

**ST. MARY'S UNIVERSITY**

**FACULTY OF BUSINESS  
DEPARTMENT OF MARKETING  
MANAGEMENT**

**AN ASSESSMENT OF PRODUCT  
DEVELOPMENT PRACTICE IN CASE OF  
MOHA SOFT DRINK INDUSTRY**

**BY  
KIDU ABADI**

**JUNE, 2014  
ADDIS ABABA**

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APPROVED BY THE COMMITTEE OF EXAMINERS**

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DEPARTMENT HEAD

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SIGNATURE

\_\_\_\_\_  
ADVISOR

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INTERNAL EXAMINER

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EXTERNAL EXAMINER

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**AN ASSESSMENT OF PRODUCT DEVELOPMENT  
PRACTICE IN CASE OF MOHA SOFT DRINK  
INDUSTRY TEKLEHAIMANOT PLANT**

**A SENIOR RESEARCH SUBMITTED TO THE  
DEPARTMENT OF MARKETING MANAGEMENT  
FACULTY OF BUSINESS**

**ST. MARY'S UNIVERSITY**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE DEGREE OF BACHELOR OF ARTS IN  
MARKETING MANAGEMENT**

**BY  
KIDU ABADI**

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# CHAPTER ONE

## Introduction

### 1.1 Background

Accounting of Shajachan (2001:4) product development includes a number of decision namely what to manufacture orbtly how to have its packaging how to fix its price and how to sell it. Another although enrich and Eppinger (2003:2) product development is the set of activities beginning with the perception of a market opportunity and ending product development is an enter disciplinary activity requiring contributions from nearly all the functions of affirms, how ever three functions are almost always central to product development project.

The physical product development practice involves modifying products, developing new product and improving products in doing all the idea generation on the features of the product, the package and the design and style of the product is mandatory. Product development practices, as new product development process consisting innovation and levels of product. Innovation as the basic product offering or in packaging and also the only means by which a company can survive in a competitive land scope. Kumer and Meena Kshi (2006:195).

In Ethiopia at this time history of soft drink industry is very expanded from time to time there fore the know industry is summit Nefassilk, Teklehaimanot, Gonder, Bure, Awassa, Desse for future will be opened at Mekele & Jimma soft drink industry but the Mekele Industry is started new

Pepsi Cola traces its origins to 1898 when Caleb Brad ham a pharmacist in New Bern north Coronia, created a curative drink for dyspepsia called Pepsi Cola. Pepsi Cola later referred to simply as Pepsi was mixture and

carbonated water, cane-sugar syrup, and an extract from tropical Cola nuts, to sell this product Bradham formed the Pepsi Cola Company in 1903. In addition to selling the drink at drug store counters Bradham bottled Pepsi for sale on store shelves. At this time, bottling was a new innovation in food packaging.

However due to major increase in the price of sugar, Bradham began to lose money on Pepsi and in 1923 he filed for bankruptcy. The Craven holding company of Pepsi country, North Carolina, purchased Bradham's assets. In 1931 Charles G. Guth of the Guth company in New York City purchased Pepsi-Cola from the holding company. Guth had difficulty getting the business going again, but he increased sales by selling larger bottles at an unchanged price. By 1933 Pepsi Cola was sold by 313 franchised US dealers bottled in the United States, Cuba, and England and sold in 83 countries. (Microsoft) Nefas Silk Pepsi Cola, in Ethiopia, is the first Pepsi Cola plant in Ethiopia and was established in 1966 as Hare Company with an initial capital of 1 million birr.

MOHA soft drink factory is the sister company of MIDROC Ethiopia. The relationship between MIDROC Ethiopia is clearly described Mohammed International Development Research and Organization Company (MIDROC), whose fundamental objective is to participate in the economic build up of Ethiopia is involved in the approval of budget, audit of accounts, disseminating of information, instruction like other companies.

MOHA Soft Drinks Industry Share Company was formed on the 15<sup>th</sup> of May 1996. The company was formed after the acquisition of four Pepsi Cola plants located at Addis Ababa (Nefas Silk and Teklehaymanot) Gondar and Dessie which were purchased by Sheikh Mohammed H. Al Amoudi in the 18<sup>th</sup> and January 1996. Currently with new factory in Awassa (Awassa Millennium Plant) MOHA is engaged in the production of Pepsi Cola, 7up, Miranda orange, Miranda Tonic and Miranda Apple. The products are

available in 300ML returnable bottle, 1 liter PET plastic bottle and in keg or barrel container. In addition to this MOHA is engaged in the production of bottled water in 0.5 liter PET plastic bottle and returnable glass bottle by the “Kool”

Teklehaymanot Pepsi Cola plant was established in 1961 as “SABATEJ” Share Company, but nationalized in 1975 replacing the old line and started producing Pepsi Cola, Miranda and team brands in January 1978. currently, Teklehaimanot plants manufacturing Pepsi Cola, 7up, Miranda orange, Miranda Tonic and Miranda Apple in 300 ML returnable glass bottles.

In Ethiopia at this time the soft drink industry is very expanded the known industry is summit, Nefasssilk Teklehaimanot, Gonder, Burem, Awassa, Dessie, for future build at Mekelle Jimma, but the Mekelle Soft drink Industry Share Company is started.

The actual marketing mix practice of the organization of MOHA industry Teklehaimanot branch as follow practices.

The product: Practice of the company is, Miranda orange, Miranda Apple, Miranda Tonic, Tup, Kool Mineral & spring water, Petm  $1/2$  1 liter, 1.8 liter. How ever the license of the Company by the name of Pepsi as well as “to go” of the company by as the whole. The computation of the MOHA product is very high computation Pepsi with Sprite, Miranda Tonic, woth Fanta Orange Flsp compete with Sprite, Miranda Tonic what competition the product of sweeps’ tonic, kool mineral & spring water with crystal the other place substitutes promotion door – to – door, depots (Agent), Kiask, Fat delers, the price of the product plus some addition commission to the distribute the product pay. There for the company always produce huge amount of product in order to satisfy the needs of their customers and also to meet the growing demand. The price practice of the organization are competitive

practices, you are not use price leader among this practice. How ever the product price always all equal amount of price sell, there is no different price practice, except some remote areas the price of all product in one create 115 Ethiopian Birr.

According to the Territory development manager of MOHA Soft drink Industry Teklehaimanot Branch always with in six day control the practical activity of the product.

Marketing channels are made up of institutions such as retailers and whole sellers all those involved in a products movement from producer to final customer. The distribution strategy of MOHA Soft Drink Industry Share Company is always use all channel of distribution used to under take deliveries to customers in three territory areas. The first territory settled from Teklehaimanot up to Alemgena area, the second territory started from Merkato to up the end of Addis Ababa, the third territory started from PIASSA – up to Burayo, Addisugebeya area in our City there is three branch, distribute the product, Teklehaimanot branch, summit, Nefas Silk among this the distribution of product in the Teklehaimanot branch up country Ewst Sebeta, Wolkite, 117 Price North Fitcha 120 price, south west Ambo 12 Price for future will be Opened Branch Jimma & Nekemte.

The promotion strategy of MOHA Soft drink Share Company is like pull & Push system customer based promotion MOHA could be successfully and active sales person is necessary for the promotion of the product some times entraining and guiding sales people analyzing the image and customer perceptions of accompany based up on marketing techniques involves not marketing graduates only but also psychologists, sociologists, and consumer behavior analysis there for MOHA soft drink industry share company any use exclusive promotion strategy some more focus on the cinema house, Sheger sport, Idelshow, man show, music talent show your



program, Bus of our city and soon more practice. The company for promotion strategy in minimum of 300,000 birr loss at the end of the year.

## **1.2 Statement of the Problem**

According to Kottler (2006) new product we mean original products, product improvements, product modifications and new rounds that the firm develops through its own research and development efforts. Idea generation of new modified and improved products can be sourced from internal and external sources the internal sources being the starts of the company and the data of past experience and the external sources being customers, competitors, distributors and suppliers play great role in the product development practice of the company. New products mean original products, product improvements, product modifications, and new brands that the firm developers through its own research and developments efforts (Brierity and Reeder, 2001:125)

Pillai and Vathi (2005:132) as an alternative to developing a completely new product, management should take a fresh look at the companies existing products. Often improving established products can be more profitable and less risk than developing completely new one.

