

**Annexure “A”**

A

**Project Report On**

**Analysis of Dealer's satisfaction for AMUL in Pune Region**

For

**MES IMCC MBA**

Submitted By

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Under the Guidance of,

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Submitted To

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**In the partial fulfillment of the requirements for the award of**

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Through

**Maharashtra Education Society'**

**Institute of Management & Career Courses, MBA**

**Batch 2019-21**

# DECLARATION

I **Shubham Dube** of MBA-2 :**SeatNo 2019106** hereby declare that the Project worktitled

**"Analysis of Dealer's satisfaction for AMUL in Pune Region"**

which has been submitted to University of Pune, is an original work of the undersigned and has not been reproduced from any other source. I further declare that the material obtained from other sources has been duly acknowledged in the report.

Date:

Signature

place:

Name:

## **ACKNOWLEDGEMENT**

**A word thanks is much less the word encouragement which we have received from people going out of the way to make us feel comfortable & to make the things simple.**

**I extend my profound thanks to Dr. SANTOSH DESHPANDE for giving me opportunity to undertake this project.**

**My special thanks & sincere gratitude goes to our guide for constant guidance & constructive criticism throughout the project.**

**My sincere thanks goes to Prof. Dr. Girish A. Bodhankar**

**Prof. Kaustubh Purohit**

**who has motivated us every time and shared the valuable time and provided me with all necessary format .**

## INDEX

<b>CHAPTER NO</b>	<b>TITLE OF THE CHAPTER</b>	<b>PAGE NO</b>
	Executive Summary	6
<b>1.</b>	Introduction	7-9
<b>2.</b>	Company Profile	10-24
<b>3.</b>	Literature Review	26
<b>4.</b>	Research Methodology (4.1)Research Design (4.2)Sources Of Data (4.3)Objectives (4.4)Scope (4.5)Limitation	28-30
<b>5.</b>	Data Analysis & Interpretation	32-43
<b>6.</b>	Findings	45
<b>7.</b>	Suggestion	47
<b>8.</b>	Conclusion	49
<b>9.</b>	Bibliography	51
<b>10.</b>	Annexure	52-55

<b>TABLE NO</b>	<b>TABLE NAME</b>	<b>PAGE NO</b>
<b>1.</b>	Question.1	32
<b>2.</b>	Question.2	33
<b>3.</b>	Question.3	34
<b>4.</b>	Question.4	35
<b>5.</b>	Question.5	36
<b>6.</b>	Question.6	37
<b>7.</b>	Question.7	38
<b>8.</b>	Question.8	39
<b>9.</b>	Question.9	40
<b>10.</b>	Question.10	41
<b>11.</b>	Question.11	42
<b>12.</b>	Question.12	43

## **EXECUTIVE SUMMARY :**

The main objective of summer training given by the management of Amul . The objective was "CONSUMER BEHAVIOR & SATISFACTION"

I spent on various activities like I had visited near 50 Retail shops to know their view & consumer behaviour towards Amul Milk. and also collect details about the competitors their offers & profit margin. And then at last I worked with questionnaire a sample size of 50 respondents was taken for the study whose responses were studied and interpreted. The sampling design used was convenience sampling. The process of analysis was done through excel work sheets, frequency data, percentage analysis etc.

During the preparation of questionnaire I faced difficulties regarding the selection of questions and in collection of the data I found some difficulties like the customer had no time to give.

There is one thing that I have found that the people working at AMUL. are very much helpful in all areas. Every time they come to me told me that they are available at any time for me for everything. which really boosts me and motivates me towards my goal and objective. The culture of AMUL is very friendly. I have achieved all my objectives of my project.

**CHAPTER NO.1**  
**INTRODUCTION**

## INDUSTRY PROFILE:



**THE WORLD DIARY INDUSTRY:** In many respects the dairy industry occupies a special position among the other sectors of agriculture. Milk production is highly labour-intensive and provides a lot of employment. The world dairy industry is the sector with the highest degree of protection due to the economically vulnerable position of small milk producers. . The large dependence of milk producers on the dairy processing industry has resulted in a strong position held by the co-operatives in milk marketing and in the processing industry. The whirlwind of changes, which is passing through the world, is also exercising a growing influence on the dairy industry. The number of milk producers is falling rapidly, the dairy processing industry .

Amul has successfully quadrupled the income of its dairy farmers in the last seven years, demonstrating the efficacy of its model in exceeding the country's goal of doubling farmer's income in six years. Amul is not only synonymous with the best cooperative model and farmer's faith in cooperative structure but also with marketing and advertising strategies it has adopted to make it the most preferred brands of dairy products.

GCMF is currently procuring 180 lakhs litres of milk per day through 18,600 village dairy cooperative societies.

## FMCG OVERVIEW :

Indian FMCG sector size poised to reach US\$ 47 bn by 2013 and US\$ 74 bn by 2018, growing annually at 10-12%. By 2025, total consumption is likely to quadruple making India the 5th largest consumer market. Organized retail is expected to grow by 14-18% by 2015 thereby boosting FMCG growth.

Indian rural market currently worth US\$ 9 bn is expected to become a US\$ 100 bn opportunity by 2025 Indian FMCG industry worth US\$ 29 bn roughly constitutes 2.2% of India's GDP. Within the FMCG



sector, Food products are the largest consumption category. Strategic focus on rural marketing, innovations, niche consumer segments, exports, Life style products to further the current 10% annual sector growth

**CHAPTER 2**  
**COMPANY PROFILE**

## **COMPANY PROFILE:**



Amul is an Indian dairy cooperative, based at Anand in the state of Gujarat, India. The word Amul is derived from the Sanskrit word Amulya, meaning rare, valuable. The co-operative was initially referred to as Anand Milk Federation Union Limited hence the name AMUL. Formed in 1946, it is a brand managed by a cooperative body, the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 3 million milk producers in Gujarat. Amul spurred India's White Revolution, which made the country the world's largest producer of milk and milk products. In the process Amul became the largest food brand in India and has ventured into markets overseas. Dr Verghese Kurien, founder-chairman of the GCMMF for more than 30 years (1973–2006), is credited with the success of Amul. GCMMF: Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF) is India's largest food product marketing organization with annual turnover (2013-14) US\$ 3.0 billion. Its daily milk procurement is approximately 13.18 million lit per day from 17,025 village milk cooperative societies, 17 member unions covering 31 districts, and 3.23 million milk producer. It is the Apex organization of the Dairy Cooperatives of Gujarat, popularly known as 'AMUL', which aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money. Its success has not only been emulated in India but serves as a model for rest of the World. It is exclusive marketing organization of 'Amul' and 'Sagar' branded products. It operates through 53 Sales Offices and has a dealer network of 10000 dealers and 10 lakh retailers, one of the largest such networks in India. Its product range comprises milk, milk powder, health beverages, ghee, butter, cheese, Pizza cheese, Ice-cream, Paneer, chocolates, and traditional Indian.



## **Amul Product List and its brand range**

Amul Product focused on bringing more productive products and expanding the market rapidly. It was founded in 1946. It has a history of over 75 years and its business has grown tremendously stepping at higher growth and satisfying consumer needs by giving higher and superior quality of brands. Their brand name including the features, quality, reasonable price, would help them in growth of rapid sales and keeping trust of around million of Indians using this product every single day by marking it as the best and a reasonable product. Amul cares for its huge customers and tries to offer them the best products at best price.

