

# **PROJECT DISSERTATION REPORT on**

## **Sales Pattern of AMUL Dairy Products w.r.t. a Distributor and Retailers**

**Submitted by**

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# CERTIFICATE

This is to certify that Chirag Gupta (2K20/DMBA/36) has submitted the project report titled “Sales Pattern of AMUL Dairy Products w.r.t. a Distributor and Retailers” in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2021-22.

Signature of Guide

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**Name of Project Guide:** Dr. Sonal Thukral

# DECLARATION

I hereby declare that the Project Report entitled “Sales Pattern of AMUL Dairy Products w.r.t. a Distributor and Retailors” has not been submitted previously from the basis for award of any degree. This work embodies the result of my original work conducted under the supervision of Dr. Sonal Thukral. The information submitted is true and original to the best of my knowledge.

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**Specialization:** MBA (Marketing and Operations & Supply Chain Management)

# Acknowledgement

Guidance, inspiration and motivation have always played a key role in the success of any research. I would like to pay my sincere regards to all those who guided me in my project work.

I express my sincere thanks to Durga Agencies who gave me the opportunity to work on my Major Research Project. I also express my sincere thanks to the company supervisor Mr. B.S. Gupta for all the valuable guidance and support extended to me during my project. I would also like to express my heartfelt thanks to my Project Guide Dr. Sonal Thukral, Assistant Professor for giving her support, guidance and encouragement throughout the project work.

Last but not the least I would like to thank my parents, family and friends who have directly or indirectly contributed in making this project a success.

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**University Enrolment No: 2K20/DMBA/36**

**Program: MBA**

**Batch: 2020-2022**

# Executive Summary

Amul is one of the respected and best brands in India. Attempt is to present this research paper for accumulating the marketing and strategies used by Amul. The Marketing strategy of Amul covers various aspects of the business right from segmentation and targeting to the overall mission and vision of the company and the various parameters which the company executes to become the top brand that it has in the market. AMUL, has developed a successful business model in the large emerging economy. It was primarily responsible, through its innovative practices, for India to become the world's largest producer of milk. The research work draws various insights from AMUL 's experience that can be useful to cooperatives around the world as well as to companies involved in doing business in broad emerging markets such as India. Most of the developing nation's economies have underdeveloped markets and fragmented supply bases. Market failures are high for many of these small producers. On the other hand, the size of both markets and suppliers is very large. As a result, firms that identify appropriate business strategies that take these characteristics into account are more likely to succeed in these markets. The following is a key lesson from AMUL 's success: companies in such environments must simultaneously build markets and suppliers to synchronize demand and supply planning, establish or become part of the producer network to achieve economies of scale, concentrate on operational efficiency to achieve cost leadership in order to allow for a low-price strategy. In addition, a central focus is needed to bring together a diverse element and a long-term approach. At the end, it has been concluded that Amul stands profitable at same time competitive due to three strong practices namely Branding, matching supply and demand and professional management. A subset of approaches adopted by AMUL would still be very useful, however.

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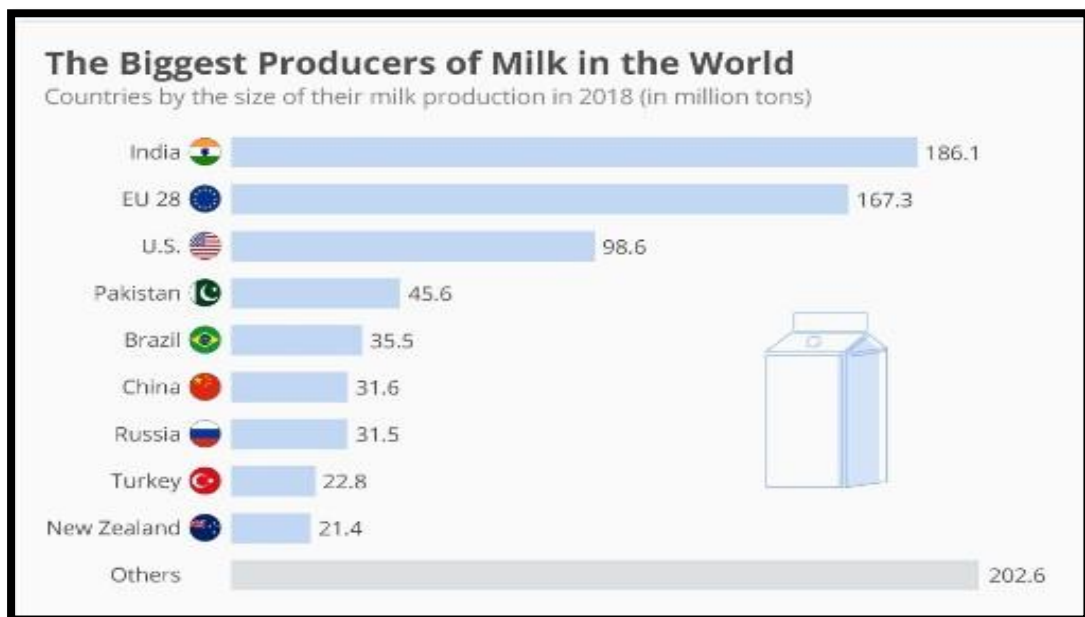
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CHAPTER 1:  
INTRODUCTION

## 1.1 Dairy in India

India has the world's largest dairy herd and is the world's largest producer of dairy products by volume, accounting for more than 13% of global milk production. This is due to India's 75 million dairy farms, which account for over half of all dairy farms worldwide.

India has a competitive advantage over many industrialized countries since its production costs are the lowest in the world, giving it a comparative advantage in milk production.



**Fig.1** The Indian dairy market is in fact worth more than 9 trillion Rupees (\$128 billion).

**Source:** UN Food and Agricultural Organisation

On November 26, India commemorates National Milk Day, which falls on the birthday of Dr. Verghese Kurien, the inventor of the popular dairy brand AMUL. The AMUL Company has helped India become the world's leading producer of milk.

## 1.2 HISTORY OF AMUL:-

The narrative of AMUL sparked 'Operation Flood' and ushered in India's 'White Revolution.' It all started with two local cooperatives and 250 litres of milk each day,



a trickle in comparison to the deluge it has become.

A farmer's life in Kaira District was very similar to that of his counterpart everywhere else in India over seven decades ago. Their earnings were nearly completely based on seasonal crops. Milch buffaloes provided unreliable income. The milk marketing and distribution system was controlled by private traders and middlemen. Due to the perishability of milk, farmers were forced to sell it for whatever they could get. They had to sell cream and ghee for very less price on a regular basis. The private dealer was the winner in this instance.

Farmers gradually realised that the only way to stop the trader from exploiting them was to market their milk themselves. They needed to organise some sort of organisation in order to do so. The Kaira District Cooperative Milk Producers' Union Limited (commonly known as AMUL) was formally registered on December 14, 1946, as a result of this realisation.

Tribhuvandas Patel was the driving force behind AMUL, which was led by Sardar Vallabhbhai Patel. Kaira District Milk Union Limited was established as a result in 1946. (Later renamed to AMUL). Tribhuvandas was the organization's first chairman and led it until his retirement in the 1970s. In 1949, he enlisted the help of Dr. Verghese Kurien. Dr. Kurien agreed to stay and assist with the mission once he persuaded him to do so. Dr. Kurien served as the general manager of AMUL under Tribhuvandas Patel's chairmanship, guiding the company's technological and marketing initiatives. After Tribhuvandas Patel died in 1994, Dr. Kurien became chairman of AMUL.

Kurien, the GCMMF's founder and chairman from 1973 to 2006, is credited with AMUL's marketing success. AMUL has expanded its business into international markets. AMUL has 2.28 million producer members and collects 5.08 million litres of milk per day on average. Today, AMUL stands for numerous things. (High-quality goods at cheap rates, the birth of a broad cooperative network, and a successful dairy development model)

During the peak season, AMUL collects, processes, and distributes over a million

litres of milk and milk products on behalf of over a thousand village cooperatives with 500,000 farmer members. AMUL has become a symbol of millions of farmers' goals, setting an example of freedom and self-reliance for all farmers to follow.



Fig. 2 Amul logo

### **1.3 MAIN BUSINESS:-**

AMUL specialises in marketing, delivering, and distributing milk and milk products produced by its owners. It has helped to give farmers with a sustainable rural employment programme, in addition to producing urban jobs in dairy plants, marketing, transportation, and distribution. AMUL has always attempted to stay one step ahead of the competition. It has always served as an example and source of inspiration for other cooperatives, as well as a model from which many have profited.

AMUL was one of the first large Indian companies to launch a website. This site was utilised to create an intranet for AMUL distributors as well as a consumer cyber-store, one of India's first examples of e-commerce activity.

Durga Agencies is a firm which is a supplier of AMUL dairy products.

## 1.4 4 P's of AMUL Company:

**1.4.1 Product:** Consumer requirements and changing lifestyles are tracked, and products are developed to meet those needs. Product quality, as well as packaging, are critical.