However MOHA Soft drink Industry has obviously factories such as price , material cost and also taste of the consumer is such problem to product development practice of MOHA soft drink industry share company. Therefore, the student researchers initiated to identify the problem associated with the product development practice of this company.

## **1.3 Basic Research Questions**

1. What factors affect the product development practice of the company?
2. What action that the company uses so as to develop product and to satisfy the customer?
- 3 How is the companies try to improve or develop the quality of the product?

## **1.4 Objective of the study**

### **1.4.1 General Objective**

### **1.4.2 Specific Objective**

To identify the product those increase the quality of the company's product.

### **1.4.1 General Objective**

The General Objective of the research is to assess the product development practices of the MOHA Soft Drink Share Company.

### **1.4.2 Specific Objective of the Study**

To identify factors affecting product development practices of MOHA Soft Drink Share Company.

To assess the action that is used by the company so as to develop the product and to satisfy the customer.

To assess the way how the companies try to improve and develop equality and the product.

## **1.5 Significance of the study**

### **To the organization**

This study will be very important for MOHA Soft Drink Industry Share Company what problems it has carry and what actions the organization should take in order to improve it's the product of the company.

### **To the student**

It also student researcher builds practical knowledge in the study of product development practice.

### **To others**

The study will be helpful for others in provide reference and secondary data who want to study about the product development practice.

## **1.6 Delimitation /scope of the study**

In such single study is not having capacity to address and provide a solution to the problem of MOHA Soft Drink Share Industry. The

company has been distributed its products all over the nation. However the study only confined at Addis Ababa at the branch of Mixico and Piassa Customer of that which 150 customers were to be selected as respondents the period from 2006 E.C up to now.

## **1.7 Research Design and Methodology**

### **1.7.1 Research Design**

In order to achieve the objective of the study the student researcher will be used a type of descriptive research and it customer convenience sampling technique to gathering about the problem being studied both the primary and secondary Source of information will be utilized

### **1.7.2 Population, sample size and sampling technique**

The population of this study will be the marketing manager, sales manager, employees and customer of the product. The customer number is salary. Therefore, the student researcher selects the customer of area around mexico and PIASSA. Out of which 150 customers were to be selected as respondents using convenience sampling technique and only on the area marketing will be interviewed.

### **1.7.3 Type of data collected**

In order to analyze the study, the researcher will be used from primary and secondary types of data the primary source of data will be collected by distributing questionnaire to employees and by conducting interview with the management bodies of the company. The secondary data will be collected from literature, internet, and others related documents of the company.

### **1.7.4 Method of data collection**

In order to collect primary information, questionnaire and interview has been used. The purpose of the interview is to understand background of the organization and to know the company product practice and other related activity for limited number of managers who are responsible to this practice on the other hand questionnaire is used or related to this activity, to know the company product factor affecting.

### **1.7.5 Method of data Analysis**

Both the research type of qualitative and quantitative method will be used the primary data will be organized by using tables and percentage the interview will make with the production manager and marketing manager department will be narrated qualification.

### **1.8 Limitation of the Study**

During the preparation of this research study, the student researcher was concentrated by various limitations among the major limitations lack of financial resource and adequate time.

### **1.9 Organization of the Study**

This research paper will be presented in different sequential chapters and follow like this introduction, literature review and analysis and interpretation and recommendation:-

- The introduction section/chapter includes like background of the study, statement of the problem, research questions. Objective of the study, significance of the study delimitation of the study and research design methodology organization of the study.
- The second chapter contains review of related literature to the theoretical aspect of the study derived from different secondary information and it is the base for the research.
- The third chapter will be data analysis and interpretation is very important research paper on this interpreted and analyzed depend on statistical tools of research.
- The final part contains conclusion summary and also recommends about the research paper.

## **CHAPTER TWO**

### **Review of related literature**

#### **2.1 The meaning of product**

According Doyal, (2002:158) a product is anything that meets the functional needs of customers. This can be physical product, such as a specific chemical compound, an industrial lathe or a watch. Alternatively, it can be a service product, such as a bank, courier or management consultancy service. At the most basic level, customer buy products to meet certain functional needs; a watch is buy products to meet certain functional needs; watches bought to tell the time, binkies used to save transfer or borrow money. Another author pillar and Bagavathi (2005:127) product is both what a seller has to sell and what a buyer has to buy. Thus any enterprise that has something to sell as tangible goods or not, is a selling product people purchase products because they are capable by relisting some benefits to the purchaser. A product is one which satisfies the needs of customers.

In favor and kotler (2003:277) a product is anything that can be offered to a market for attention, a question use or consumption that might satisfy a want or need. Products element in the marketing offering, Marketing-mix planning begins with formulating an offering that brings value to target customer and satisfy their needs. This offering be comes the basis up on which the company builds profitable relationship which customers. A company's marketing offering often includes both tangible goods and services.

As stated by Anderson and Vinex (2000:219) product strait by is the engine that drives the rest of marketing strategy without it, there is nothing to distribute, nothing to promote, nothing to price. Thus the marketer's

product offerings determine the remainder of the marketers product offerings determine the remainder of the marketing-mix aspects of distribution the marketing –mix aspects of distribution, price and communication plans and actions. A product is usually defined as anything offered for sale; it can be tangible or a combination. Its attributes (taste, size, utility, pleasure, etc) over everything the purchaser gets for the money paid. (Shaahan, 2001:2)

## **2.2 Products Development**

According to Shajachan (2001;4) product development includes a number of decisions namely what to manufacture or buy how to have its packaging how to fix its price and how to sell it. Another author Ulrich and Eppinger (2003:2) product development is the set of activities beginning with the perception of a market opportunity and ending. Product development is an inter disciplinary activity requiring contributions from nearly all the functions of a firm; how ever three functions are almost always central to a product development project:

- Marketing the marketing function mediates the interactions between the firm and its customers. Marketing often facilitates the identification of product opportunities the definition of customer needs. Marketing also typically arranges for communication between the firm and its customers, sets target prices, and over sees the launch and promotion of the product.
- Design: the design function plays the lead role in defining the physical form of the product to best qualities, in this context, the design function includes engineer ing design (mechanical, electrical, software etc), and industrial design (Acsthetics, ergonomics, user interfaces)
- Manufacturing: The Manufacturing function Primary responsible for designing and operating the production system in order to produce the product broadly defined, the manufacturing function also often includes purchasing, distribution and installation.

## **2.3 Product Development Activates**

Most company found it virtually impossible to develop new products internally with in an organization framework designed to maintain and support existing product market operation. But the question is how now product activities can be organized with a minimum of new staff requirement in company for the company.

To answer these questions there own way companies need to consider below mentioned activity according to the author (Kumer, 2003:113).

## **2.4 Product Development strategy**

Product development strategy begins with an unsatisfied need. Aspirer ducker has painted out, most successfully new products are geared to words some specific application some know, (Reeder, 2004:291)

## **2.5 Stages in the Product Development Process**

As per author EZtel, (2006:290) guided by a company's new product strategy, a new product strategy, a new product is best developed through a series of eight stages. Thus at each stage management must decide whether to proceed to the next stage abound on the product, or seek additional information where each stages has been labeled differently with respect to the company's new product proposal.

### **2.5.1 Idea Generation**

The new product development starts with the search for ideas. Top managers should define the products and markets to emphasize and should state, the new products objectives.

They should also state how much effort should be devoted to developing break through products. Modifying existing products and copying competitor's products new product ideas can come from many sources, customer's scientists, employees; competitors channel members and top management.

## **2.5.2 Idea screening**

According to Pride and Forrel, (2005:277) in the process of screening, the ideas with the greatest potential are elected for further review. During screening, product ideas are analyzed to determine whether they match the organization's objectives and resources. If a product idea is similar to the firm's existing products, marketers must assess the degree to which the new product could cannibalize the sales of current products. The company's overall abilities to produce and market the product are analyzed.

## **2.5.3 Idea Evaluation**

Ideas that pass the screening stage require further evaluation. Those with an internal origin must be checked for market need and volume potential. If the ideas stem from a recognized market need or a potential, the feasibility of creating a physical product must still be established. When product ideas satisfy both market and the technical criteria, they should be rank ordered. This ranking will vary with the firm's marketing strategy and business conditions (Reeder & Brierty, 2004:302).