### **Amul and its product**

**It consists of wide ranges of products which are outlined below:**

- Amul Bread Spreads Range**
- Amul Beverage Range / Milk Drinks**
- Amul Powder Milk Range**
- Amul PRO**
- Amul Fresh Milk Range**
- Amul Cheese Range**
- Amul Cooking Range**
- Amul Dhai Range**

- **Amul Mithai / Desserts Range**
- **Amul Health Drink**
- **Amul Chocolates**
- **Amul Icecreams**
- **Amul's New Products**

### **Amul Bread Spreads Ranges**

Amul has varieties of Bread Spreads ranges and are preferred by many consumers on a daily basis. These are outlined below.

#### **Amul Butter**

Amul Butter is made up of pure milk fat. It consists of 100g, 500g, 50g, 20g, and 8.1g packing. It can be eaten with bread, paratha, roti, nans, and sandwiches.



#### **Amul Lite**

Amul Lite is a low cholesterol, low calorie and low fat bread spread. It is available in 100g, 500g, and 200g packing. It is been used for topping on parathas, pav-bhaji, and also for preparation of cakes.



### **Delicious Table Margarine**

Delicious Table Margarine is the substitute of butter. Margarine is prepared from vegetable oils and fats. It contains zero cholesterol and fortified with vitamin A & D. 100g, 500g, 200g tub & Single serve pack are available.



### **Amul Beverage Range / Milk Drinks**

#### **Amul Kool Milk Shaake**

Amul Kool Milk Shaake comes with four awesome flavours which are Banana, Mango, Strawberry and Badam. The price of this is Rs. 22 for 220 ml can. These are also sold in tetra pack in three flavours i.e. Mango, Strawberry and Banana. The price of this is Rs 15 for 180 ml tetra brick. It is rich in nutrients and is the healthiest drink against any other soft drinks.



### **Amul PRO**

Amul PRO is a malt based milk additive. It is very easy to make and suitable for people of all ages, especially kids, who need milk and nutrients. It is to be consumed by adding directly to the hot or cold milk.



### **Amul Fresh Milk Ranges**

Amul has varieties of fresh milk ranges and are preferred by many consumers on a daily basis. These are outlined below.

#### **□ Amul Fresh Milk**





### Amul Gold Milk



### Amul Buttermilk



### Amul Cheese Range

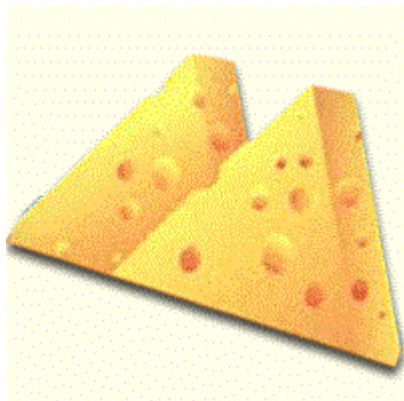
Amul has varieties of cheese ranges and are preferred by many consumers on a daily basis and are used mainly on bread, cooking, pizza etc. It can be eaten with bread, paratha, roti, nans, and sandwiches.

The cheese types are outlined below.

### Amul Cheese Spreads



□ Amul Emmental Cheese



□ Amul Pizza Mozzarella Cheese



**Amul Cooking Range**

Amul has varieties of cooking ranges. Ghee & Butter is commonly used and is preferred by many consumers on a daily basis and is used mainly for cooking, making sweets, garnishing etc. It can be spread with bread, paratha, roti, etc.

The Ghee types are outlined below.

**Amul Ghee**

Amul Ghee is made from fresh cream and it is a good source of energy and provides vitality to human body.



### **Amul Yellow Cow Ghee**

Amul Cow Ghee is made from fresh cream and it has typical rich aroma and granular texture. Amul Cow Ghee is an ethnic product made by dairies with decades of experience, and rich source of Vitamin A, D, E and K.



### **Amul Dhai Range**

### **Amul Flaavyo Frozen Yoghurt**

Amul Flaavyo Frozen Yoghurt is made from natural ingredients and fortified with vitamins. It contains probiotic bacteria which helps digestion and immunity improvement. It comes in five flavours i.e; Mango, Pineapple, Strawberry, Vanilla and Misti Doi.



## **Amul Mithai / Desserts Range**

### **Amul Shrikhand**

Amul Shrikhand is prepared from fresh curd. It comes in many flavours namely Elaichi, Kesar, Mango, Badam Pista, Amrakhand, Rajbhog, Butter Scotch, Strawberry, Pineapple, etc. It also contains fruits, nuts, cardamom, and saffron. Amul Shrikhand is available at cheapest rate and the quality is very good for taste and it is very hygienic. It is the only pasteurized Shrikhand available in the country.



### **Amul Mithai Mate**

Amul Mithai Mate is a Sweetened Condensed Milk made from pure milk fat. It can be used to prepare Kheer, laddoo, Rasmalai, Baked Products, Cakes, Toppings etc. For household consumption 400gm tins are available. It is made from pure milk solids, sugar and contains no preservatives. It can be used to prepare Ice Creams, Toffees, Biscuits and Sweets, etc.



### Amul Chocolates

Amul Chocolates are made from Sugar, Cocoa Butter, Milk Solids and Chocolate mass. These are made from rich creamy milk & delicious cocoa. Amul chocolate syrup in bottle and Jar are available. It can be

#### Amul Fundoo Milk Chocolate



#### Amul Cooking Chocolate – Dark Choco Slab and Milk Choco Slab



#### □ Amul Wafer Chocolate –Bindaaz



#### □ Amul Chocolate Syrup



### **Amul Icecreams**

Amul Icecreams are made from fresh milk and are available in different flavours. It can be used to prepare sundaes, shakes, etc. Icecreams are much preferred by kids and also all generations. It is very nice to consume them during anytime, anywhere.

Amul has varieties of ice-creams ranges and are preferred by many consumers on a daily basis.

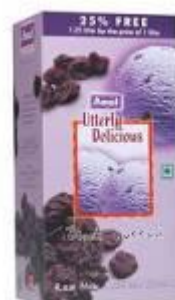
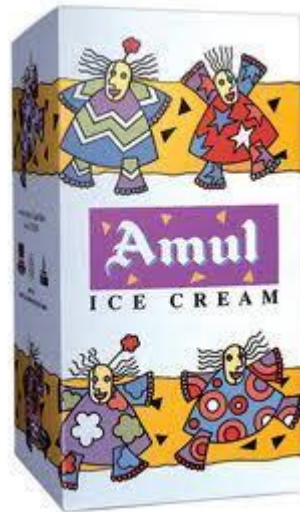
Some of them are outlined below.

❑ Simply Delicious Range

❑ Nature's Treat

❑ Sundae Range

❑ Cassatta



## Amul's New Products

Amul is a symbol of many things of the high-quality products sold at reasonable prices. Recent new products is outlined below

### **Amul Avasar Kaju Katri**



### Amul Milk Bread





**CHAPTER NO.3**  
**LITERATURE REVIEW**

## **LITERATURE REVIEW**

### **1. VV Bellur, SP Singh, R Chaganti, R Chaganti(1990) "Long Range Planning "**

The most notable feature of a developing country is that it witnesses the birth of a number of organizations—organizations geared to meet the demands of, and opportunities presented by that development. Success of the development process, indeed, hinges on how well those new organizations grow and mature and serve the needs of the society at large.