**1.4.2 Pricing:** Amul's key selling point is its inexpensive price. It takes aim at multinational corporations by lowering the prices of its product portfolio. The company's competitive advantage is its "backward integration" method, which significantly reduces costs.

**1.4.3 Place:** A dedicated cool chain network is required for any food firm. In comparison to any other corporation in India, Amul has the greatest cold chain network (18000 refrigerators).

**1.4.4 Promotion:** Amul invests a little portion of their advertising budget, but it is well spent. It possesses the strength of the Amul umbrella brand, which is a well-known and trusted brand with over 1000 million households. The co-operative has been able to get away with spending only 1% of its earnings on advertising thanks to its brand mascot, the Amul girl. Its competitors, on the other hand, spend anything from 7% to 10% on advertising. The positioning of Amul is "Value for Money."

## 1.5 Marketing strategy adopted by AMUL

**1.5.1 Segmentation:** Amul's target market is the general public, and its goods are enjoyed by individuals of all ages and demographics. This is because Amul can be found in a variety of foods, including ice cream, milk, butter, cheese, and other dairy products.

**1.5.2 Targeting:** Regular middle-class people are the target audience. This is due to the fact that higher-end customers have a wide range of ice cream options. Other products, such as butter and cheese, are targeted at both high-end and low-end clientele.

**1.5.3 Positioning:** In terms of positioning, Amul is the most well-known brand because it is the first name that comes to mind when someone mentions ice cream, milk, cheese, butter, or any other milk-based product.

**1.5.4 Competitive advantage:** Amul has two distinct competitive advantages over other brands. The supply chain is first and foremost. Amul's supply chain has significant strength and stability due to its vast number of dairy suppliers. As a result, it can create such large quantities. The company's second competitive advantage is its diverse product selection, which

allows it to operate Amul Shoppes as well as sell its items in retail.

**1.5.5 BCG Matrix**– When we look at the BCG matrix, we can see that Amul has some products that are stars and others that are cash cows. Amul chocolates, in reality, are a question mark because they have a small market share in a growing market. However, when compared to similar products, Amul enjoys a significant market share. As a result, these Amul goods are stars.

**1.5.6 Distribution strategy**– Amul focuses on breaking down the bulk. It provides massive quantities to its C&F, who must make the necessary arrangements to keep Amul items in bulk. As a result, distribution is another strength of Amul's marketing strategy.

**1.5.7 Brand equity**– Amul is in a very good position in terms of brand equity because to its superb products, top-of-mind positioning, fantastic distribution and supply chain channels, and lastly the point-of-purchase branding and advertising of the Amul girl.

**1.5.8 Competitive analysis**– Amul is up against some powerful competitors that have entered the market in the previous decade and are constantly increasing. The majority of these ice creams began in a regional market and then maintained their regional market share. Butter and cheese, as well as other dairy products, face significantly less competition.

**1.5.9 Customer analysis**- Amul's typical consumers are from the Sec B and Sec C segments, and are either middle class or low-income. Amul uses mass marketing in general, therefore it primarily targets these two groups.

## **1.6 RESEARCH OBJECTIVES**

- 1.6.1** To study the market demand of AMUL dairy products.
- 1.6.2** To study the consumption pattern of AMUL products.
- 1.6.3** To analyze sales of competitive brands in the market.
- 1.6.4** To determine the change in distribution channel during Pandemic.

## **1.7 Research Problem:**

- 1.7.1** Seek the general perception of consumer towards Amul.
- 1.7.2** To know the consumer psyche and their behavior towards Amul products.
- 1.7.3** To know awareness of people towards Amul products.
- 1.7.4** To know the preference of Amul products with comparison to Other competitive brands.
- 1.7.5** To know the factors which affects consumer's buying behavior to purchase milk.

## **1.8 DATA COLLECTION**

There are two types of data used in this research namely:-

### **1.8.1 PRIMARY DATA:**

Primary Data involved in the research is the surveys from the customers (various retailers) and potential customers of Durga Agencies.

### **1.8.2 SECONDARY DATA:**

Secondary Data involved in the research is the information and contact details of the customers (various retailers) of Durga Agencies.

## **1.9 RESEARCH TECHNIQUE**

- 1.9.1** The research technique followed is Descriptive Research.
- 1.9.2** Survey technique used in the research is Probability Sampling.
- 1.9.3** Stratified Random Sampling was further used in the research.

## 1.10 SAMPLE SIZE

DURGA AGENCIES	50
HONEY ENTERPRISE	10

Table 1

Honey Enterprises sells multiple companies product namely:-

- AMUL
- Britannia
- Coca-Cola
- Cadbury

CH-2:  
LITERATURE REVIEW

Various researcher researched about Amul and gave a lot of views about the company and its product.

2.1 Salunkhe Pravin Pandurang (2013) examined the distribution system of Amul. India is one of the world's major milk producers, with 127 million tonnes produced in 2011-2012, up 4.25 percent from the previous year. India remained the world's largest milk producer in 2011-12. And it accounts for roughly 17% of global milk production. In India, dairy cooperatives collected 10.5 million tonnes of milk, an increase of roughly 10% over 2010-11. The cooperatives sold 8.6 million tonnes of milk last year, up around 4% from the previous year.

2.2 Ashish Kumar Isher, Sudhakar Dwiwedi and Rajiv Sharma (2017) examined “The retailer’s satisfaction towards distribution channel of AMUL products in Jammu”. In Jammu, convenience sampling was used to choose stores and distributors from various locations throughout the city. The data was examined using descriptive statistics, pie charts, and percentages after it was collected from various retail outlets and wholesalers utilising a well-structured pre-tested routine. Two AMUL product distribution channels in Jammu were found in this study: (I) Company → Distributer → Retailer → Consumer and (II) Company → AMUL retail outlet → Consumer.

2.3 Ramana Prakash (2006) examined the distribution channel of effectiveness of ice cream market (Amul, Kwality Walls, etc) in Hyderabad. Ice cream, a delicious and healthful dish that was long considered a sophisticated item, is growing increasingly popular across all demographics in recent years. Nobody is happier than ice cream manufacturers, who are already filling their iceboxes with dollops of new, delectable flavours as the temperature increases. Amul is India's largest food brand, with a revenue of Rs. 3800 crores each year. They use the most sophisticated plants and effective distribution systems to manufacture and market perishable dairy products. The study's main goal was to figure out what elements are impacting the effective distribution of Amul ice creams made by Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMFL) by comparing with the Kwality Walls, the leading player in Hyderabad market.

2.4 Venkatakrishna V., Saraswathi P. and Radharao Chaganti (April 2002) examined the white revolution- How Amul brought milk to India. A developing country's most prominent aspect is the emergence of a number of organizations—organizations oriented to satisfy the demands of, and opportunities given by, that development. The development process' success is dependent on how successfully those new organisations mature and serve the demands of society as a whole. However, not all startup businesses mature and grow. Some will have a rapid drop. What defines companies that thrive and survive? This study proposes a framework for answering this



question and demonstrates it using the history of a well-known Indian cooperative's corporate strategy.

2.5 Pankaj Chandra and Devanath Tirupati (April 2003) Business Strategies for Managing Complex Supply Chains in Large Emerging Economies. A case study of a dairy cooperative, AMUL, in western India, that has built a successful model for doing business in a major rising economy is discussed in this paper. It was significantly responsible for India being the world's greatest producer of milk, thanks to its innovative procedures. This study draws a number of lessons from AMUL's experiences that will be valuable to cooperatives around the world as well as companies looking to conduct business in huge rising markets like India and China.

2.6 B. Bowonder, B.R. Raghu Prasad and Anup Kotla (July 2005) examined the ICT application in a dairy industry: the e-experience of Amul. Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMFL) has revolutionized the dairy business by implementing information and communication technology (ICT) in rural parts of Gujarat. While it has long been said that ICT investments in rural India are ineffective, the Amul story demonstrates that "where there is a will, there is a way." Amul has become the face of the information technology (IT) revolution in rural India. The GCMMFL's use of ICT in the dairy business is examined in this research. Farmers can receive cash payment as soon as the milk is delivered thanks to this system. The Amul experience shows that ICT platforms can benefit the rural poor if properly developed and executed. Customization of IT systems for rural areas is emerging as a significant transformation opportunity.

## **LIMITATION of the studies conducted so far:**

- The sampling design used was Convenience sampling, which is a non-probability sampling method.
- The convenience factors were the availability and approachability of the respondents.
- Since dairy products are used daily hence there is a need to trace the market

and segment it for current scenario.

- The main information needed is the various types of brands available in the market, and various other facts.

The current studies focus on the current state of the management system, including company support, distribution network, distributor- retailer relationships, promotional activities, and so on.

## CH-3: COMPANY PROFILE

# DURGA AGENCIES

Durga Agencies is a partnership firm located in Krishna market, Pahadganj. The firm is a supplier of AMUL dairy products.