## **2.5.4 Business Analysis**

This stage is of special importance in product development practice because several vital decisions regarding the project are taken based on the analysis done at this stage. This stage will decide whether, from the financial and marketing point of view, the project is worth proceeding with. Investment analysis and profitability analysis of the project under different assumptions are made at this stage. The costs of the new product are estimated and compared (Ramaswamy, 2002:338).

## **2.5.5 Product Development**

If the product concept passes the business test, it moves to R&D and/or engineering to be developed into a physical product. Up to now, it has existed only as a word description, a drawing, or a prototype. The step calls for a



large jump investment that dwarfs the ideas evaluation costs increased in the earlier stages. At this stage, the company will determine whether the product idea can be translated in the technical and commercially feasible product.

The Rand Department will develop one or more physical versions of the product concept its goal is to find a prototype that the consumers see as embodying the key, attribute described in the product concept statement, that performs safely under normal use and conditions and that can be produced within budgeted manufacturing cost, Philip Kotler (2002:110).

### **2.5.6 Market Testing**

Market Testing takes measurement of customer acceptance one crucial step further than product testing by forcing consumer to vote with their money. The basic idea is launch the new product in limited way so that consumer response in the market place can be assessed Jobber, (2001:292)

### **2.5.7 Product Launch**

Once the product has successfully completed the concept and market testing stages it is ready for launching in to aside market place. Generally a product can be launch in two ways; first it can be launched nationally. On a given date the product is launched and available to customer across the nation. The second, option is to roll out this is where the product is rolled out area. The second, option is to roll out this is where the product is rolled out are. This can mean geographically, progressing through several countries (Groucult, 2004:267)

### **2.5.8 Commercialization**

According to Ramaswomy, (2002: 240) at this stage the company takes the decision to going for larger-scale manufacturing and marketing to the product. If gets favorable signals. At this stage, the company fully commits if self to commercialize the new product with the required investment in manufacturing and market.

## **2.6 Product Development Adoptions & Diffusions**

The adoption process is the set of successive decisions an individual person or organization makes before accepting an innovation. And diffusion of a new product is the process by which an innovation spreads throughout social system overtime. By understanding this process, an organization can gain in to how a product is or is not accepted by prospective customer (Kotler, 2003:123)

### **2.6.1 Stage in the Adoption Process**

As walker stated there are different stages in the adoption process prospective buyer gate through six stages in the adoption in deciding whether to purchase something new.

Awareness: Individual is exposed to the innovation becomes a prospect.

Interest: prospect is interested enough to seek information

Evaluation: prospect judges the advantages and disadvantages of a product and compares alternation.

Trial: prospect adapts the innovation on a limited basis, A consumer tries as ample, if the product can be samples.

Adoption: prospect decides whether to use the innovation on a full scale basis.

Confirmation: After adopting the innovation prospects becomes a user who immediately seeks assurance that decision to purchase the product was correct (Sayens, 2002:214).

### **2.6.2 A depot categories**

According to the author Stanton, (2004:220) some people will adapt an innovation soon after it is introduced other may will delay before accepting a new product and still others may never before accepting a new produce, and still others may never adept it. Although research has identified five innovation adopter categories based on when in the life of a product individual adopts a given innovation and also non adopters are excluded from this categorization.

### **2.6.2.1 Innovation**

Innovation is any product market situation, are 2.5% of the total market these individual are high on risk taking and hence more open to change they are more aware and are perceived as opinion leaders in the market. In fact, they hold the some opinion about themselves. Others look up to them for guidance and recommendation. They are brand switcher. Once the innovators have bought the new product or brand feel satisfied, they talk about it to their friend, neighbors, relatives and peer group (Sexens, 2006; 290)

### **2.6.2.2 Early adopter**

Asperandit, (2001:226) comprising about 13% of the market, early adopters purchase a new product after involution but sooner than other consumer, unlike innovators, who have brood involvements out side. Local community, early adopters to be involved socially with in an local community. Early adopters and influenced by their opinions. Thus the early adopter category includes more opinion leaders than any other adopter group soles people are probably used more as information sources by early adapters than by any other category.

### **2.6.2.3 Early Majority**

The more deliberate group, the early majority represents about 34% of the market. This group often accepts an innovation just be gore the “average” adopter in social system this group is a bit about average in social and economic measures. Its members rely quality a bit a advertisement, sales people, and contact with early adopters. (Kotler, 2004:242)

### **2.6.2.4 Late Majority**

According to worker (1991:227) the late majority, another 34% of the market, is as skeptical group of consumers who usually adopt on innovation to save monitoring response to social pressure from their peeks. They on members on the early and late majorities as source of information advertising and personal selling are less effective with this group than is word-of month communication.

### **2.6.2.5 Laggards**

Laggards are consumers whole. Bound by tradition and, here are last a adopt innovation. They comprise about 60% of the market. Laggards are suspicious of innovation and innovators, they wonder why any one would pay a lot for a new kind of safety device, and laggards typically are older and usually are at the low end of social and economic sales (Eztel, 2001:227)

## **2.7 Characteristics of successful Product Development**

As per rich and Eppinger (2003:2) from the perspective of the investor in a for profit enter pries, success dull product development result in products that can be products and sold profitably, yet profitability is often difficult to assess quickly and directly. Five more specific dimensions all of which ultimately relate to profit are commonly used to assess the performance of a product development effort.

2.7.1 Product quality how good is the product resulting forms the product development effort? Does it satisfy customer needs? Is it robust and reliable? Product quality is ultimately reselected in market share and the price that customers are willing pay.

**2.7.2 Product cost:** what is the manufacturing cost of the product? This cost includes spending on capital equipment and tooling as well as in criminal cost of producing each unit of the product cost determines how much profit accrues to the firm for a particular sales volume and a particular sales price.

**2.7.3 Development time:** how quickly did the team complete the product development effort? Development time determines how responsive the firm can be.

**2.7.4 Development cost:** How much did the firm have to spend to develop the product? Development cost is usually a significant fraction of the investment required to achieve the profits.

**2.7.5 Development capability:** are the team and the firm better able to develop future products as a result of their experience with a product development project? Development capability is an asset the firm can use to develop products more effectively and economically in the future.

## **2.8 Reason for new Product Development Practice Failure**

According to Schelekar, (2004:210) the following are the reasons given for failure of product development product:

- Inadequate market analysis and market appraisal;
- Failure to recognize rapidly changing market environment
- Absence of formal product planning and development procedure.
- Failure of the product to fill consumer needs due to ignorant about consumer attitudes about new product.
- Technical or production problems
- Higher costs than established costs;
- Product problems and defects
- Failure to estimate strength of competition.
- Inadequate findings in market research
- Given these challenges what can accompany do to ensure the success of its new products.

## **2.9 The four factors influencing Product Development**

Several factors contribute to new product development while most are related to the external variables, the most important internal factors in new product development is the surplus capital that a firm may have at any given time, there are several environmental factors contributing to the development of new products. (Sexena, 2004:227)

### **2.9.1 Consumers**

- A. Increasing instability of consumer preferences
- B. Growth intensity
- C. Sophistication of competition
- D. Rising incomes

These the above factors stimulate towards the development of new products to cater to the requirements segment or product category. New products development calls for innovation.

### **2.9.2 Competition**

- A. Growing aggressiveness
- B. Sophistication of Competition

These factors result in charge of marketing programs and utilization of new technological opportunities it also provides on opportunity to modify the corporate objective and provide new training methods to the managers.

### **2.9.3 Technology**

A part from consumer and competitor behavior affecting product innovation, technological improvements also have an equal impact, often leading to changes in the physical character of the product.

### **2.9.4 Government policy**

The government policy often greatly contributes to product innovation and subsidizing research in the areas of the national interest. Another author Sexena government policy also can encourage or faster new product development process.

## **2.10.1 The challenges of Product Development**

According to un rich and oppugner, (2003:6) developing great products are hard. Few companies are highly successful more than half time. These odds present a significant challenge for product development team. Some of the characteristics that make product development challenge are:

**Trade-offs:** an air plan can be made lighter, but this action will probably increase manufacturing cost. One of the most difficult aspects of product development is recognizing, understanding, managing such as trade offs in away maximize the success of the product.

