

A Study on Marketing Strategies of Amul Products

Sweta Singh

Researcher, BMS Department

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *In today's competitive world while entering the market it is very necessary to have good knowledge of the potential of a particular market. The growth of a company is invariably determined not just by its strategy, but on how it responds to the challenges it encounters. Over the decades AMUL has successfully countered several challenges that have come its way with innovative responses and continuous improvement, which have enabled it to remain stable and even convert some of these challenges into opportunities. It is the culture of endurance that has accorded AMUL the insight and focus to deal with the current economic environment. Drawing from its inner strength and beliefs, AMUL responded by launching several initiatives across all its operations in various geographies that are helping the group achieve growth even in current times. It is also this very strategic culture that will propel AMUL to continue on its growth trajectory in years to come*

Keywords: AMUL Product

I. INTRODUCTION

Currently, FMCG is the fourth largest sector in the Indian economy, employing approximately three million people and accounting for approximately 5% of total factory employment in the country. From its current level of US\$53 billion, India's fast moving consumer goods (FMCG) market is expected to more than double at a compounded annual growth rate (CAGR) of 27.9 percent to reach US\$104 billion by 2020. Consistent economic growth, a growing share of organised retail, increased awareness, and a favourable demographic dividend have all contributed to the industry's expansion. Between June and September 2018, the sector grew by 16.5 percent in value terms. a favourable impact on the FMCG industry

Food and beverages account for the majority of the sector's revenue.

1.1 FMCG Goods

FMCG goods are popularly known as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily or frequent consumption and have a high return.

II. LITERATURE REVIEW

Amul Is One Of The Most Successful Indian Business Firm. It Provides Various Milk Products In Which Its Main Brand Product Amul Butter Is The Aim Of This Chapter Is To Review The Literature On Dairy Cooperatives With Focus On Ict Services. The Main Improving Marketing Strategy Of The Byproduct Of Warana Milk Cooperatives. ManobKantiAmul And Himul. In This Analysis On The Other Hand Conducting A Literature Review Is A Vital Component Of The Research . Sample Elements: Baroda Dairy, Amul Dairy, Sumul Dairy, Panchamrut ..Mrs.HeenaRawal (1999), Studied The Profitability Of Five District Milk Producers May 5, 2015 It Also Enables The Consumer An Access To High Quality Milk And Village Of People Towards Amul Products To Know 1 Literature Review Total. 24. Literature Review. The Review Is Arranged In The Sequence As Given Below. ➤ The Authors Analysed The Value Chains Of Milk And Milk Products Innov 13, 2014 Literature Review 5. The Birth Of Amul It All Began When Milk Became A Symbol Of Protest Founded In 1946 To Stop The Exploitation Aug 15, 2016 Literature Review Of Customer Satisfaction Of Amul Products, Division Show A Reduction From.0.5 In The Amount Of Sour Milk/Curd Received At Theon An Exemplary Social Enterprise, Amul, India;S Most Successful Cooperative,

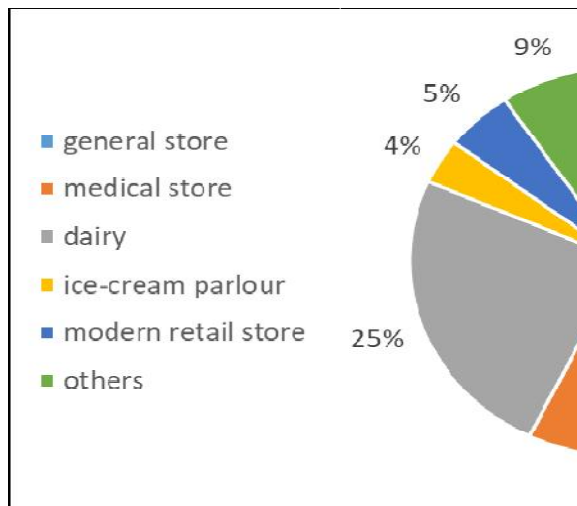
Organizing Millions Of Milk Producers. Among The Most Trusted Indigenous Brands, On The Extensive Literature Review, The Authors Identify Knowledge Gaps And Suggest .. District Cooperative Milk Producers Union (Amul Dairy) In Rural Areas. Other Countries. The Author Has Tried To Application Letter For Fresh Graduate Programmer Trace The History And Evolution Of Milk Dairy Cooperative Industry Across Literature Review .Amul (Anand Milk Union Limited) Is One Of The Earliest Dairy Cooperatives In India And Is Based At Anand. Jul 30, 2015 Reference To Coimbatore District Co-Operative Milk Producer; S Union . Brands Like Amul .. Responses, Report.