## 3.1 Durga Agencies deals in: -

### 3.1.1 Range of AMUL Butter:

- 3.1.1.1 AMUL Butter
- 3.1.1.2 AMUL Lite
- 3.1.1.3 Delicious Table Margarine
- 3.1.1.4 Garlic Butter

### 3.1.2 Range of AMUL Beverages Range:



Fig. 3 Amul beverages

- 3.1.2.1 AMUL Kool KoKo
- 3.1.2.2 AMUL Kool Milk Shake
- 3.1.2.3 AMUL Kool Café
- 3.1.2.4 AMUL Kool Chocolate Milk
- 3.1.2.5 AMUL Kool Flavoured Bottled Milk
- 3.1.2.6 AMUL Masti Spiced Buttermilk
- 3.1.2.7 AMUL Kool Lassi

### **3.1.3 Range of AMUL Cheese:**



Fig. 4 Amul cheese

- 3.1.3.1 AMUL Pizza Mozzarella Cheese
- 3.1.3.2 AMUL Cheese Spread
- 3.1.3.3 AMUL Cheese Slice
- 3.1.3.4 AMUL Cheese Cubes

### **3.1.4 AMUL Cream**

### **3.1.5 AMUL Pro (chocolate milk powder)**

### **3.1.6 AMUL Cooking Range**

3.1.6.1 AMUL Ghee

3.1.6.2 AMUL Yellow Cow Ghee

3.1.6.3 AMUL Paneer

3.1.6.4 AMUL Dahi

### **3.1.7 AMUL Range of Chocolates**

3.1.7.1 AMUL Dark Chocolates

3.1.7.2 AMUL Chocominis

3.1.7.3 AMUL Amanado

3.1.7.4 AMUL Chocolate Syrup

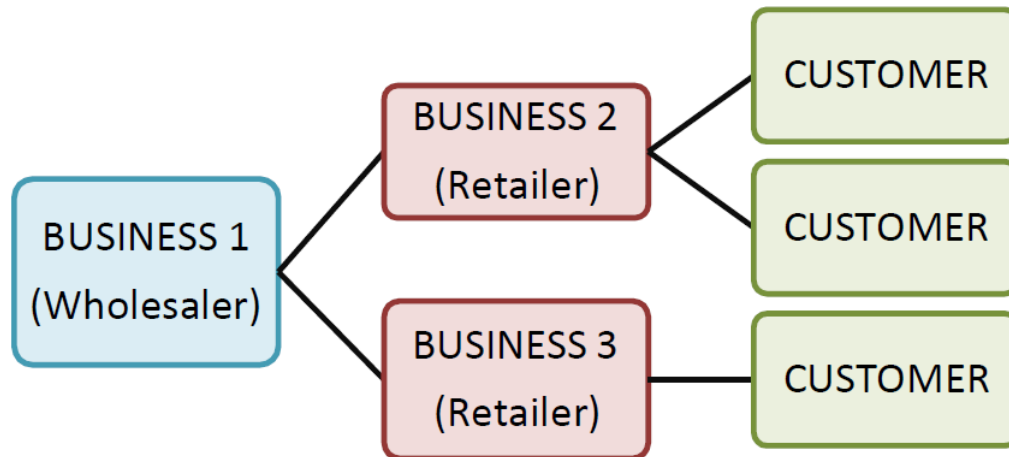
3.1.7.5 AMUL Almond Bar



Fig. 5 Amul Chocolates

### 3.2 BUSINESS MODEL

The firm follows B2B Business model. (Business to Business).



Business-to-business (B2B), also called B-to-B, is a form of transaction between businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer. Business-to-business refers to business that is conducted between companies, rather than between a company and individual consumer.

Durga Agencies receives dairy products from AMUL manufacturing unit in large quantity. These products are then demanded by various retailers (customers) depending upon their estimated sales. Then these products are distributed in comparatively smaller quantities to different retailers.

Durga Agencies operates with both cash and credit transactions. The period of credit depends upon various factors like:-

- Different Retailers
- Quantity Ordered
- Past Experience, etc.

### **3.3 AREAS OF OPERATION OF THE FIRM** **(TARGET MARKET)**

- Pahadganj
- CP (Cannaught Place)
- Gol Market
- Ramesh Nagar
- Moti Nagar

### **3.4 COMPETITORS OF THE PRODUCT OFFERED**

<b>PRODUCT</b>	<b>COMPETITIVE BRAND</b>	<b>LOGO</b>
AMUL BUTTER	BRITANNIA BUTTER	
AMUL CHOCOLATES	CADBURY CHOCOLATES	
AMUL CHEESE	BRITANNIA CHEESE	





<p>AMUL BEVERAGES</p>	<p>COCA-COLA</p>	
<p>AMUL GHEE</p>	<p>NESTLE GHEE</p>	

Table 2: Amul and its competitors

CH-4:  
DATA ANALYSIS/  
LEARNING

The explanatory research has been conducted through both primary data and secondary data.

The data both qualitative as well as quantitative. The data had been collected through Surveys and Data of Durga Agencies.

#### 4.1 Market Constitution of Durga Agencies:-

MARKET	RETAILERS (CUSTOMERS)
Cannaught Place	15
Pahadganj	20
Gol Market	10
Ramesh Nagar	5
Moti Nagar	10

Table 3

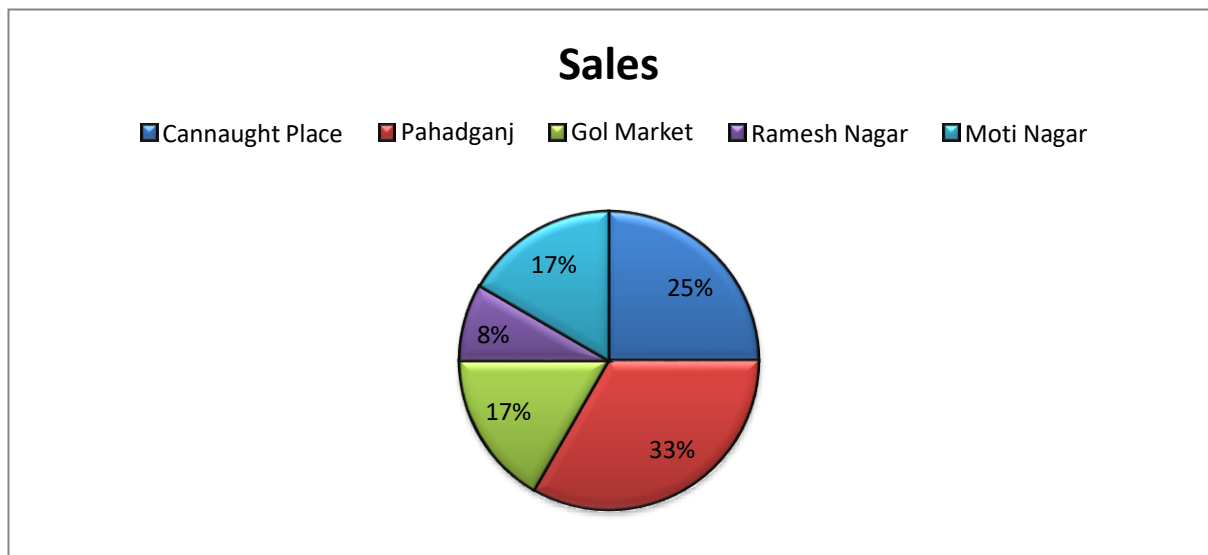


Fig. 6

It is clearly visible through the survey that majority of the customers are from Pahadganj market area.

As the business itself is located in Pahadganj market, it attracts a greater number of customers.

#### 4.2 Customers of Durga Agencies:-

<b>DURGA AGENCIES</b>	50
<b>COMPETITORS</b>	10

Table 4

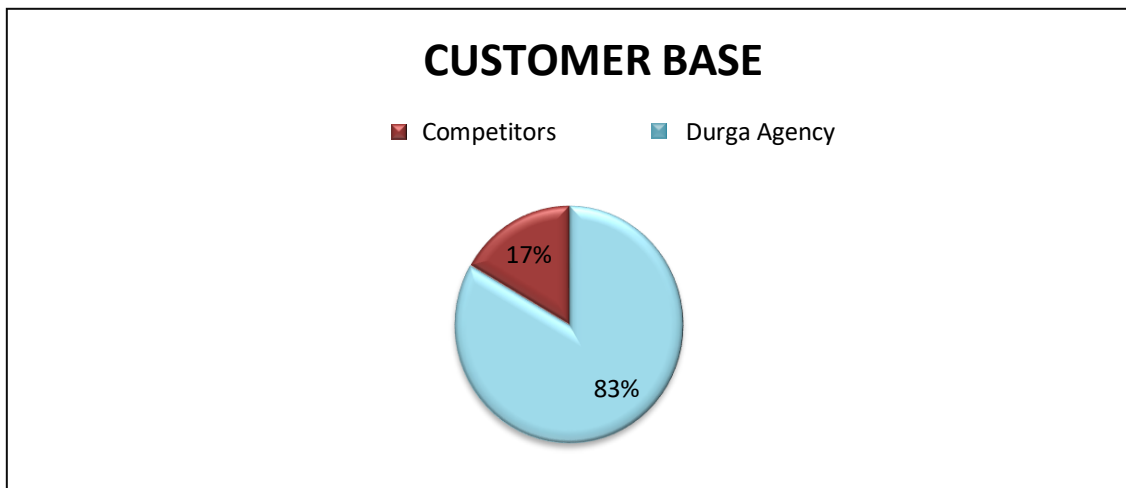


Fig. 7

The survey was conducted from the already existing customers of Durga Agencies. Comparatively a smaller number of potential customers were contacted due to lack of information in times of pandemic.

