normally not required to obtain a license either from the central government or state government for the setting up of units in any part of the country. Registration of small scale units is also not compulsory but its registration with the state directorate or commissioner of industries or DIC'S make the unit eligible for availing different type of government assistance like financial assistance from the department of industries medium and long term loans from state financial corporations and other commercial banks, machinery on higher purchase basis from the national small industries corporations

Small scale industries are a key driver of economic growth and contribute substantially to India's total industrial production, export and employment generation. As a result 3.6 million small scale industries in the country produce over 8000 items and provide employment to 20 million people small scale industries contribute good portion to national income and boost employment generation. Further they reduce the regional imbalances in the country starting from rural areas.

CONCLUSION

Joyal soft drink is an industrial concern engaged in the manufacturing of soft drinks situated in industrial area of Honnavar at kasarkod. The primary objectives of the company are to complete with the competitors. Since the company has very strong competitors. It has to give more important to its marketing mix strategies.

The company main productions are Joyal , Orange , Lemon , Sprint, Cola, and Soda.

The price of the product is fixed on basis of quality, cost of ingredients, transportation, different advertisement etc. the company has wide marketing network around the area through company to dealers to consumer, company to distributors to dealers to consumers and also directly to consumer.

But the joyal soft drinks factory has very good future if all four p's such as product, price, promotion, and place of marketing strategies are given equal importance.