

**PROJECT REPORT ON  
A STUDY ON IMPACT OF COCOA AND ARECANUT PRICE VOLATILITY  
WITH REFERENCE TO CAMPCO**

**Submitted By  
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**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

**In partial fulfilment of the requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

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**DEPARTMENT OF BUSINESS ADMINISTRATION  
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY  
MIJAR, MOOBBIDRI  
2022-2024**



**THE CENTRAL ARECANUT & COCOA MARKETING  
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**CERTIFICATE**

This is to certify that Ms.Akshitha M, USN:4AL22BA006, MBA Finance student of Alvas institute of Engineering & Technology, Mijar, Moodabidre has completed her Project study at CAMPCO Chocolate Factory, Puttur on the subject of "A Study on impact of cocoa and arecanut price volatility with special reference to CAMPCO" during the period from 23.04.2024 to 06.06.2024. During the above period her conduct and performances are found good. We wish her all the best in her future endeavors.

  
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Accredited by NBA (CSE & ECE)


Date: 10/09/2024

## CERTIFICATE

This is to certify that **Akshitha M** bearing **USN 4AL22BA006**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the Batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on "**A Study on Impact of Cocoa and Arecanut Price Volatility with reference to CAMPCO, Puttur.**" is prepared by her under the guidance of Mrs Princy P F, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

  
Signature of Internal Guide

  
Signature of HOD

  
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## DECLARATION

I **Akshitha M**, hereby declare that this project report entitled “**A Study on Impact of Cocoa and Arecanut Price Volatility with reference to CAMPCO, Puttur**” prepared by me under the guidance of **Mrs. Princy P F**, Assistant Professor of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar and external assistance by **Mr. Ramesh Shetty**, Senior Manager, CAMPCO, Puttur.

I also declare that this project report is towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a summer project for a period of 6 weeks. I further declare that this project report is based on the original study undertaken by me and not been submitted for the award of any degree from any other University/Institution.

Place: Mijar

Date: 09-09-2024



Signature of the Student

## ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project. It gives me immense pleasure to acknowledge all those who have encouraged and supported for the successful completion of this work.

I would like to express my sincere thanks to Principal **Dr Peter Fernandes**, AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide **Mrs Princy P F Assistant Professor of MBA department**, for the constant support and encouragement to carry out my report successful without much difficulty.

I am grateful to **Mrs. Priya Sequeira**, HOD, MBA department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri. whose timely suggestions and encouragement support me to complete this project.

I express my heartfelt thanks to the Manager and staff of CAMPCO for their constant encouragement and support during the entire project.

I extend my sincere thanks to my external guide Mr Ramesh Shetty and HR Mr Radhesh for his guidance. Finally, I express my sincere thanks to my parents, family, friends and all the staff of MBA department, whose support and encouragement kept me going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this report.

Thank You,

**Akshitha M**

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## **EXECUTIVE SUMMARY**

This study focuses on “Impact of Cocoa and Arecanut price volatility with reference to CAMPCO.” It highlights the challenges faced by the cooperative due to fluctuating raw material costs, which affect operational stability and profitability. By analysing historical price trends and market dynamics, the research identifies key factors influencing price fluctuations, including global economic conditions and government policies. The study emphasizes the need for CAMPCO to adopt effective risk management strategies and improve data collection methods to mitigate adverse effects.

This report is divided into five chapters. First chapter is about Introduction, Industry profile and company profile which is all about the company in which internship has done. Second chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research design which contains statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses and limitations of the study. Fourth chapter is about analysis and interpretation of the data collection and analysis, the study reveals significant trends in price increases and their implications for cost management and profitability of the CAMPCO. Fifth chapter is about findings, conclusion and suggestions based on the study. The findings underscore the importance of robust risk management and continuous market monitoring to ensure CAMPCO's sustainable growth and competitiveness. Then it contains bibliography which is about the various journals I have studied.