



## A Study on feasibility of frooti in Returnable Glass Bottle (RGB) in Patna

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**Abstract :** *The study attempts to enquire whether packaging could rejuvenate the product life and give it a new thrust as far as market penetration is concerned. This study is undertaken to figure out whether the demand for Frooti in TET outclasses its demand in PET. Moreover, an assessment is made regarding the feasibility of Frooti in Returnable Glass Bottle (RGB) in Patna .*

**Keywords:** *Feasibility, PET(Polyethyleneterephthalate), TET (Tetracycline), RGB (Returnable Glass Bottle), affluence, sustainability.*

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### Introduction:

The study was based on the analysis of the feasibility of Frooti in Returnable Glass Bottle (RGB). ParleAgro is anticipating the launch of its mango juice brand Frooti in glass bottles to challenge the dominance of Coca-Cola's Maaza. The rationale of this study has been to develop effective marketing strategy for the launch of Frooti in RGB. The study attempted to analyse the efficacy and viability of Frooti in a different package in order to outsell its competitors. The purpose was to verify the demand of Frooti in PET and TET and how much it will be successful in RGB.

Feasibility studies aim to objectively and rationally uncover the strengths and weaknesses of an existing business or proposed venture, opportunities and threats as presented by the environment, the resources required to carry through, and ultimately the prospects for success.

### Objectives of the study :

The aim of research was to achieve the following objectives:

1. To estimate the dealer's willingness regarding the acceptance of Frooti in RGB.