**Dynamics:** Technologies improve, customer preference evolves, competitors introduce new products, and the macroeconomic environment of constant change is a formidable task.

**Details:** the choice between using screws or snap-fits on the enclosure of computer can have. Economic implications of millions of dollars Developing a product of even modest complexity may require thus and of such decisions.

**Time pressure:** any one of these difficulties would be easily manageable by it self given plenty of time, but products development decisions must usually be made quickly and with out complete information.

**Economics:** developing, producing and marketing a new product require large investment. To earn a reasonable return on this investment, the investment, and the resulting product must be both appealing to customers and relatively in expensive to product.

## CHAPTER THREE

### Data Presentation Analysis and Interpretation of Data

This chapter deals with the presentation, analysis and interpretation of data gathered from customers and managers through questionnaire and interview the data were obtained through questionnaire and interview, the questionnaire was distributed to final customers of MOHA soft drink industry and interviews were held with the managers to one hundred fifty copies questionnaires containing both open ended and close ended questions were distributed to customers. The rate of return for the questionnaire were 82.6% sample size concerned with the customers was 150, but unfortunately the questionnaire filled were not able to give their response.

#### 3.1 Analysis data collection from the questionnaire

**Table 3.1.1 Characteristics of the respondent**

No.	Items	Respondents	
		No.	Percent (%)
1	Sex		
	A. Male	98	79.03
	B. Female	26	20.96
	<b>Total</b>	<b>124</b>	<b>100</b>

The table show that 98(79.03%) are male and the remaining 2(20.9%) of the respondents were female. This shows that most of the company are male, but the study addressed both gender.



**Table 3.1.2 Age distribution of the respondents**

No.	Items	Respondents	
		No.	Percent (%)
2	Age		
	A. 18-25	30	24.19
	B. 27-33	70	56.45
	C. 34-41	18	14.51
	D. Above 42	6	4.83
	<b>Total</b>	<b>124</b>	<b>100</b>

We can understand from the table the age distribution were started 70(56.45%) of the respondent were between 27-33 years and also 30(24.19%) of respondents were between 18-25 and 18(14.51%) of respondents the age of 34-41 of respondent 6(4.83%) of respondents between the age of above 42 years. So these ratio should show that, most respondent between 27-33 years.

**Table 3.1.3 Educational qualification**

No.	Items	Respondents	
		No.	Percent (%)
3	Educational background		
	A. 12 grade	15	12.09
	B. Diploma	2658	46.77
	C. 1 <sup>st</sup> degree	41	33.06
	D. 2 <sup>nd</sup> degree	10	8.06
	E. Other specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

Regarding educational background of the respondents the education level of respondents, 15(12.09%) of respondents were as 12 grade complete, 58(46.77%) of respondents diploma, 41(33.06%) of respondents were 1<sup>st</sup>

degree, on the other educational background 10(8.06%) respondents are 2<sup>nd</sup> degree. This implies most of the customers understand the questionnaire and filled correctly.

**Table 3.1.4 Occupational status of respondents**

No.	Items	Respondents	
		No.	Percent (%)
4	Occupation		
	A. Student	60	48.38
	B. Merchant	20	16.12
	C. Private	34	27.41
	D. Government	10	8.06
	E. If other, please specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

This shows the occupational status of the respondents 60(48.38%) of respondents are students 20(16.12%) of respondents are merchant, 34(27.41%) of respondents are private employed, where as the government employees are 10(8.06%) respondents. It implies that the majority of the respondents are student, private employed, as well as government employee. How ever, the student are less income from the other differently by this one.

**Table 3.1.5 Analysis of data related with product choice**

<b>No.</b>	<b>Items</b>	<b>Respondents</b>	
		<b>No.</b>	<b>Percent (%)</b>
5	In which product of MOHA soft drink industry share company are you satisfied most?		
	A. Miranda orange	59	79.03
	B. Miranda apple	20	20.96
	C. 7-up	17	
	D. Miranda tonic	22	
	E. Pepsi	6	
	<b>Total</b>	<b>124</b>	<b>100</b>
6	What is your reason for choosing products of MOHA soft drink industry		
	A. Good test	15	12.09
	B. Lower price	17	13.70
	C. At any place they can get	52	41.93
	D. No problem on distribution	40	32.25
	E. If other please specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

The above table 3.1.5 item No. 5 shows that 59(47.58%) of respondents answered that, the major customer of the company satisfied by the product of Miranda orange, 20(16.12%) of respondents are Miranda apple, 17(13.70%) of respondents are 7-up, 22(17.74%) of respondent are Miranda tonic, 6(4.83%) of respondents are Pepsi. It implies that the majority of the company different product, Miranda orange is the most satisfied the customer.

From the above table 3.1.5 item No. 6 shows that 15(12.09%) of respondents are good test, 17(13.70%) of respondents are lower price, 52(41.93%) of respondents are at any place they can get, 40(32.25%) of respondents are No problem on distribution. This implies that the

company's product choice the customer at any place they can get the product mostly selected.

### 3.1.6 Improvement made on product development of the company

No.	Items	Respondents	
		No.	Percent (%)
7	How many items did you buy the company products within a month?		
	A. Four times(4)	48	38.70
	B. Ten times (10)	26	20.96
	C. Two times(2)	30	24.19
	D. One times (1)	20	16.12
	E. Specify if there is other	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
8	Since you be come customer of MOHA soft drink industry have ever seen any improvement on products?		
	A. Yes	48	38.70
	B. No	26	20.96
	<b>Total</b>	<b>124</b>	<b>100</b>
9	If your answer for number 8 is "Yes" in what aspect? (you can choose more than one from the given option)	48	38.70
	A.		
	B. Ten times (10)	26	20.96
	C. Two times(2)	30	24.19
	D. One times (1)	20	16.12
	E. Specify if there is other	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

The above table depicts that 10(8.06%) of respondents are test /content), 55(44.35%) of respondents are attractive design, 12(9.67%) of respondents quality, 47(37.90%) of respondents price change, it implies that 55(44.35%) of respondents on the product of MOHA Attractive design seen.

### 3.1.7 Analysis on the product quality of accessible

No	Item	Response	
		No	% percent
10	MOHA's Product is easily accessible		
	A. Strongly agree	38	30.64
	B. Agree	50	40.32
	C. Neutral	26	20.96
	D. Disagree	10	8.06
	E. Strongly disagree	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
11	How do you evaluate the quality of MOHA soft drink industry product?		
	A. Very high	20	16.12
	B. High	30	24.19
	B. Medium	56	45.16
	D. Very low	18	14.51
	E. If other there is specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

In the above table 3.1.7 item 10 shows that 38(30.64%) of respondents strongly agree, 50(40.32%) of respondents are agree, 26(20.96%) of respondents are Neutral, 10(8.06%) of respondents are disagree we can understand from this 50(40.32%) of respondents we have get MOHA's product easily accessible and no problem the company on the product accessible.

On the above table item 11 shows that 20(16.12%) of respondents very high, 30(24.19%) of respondents are high, 56(45.16%) of respondents medium, 18(14.51%) of respondents very low, we can understand from this regarding the quality MOHA's product 56(45.16%) of respondents evaluated as by respondent medium.

### 3.1.8 Complain handling mechanism

No	Item	Response	
		No	% percent
12	Have you ever had any complain on the product of MOHA soft drink industry?		
	A. Yes	96	77.41
	B. No	18	23.51
	<b>Total</b>	<b>124</b>	<b>100</b>
13	If you answer for No 12 is "Yes" how do you add resist to the above question what are mostly your complains about?		
	A. By price of the product	65	52.41
	B. By quality	18	14.51
	C. By supply of the product	31	25
	D. By test of the product	10	8.06
	E. If other please specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
14	To whom did you complain your question?		
	A. To staff member	70	56.45
	B. To sales supervisor	30	24.19
	C. By suggestion box	24	19.35
	D. If other please specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
15	What come in your mind when you think of MOHA soft drink products?		
	A. Very high price	56	45.16
	B. Lower price	36	29.03
	C. Supply	20	16.12
	D. Good	12	9.67
	E. Good size	-	-
	F. If other specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

In the above table 3.1.8 item No. 12 shows that, 96(77.41%) of respondents “Yes”, 18(23.51%) of respondents have “no”, we can understand from this 96 (77.41%) of respondents complain the product of MOHA Soft Drink.