### **2. B Bowonder, BR Raghu Prasad... (2005) "Amul is not a food company, it is an IT company in the food business"**

The use of information communication technologies (ICT) in the rural areas of Gujarat by Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMFL) has made the operation of the dairy industry different. While it has always been argued that investments related to ICT made in rural India are not effective, the case of Amul proves that "where there is a will, there is a way"

### **3. Ritesh Dwivedi (2010)- Amul : " A Cooperative with a Brand "**

This paper describes success story of a cooperative institution (AMUL) which has touched the level of excellence as top corporate players. Cooperative has farmers as members and they used to sell their milk collectively under cooperative framework to maximize profits and increase bargaining power. Profitability of a cooperative is heavily depends upon maintaining balance between farmer's ownership in cooperative and professional management.

### **4. Lero (Oct 2020) " Amul Research "**

Some of the major companies covered in this research are fonterra, nestle, frieslandcampina kievit, danone, yili, morinaga, premier foods, dean foods, amul india, hatsun agro products, saputo. Amul, the indian dairy brand, is so trusted by all levels of society it does not do the sort of market segmentation other brands customarily undertake, but that trust has been built over decades, based on quality and a local focus.

### **5. Kubendran, Vanniarajan.(2016) " the comparative analysis of rural and urban consumers on milk consumption."**

The objective of the study was to identify the consumption pattern in milk consumption and its correlation with the same. The study revealed that in view of constant increase in disposable incomes among the strong middle-income class, the scope of marketing of milk become wider.

**CHAPTER NO.4**  
**RESEARCH AND METHODOLOGY**

# **RESEARCH METHODOLOGY**

## **Research Methodology**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. So, the research methodology not only talks about the research methods but also considers the logic behind the method used in the context of the research study.

## **Research Design**

A Research design is the specification of method and procedure for accruing the information needed. It is overall operational pattern of frame work of project that stipulates what information is to be collected for source by that procedures.

Descriptive Research design is appropriate for this study. Descriptive study is used to study the situation. This study helps to describe the situation. A detail descriptive about present and past situation can be found out by the descriptive study. In this involves the analysis of the situation using the secondary data.

In view of the objects of the study listed above an exploratory research design has been adopted. Exploratory research is one which is largely interprets and already available information and it lays particular emphasis on analysis and interpretation of the existing and available information.

## **Data Collection**

### **Primary Data**

Primary data is that which is collected by sociologists themselves during their own research using research tools such as experiments, survey questionnaires, interviews and observation. Primary data can take a quantitative or statistical form, e.g. charts, graphs, diagrams and tables. It is essential to interpret and evaluate this type of data with care.

The primary data was collected mainly with the interactions and discussions with the internal guide and finance manager.

## **Secondary Data**

This research study is more based on secondary data, means data that are already available i.e. the data which have been already collected and analysed by someone else. Some of the information regarding to the theoretical aspects were collected by referring standards texts and through internet.

## **Methods of Data Analysis:**

The data collected were edited, classified and tabulated for analysis for retailer opinion.

### **Objectives:**

- To find size of retail network of Amul in specific area.
- To find the problems faced by retailers in selling and storing.
- To collect the information about the competitors.
- To optimize the level of sales of Amul products.

### **Scope :**

The scope of this study is very limited as it deals with milk market of the specific area. The study helps out in having retailers' view, consumer quality service. The project work done will definitely prove to be a helping hand for the firm as well. This provide or improvement in every business.

### **Limitation :**

- The study is purely based on secondary or primary data which were taken by retailers.
- Results of the analysis may be interpreted differently by different users.
- Area of working limits 50 shop.
- Time period of the project which may not be enough to understand the whole market.
- out of the whole research and analysis, only Amul brands could be highlighted as compare to other Brands.

**CHAPTER NO.5  
DATA ANALYSIS  
AND INTERPRETATION**

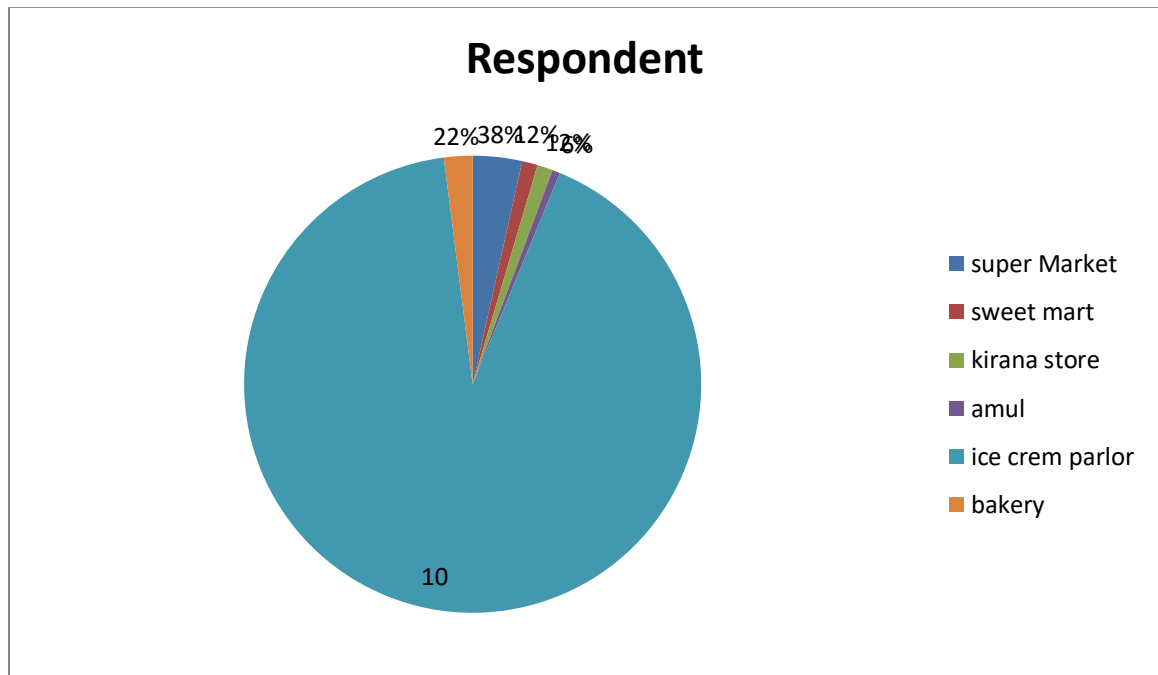
## Data Analysis and Interpretation

1) Which category of shop you dealing ?

Category	No. of Respondents	Percentage
Super Market Store	19	38%
Sweet Mart	6	12%
Kirana Store	6	12%
Amul Franchise	3	6%
Ice Cream Parlor	5	10%
Bakery	11	22%
	50	100%

**Table No.1**

**Graph :**



**Graph No.1**

**Interpretation :**

The given table & chart shows that the 19 respondents are high as compare to the Percentage was 38% other catagary refer and only 3 respondent are Amul franchise prefer the total percentage is 6%