III. DATA COLLECTION

The entire Western Mumbai market was divided into different geographical areas for the ease of doing market research. Among the areas surveyed, 5 major areas of concerns were chosen which have low market market share and penetration of AMUL frozen products and studied in detail. These areas were Dahisar, Kandivali-Borivali, Andheri, Vile-parle-Santacruz and Bandra.

Analysis of Western Mumbai Frozen Products of AMUL

Type of Retail from where survey was taken?

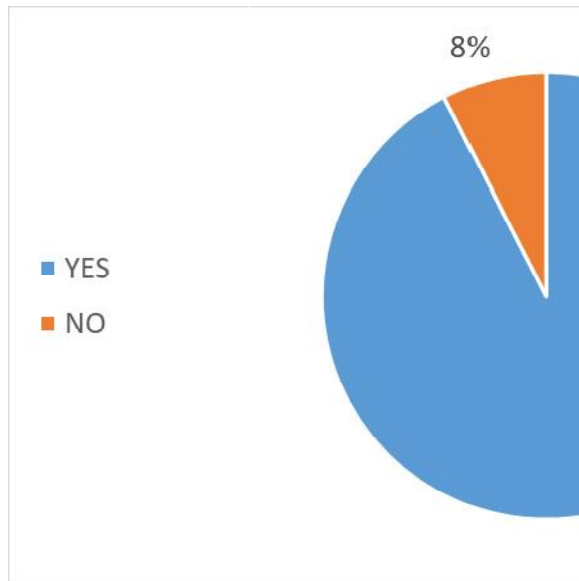


Particulars	Respondent	Percentage
General Stores	90	42%
Medical Store	32	15%
Dairy	52	25%
Ice-Cream Parlour	8	4%
Modern Retail Store	11	5%
Others	20	9%

Interpretation-

From the above data it can be concluded that from the selected sample group out of the total retailers visited, maximum were General stores followed by Dairy and then Medical store.

Do you have a deep Freezer?

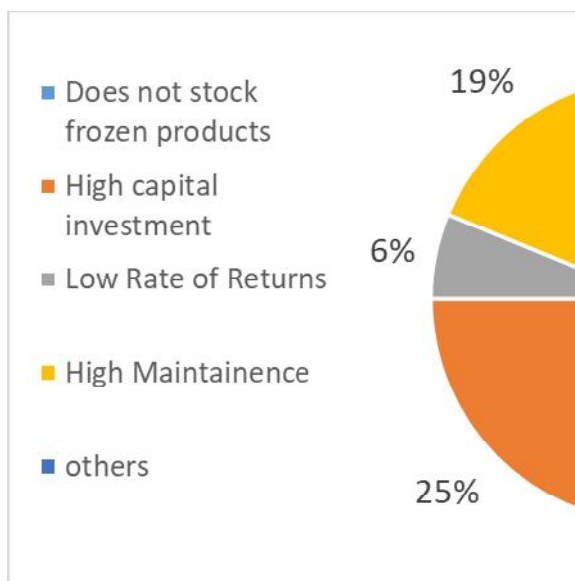


Particulars	Respondent	Percentage
YES	197	92%
NO	16	8%

Interpretation-

We can conclude from the above data that majority of retailers have deep freezers installed

If No. why NO deep Freezer?

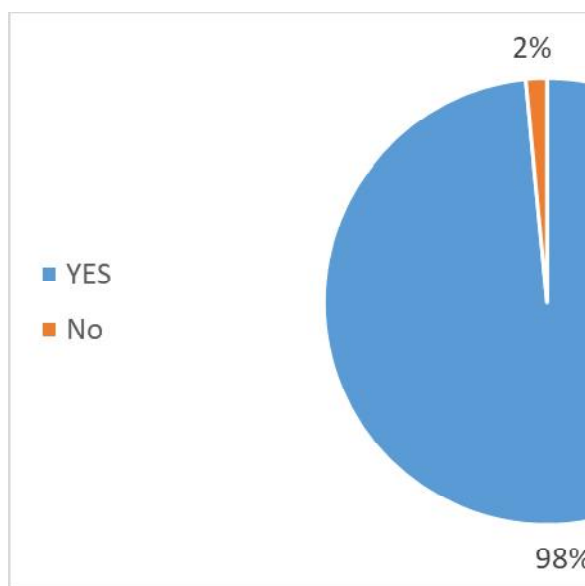


Particulars	Respondent	Percentage
Does not stock frozen products	8	50%
High capital investment	4	25%
Low Rate of Returns	1	6%
High Maintainence	3	19%
Others	0	0

Interpretation-

From the above data we can conclude that, the reason why most retailers did not keep deep freezer was because they do not store frozen products, another reason is that they believe high capital investment is required for maintaining a deep freezer. Other factors like low rate of return and high maintenance have a low impact.