In the above table 3.1.8 item No 13 shows that, 65(52.41%) of respondents by price of the product, 18(14.51%) of respondents by quality, 31(25%) of respondents by supply of the product, 10(8.06%) of respondents are by test of the product, it implies that the customer of the company 65(52.41%) of complains respondents fair price in the table 3.1.8 item no 14 shows that, 70(56.45%) of respondents fair price.

In the table 3.18 item No. 14 shows that, 70(56.45%) of respondents complain to staff member, 30(24.19%) of respondents to sales supervisor, 24(19.30(24.19%) of respondents by suggestion box. It implies that the customer of the company complain about the product of the company 70(56.45%) of respondents to staff member.

In the above table 3.1.8 item No 15 shows that, 56(45.16%) of respondents very high price, 36(29.03%) of respondents to have lower price, 20(16.12%) of respondents to come supply of the product, 12(9.67%) of respondents to come good test. We can understand from this the customer of MOHA’s product think in mind the price of the product is very high price.

### 3.1.9 Comparing MOHA’s product with other competitors

No	Item	Response	
		No	% percent
16	If other competitive products are offered at lower price, then using the MOHA would you buy?		
	A. Definitely	60	48.38
	B. Probably	22	17.74
	C. Probably not	18	14.51
	D. Not sure	18	14.51
	E. definitely not	6	4.83
	<b>Total</b>	<b>124</b>	<b>100</b>

From the above table shows that, 60(48.38%) of respondents definitely, 22(17.74%) of respondents are probably, 18(14.51%) of respondents probably not, 18(14.51%) of respondents not sure, 6(4.83%) of respondents definitely not. We can understand from this table 60(48.38%) of customer of the company MOHA's Soft Drink industry other competitive company's are offered at lower price "definitely" buy the product.

### 3.1.10 MOHA Soft Drink Product Adverts

No	Item	Response	
		No	% percent
17	How often do you come across adverts for Pepsi products?		
	A. Very often	14	11.29
	B. Quite often	28	22.58
	C. Some times	49	39.51
	D. Seldom	20	16.12
	E. Never	13	10.48
	F. If other there is specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
18	To what extent does the company use different promotional tools to develop its product		
	A. Very high	22	17.74
	B. High	25	20.16
	C. Medium	10	8.06
	D. Low	60	48.38
	E. Very low	7	5.64
	F If other specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>



On the above table 3.1.10 item No 17 shows that 14(11.29%) of respondents are very often 28(22.58%) of respondents are quite often, 49(39.51%) respondents are some times, 20(16.12%) of respondents are Seldom, 13(10.48%) of respondents are Never, it implies that the company product adverts are 49(39.51%) of respondents are some times advert not regularly and at any media show the products.

Regarding to promotional tools of the company. Show that , 22(17.74%) of respondents very high 25(20.16%) of respondents are high, 10 (8.06%) of respondents are medium, 60(48.38%) of respondents Low, 7(5.64%) of respondents very low, this implies the promotional tools of the company's product is low.

### 3.1.11 Customer respondents to gave ideas and comments to develop new product

No	Item	Response	
		No	% percent
19	How often you gave ideas and comments to the producer company, MOHA soft drink, that help it develop new product?		
	B. Yes	96	77.41
	B. No	18	23.51
	<b>Total</b>	<b>124</b>	<b>100</b>
20	If you answer for No 12 is "Yes" how do you add resist to the above question what are mostly your complains about?		
	A. By price of the product	65	52.41
	B. By quality	18	14.51
	C. By supply of the product	31	25
	D. By test of the product	10	8.06
	E. If other please specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
21	To whom did you complain your question?		
	A. To staff member	70	56.45
	B. To sales supervisor	30	24.19
	C. By suggestion box	24	19.35
	D. If other please specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

Regarding to comments to develop new product customer response show that the above table 3.1.11 item No. 19, 32(25.80%) of respondents very often, 53(42.74%) of respondents are, often, 20(16.12%) of respondents are some times, 14(11.29%) of respondents are Rare, 5(4.03%) of respondents are very rare, it implies that the customer of the company 53(42.74%) of responds gave ideas and comments to the company “often”.

In the above table 3.1.11 item No. 20 Show that, 33(26.61%) of respondents are very good, 62(50%) of respondents are good, 62(50%) of respondents are good, 16(12.90%) of respondents are medium, 10(8.06%) of respondents are low, 3(2.41%) of respondents vey low. We can understand from this on the introduce of new product in to the market the customer of MOHA Soft Drink industry are 62(50%) of respondents good on the accepting the product.

The last table 3.1.11 item No 21 show that, 48(38.70%) of respondents are “Yes” 76(61.29%) of respondents are “No”. We can understand that from this table the top manager are not good attitude towards product development. Why? Because the product of the company problem on the distribution, problem by create, on the other hand 1 liter create is no supply by the company to the customer, problem from the different product shortage of Miranda orange and Miranda appeal specially. So those are you can see by the top manager of the company.

### **Table 3.1.12 Customer Response blank space suggestion**

1. What do you think the major problem? The company towards product development?
  - ❖ According to the customer opinion the major problem of MOHA’s product are No full promotion by different meadia at any place as well as any time the company always use advertising the product will be developed. Because very high competition product is increased.
2. If you have any idea commenter suggestion that can contribute for the improvement of the that can contribute for the improvement of

the existing product development phases of the company, please specify on space provided

- ❖ In order to develop the company product use like Coca Cola Company MDC. This means give for agent or distribution at distribution at different area increase so as to develop the product of the company. The existing agents are not full distribution the product.
- 3. At last but not least, if you have any additional information or opinion please write.
- ❖ The huge problem of the company on the distribution especially mirinda orange & Miranda apple big problem, so change this way of distribution. How ever not shortage of product, but the problem on distribution.
- ❖ The other opinion on the product of MOHA price, the price of the product it is expensive, & as well as on packaging problem. For example the half liter is very needed by the customer but not get the create,
- ❖ Not supply by the company but more customers buy the product.

***Thank you answering these***

## **Chapter four**

### **Summary, conclusion and recommendation**

From analysis and interpretation made in the previous chapter the following summary conclusion and recommendation were drawn up.

#### **4.1 summaries of the major findings**

Generally the customer respondents are diversified in gender, age, educational back ground and profession thus based on the finding the majority of them were between the age group between 79.03% sex distributions were dominated by mole.

- The study indicates that most of the respondents replied that they are business customer within a month 4 and above buying the products of the company.
- The majority of customer 47.58% satisfied by the Miranda arrange mostly.
- In relation to choosing the company product 41.93%of customer or respondent you can get the product at any place.
- According to the study 100% of respondent we don't have any improvement on the product of MOHA soft drink industry.
- 44.35% of respondents choosing no attractive design use the company.
- With regard to the company product easily accessible 40.32% agree where 8.06% disagree on the product a accessible.

- According to the study the majority of respondent 77.41% complain the product yes, where 14.51% quality 25% supply of the product, 8.06% test of the product.
- According to the study customer response interest to acceptance newly introduce product 50% good customer respondents
- Majority of the respondent what comes in your mind above the MOHA'S product 45.16% fair price.
- Most of 56.45% of respondent complaint wham staff member.
- In relation to the company product quality 45.16% of respondents choice medium quality.
- With regain to market share the company product 45.16% of respondent's choice Miranda orange.
- According the company customer respondent 61.29% manager's good attitude to develop product where 38.70% of respondent have yes mangers good attitude I order to develop the company product choice.
- In relation to adverts the product of the company 39.51% of respondents sometimes advert where as 10.48% of respondent's select never adverts.
- Most of the company customer responses 48.06% of respondents have medium promotional tools to develop its products choice.
- According to study majority of the respondents 42.74% of respondent's choice some times gives idea and comments to the product company help it develop new product.
- According to the customer response blank space suggestion what you think the major problem of the company product no full distribution, no full promotion practice on the product. Not only this but also the company increase the agent of distribution area. The huge problem of the company on distribution especially such as Miranda orange and Miranda apple big problem and as well as complain increasing price.
- At the interview time the manager side that the major affect product development of the company price martial cost, test of customers.