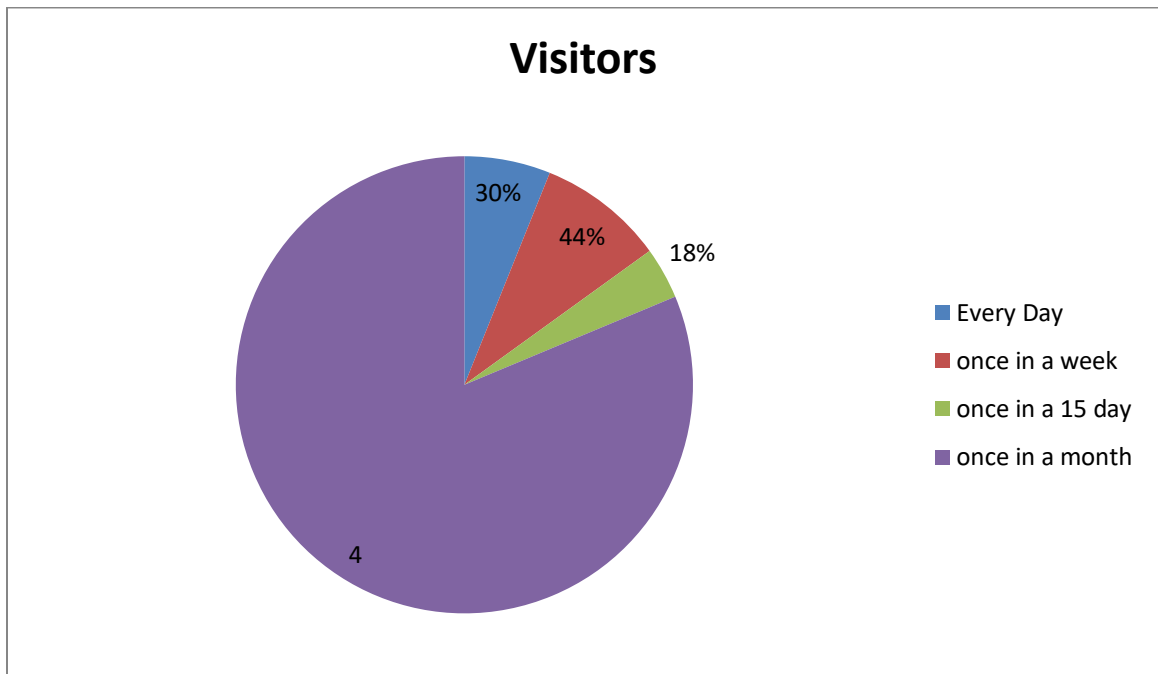


2) what is the Frequency of visit of salesmen ?

Visitors	No of Respondent	Percentage
Every Day	15	30%
Once in a week	22	44%
Once in a 15 day	9	18%
Once in a month	4	8%
	50	100%

**Table No.2**

**Graph :**



**Graph No.2**

**Interpratation :**

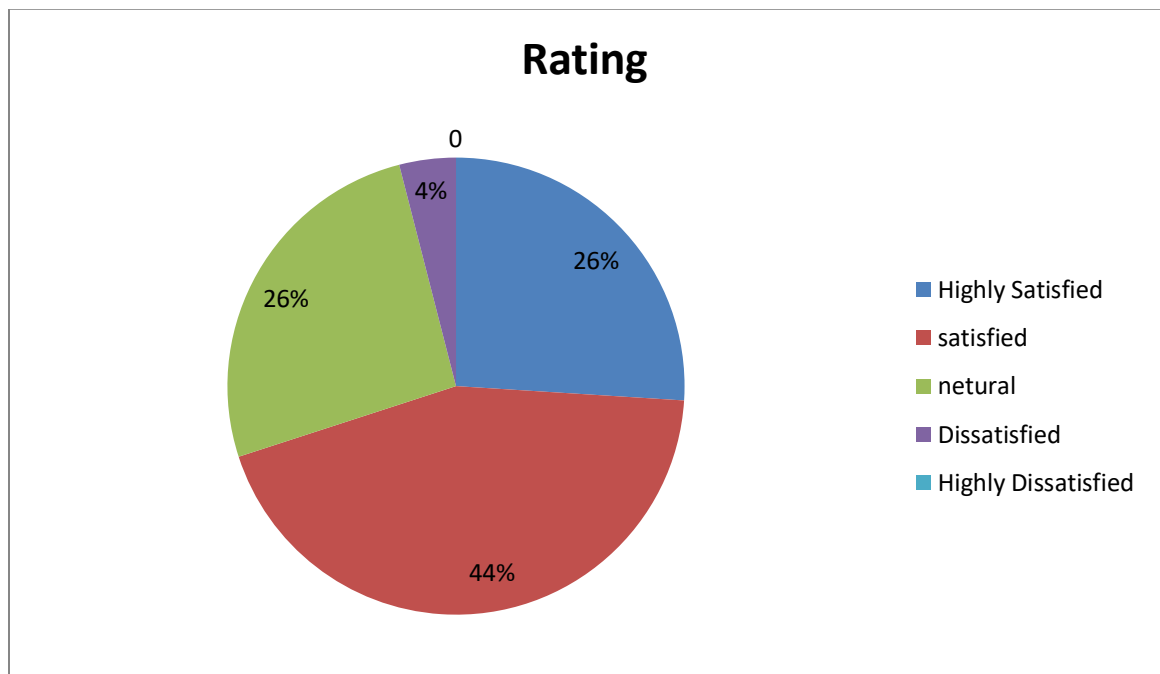
The given table & chart shows that the visitors frequency the in a week the more visitor respondets as per othr frequency visitors.In a month the frequency was very less. The Highest percentage is 44%.

3) please rate the credit facility and financial assistance ?

Rating	No. of Respondent	Percentage
Highly Satisfied	13	26%
Satisfied	22	44%
Neutral	13	26%
Dissatisfied	2	4%
Highly Dissatisfied	0	0%
	50	100%

**Table No.3**

**Graph :**



**Graph No.3**

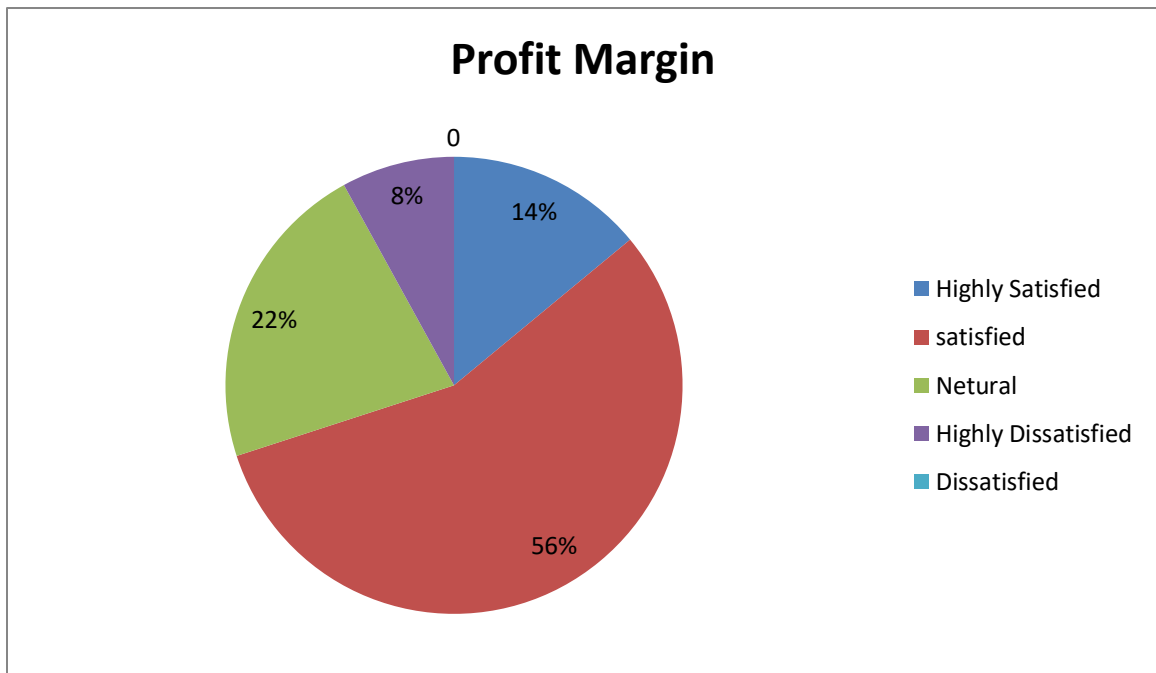
**Interpretation :** The credit Rating the 22 respondent are the satisfied as per others and the total percentage was 44%. Highly Dissatisfied respondent are 0.

