

# **MARKET ANALYSIS AND SALES DEVELOPMENT OF AMUL PRODUCTS WITH SPECIAL REFERENCE TO SALEM DISTRICT**

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## **1. INTRODUCTION**

Marketing is to satisfy the needs of a customer by providing valuable products to customers by utilizing the expertise of the organization, at same time, to achieve organizational goals. It is the activity, set of institution, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Market analysis is consumer needs, market segment, price, product/service design, competitors, partners, sale channels, communication channels regulation etc. The challenge for any business is to gain a sufficiently detailed understanding of the fundamentals of a market. Without this insight it is unlikely that marketing strategies will prove effective or that marketing objectives will be met. Gaining this understanding is the task of market analysis. Sales are one of the purest forms of ‘futures’ work that we do everyday either as a buyer or provider. People buy things because they have a current or future need and believe the product or service being purchased with assists them. They are encouraged to develop sufficient sales skills to run your own business. The technology age has succeeded in adding more effective ways to sell, but has also created additional noise in an already crowded sales channel. The challenge is to identify how you are ten times better than your competition. In this step of the series, we will guide you through the basics of forecasting, recruiting, executing, reporting and measuring sales.

Marketing is not just about promotion. In fact, business schools teach the “F Ps” of marketing: product, price, Promotion and Place. All four components ideally are designed with the customer in mind and a solid understanding of the competition for that customer’s choice. Sales and marketing strategy for your business. We will determine how sales infrastructure and marketing plan relate to your overall business growth strategy. Now that you have a solid foundation for your goals and have a clear definition of how you will handle the operations of your organization, you should evaluate sales and marketing and its role in your business. It is important to understand why sales and marketing are coexisting elements: they cannot implement a good sales plan without a solid marketing strategy. As we know that Sales development is the king of any business, it is essential to understand customer expectations, their preferences towards the products and their needs and wants. Without understanding Sales development no companies can survive. It is a feedback which provides a companies the message regarding the consumer attitudes, companies’ position, competition, opinions of the consumer regarding the product etc. The term “research” refers to a critical careful and exhaustive investigation or enquiry or experimentation or examination having as it aims the revision of accepted, conclusion in the light of newly discovered facts research is essentially or

systematic enquiry of seeking facts through objectives verifiable methods in order to discover the relationship among them.

## 2. RELATED WORK

GCMMF (AMUL) has the largest distribution network for any FMCG company. It had nearly 50 sales offices spread all over the country, more than 5000 wholesale dealers and more than 700 000 retailers. Amul became the world's largest vegetarian cheese and the largest pouched-milk brand. AMUL is also the largest exporter of dairy products in the country. AMUL is available today in over 40 countries of the world. AMUL is exporting a wide variety of products which include Whole and Skimmed Milk Powder, Cottage Cheese (paneer), UHT Milk, Clarified Butter (Ghee) and Indigenous Sweets.



Fig.1.Amul Product

The major markets are USA, West Indies, and countries in Africa, the Gulf Region and SAARC neighbours, Singapore, The Philippines, Thailand, Japan, China and others such as Mauritius, Australia, Hong Kong and a few South African countries. Its bid to enter the Japanese market in 1994 did not succeed, but it plans to venture again. In September 2007, Amul emerged as the leading Indian brand according to a survey by Synovate to find out Asia's top 1000 Brands. In 2011, Amul was named the Most Trusted Brand in the food and beverages sector in The Brand Trust Report, published by Trust Research Advisory. rediff.com; "India's top 20 brands: Amul is No. 1". Amul is located in the town Anand which is in the state of Gujarat and it has set up itself as a model for development in the rural areas. For Amul Brand has started the Revolution White of India which has helped to make the country the biggest manufacturer of milk and its products in the whole world. Amul has around 2.6 million producer members and the total capacity for handling milk is around 10.16 million liters every day. The brand's capacity for the milk drying is around 594 Mts. Each day and its capacity for cattle feed manufacturing is about 2640 Mts, each day.

## 3. PROPOSED SYSTEM

The above table shows source influence to buy Amul products (33%) of the respondents through their own preference, (29%) of the respondents buy Amul products because of the relatives, (23%) of the

respondents buy through their friends, and (15%) of the respondents buy Amul products through their neighbours view. The above table shows media influence to buy amul products that (39%) of the respondents are television, (27%) of the respondents to buy amul products in magazine, (22%) of the respondents to buy newspaper, and (12%) of the respondents to buy posters, internet to others.