## **4.1 conclusions**

- ❖ The central theme of this study is focused on the product development in MOHA Soft Drink Industry. In order to achieve this objectives related literatures were reviewed, relevant interview questionnaires were distributed to customers and interview to managers of the company. The data obtained were presented and analyzed using percent ages. Based on the analysis and findings the following conclusions were drawn and recommendation forwarded.
- ❖ According to the finding the majority of the respondents claim on relation to product improvement product design, product price from this we can conclude that the company's product medium. This means product design the main elements in product development so the company more focused this issue.
- ❖ According to the findings the majority of respondent complain on the product, so the company thinking on the price of the product.
- ❖ The company doesn't follow the formal stage of product development stage starting from idea generation up to commercialization. So to see this improved only by some product cover the market share so the company attention to this issue.
- ❖ Majority of respondents give idea and comments to staff member but not gives solution or not feed back from the company, there fore the company attention on this issue.
- ❖ Majority of the respondents compliant on distribute of the product so distribution of product on each territory equal focused in order to develop the product of the company.
- ❖ The research finding MOHA product less product development by the manager so concerned body of the company this issue a big and attention the problem and solution for the future.
- ❖ As indicated by the study the company for the purpose of product development practices there is no use strong a green so focused on the easily accessible the product for the next.
- ❖ The central theme of this study is focused on the product development in MOHA Soft Drink Industry. In order to achieve this objectives related

literatures were reviewed, relevant interview questionnaires were distributed to customers and interview to managers of the company. The data obtained were presented and analyzed using percent ages. Based on the analysis and findings the following conclusions were drawn and recommendation forwarded.

### **4.3 Recommendations**

After analysis of the finding conclusions are made and the study has for worded the following recommendations for the company to avoid the problems and corrective action apply the following things recommend

- The company should properly follow and pass the formal procedures in developing or redesigning the product to be competitive product in the market and to produce as per their customers need and want.
- Product design is the major element of product, so the company should have strategy or plan in order to improve the product, because satisfaction of customers and look likes by customers very attractive.
- IN order to maximize the company product the management of the company have encourage customer to contribute idea to develop or improve its product, and also it most collect ideas from its final consumer because the company can get the real information from them because they are the one who consumed and test the product.
- The company should have a plan in order to improve its equality based on interest and preference of customer to create better value in the market and to increase its more market share in all product of the company The company has to attention its on product distribution.
- The company has to set some type of standard creates in order to satisfy the need of consumer.

- The company it is not implemented customer in to rest product develop. So the company attention costumer interests based on product launch and minimize customer complaints in the modern world.
- The company attention especially on price of the product customer compliant, on distribution of the product test of consumers, creates of the product, in general market share the whole of the product focused will be the best.
- Finally, this study is not an end in the areas of product development, so the student researcher recommend that further study should be made in this area because, it has important influence on the profitability of a given company as well as on the good image of the company. 100
- Although the company must have looked all customers equally and create relationship with existing customers so the company better to looked each customers equally.
- (80.64%) customers have no seen any improvement on the product change.



## **CHAPTER THREE**

### **Data Presentation Analysis and Interpretation of Data**

This chapter deals with the presentation, analysis and interpretation of data gathered from customers and managers through questionnaire and interview the data were obtained through questionnaire and interview, the questionnaire was distributed to final customers of MOHA soft drink industry and interviews were held with the managers to one hundred fifty copies questionnaires containing both open ended and close ended questions were distributed to customers. The rate of return for the questionnaire were 82.6% sample size concerned with the customers was 150, but unfortunately the questionnaire filled were not able to give their response.

#### **3.1 Analysis data collection from the questionnaire**

Table 3.1.1 Characteristics of the respondent

<b>No.</b>	<b>Items</b>	<b>Respondents</b>	
		<b>No.</b>	<b>Percent (%)</b>
1	Sex		
	C. Male	98	79.03
	D. Female	26	20.96
	<b>Total</b>	<b>124</b>	<b>100</b>

The table show that 98(79.03%) are male and the remaining 2(20.9%) of the respondents were female. This shows that most of the company are male, but the study addressed both gender.

**Table 3.1.2 Age distribution of the respondents**

No.	Items	Respondents	
		No.	Percent (%)
2	Age		
	E. 18-25	30	24.19
	F. 27-33	70	56.45
	G. 34-41	18	14.51
	H. Above 42	6	4.83
	<b>Total</b>	<b>124</b>	<b>100</b>

We can understand from the table the age distribution were started 70(56.45%) of the respondent were between 27-33 years and also 30(24.19%) of respondents were between 18-25 and 18(14.51%) of respondents the age of 34-41 of respondent 6(4.83%) of respondents between the age of above 42 years. So these ratio should show that, most respondent between 27-33 years.

**Table 3.1.3 Educational qualification**

No.	Items	Respondents	
		No.	Percent (%)
3	Educational background		
	F. 12 grade	15	12.09
	G. Diploma	2658	46.77
	H. 1 <sup>st</sup> degree	41	33.06
	I. 2 <sup>nd</sup> degree	10	8.06
	J. Other specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

Regarding educational background of the respondents the education level of respondents, 15(12.09%) of respondents were as 12 grade complete, 58(46.77%) of respondents diploma, 41(33.06%) of respondents were 1<sup>st</sup> degree, on the other educational background 10(8.06%) respondents are 2<sup>nd</sup> degree. This implies most of the customers understand the questionnaire and filled correctly.

**Table 3.1.4 Occupational status of respondents**

No.	Items	Respondents	
		No.	Percent (%)
4	Occupation		
	F. Student	60	48.38
	G. Merchant	20	16.12
	H. Private	34	27.41
	I. Government	10	8.06
	J. If other, please specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

This shows the occupational status of the respondents 60(48.38%) of respondents are students 20(16.12%) of respondents are merchant, 34(27.41%) of respondents are private employed, where as the government employees are 10(8.06%) respondents. It implies that the majority of the respondents are student, private employed, as well as government employee. How ever, the student are less income from the other differently by this one.

**Table 3.1.5 Analysis of data related with product choice**

No.	Items	Respondents	
		No.	Percent (%)

5	In which product of MOHA soft drink industry share company are you satisfied most?		
	F. Miranda orange	59	79.03
	G. Miranda apple	20	20.96
	H. 7-up	17	
	I. Miranda tonic	22	
	J. Pepsi	6	
	<b>Total</b>	<b>124</b>	<b>100</b>
6	What is your reason for choosing products of MOHA soft drink industry		
	F. Good test	15	12.09
	G. Lower price	17	13.70
	H. At any place they can get	52	41.93
	I. No problem on distribution	40	32.25
	J. If other please specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

The above table 3.1.5 item No. 5 shows that 59(47.58%) of respondents answered that, the major customer of the company satisfied by the product of Miranda orange, 20(16.12%) of respondents are Miranda apple, 17(13.70%) of respondents are 7-up, 22(17.74%) of respondent are Miranda tonic, 6(4.83%) of respondents are Pepsi. It implies that the majority of the company different product, Miranda orange is the most satisfied the customer.

From the above table 3.1.5 item No. 6 shows that 15(12.09%) of respondents are good test, 17(13.70%) of respondents are lower price, 52(41.93%) of respondents are at any place they can get, 40(32.25%) of respondents are No problem on distribution. This implies that the company's product choice the customer at any place they can get the product mostly selected.

### 3.1.6 Improvement made on product development of the company

No.	Items	Respondents	
		No.	Percent (%)
7	How many items did you buy the company products within a month?		
	F. Four times(4)	48	38.70
	G. Ten times (10)	26	20.96
	H. Two times(2)	30	24.19
	I. One times (1)	20	16.12
	J. Specify if there is other	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
8	Since you be come customer of MOHA soft drink industry have ever seen any improvement on products?		
	C. Yes	48	38.70
	D. No	26	20.96
	<b>Total</b>	<b>124</b>	<b>100</b>
9	If your answer for number 8 is “Yes” in what aspect? (you can choose more than one from the given option)	48	38.70
	F.		
	G. Ten times (10)	26	20.96
	H. Two times(2)	30	24.19
	I. One times (1)	20	16.12
	J. Specify if there is other	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

The above table depicts that 10(8.06%) of respondents are test /content), 55(44.35%) of respondents are attractive design, 12(9.67%) of respondents quality, 47(37.90%) of respondents price change, it implies that 55(44.35%) of respondents on the product of MOHA Attractive design seen.