4) Are you satisfied with profit margin offered by Amul ?

Profit Margin	No. of Respondent	Percentage
Highly Satisfied	7	14%
Satisfied	28	56%
Neutral	11	22%
Dissatisfied	4	8%
Highly Dissatisfied	0	0%
	50	100%

**Table No.4**

**Graph :**



**Graph No.4**

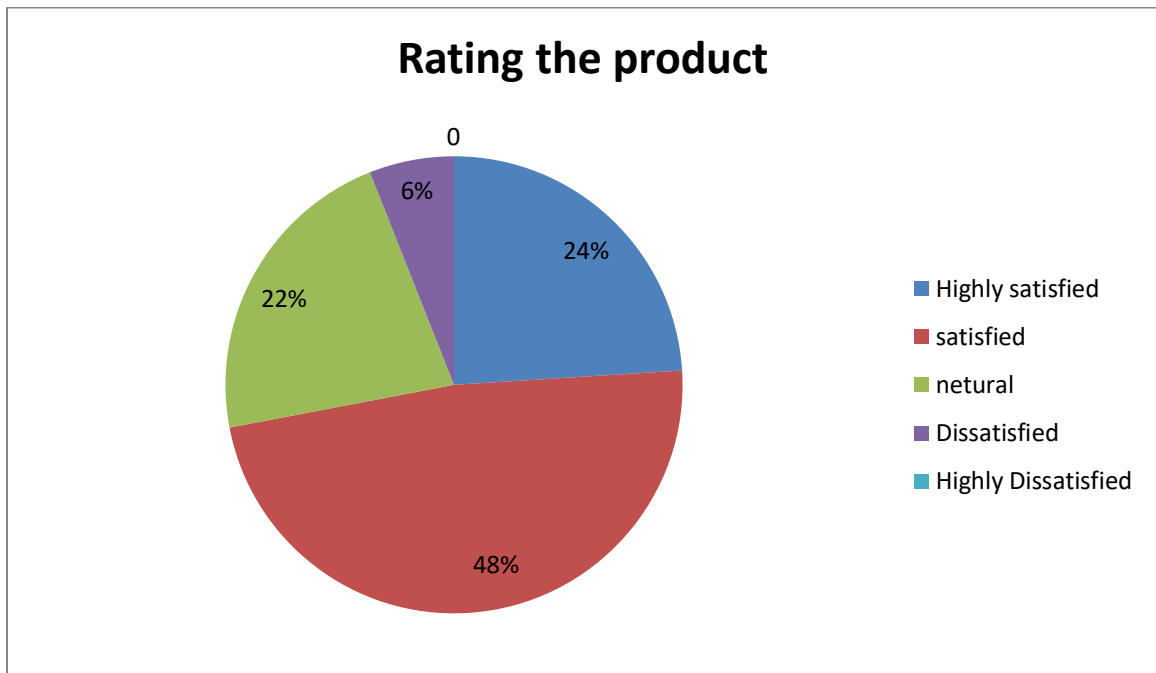
**Interpretation :** The Chart and table shows that the satisfied respondent are the very high and dissatisfied are the 0 respondent. The most of the respondent are with profit margine not satisfied.The 56% is the Highest.

5) Rate the product knowledge of the sales person of the amul ?

Rating the product	No. of Respondent	Percentage
Highly Satisfied	12	24%
Satisfied	24	48%
Neutral	11	22%
Dissatisfied	3	6%
Highly Dissatisfied	0	0%
	50	100%

**Table No.5**

**Graph :**



**Graph No.5**

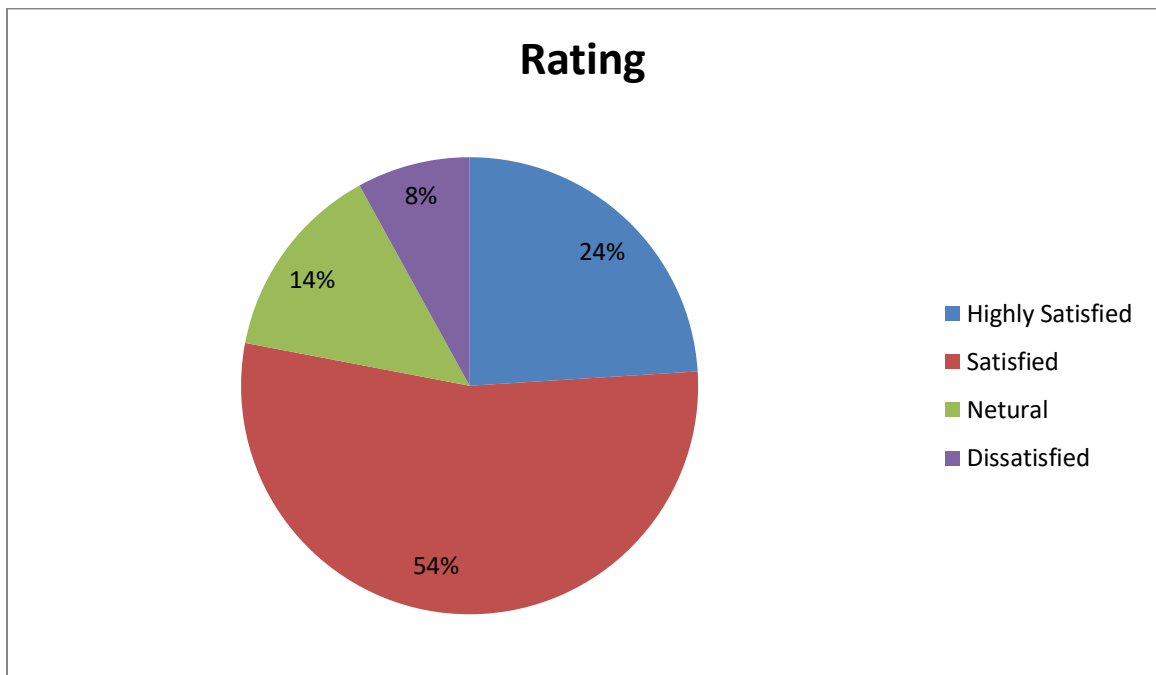
**Interpretation :** The table and chart shows that the rating of the product knowledge the no of respondent are 24 and the Dissatisfied no of respondent are 3. The Highest percentage is 48%.

6) How is the delivery efficiency of Amul ?

