

**PROJECT REPORT ON**  
**“ANALYSING THE EFFECT OF MARKETING STRATEGIES ON THE GROWTH**  
**OF TATA COFFEE LIMITED: A COMPARATIVE STUDY OF RURAL AND URBAN**  
**MARKETS CONCERNING KODAGU DISTRICT”**

**Submitted by**

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**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

**In partial fulfilment of the requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

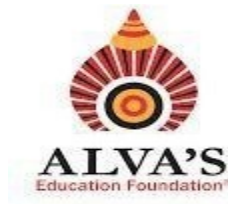
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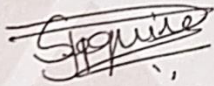
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**MAY 2023**

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## CERTIFICATE

This is to certify that **POOJA B S** bearing USN 4AL21BA056 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled **"ANALYSING THE EFFECT OF MARKETING STRATEGIES ON THE GROWTH OF TATA COFFEE LIMITED: A COMPARITIVE STUDY OF RURAL AND URBAN MARKETS CONCERNING KODAGU DISTRICT"** is prepared by her under the guidance of **Mrs. Priya Sequeira**, Senior 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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### **CERTIFICATE**

This is to certify that Ms. POOJA.BS, a student of MBA IV Semester (Reg. No.4AL21BA056), Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed her training from 13.05.2023 to 27.06.2023 in our organization on the topic of "Analysing the Impact of Marketing strategies on the growth of TATA Coffee LTD: A comparative study of Rural and Urban markets." as partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagaum.

We further certify that her conduct during the training period was satisfactory.

We wish her success in all her future endeavors.

FOR TATA COFFEE LIMITED

MANAGER



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## DECLARATION

I Pooja BS, hereby declare that the Project report entitled **“Analysing the effect of marketing strategies on the growth of Tata Coffee Limited: A comparative study of rural and urban markets concerning Kodagu district”** was prepared by me under the guidance of Assistant. Professor Priya Sequeira, faculty of M.B.A Department, Alva’s Institute of Engineering and Technology, Mijar, and external assistance by KU Somaya, Marketing manager at Tata Coffee Limited, Kushalnagara, Kudige.

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

I have undergone a summer project for 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

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SIGNATURE

## **ACKNOWLEDGEMENT**

I am genuinely grateful to my external guide KU Somaya, Marketing Manager at, Tata Coffee Limited, and my internal project guide Assistant. Professor Priya Sequeira, for their project guidance, encouragement, and opportunities provided.

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## **EXECUTIVE SUMMARY**

This research paper investigates the impact of marketing strategies on the growth of Tata Coffee Limited in the context of both rural and urban markets within the Kodagu district. The study aims to comprehend the factors influencing price, product strategies, promotional schemes, brand reputation, and ease of availability on sales, identify potential economic advantages, and propose strategies to enhance Tata Coffee Limited's market presence in the region. The research reveals that the market awareness consumers in urban areas of Kodagu district are better informed about Tata Coffee Limited's products and marketing strategies than in rural areas. Information dissemination occurs through advertising channels and occasional governmental initiatives. Despite market awareness, the paper identifies that the growth of Tata Coffee Limited in rural and urban markets varies significantly. This divergence is attributed to differing consumer preferences, purchasing power, and market dynamics. This research highlights the significance of tailored marketing strategies for the growth of Tata Coffee Limited in both rural and urban markets within the Kodagu district.