### 3.1.7 Analysis on the product quality of accessible

No	Item	Response	
		No	% percent
10	MOHA's Product is easily accessible		
	C. Strongly agree	38	30.64
	B. Agree	50	40.32
	C. Neutral	26	20.96
	D. Disagree	10	8.06
	E. Strongly disagree	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
11	How do you evaluate the quality of MOHA soft drink industry product?		
	A. Very high	20	16.12
	B. High	30	24.19
	D. Medium	56	45.16
	D. Very low	18	14.51
	E. If other there is specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

In the above table 3.1.7 item 10 shows that 38(30.64%) of respondents strongly agree, 50(40.32%) of respondents are agree, 26(20.96%) of respondents are Neutral, 10(8.06%) of respondents are disagree we can understand from this 50(40.32%) of respondents we have get MOHA's product easily accessible and no problem the company on the product accessible.

On the above table item 11 shows that 20(16.12%) of respondents very high, 30(24.19%) of respondents are high, 56(45.16%) of respondents medium,

18(14.51%) of respondents very low, we can understand from this regarding the quality MOHA's product 56(45.16%) of respondents evaluated as by respondent medium.

### 3.1.8 Complain handling mechanism

No	Item	Response	
		No	% percent
12	Have you ever had any complain on the product of MOHA soft drink industry?		
	C. Yes	96	77.41
	B. No	18	23.51
	<b>Total</b>	<b>124</b>	<b>100</b>
13	If you answer for No 12 is "Yes" how do you add resist to the above question what are mostly your complains about?		
	A. By price of the product	65	52.41
	B. By quality	18	14.51
	C. By supply of the product	31	25
	D. By test of the product	10	8.06
	E. If other please specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
14	To whom did you complain your question?		
	A. To staff member	70	56.45
	B. To sales supervisor	30	24.19
	C. By suggestion box	24	19.35
	D. If other please specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
15	What come in your mind when you think of MOHA soft drink products?		
	A. Very high price	56	45.16
	B. Lower price	36	29.03
	C. Supply	20	16.12

	D. Good	12	9.67
	E. Good size	-	-
	F. If other specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

In the above table 3.1.8 item No. 12 shows that, 96(77.41%) of respondents “Yes”, 18(23.51%) of respondents have “no”, we can understand from this 96 (77.41%) of respondents complain the product of MOHA Soft Drink.

In the above table 3.1.8 item No 13 shows that, 65(52.41%) of respondents by price of the product, 18(14.51%) of respondents by quality, 31(25%) of respondents by supply of the product, 10(8.06%) of respondents are by test of the product, it implies that the customer of the company 65(52.41%) of complains respondents fair price in the table 3.1.8 item no 14 shows that, 70(56.45%) of respondents fair price.

In the table 3.18 item No. 14 shows that, 70(56.45%) of respondents complain to staff member, 30(24.19%) of respondents to sales supervisor, 24(19.30(24.19%) of respondents by suggestion box. It implies that the customer of the company complain about the product of the company 70(56.45%) of respondents to staff member.

In the above table 3.1.8 item No 15 shows that, 56(45.16%) of respondents very high price, 36(29.03%) of respondents to have lower price, 20(16.12%) of respondents to come supply of the product, 12(9.67%) of respondents to come good test. We can understand from this the customer of MOHA’s product think in mind the price of the product is very high price.

### 3.1.9 Comparing MOHA’s product with other competitors

No	Item	Response	
		No	% percent
16	If other competitive products are offered at lower price, then using the MOHA would you buy?		



	B. Definitely	60	48.38
	B. Probably	22	17.74
	C. Probably not	18	14.51
	D. Not sure	18	14.51
	E. definitely not	6	4.83
	<b>Total</b>	<b>124</b>	<b>100</b>

From the above table shows that, 60(48.38%) of respondents definitely, 22(17.74%) of respondents are probably, 18(14.51%) of respondents probably not, 18(14.51%) of respondents not sure, 6(4.83%) of respondents definitely not. We can understand from this table 60(48.38%) of customer of the company MOHA's Soft Drink industry other competitive company's are offered at lower price "definitely" buy the product.

### 3.1.10 MOHA Soft Drink Product Adverts

No	Item	Response	
		No	% percent
17	How often do you come across adverts for Pepsi products?		
	B. Very often	14	11.29
	B. Quite often	28	22.58
	C. Some times	49	39.51
	D. Seldom	20	16.12
	E. Never	13	10.48

	F. If other there is specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
18	To what extent does the company use different promotional tools to develop its product		
	A. Very high	22	17.74
	B. High	25	20.16
	C. Medium	10	8.06
	D. Low	60	48.38
	E. Very low	7	5.64
	F If other specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

On the above table 3.1.10 item No 17 shows that 14(11.29%) of respondents are very often 28(22.58%) of respondents are quite often, 49(39.51%) respondents are some times, 20(16.12%) of respondents are Seldom, 13(10.48%) of respondents are Never, it implies that the company product adverts are 49(39.51%) of respondents are some times advert not regularly and at any media show the products.

Regarding to promotional tools of the company. Show that , 22(17.74%) of respondents very high 25(20.16%) of respondents are high, 10 (8.06%) of respondents are medium, 60(48.38%) of respondents Low, 7(5.64%) of respondents very low, this implies the promotional tools of the company's product is low.

### **3.1.11 Customer respondents to gave ideas and comments to develop new product**

No	Item	Response	
		No	% percent
19	How often you gave ideas and comments to the producer company, MOHA soft drink, that help it develop new product?		

	D. Yes	96	77.41
	B. No	18	23.51
	<b>Total</b>	<b>124</b>	<b>100</b>
20	If you answer for No 12 is “Yes” how do you add resist to the above question what are mostly your complains about?		
	A. By price of the product	65	52.41
	B. By quality	18	14.51
	C. By supply of the product	31	25
	D. By test of the product	10	8.06
	E. If other please specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
21	To whom did you complain your question?		
	A. To staff member	70	56.45
	B. To sales supervisor	30	24.19
	C. By suggestion box	24	19.35
	D. If other please specify	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

Regarding to comments to develop new product customer response show that the above table 3.1.11 item No. 19, 32(25.80%) of respondents very often, 53(42.74%) of respondents are, often, 20(16.12%) of respondents are some times, 14(11.29%) of respondents are Rare, 5(4.03%) of respondents are very rare, it implies that the customer of the company 53(42.74%) of responds gave ideas and comments to the company “often”.

In the above table 3.1.11 item No. 20 Show that, 33(26.61%) of respondents are very good, 62(50%) of respondents are good, 62(50%) of respondents are good, 16(12.90%) of respondents are medium, 10(8.06%) of respondents are low, 3(2.41%) of respondents vey low. We can understand from this on the introduce of new product in to the market the customer of MOHA Soft Drink industry are 62(50%) of respondents good on the accepting the product.

The last table 3.1.11 item No 21 show that, 48(38.70%) of respondents are “Yes” 76(61.29%) of respondents are “No”. We can understand that from this table the top manager are not good attitude towards product development. Why? Because the product of the company problem on the distribution, problem by create, on the other hand 1 liter create is no supply by the company to the customer, problem from the different product shortage of Miranda orange and Miranda appeal specially. So those are you can see by the top manager of the company.

**Table 3.1.12 Customer Response blank space suggestion**

4. What do you think the major problem? The company towards product development?
  - ❖ According to the customer opinion the major problem of MOHA’s product are No full promotion by different meadia at any place as well as any time the company always use advertising the product will be developed. Because very high competition product is increased.
5. If you have any idea commenter suggestion that can contribute for the improvement of the that can contribute for the improvement of the existing product development phases of the company, please specify on space provided
  - ❖ In order to develop the company product use like Coca Cola Company MDC. This means give for agent or distribution at distribution at different area increase so as to develop the product of the company. The existing agents are not full distribution the product.
6. At last but not least, if you have any additional information or opinion please write.
  - ❖ The huge problem of the company on the distribution especially mirinda orange & Miranda apple big problem, so change this way of distribution. How ever not shortage of product, but the problem on distribution.