### 4.3 Tenure in dealing with AMUL Products:-

TIME PERIOD	NUMBER OF RETAILERS
0-5YRS	21
5-10YRS	27
More than 10YRS	12

Table 5

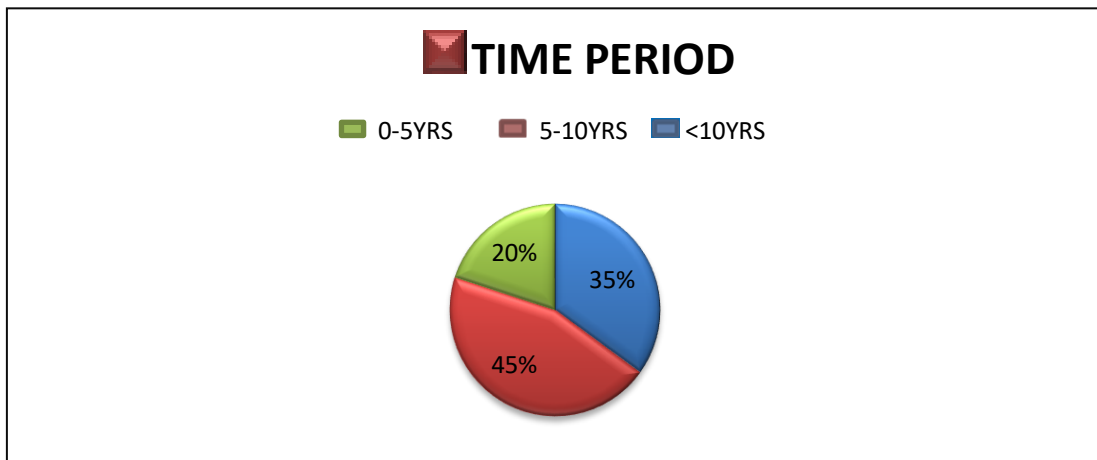


Fig. 8

From the survey conducted it was found out that almost 80% of retailers are dealing in AMUL products from more than 5 years. 35% of retailers are dealing in AMUL products from more than 10 years.

As AMUL is a very renowned brand and have maintained their market share in different products, this has motivated the retailers to continue with sales of the product.

#### 4.4 Most Preferred Amul Product:-

PRODUCTS	RETAILERS PREFERENCE
AMUL Butter	15
AMUL Cheese	15
AMUL Chocolates	1
AMUL Cream	10
AMUL Beverages	5
AMUL Cooking Range	14

Table 6

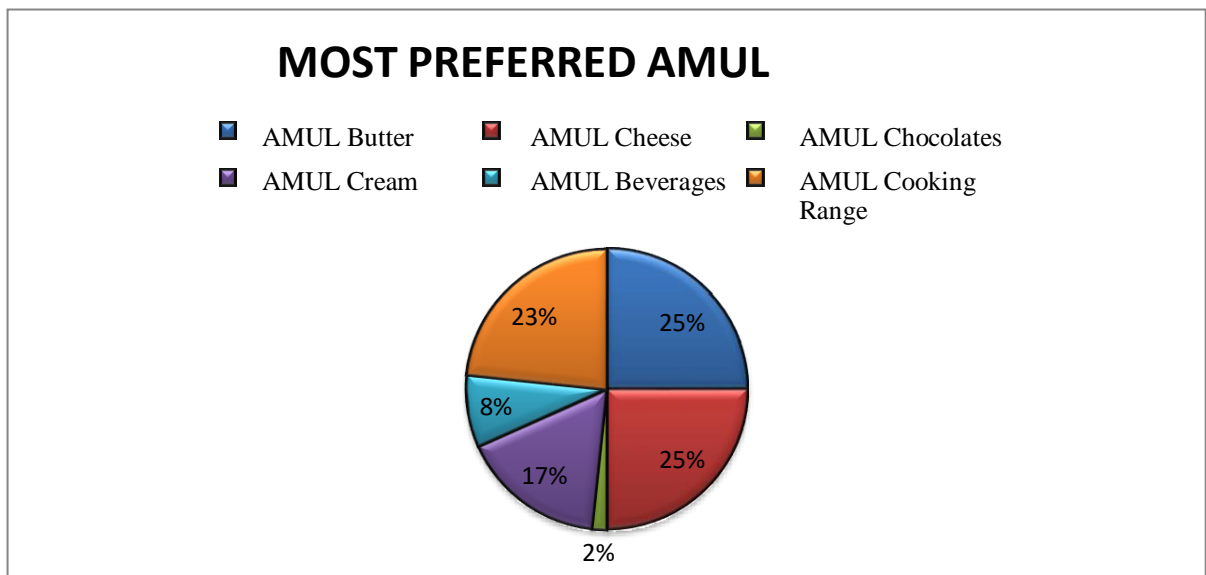


Fig. 9

According to the survey conducted through various retailers in different markets AMUL butter, AMUL ghee and AMUL cheese are the most preferred products in the market.

These three items are demanded by almost every retailer in the market. AMUL butter and cheese is regularly used in both household as well as commercial use, this led to the increase sales of particular product.

#### 4.5 Least Preferred Amul Product:-

PRODUCTS	RETAILERS PREFERENCE
AMUL Butter	1
AMUL Cheese	1
AMUL Chocolates	40
AMUL Cream	5
AMUL Beverages	8
AMUL Cooking Range	5

Table 7

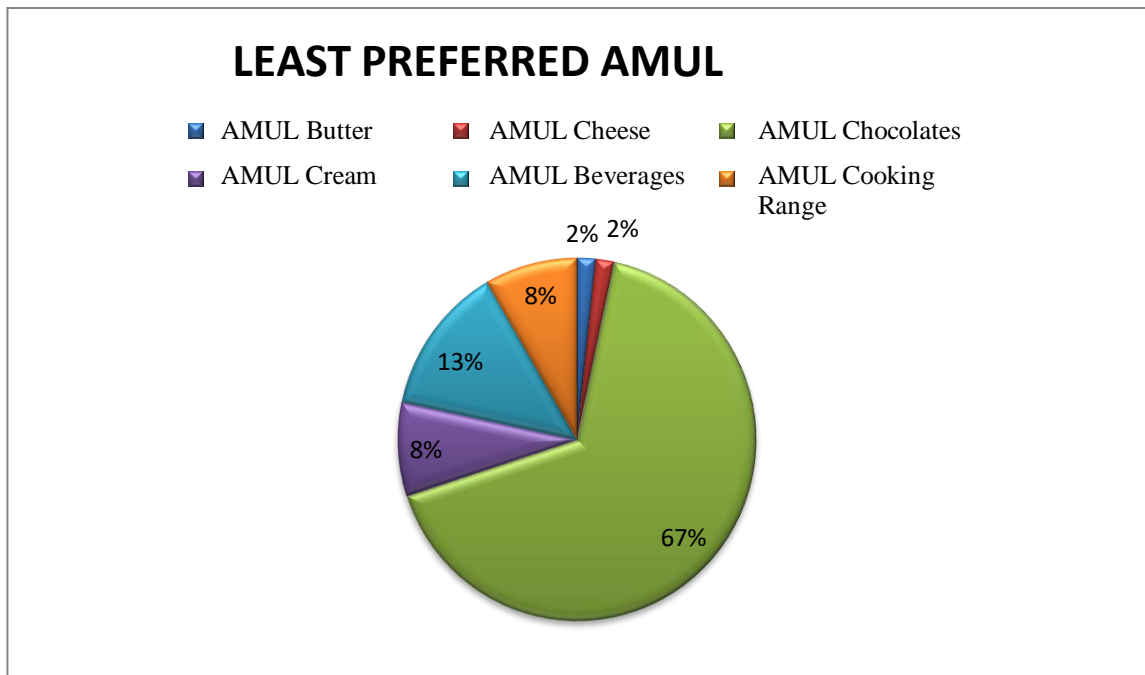


Fig. 10

In comparison, Amul chocolates and beverages are less preferred products among the wide range of Amul products.

This is mostly due to variety of alternatives that pre-exist in market. AMUL chocolates face a tough competition from Cadbury Chocolates and Nestle chocolates. It has comparatively less customer base compared to customer base of competitive product.

