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The project's basic objective is to analyzing the anti Pepsi behavior of retail outlets under the distributorship of Shukla Sales, sitapur road, lucknow. In this project I surveyed in areas of Shukla Sales and asked selected questions to the outlet owners who were either not selling pepsi products or selling in very less quantity.

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My project title is "ANALYSIS OF SALES PROMOTION AND DISTRIBUTION STRATAGIES OF PEPSICO". The project's basic objective is to study and analyze, the effectiveness of the distribution and supply network in Rural areas and how the company's promotional schemes stimulates the products demand and how the retailers respond towards schemes, in Bathinda(urban) and Barnala(rural) areas of Punjab.

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