Rating Delivery efficiency	No. of Respondent	Percentage
Highly Satisfied	12	24%
Satisfied	27	54%
Neutral	7	14%
Dissatisfied	4	8%
Highly Dissatisfied	0	0%
	50	100%

**Table No.6**

**Graph :**



**Graph No.6**

**Interpretation :**

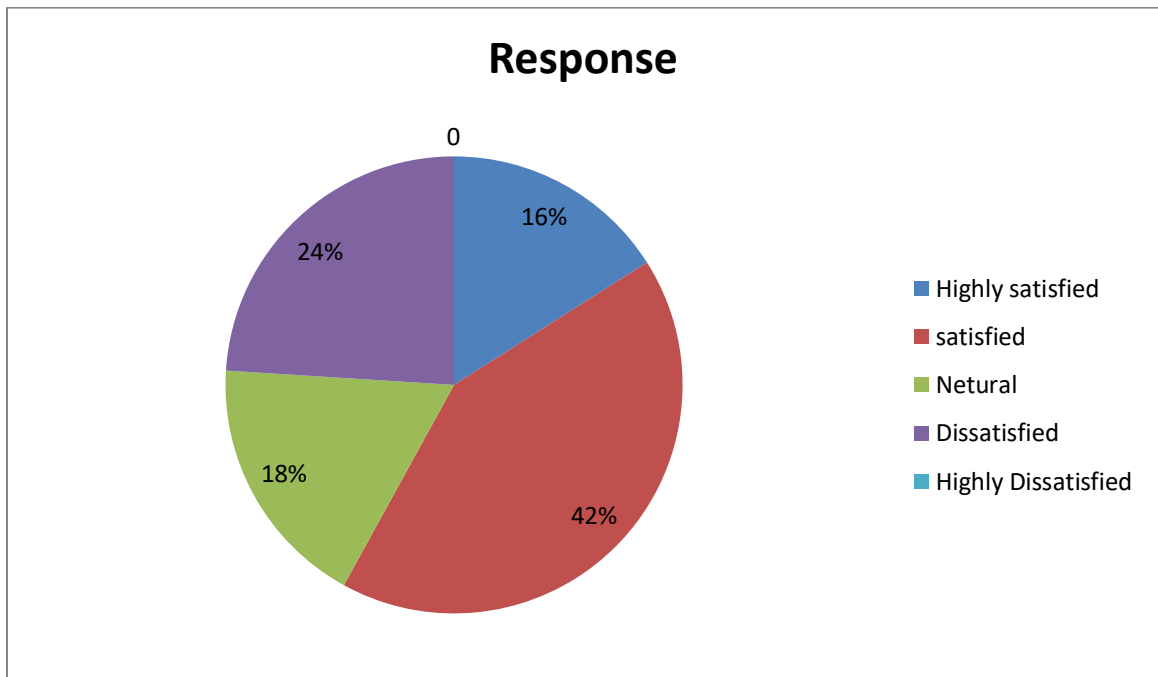
The table and chart shows that the 27 respondent are the satisfied with the delivery rating and only 4 respondent was the dissatisfied with the delivery rating facilities. The Highest 54%.

7) Do you Happy with credit facility and financial assistance ?

Response	No. of Respondent	Percentage
Highly Satisfied	8	16%
Satisfied	21	42%
Neutral	9	18%
Dissatisfied	12	24%
Highly Dissatisfied	0	0%
	50	100%

**Table No.7**

**Graph :**



**Graph No.7**

**Interpretation -**

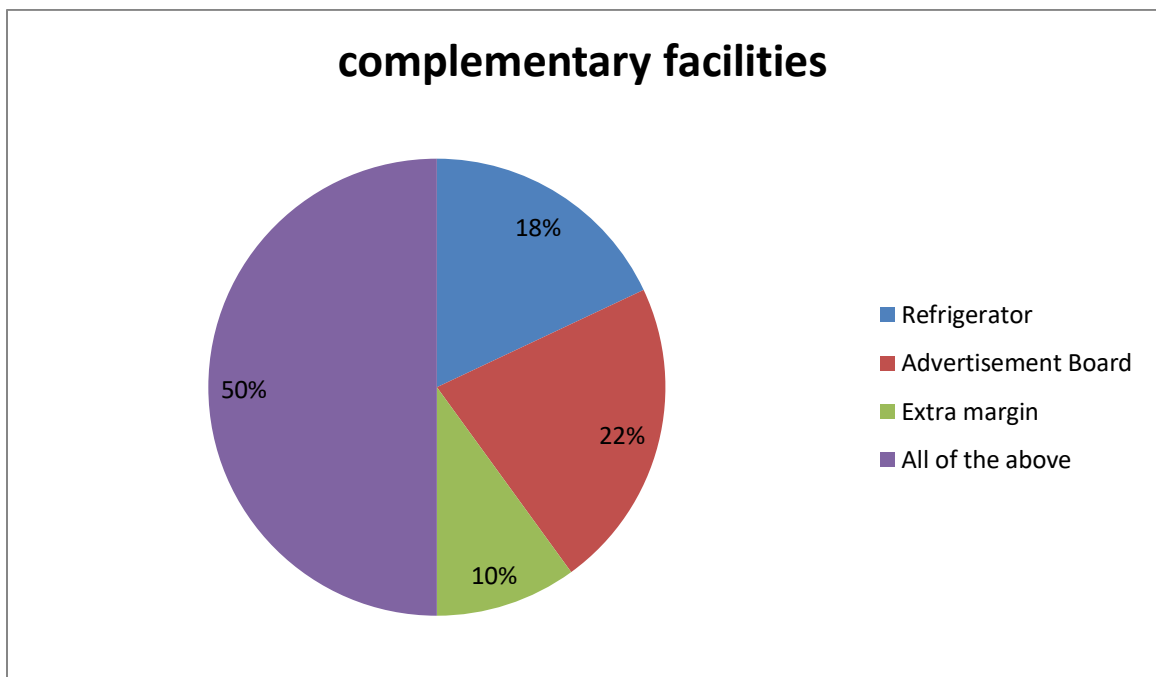
The chart and table shows that the response of both credit facility and financial assistance the only 21 respondent are the t satisfied with the statement and 9 respondent are the neutral and 8 respondent was highly dissatisfied The Highest 42%.

8) What are the complementary facilities ?

<b>Complementary Facilities</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Refrigerator	9	18%
Advertisement Board	11	22%
Extra Margin	5	10%
All of the above	25	50%
	50	100%