- ❖ The other opinion on the product of MOHA price, the price of the product it is expensive, & as well as on packaging problem. For example the half liter is very needed by the customer but not get the create,
- ❖ Not supply by the company but more customers buy the product.

***Thank you answering these questions***

**St. Mary's University**  
**Business Faculty**  
**Department of Marketing Management**

***Questionnaire to be filled by Customers***

This questionnaire is prepared by the prospective graduate student researcher of year 2014 in the field of marketing management for the partial fulfillment of a senior thesis. The response of this study is identifying problem and factors that affect the product development of MOHA Soft Drink Industry Share Company. Your cooperation in filling the questionnaire would have contribution for the successful accomplishment of the study.

Thank you in advance for your cooperation

Remarks:

- Writing your name on the questionnaires is not necessary
- Put a "√" mark on the space provided
- If the question is related to your personal opinion write it shortly on the space provided

***I. General Information of Respondent***

- |                           |                        |                           |
|---------------------------|------------------------|---------------------------|
| 1. Sex                    | A. Male                | B. Female                 |
| 2. Age                    | A. 18-25               | B. 27-33                  |
|                           | C. 34-41               | D. Above 42               |
| 3. Educational background |                        |                           |
| A. 12 grade completed     | B. Diploma             | C. 1 <sup>st</sup> Degree |
| D. 2 <sup>nd</sup> Degree | E. Other specify _____ |                           |
| 4. Occupation             | A. Student             | C. Private employed       |

- B. Merchant
- D. Government employee
- E. If other, please specify \_\_\_\_\_

**II. Questions related to product development practice**

1. In which product of MOHA Soft Drink Industry Share Company are you satisfied most?
  - A. Miranda orange
  - B. Miranda Apple
  - E. Cool mineral and spring water
  - C. 7-Up
  - D. Miranda Tonic
  - F. Pepsi
2. What is your reason for choosing products of MOHA Soft Drink Industry?
  - A. Good Test
  - B. Lower price
  - E. If other (please specify)
  - C. At any place you can get
  - D. No problem on Distribution
3. How many times did you buy the company products with in a month?
  - A. Four times (4)
  - B. Ten times (10)
  - E. Specify if there is other-----
  - C. Two times (2)
  - D. One times (1)
4. Since you become customer of MOHA Soft Drink Industry have you ever seen any improvement on products?
  - A. Yes
  - B. No
5. If your answer for number 4 is “yes” in what aspect? (You can choose more than one from the given option).
  - A. test /content/
  - B. Attractive design
  - E. If other /please specify/ -----
  - C. Quality
  - D. Price change
6. MOHA’S product is easily accessible
  - A. Strongly agree
  - B. Agree
  - C. Neutral
  - D. Disagree
  - E. Strongly disagree
7. How do you evaluate the quality of MOHA Soft Drink product?

A. Very high  B. High  C. Medium  D. Very low

E. If other there is specify \_\_\_\_\_

8 have you ever had any complain on the product of MOHA Soft Drink Industry?

A. Yes  B. No

9. If you answer for No 8 is "Yes" how do you address it to the above question what ware mostly your complaints about?

A. By price of the product  C. By supply of the product

B. By quality  D. by test of the product

E. If other /please specify it/ \_\_\_\_\_

10. What comes in your mind when you think of MOHA Soft Drink products?

A. Very high price  C. Supply  E. Good size

B. Lower price  D. Good test

F. If other specify \_\_\_\_\_

11. To whom did you complain your question?

A. To staff members

B. To sales supervisor

C. By suggestion box

D. If other (please specify) \_\_\_\_\_

12. If other competitive products offered at lower price, then would you buy the MOHA products?

A. Definitely  C. Probably Not  E. definitely Not

B. Probably  D. Not Sure

13. How often do you come across advertise for Pepsi products?



- A. Very Often                       B. Quiet Often   
C. Sometimes                       D. Seldom   
E. Never                       F. Other Please specify\_\_\_\_\_

14. To what extent does the company use different promotional tools to develop its products?

- A. Very High  
B. High  
C. Medium   
D. Low   
E. Very Low   
F. Other Please specify\_\_\_\_\_

16. How often you gave ideas and comments to the producer company, MOHA soft drink, that help it develop new product?

- A. Very often   
B. Often   
C. Some times   
D. Rare   
E. Very rare

16. Ho do you rate the customers' interest to accept the newly introduced product of the company?

- A. Very Good   
B. Good   
C. Medium   
D Poor or low   
E. Very Poor/ Very Low

17. Do you think top managers have good attitude towards product development?

A. Yes

B. No

18. . What do you think the major problems? The company to wards product development \_\_\_\_\_

19. If you have any idea, Comments, suggestion that can contribute for the improvement of the existing product development phase of the company, please specify on space provided \_\_\_\_\_

20. At last but not least if you have any additional information or opinion please write in the space provided here below \_\_\_\_\_

**St. Mary's University**  
**Faculty of Business**  
**Department of Marketing Management**  
**Interview questions**

### **Interview questions for the MOHA soft drink industry manager**

1. What factors affect the product development practices of the company?
2. What actions the company must take in order to develop or design the product to satisfy customers' need?
3. How is the company tried to improve or develop the quality of product?
4. How did you handle your customer's complaint?
5. What challenges your company face in developing product or modifying the existing product?
6. What kind of strategies does the company use so as to modify or develop the existing product?
7. How can you evaluate the existing product of the company with regard to the market coverage?
8. How do you collect feed back from your customers about your product?
9. How far the company allocates sufficient budget towards its product development practice?
10. How do you work in joint with the production department, and other concerned offices, during a product development?
11. What are the basic inputs used for product development in your company?
12. What kind and mechanism does your company used to compete with other producers?

**Thank you in advance for your time and support!**

## **Response of interview with the manager**

1. What factors affect the product development practice of the company?

- According to the manager factors affecting in the development of product practice different challenges from those challenge such as price, material cost, test of consumers. Let as see the price of the product increase by some, so the customer is change in to low price product.

2. What action the company must take in order to develop or design the product to satisfy customers need?

- Pepsi cola bottles are not such at attractive to customers or final user currently the company introduce latest machine at list 35 people labor work cover.

3. How is the company tried to improve or develop the quality of product?

- Currently the company has introduce in order to improve the quality of the company product and as well as in order to decrease the manpower cover by the new machinery at list the machine 35 people workers cover, so the activity of product produce increased for the advantage of the company.

4. How did you handle your customer's complaint?

- The manager side that the company we have use of territory university method that hands all sales, complaints, promotion and collar management systems by using group of workers as a group leader.

ADR:- Account development representative for market development, complaint hearing and solution making.

MD:- Market developers for product availability control and cooler purity, the above group of people (workers) can handle the complaint step-by-step.

5. What challenges your company face in developing product or modifying the existing product?

- It incurs cost in changing the size of containers or shape of containers and sometimes when modified raw materials availabilities are your challenge.

6. What kind of strategies does the company use so as to modify or develop the existing product?

- According to the manager introducing to the customers, by collecting ideas from the users and experts.

7. How can you evaluate the existing product of the company with regard to the market coverage?

- As the manager side that Ethiopian market is not yet covered there is a lot of areas not covered still know we are trying to do so.

8. How do you collect feedback from your customers about your product?

- The collect of feedback from customer is through various methods such as by interview questioners and also by testing ceremony etc.

9. How far the company allocates sufficient budget towards its product development practice?

- As far as the company owner is Alamudi the richest person in allocating budget. In addition to this feasibility study first takes place and after that we plot the budget.

10. How do you work in joint with the production department and other concerned offices, during a product development?

- According to the manager side that, production department and other related departments have close relationship and by arranging programme to gather the product development activities jointly made.

11. What are the basic inputs used for product development in your company?

- the basic inputs for product development in that company
- Sample test for demand of that product
- Economic condition of the country
- Population size
- Availability of raw materials.

12. What kind of mechanism does your company used to compete with other producer?