#### 4.6 Change in demand of product with increase in prices:-

PRODUCTS	CHANGE IN DEMAND
AMUL Butter	5
AMUL Cheese	7
AMUL Chocolates	4
AMUL Cream	9
AMUL Beverages	11
AMUL Cooking Range	24

Table 8

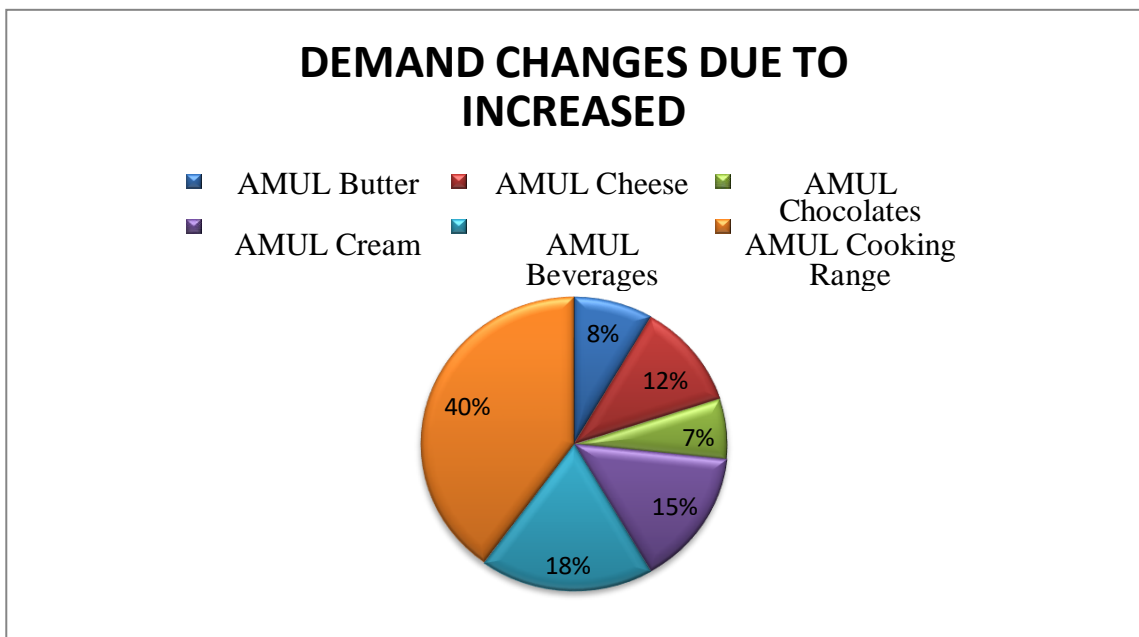


Fig. 11

It is clear from the survey conducted that, if the prices of the AMUL dairy products increase, the demand of AMUL ghee and beverages would decline sharply. From the number of retailers surveyed, 40% of the retailers expected that demand of AMUL ghee would fall.



#### 4.7 Change in demand of product with decrease in prices:-

PRODUCTS	CHANGE IN DEMAND
AMUL Butter	5
AMUL Cheese	7
AMUL Chocolates	4
AMUL Cream	9
AMUL Beverages	11
AMUL Cooking Range	24

Table 9

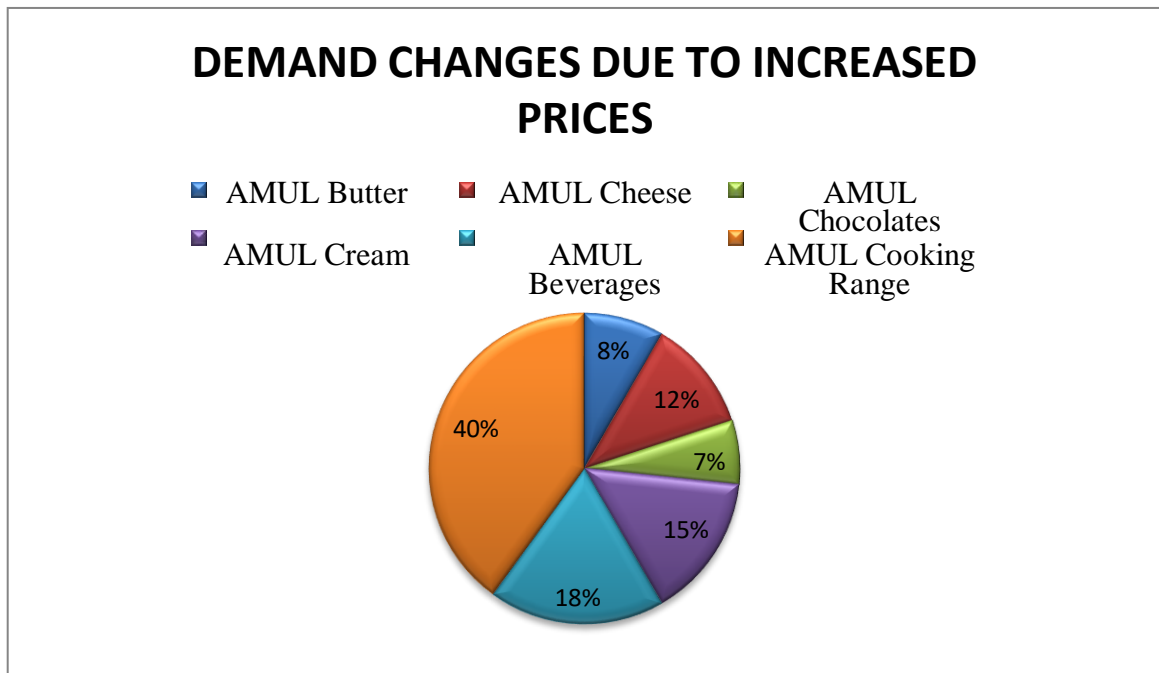


Fig. 12

It is clear from the survey conducted that, if the prices of the AMUL dairy products decrease, the demand of AMUL ghee and beverages would raise at higher pace. From the number of retailers surveyed, 40% of the retailers expected that demand of AMUL ghee would increase.

From the survey it is clearly visible that increase or decrease in prices of AMUL ghee would affect its demand accordingly. The demand is highly elastic in this particular product. The reason behind the highly elastic demand of AMUL ghee is due to the already existing price of the product.

#### 4.8 Competitive brands products sales is done or not:-

<b>YES</b>	49
<b>NO</b>	11

Table 10

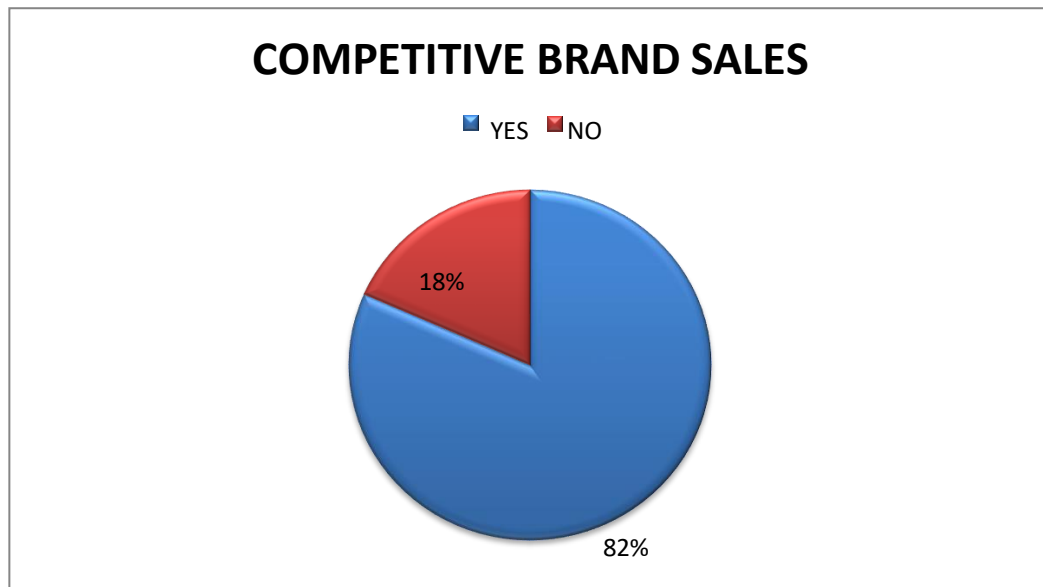


Fig. 13

From the survey conducted through retailers, 82% of the retailers also sell the products of competitive brands.

The sales of competitive brand products are carried out because the retailers have heterogeneous customer base, so according to their demand they sell the products needed.