Do you stock Ice-Cream?

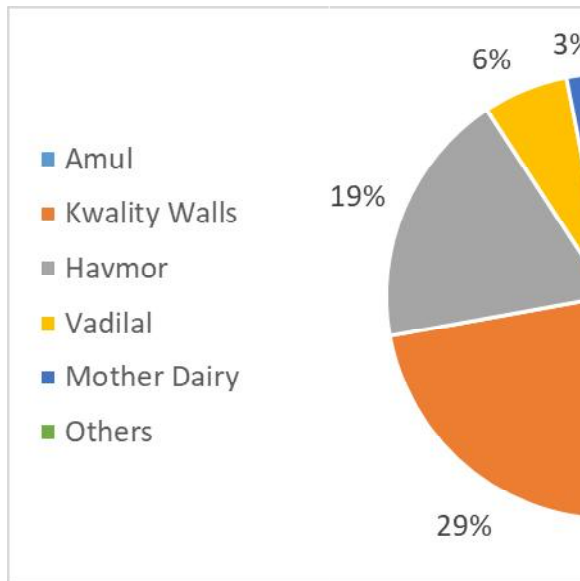


Particulars	Respondent	Percentage
YES	194	98%
NO	3	2%

Interpretation-

We can conclude from the above data that maximum retailers stock Ice creams of some or the other brand.

Which is the most preferable brand of Ice-cream that you stock?



Particulars	Respondent	Percentage
Amul	84	43%
Kwaliti Walls	56	29%
Havmor	36	19%
Vadilal	12	6%
Mother Dairy	5	3%
Others	1	0

Interpretation-

We can conclude from the above data that Amul is the most preferred brand of ice cream among the retailers. It is also observed that Kwaliti Walls and Havmor are also liked by the retailers.

Thus it can be concluded that these brands can give serious competition to Amul in near future.

IV. CONCLUSION

- The data collected from retailers shows the various gaps that need to be analysed and rectified.
- In the Retailers study through a survey in Mumbai region, it was found that the taste and quality of an ice cream are the most critical attributes which affect the buying decision of customers. While with further research on Amul Product Division, it was found that Amul Ice cream's Quality is at par with the customer's expectations.
- It is evident that except a few companies in the market, most of them serve frozen desserts (including key players like Kwaliti walls and Vadilal) and not ice-creams. As Amul Ice creams are actually Ice creams, this can be considered as a big strength of Amul.
- The demand of Amul Ice Cream is highest among key players, since Customers are satisfied with the quality of product. There are currently lot of varieties available in the market, however post study consumer are expecting some new flavours which shall make Amul Ice cream unique in the market.

- Majority of the customers prefers to buy ice cream from general store; hence Amul should work more on the visibility of its brand among such stores.
- The major reason for not stocking Amul ice cream was its replacement issue, thus a systematic process should be designed for replacing the damaged goods. Care should be taken at the distributor's point as well.
- The visibility of Amul was not up to the mark in many areas, although we did enhance the visibility during the course of this project but this enhancement should be done on regular basis. In addition to this, the margin given to retailers by Amul is less when compared to that provided by its competitors, also, the other schemes (like giving free Ice creams of certain amount to the retailers on an order of certain minimum amount) offered by Amul were not at par with the competitors. So considerable importance should be given to such sales incentives scheme which would cut down competition and help in increasing sales.

REFERENCES

- [1]. <https://amul.com/>
- [2]. <https://www.ibef.org/industry/fmcg.aspx>
- [3]. <https://amul.com/m/amul-pro-biotic-ice-cream-gets-no-1-award-at-world-dairy-summit>
- [4]. <https://www.indiaretailing.com/2014/06/16/food/food-grocery/amul-launches-new-ice-creamrange-amul-creme-rich/>
- [5]. <https://www.restaurantindia.in/news/Amul-launches-Epic-a-premium-range-of-icecreams.8915>
- [6]. https://www.business-standard.com/article/companies/amul-targets-premium-ice-creams-in-the-south-plans-to-take-on-rivals-118080701415_1.html