**Table No.8**

**Graph :**



**Graph No.8**

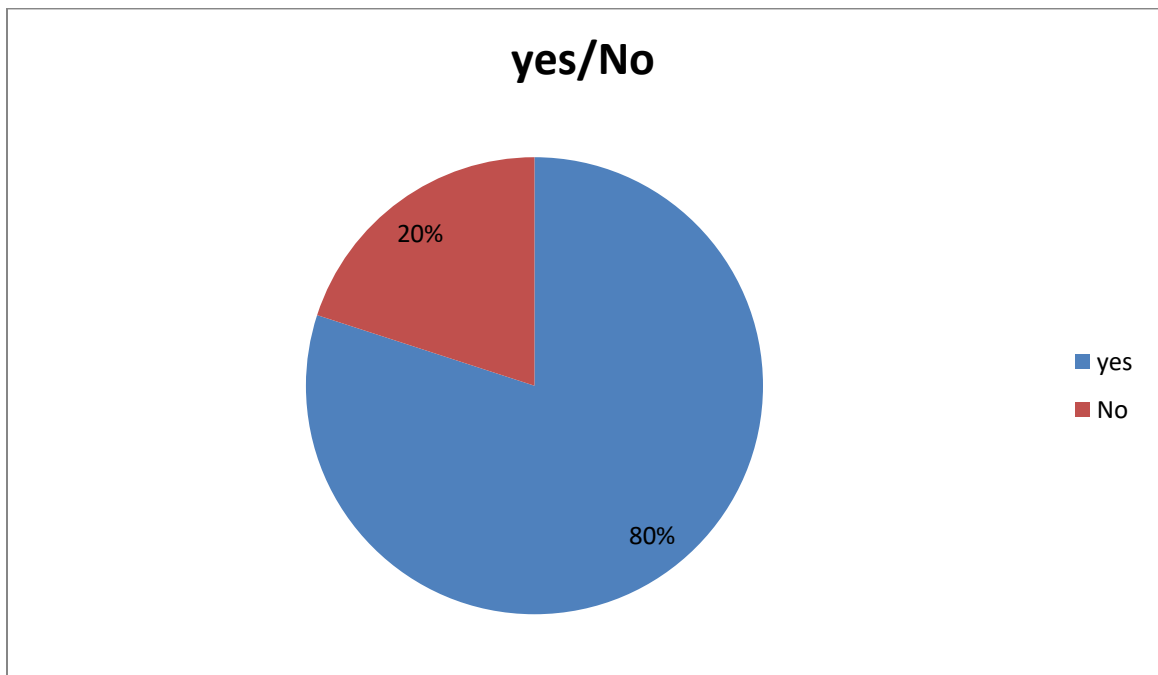
**Interpretation :**

The Table and chart shows that the complementary facilities the most of the respondents are use the all things like that extra margin, advertisement board, refrigerator, the total respondent are total are 25. The highest is the 50%.

9) Do you avit the seasonal offer of Amul ?

Yes/No	No. of Respondent	
Yes	40	80%
No	10	20%
	50	100%

**Table No.9**



**Graph No.9**

**Interpretation :** The chart and table shows that the seasonal offer of amul and the 40 respondent are the yes avit for the season and 10 respondent are No. The highest is 80% and lowest is 20%.

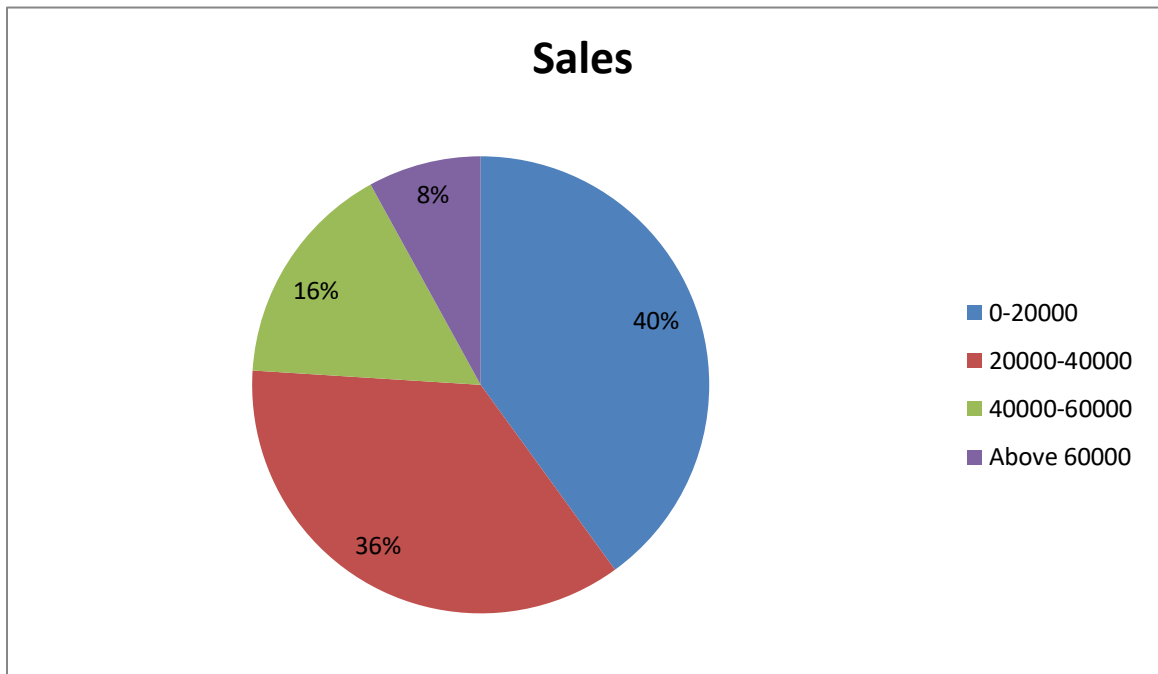


10) How much Amul product is sold in your shop in a month ?

Range of the product sale	No of respondent	Percentage
0-20000	20	40%
20000-40000	18	36%
40000-60000	8	16%
Above 60000	4	8%
	50	100%

**Table No.10**

**Graph :**



**Graph No.10**

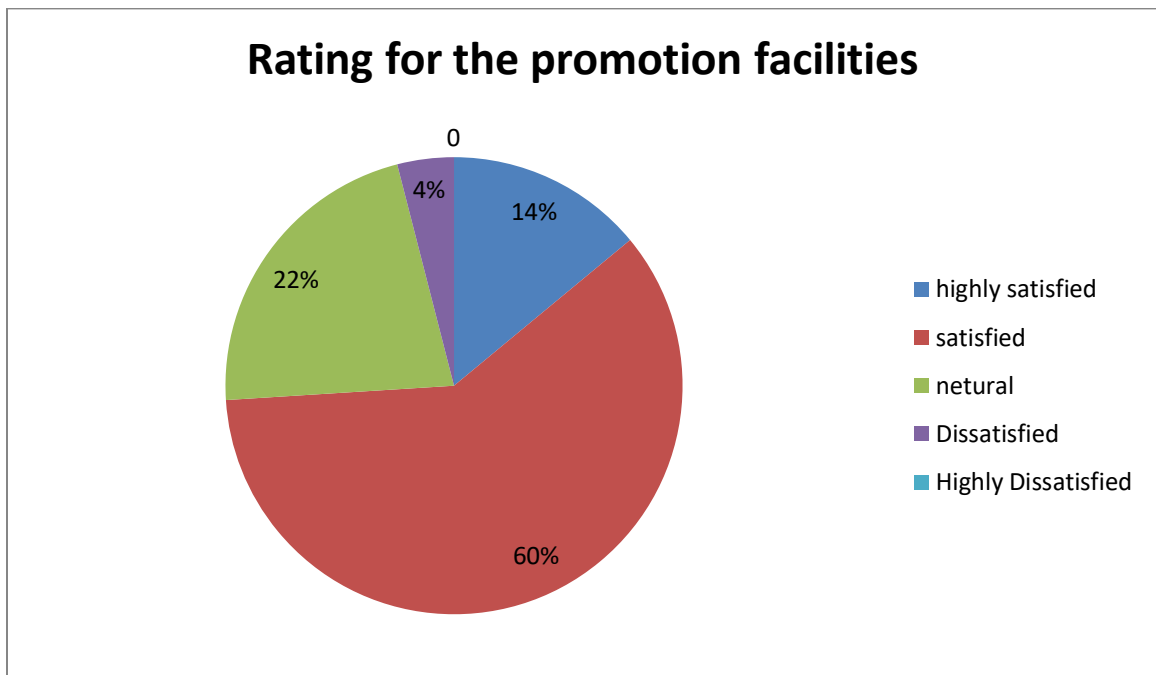
**Interpretation :** The chart and graph shows that the product sales in a month. the 0-20000 range was the Best for product sale as per the feedback and 20000-40000 rang was also good. only the 60000 above respondent response was vary few. The Highest is 40%.