#### 4.9 Name of the other competitive brands sold:-

COMPETITIVE BRAND	NUMBER OF RETAILERS
BRITANNIA	18
NESTLE	15
CADBURY'S	13
OTHER	13

Table 11

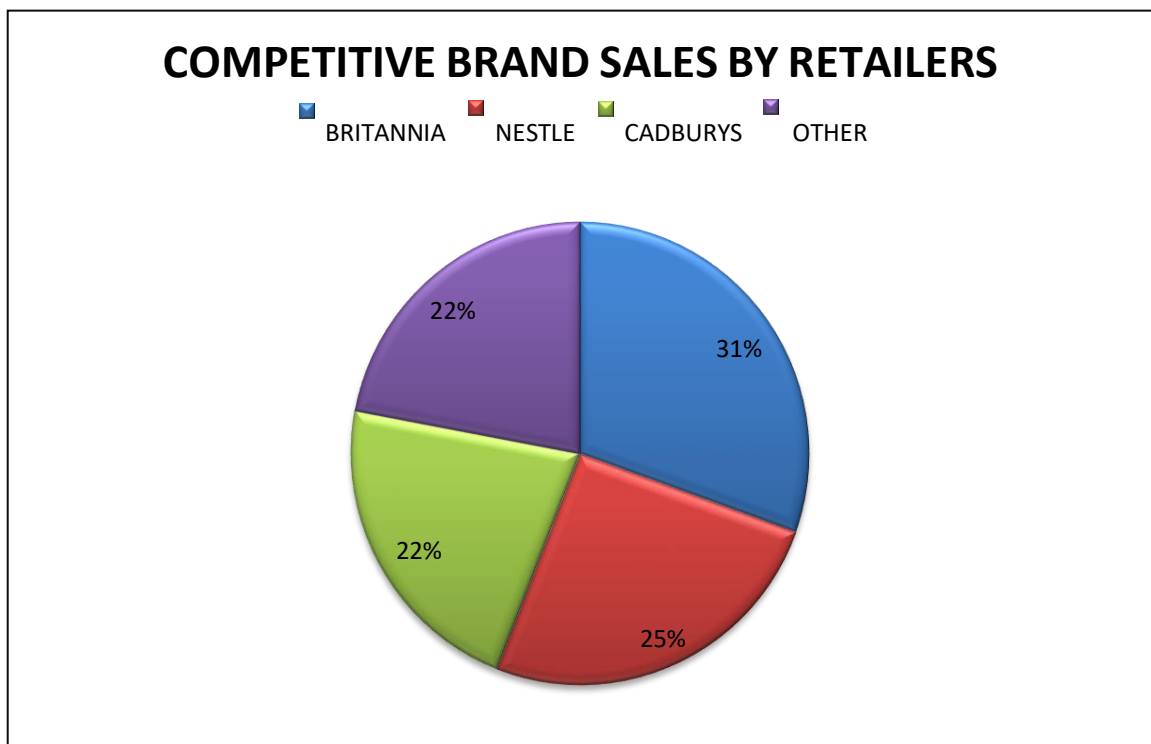


Fig. 14

According to the survey 25% of retailers sell Britannia dairy products along with AMUL dairy products. Nestle and Cadburys are also popular competitive brands in the market.

AMUL butter and cheese faces competition with Britannia butter and cheese, and AMUL chocolates faces a tough competition with Cadburys chocolates. Nestle ghee also gives competition to the AMUL ghee in the market.

#### 4.10 Regular Customer base of Amul Dairy Products

NUMBER OF CUSTOMERS	NUMBER OF RETAILERS
0-10	23
10-20	20
<20	17

Table 12

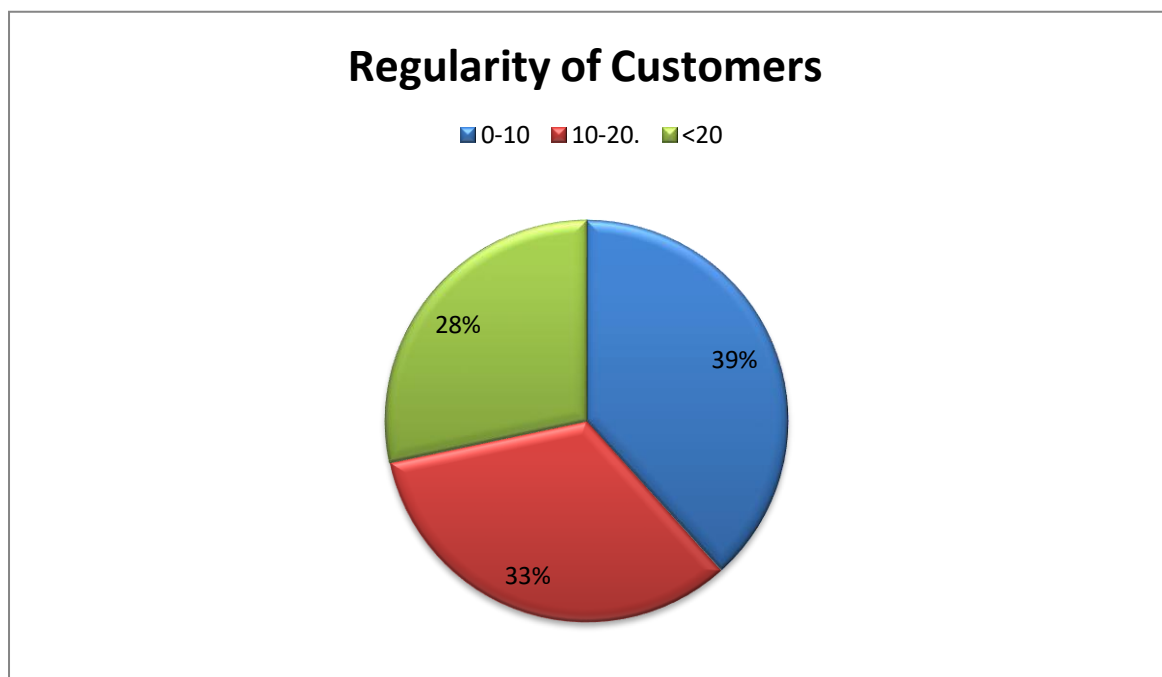


Fig. 15

It was concluded from the survey that AMUL products enjoy a loyal customer base. As almost 61% retailers have more than 10 customers weekly buying Amul products.

Regularity of customers reflect their liking towards a product, hence repeated purchase of the product is there.

#### 4.11 Change in demand of product with change in season:

PRODUCTS	RETAILERS PREFERENCE
AMUL Butter	13
AMUL Cheese	15
AMUL Chocolates	2
AMUL Cream	1
AMUL Beverages	33
AMUL Cooking Range	11

Table 13

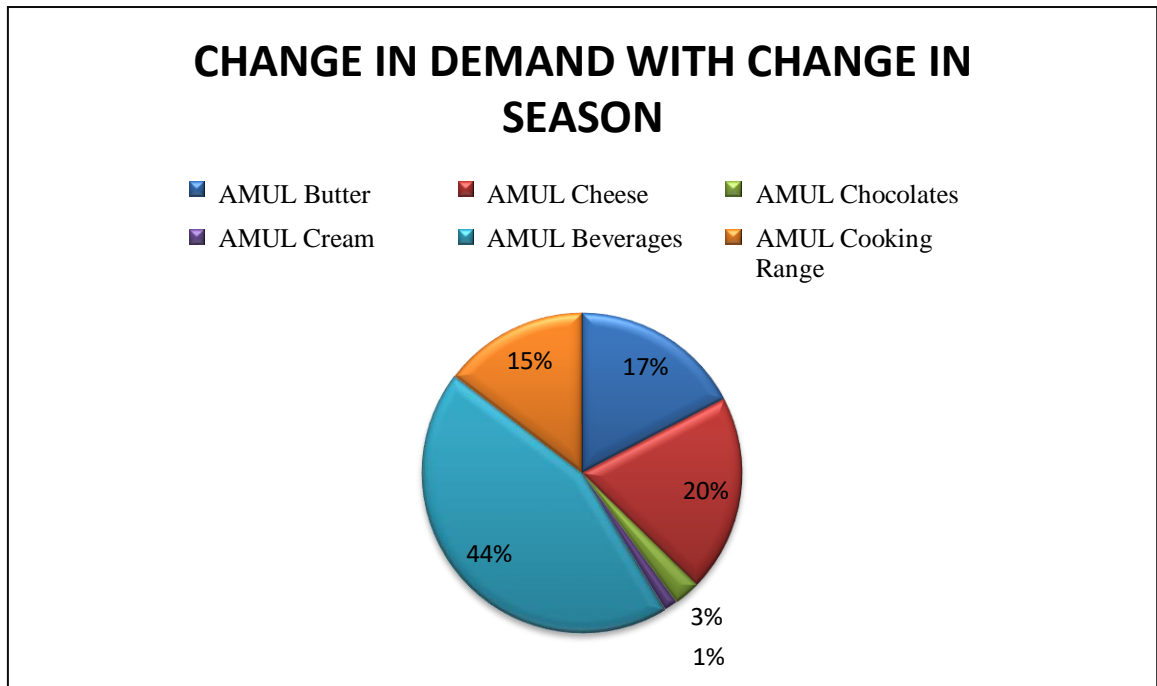


Fig. 16

According to the survey conducted it was known that sales of AMUL beverages depend upon change in season.

44% of retailers said that sales of beverages reduce in winters whereas increases in summers. The sales of butter and ghee also boosts up in winter season.

