

PROJECT REPORT ON
“A STUDY ON SUPPLY CHAIN MANAGEMENT AND CHANNEL
SATISFACTION WITH REFERENCE TO NEO
CON HONNAVAR”

SUBMITTED BY
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SUBMITTED TO



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE
DEGREE OF MASTER OF BUSINESS ADMINISTRATION
UNDER THE GUIDANCE OF

INTERNAL GUIDE

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CERTIFICATE

This is to certify that **Mr. CHANDRAKANTH NAIK** Reg. No. **4AL21BA019** MBA IV TH semester student of Alva's Institute of Engineering and Technology, Moodbidri has undergone Six weeks in-plant training in our company from 17.04.2023 to 27.05.2023. He has prepared project report named **"A STUDY ON SUPPLY CHAIN MANAGEMENT WITH REFERENCE TO NEO CON HONNAVAR AND CHANNEL SATISFACTION" ANALYSIS** with special reference to our company.

We are happy to state that, he has successfully completed his Project work and he has been sincere and hard working in his endeavour.

We wish him bright future.

For NEO CON
For NEO CON

Proprietor
Authorized Signature

(Veena Suresh Naik)

Place: Honnavar

Date: 27.05.2023

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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **CHANDRAKANTH NAIK** bearing USN **4AL21BA019** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "**A STUDY ON SUPPLY CHAIN MANAGEMENT AND CHANNEL SATISFACTION WITH REFERENCE TO NEOCON HONNAVAR**" is prepared by him under the guidance of **Mr. Guruprasad Pai**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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DECLARATION

I, **CHANDRAKANTH NAIK**, hereby declare that the Project report entitled "A Study on Supply Chain Management and Channel Satisfaction with Reference To Neo Con Honnavar prepared by me under the guidance of Mr. Guruprasad Pai, faculty of M.B.A Department, Alva's institute of engineering and technology ,Mijar and external assistance by Veena .S. Naik at Neo Con Honnavar.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: - Mijar

Date: - 01/09/2023



Signature of The Student

ACKNOWLEDGEMENT

I am truly grateful to my external guide Veena .S. Naik at Neo Con Honnavar, and my internal project Guide, Asst .Prof Mr. Guruprasad Pai, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, Peter Fernandes, for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last, but not least, I want to express my deep appreciation to my parents for their unstinted support

PLACE: - MOODBIDRI

DATE: - 01/09/2023

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EXECUTIVE SUMMARY

This report delves into the profile and analysis of NEO CON, a prominent player in the bottled water industry in India.. The bottled water industry in India has witnessed rapid growth, driven by health concerns and a growing population. NEO CON, established in June 2012, has successfully navigated this competitive landscape.

The company's strengths include a dedicated workforce and high demand for its mineral water bottles. However, there are weaknesses such as limited distribution network and product portfolio. Opportunities lie in the increasing importance of safe water and the potential to expand both product offerings and distribution networks. Threats include competition from existing and new players, fluctuating costs, and regulatory changes.

NEO CON's vision is to provide safe water to its customers, achieved through innovative research and development. The company offers various bottle sizes and provides services like home delivery, earning positive ratings. Its strategic location near national roads aids efficient distribution.

This project is divided into five chapters, each of which covers a distinct area of the company. The initial chapter introduces the industry and company context, highlighting key aspects like company leadership, vision, and offerings. It outlines operational areas, infrastructure, competitors, and potential growth, supported by a SWOT analysis. This chapter sets the stage for understanding the company's position and future possibilities.

In the second chapter, we delved into the theory that supports our study and explored existing research on the topic. We reviewed at least 20 different studies to understand what's already known and identify gaps in the research. This helped us see where our study fits in and what questions still need answers. By looking at a wide range of literature, we gained insights that guided our research and highlighted areas that haven't been explored thoroughly.

In the third part, we defined the main problem, reasons for conducting the study, and set clear goals. We also outlined what our study covers, how we'll conduct

it, and the assumptions we're testing. While exploring the topic's boundaries, we acknowledged potential constraints that might affect the study's outcome.

In the fourth chapter, we thoroughly studied the gathered data and used helpful tables and graphs to explain it better. These visuals made it easier to understand important trends and connections in the information. By looking closely at the data, we could figure out the main points we were investigating. These graphs and tables also helped us explain our findings more clearly and made it simpler to make important decisions based on the results.

In the fifth chapter, we summarized our discoveries, drew conclusions, and provided valuable suggestions and recommendations. This chapter serves as a condensed guide for implementing insights gained from the study.