11) please rate the trade promotion facilities for retailer's ?

Rating the promotion facilities	No. of Respondent	Percentage
Highly Satisfied	7	14%
Satisfied	30	60%
Neutral	11	22%
Dissatisfied	2	4%
Highly Dissatisfied	0	0%
	50	100%

Table No.11

Graph :



Graph No.11

**Interpretation :**

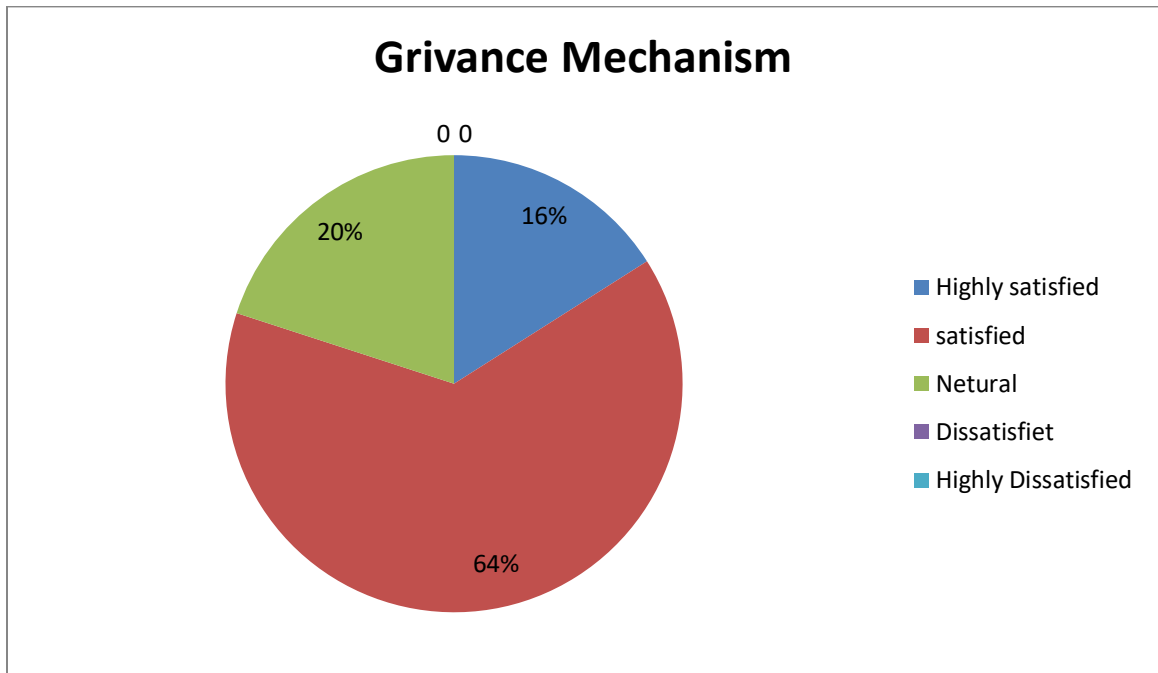
The chart and table shows that the rating for the promotion facilities for retailer's the 30 respondent are the satisfied and Highly Dissatisfied was the 0 respondent. The Highest percentage is 60%.

12) Please rate the grievance Mechanism of Amul for retailer's ?

Grievance Mechanism	No. of Respondent	Percentage
Highly Satisfied	8	16%
Satisfied	32	64%
Neutral	10	20%
Dissatisfied	0	0%
Highly Dissatisfied	0	0%
	50	100%

**Table No.12**

**Graph :**



**Graph No.12**

**Interpretation :**

The respondent with retailor shop with satisfied the no of respondent are satisfied as per the feedback. The Dissatisfied response was 0 the satisfied respondent total was 32. The Highest Percentage was 64%.

**CHAPTER NO.6**  
**FINDINGS**

## **FINDINGS :**

- 1) People use milk for various purposes like making Curd, Lassi, Ice-cream besides Tea and for drinking purpose. So a positive perception can be created to make them think that amul milk is best suited for those purposes.
- 2) Projector films may be shown to the villagers emphasizing on the quality and the hygenity of amul milk. This would help in convincing the people & creating a favorable attitude.
- 3) Arrangement should be made to ensure regular supply of amul milk to the consumers in new places once the milk is introduced. If possible transportation facility should also be arranged to make it convenient for the retailers.
- 4) Suggestions & complaint made by retailers & consumers should be given due attention to provide maximum satisfaction. This could create an impression that amul cares for them.

**CHAPTER NO.7**  
**SUGGESTION**

**Suggestion :**

1) Majority of the consumers assign easy availability and quality as their main preference in buying milk of a particular brand.

2) Per capital consumption is around 250 ml.

3) In established market, people buy amul milk mainly because of its brand popularity, good quality and easy availability.

4) Private brand have been able to enter the market only on the basis of their low-pricing strategy.

5) Brand awareness for amul milk is very high.

**CHAPTER NO.8**  
**CONCLUSION**



## **Conclusion**

My overall experience was very well. I was responsible for visiting areas, prescribed by my coordinator and asking various questions from retailers of that particular area. A particular format was given by him. I worked for marketing department of the company. I could have done my work much better by getting sufficient knowledge about the supply system of the company. One of the major problem I faced was lack of information. We were informed about several things but most of the people asked me about many additional things about which I had no idea, somehow I managed but it could be better if I would have given enough information. I have gained more experience in the way that I learnt many things. I learnt how to communicate well with people.

**CHAPTER NO.09**  
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## **Annaxure**

### **Questionare**

1. Name of owner?

2. Contact number of the owner?

3. Mail Id of owner or shop?

4. Which category of shop you dealing?

\*Super market store

\*Sweet mart

\*Kirana store

\*Amul franchise

\*Ice cream parlor

\*Bakery

5.Name of the shop?

6.What is the Frequency of visit of salesman?

\*Every day

\*Once in a week

\*Once in a 15 days

\*Once in a month

7.Please rate the credit facility and financial assistance?

\*Highly satisfied

\*Satisfied

\*Neutral

\*Dissatisfied

\*Highly dissatisfied

8.Are you satisfied with profit margin offered by Amul?

\*Highly satisfied

\*Satisfied

\*Neutral

\*Dissatisfied

\*Highly dissatisfied

9.Rate the product knowledge of the sales person of the Amul?

\*Highly satisfied

\*Satisfied

\*Neutral

\*Dissatisfied

\*Highly dissatisfied

10.How is the delivery efficiency of Amul?

\*Highly satisfied

\*Satisfied

\*Neutral

\*Dissatisfied

\*Highly dissatisfied

11.Do you happy with credit facility and financial assistance?

\*Highly satisfied

\*Satisfied

\*Neutral

\*Dissatisfied

\*Highly dissatisfied

12. What are the complementary facilities?

- \*Refrigerator
- \*Advertisement board
- \*Extra margin
- \*All of the above

13. Do you avail the seasonal offer of Amul?

- \*Yes
- \*No

14. How much Amul product is sold in your shop in a month?

- \*0-20000
- \*20000-40000
- \*40000-60000
- \*Above 60000

15. Please rate the grievance mechanism of Amul for retailer's?

- \*Highly satisfied
- \*Satisfied
- \*Neutral
- \*Dissatisfied
- \*Highly dissatisfied

16. Please rate the trade promotion facilities for retailer's?

- \*Highly satisfied
- \*Satisfied
- \*Neutral
- \*Dissatisfied
- \*Highly dissatisfied