#### 4.12 Satisfaction with sales of AMUL dairy products:-

SATISFACTION (OUT OF 5)	NUMBER OF RETAILERS
5	29
4	23
3	5
2	1
1	2

Table 14

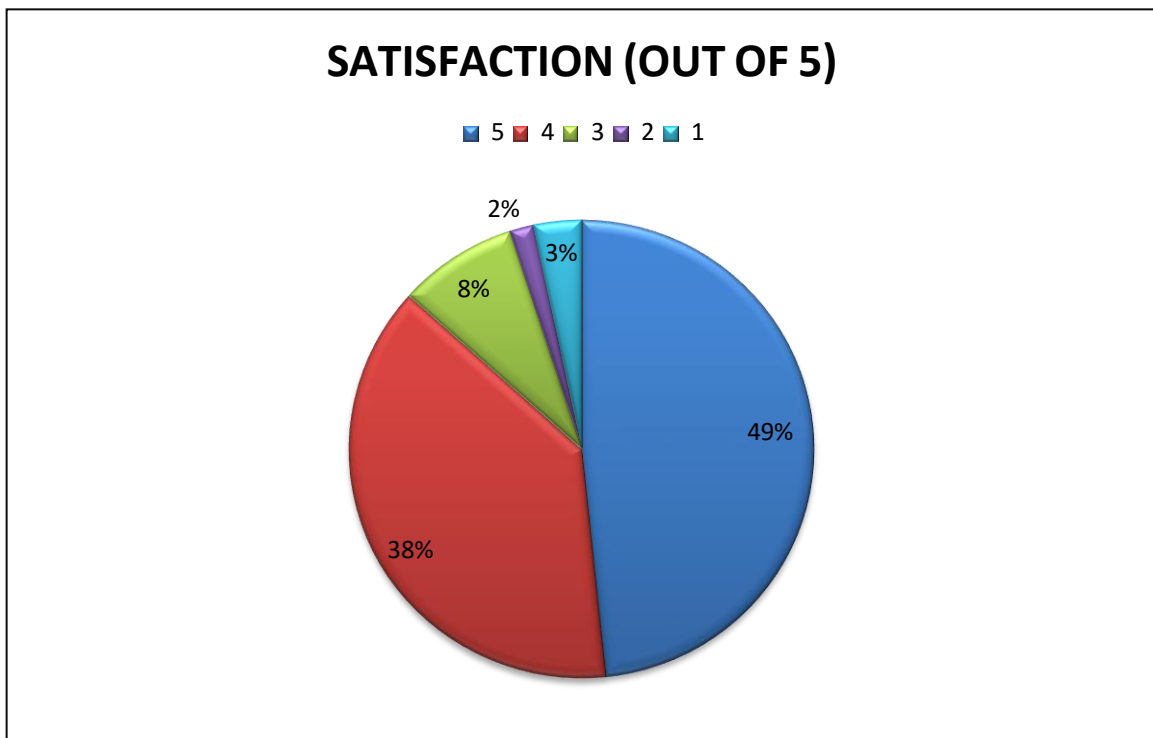


Fig. 17

According to the survey conducted, almost 50% of retailers have rated 5 out of 5 in satisfaction gained by sales of AMUL dairy products.

38% retailers have rated 4 out of 5 in satisfaction gained by sales of AMUL dairy products.

On the other hand, retailers rating 1 or 2 out of 5 are almost negligible constituting to only 5% of total retailers surveyed.

### 4.13 Amul sales contributing to what amount of total sales:-

AMUL SALES PERCENTAGE (APPROXIMATE)	NUMBER OF RETAILERS
>25%	20
25%-50%	33
<50%	7

Table 15

It was concluded from the survey conducted that, 33 out of the total retailers surveyed said that 25%-50% of total sales contributes to the sale of AMUL products.

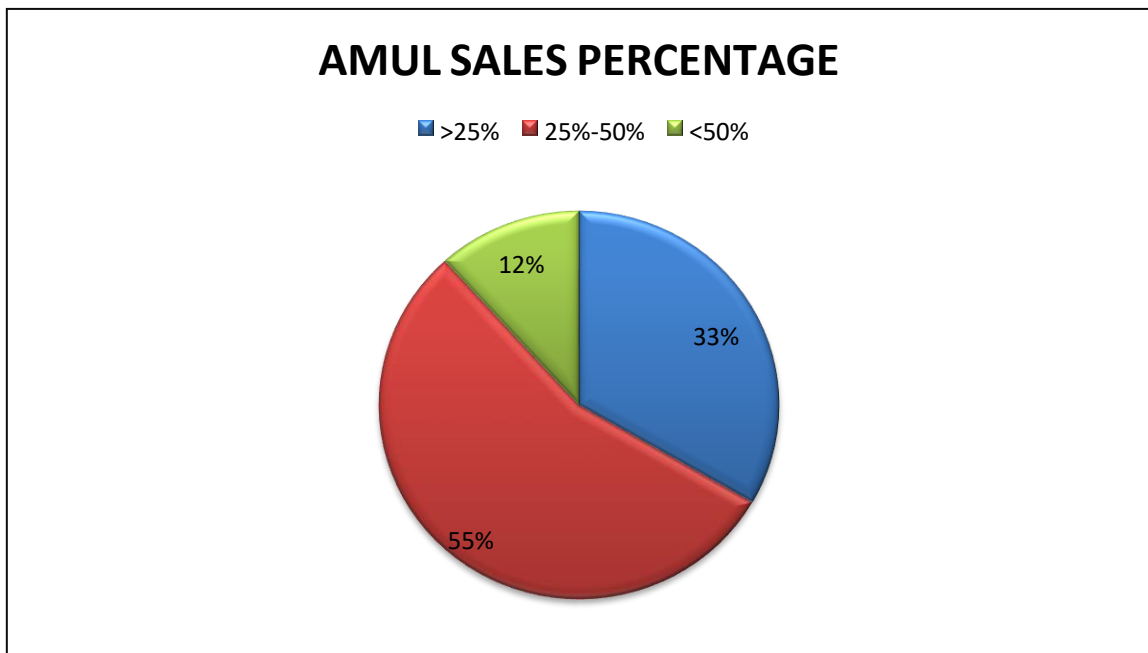


Fig. 18

Sales contributing to AMUL products out of total sales depend upon various factors namely

3.13.1 Nature of Business

3.13.2 Size of business operations

3.13.3 Number of goods, retailers deal in, etc.

Sales of AMUL products take place regularly, varying differently in market according to the retailers and their operations.

#### 4.14 Unsubscribe to AMUL products in future?

PREFERENCE	NUMBER OF RETAILERS
YES	3
NO	48
MAYBE	9

Table 16

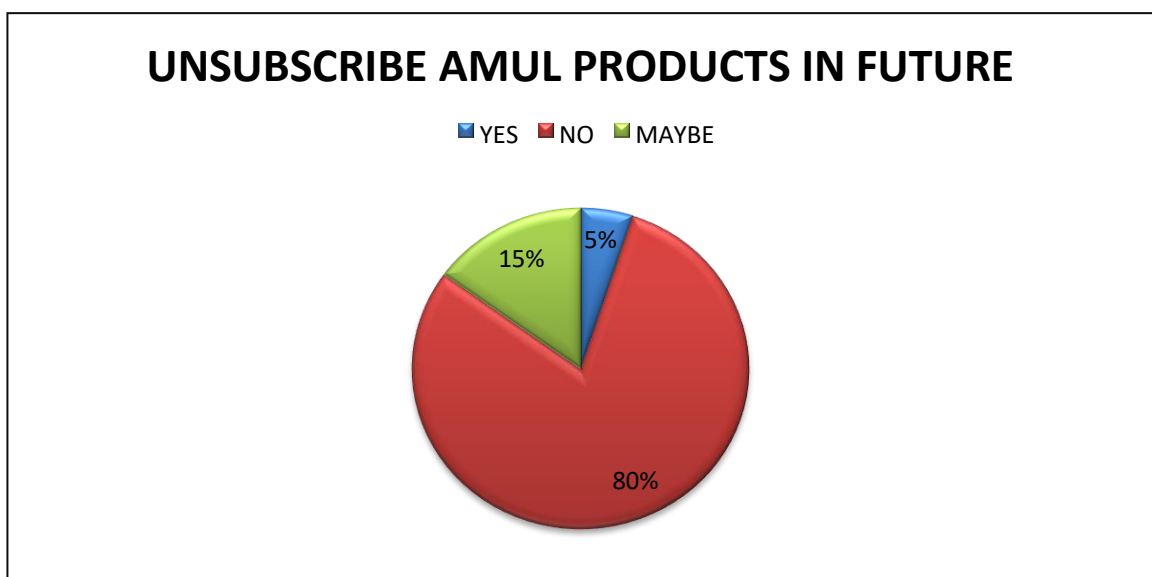


Fig. 19



During the survey when it was asked about if retailers would unsubscribe AMUL dairy products in future, 80% of retailers were interested in carrying the sales of AMUL dairy products in future.

Only 5% of the retailers said they will discontinue the sales in future and 15% of the retailers were not sure about the future scenario.

This portrays that most of the retailers are happy and satisfied with the sales of AMUL dairy products.

#### 4.15 Online order in times of pandemic:-

<b>ONLINE ORDERS PREFERRED</b>	<b>NUMBER OF RETAILERS</b>
YES	57
NO	3

Table 17

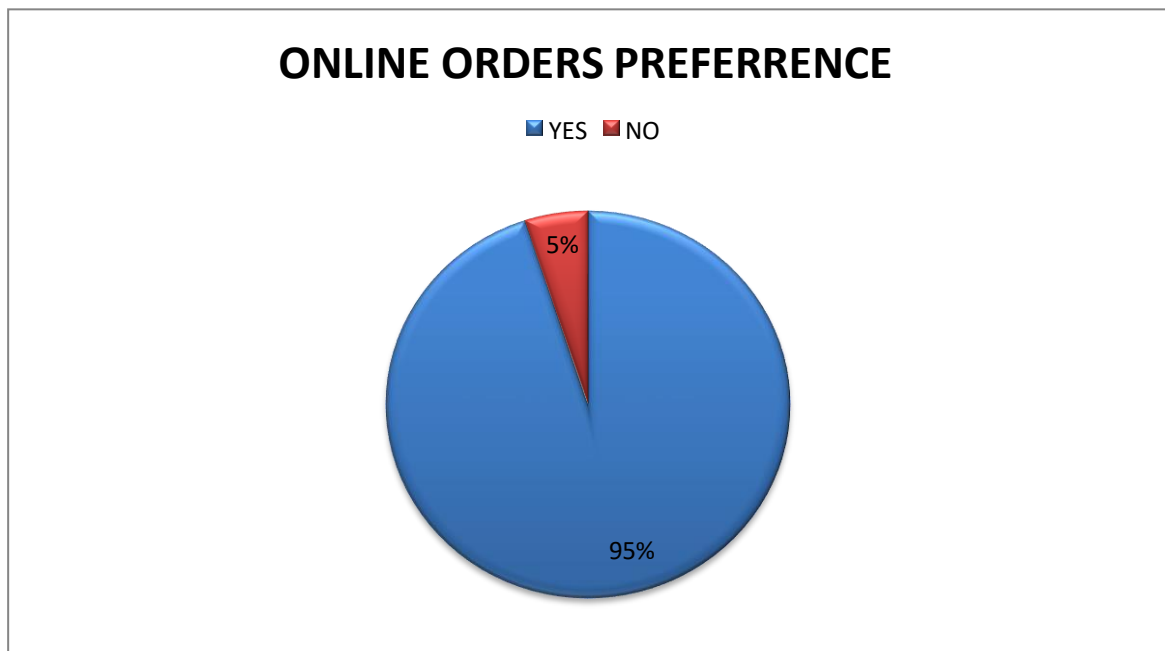


Fig. 20

Distribution pattern undergone drastic changes, more and more telephonic orders were entertained in times of pandemic.

## 4.16 Competitor Analysis using ANOVA

**Null Hypothesis:** The quality and price are comparatively affordable of Amul Dairy products as that compared to its other competitors.

**Hypothesis:** The quality and price are comparatively affordable of Amul Dairy products as compared to its competitor's product. To test the above hypothesis, One-Way ANOVA test is applied taking most preferred brand as fixed factor and satisfaction from Quality and Price as dependent variables, where following results were obtained.

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
QUALITY	Amul	92	2.3913	.75530	.07875	2.2349	2.5477	1.00	4.00
	Dinshaws	43	2.0465	.95002	.14488	1.7541	2.3389	1.00	4.00
	Haldirams	24	2.0000	.97802	.19964	1.5870	2.4130	1.00	4.00
	Total	159	2.2390	.86023	.06822	2.1043	2.3737	1.00	4.00
MARGIN	Amul	92	2.6087	.72561	.07565	2.4584	2.7590	1.00	4.00
	Dinshaws	43	2.4884	.79798	.12169	2.2428	2.7340	1.00	4.00
	Haldirams	24	2.2500	.73721	.15048	1.9387	2.5613	1.00	3.00
	Total	159	2.5220	.75336	.05975	2.4040	2.6400	1.00	4.00

Table18: Descriptive

		Sum of Squares	df	Mean Square	F	Sig.
QUALITY	Between Groups	5.098	2	2.549	3.556	.031
	Within Groups	111.820	156	.717		
	Total	116.918	158			
MARGIN	Between Groups	2.516	2	1.258	2.251	.019
	Within Groups	87.157	156	.559		
	Total	89.673	158			

Table 19: ANOVA

**Interpretation:** The above table shows that, the significance value of F test obtained in case of quality and price is less than the alpha value of 0.05 ( $p < 0.05$ ),

which states that there is significant association between quality & price of Amul and affordability by consumers. Hence, the hypothesis i.e. The quality and price are comparatively affordable of Amul Dairy products as compared to its competitor's product is accepted.

CH-5:  
CONCLUSION AND  
SUGGESTIONS

## **5.1 CONCLUSIONS FROM THE RESEARCH**

### **5.1.1 Objective 1: The market demand of AMUL dairy products, it was found that:**

- 5.1.1.1 Amul Butter is the undisputed market leader.
- 5.1.1.2 Amul's all-India volume share in cheese rose to 70% during the period from March 2020 to February 2022 from 63% in the previous year, Britannia's volume share shrunk to 16% from 19%.
- 5.1.1.3 Amul products have loyal customer base and goods are demanded regularly due to quality provided.
- 5.1.1.4 Most of the retailers are satisfied with the sales of the Amul dairy products. Most of the retailers prefer to sale the products in future as well.

### **5.1.2 Objective 2: The consumption pattern of AMUL products, it was found that:**

- 5.1.2.1 AMUL Butter, Ghee, Cream and Cheese are the most popular products and are demanded regularly.
- 5.1.2.2 Sales of AMUL Butter and Ghee boosts during winters and AMUL Chocolates are also demanded more during winter season.
- 5.1.2.3 AMUL Buttermilk and other Flavoured Milk are in huge demand during summers and its demand reduces significantly during winters.

### **5.1.3 Objective 3: Analysis of sales of competitive brands in the market, it was found that:**

- 5.1.3.1 Substitutes of AMUL Ghee are preferred when the retailers focus on low priced product ignoring the quality perspective.
- 5.1.3.2 Amul chocolates and AMUL beverages are less popular products in comparison of other products due to tough competition in the market. AMUL Chocolates face tough competition from Cadbury and Nestle.
- 5.1.3.3 AMUL Ice Creams faces tough competition from Mother Dairy, Kwality

Walls, etc.

- 5.1.3.4 Amul faces tough competition in the market with brands like Britannia, nestle, Cadburys. Etc.

5.1.4 **Objective 4: Determination of change in distribution channel during Pandemic, it was found that:**

- 5.1.4.1 Distribution pattern saw drastic change but the orders saw no change. So, retailers preferred to give orders by online modes to reduce the contact in times of pandemic.
- 5.1.4.2 Telephonic orders increased and are now the primary source of order generation after pandemic.

## **5.2 SUGGESTIONS FROM THE RESEARCH**

- 5.2.1 Distributors should search for online markets for distribution to increase reach and sales.
- 5.2.2 Credit facility period should be extended to attract more customers and orders.

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**ANNEXURE**  
**(QUESTIONNAIRE)**



**1. Where is your business located in Delhi?**

- Cannaught Place
- Gol Market
- Pahadganj
- Ramesh Nagar
- Moti Nagar

**2. From where are you buying dairy products?**

- Durga Agencies
- Competitor

**3. From how many years are you selling AMUL products?**

- 1-5 years
- 5-10 years
- More than 10 years

**4. Which is the most preferred product of AMUL by your customers?**

- AMUL Butter
- AMUL Cheese
- AMUL Chocolates
- AMUL Cream
- AMUL Beverages
- AMUL Cooking Range

**5. Which is the least preferred product of AMUL by your customers?**

- AMUL Butter
- AMUL Cheese
- AMUL Chocolates
- AMUL Cream
- AMUL Beverages
- AMUL Cooking Range

**6. Which product sales are likely to fall with increase in prices?**

- AMUL Butter
- AMUL Cheese
- AMUL Chocolates
- AMUL Cream
- AMUL Beverages
- AMUL Cooking Range

**7. Which product sales are likely to increase with decrease in prices?**

- AMUL Butter
- AMUL Cheese
- AMUL Chocolates
- AMUL Cream
- AMUL Beverages
- AMUL Cooking Range

**8. Do you sell any other company's dairy products too?**

- Yes
- No

**9. Which other company product do you sell?**

\_\_\_\_\_

\_\_\_\_\_

**10. How many regular customers are there for AMUL products?**

0-10

10-20

More than 20

**11. Which product demand changes due to change in season?**

AMUL Butter

AMUL Cheese

AMUL Chocolates

AMUL Cream

AMUL Beverages

AMUL Cooking Range

**12. How much satisfied are you with sales of AMUL products? (Rate out of**

**5)**

5

4

3

2

1

**13. AMUL products constitute what percentage (approximate) of your daily sales?**

- >25%
- 25-50%
- 50-100%

**14. Will you prefer to unsubscribe AMUL products in future?**

- Yes
- No
- Maybe

**15. Will you recommend AMUL products to other retailers?**

- Yes
- No
- Maybe

**16. Order placement through phone calls or other online methods is preferable or not?**

- Yes
- No