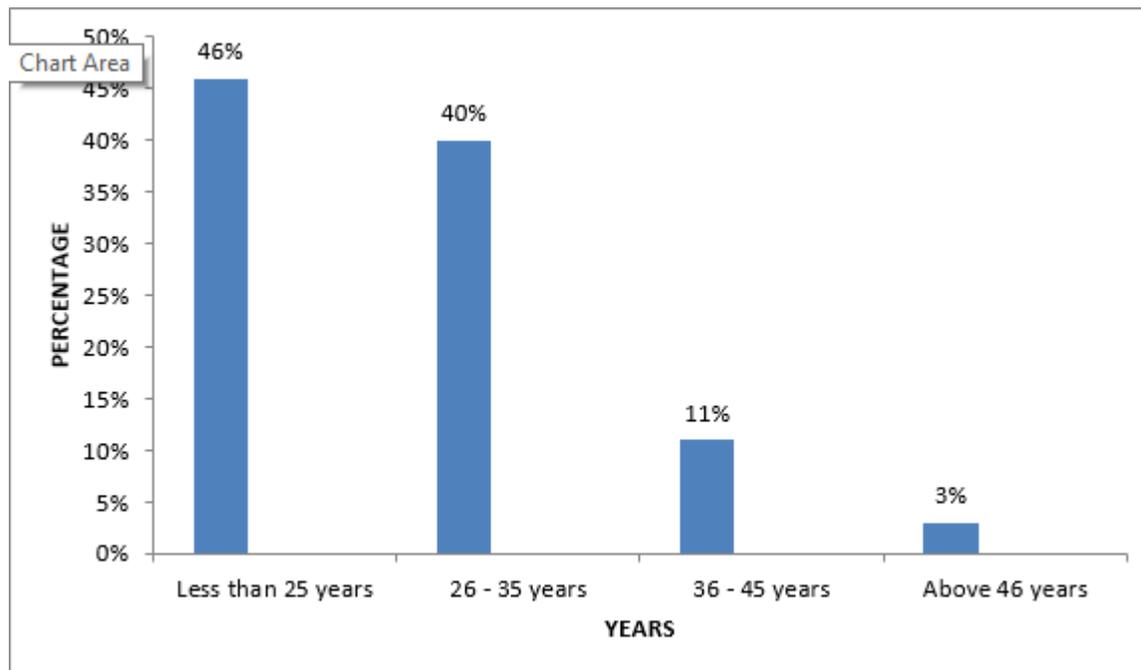


Fig.2.Classification

The researchers personally surveyed a total of 101 households having sufficient purchasing power using structured questionnaire. The results indicated that preferences of the consumers were their priority for cleanliness and freshness of food products followed by price, quality, variety, packaging, and availability of non-seasonal fruits and vegetables. It was found that the consumer's preferences of marketplace largely depend on the convenience in purchasing at the marketplace along with the availability of additional services, attraction for children, basic amenities, and affordability. Results also suggested that most of outlets, whereas fruits and vegetables are mostly purchased daily or twice a week due to their perishable nature. However, grocery items are less frequently purchased.

#### 4. ANALYSIS

**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 invaluable. The co-operative is also sometimes referred to by the unofficial backronym: Anand Milk Union Limited. 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 3.03 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 also ventured into markets overseas. Dr Varghese Kurien, founder-chairman of the GCMMF for more than 30 years (1973-2006), is credited with the success of Amul.

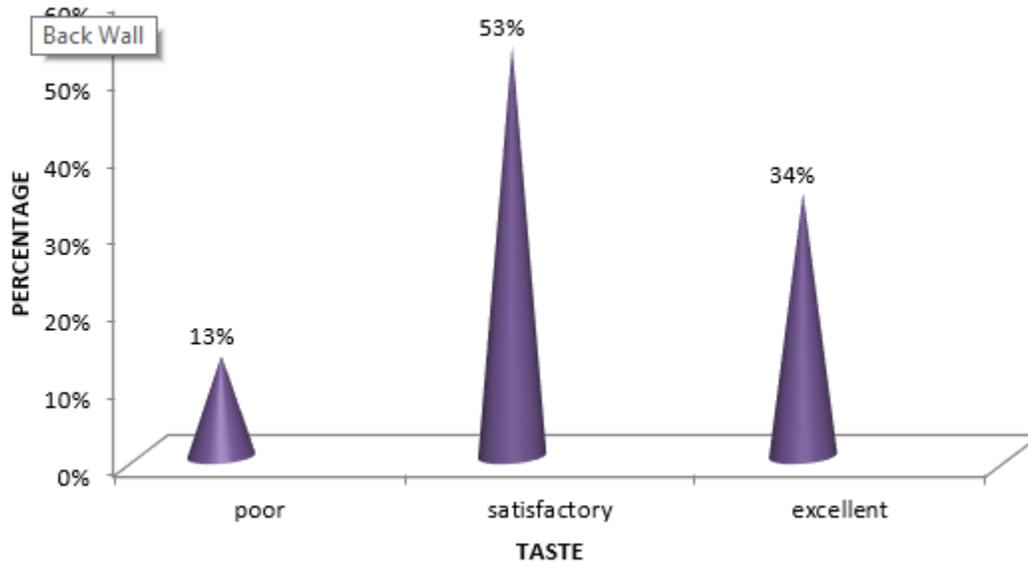


Fig.3.Taste of Product

S.NO	PACKING	NO.OF.RESPONDENTS	PERCENTAGE (%)
1	Poor	69	46
2	Good	50	33
3	Excellent	31	21
<b>TOTAL</b>		<b>150</b>	<b>100</b>

Table.1.Response

After preliminary trails, the Government of Bombay entered into an agreement with Polsons Limited to supply milk from Anand to Bombay on a regular basis. The arrangement was highly satisfactory to all concerned – except the farmers. The Government found it profitable; Polsons kept a good margin. Milk contractors took the biggest cut. No one had taken the trouble to fix the price of milk to be paid to the producers. Thus under the Bombay Milk Scheme the farmers of Kaira District were no better off ever before. They were still at the mercy of milk contractors. They had to sell their milk at a price the contractors fixed. The discontent of the farmers grew. They went in deputation to Sardar Patel, who had advocated

farmers co-operatives as early as 1942. Sardar Patel pointed out that in undertaking such a strike there should be some losses to the farmers as they would not be able to sell their milk for some time. If they were prepared to put up with the loss, he was prepared to lead them. The farmers deputation readily accepted his proposal.

## CONCLUSION

On the study of the “Market analysis and sales development of amul products in salem city” it was overall observed that amul is the market leader of dairy products in the town of salem. Amul is not only the most highly recalled brand but also a top rated among the other competitive brands like kwalky, Ruchi, Cavins milk, and the Hut sun etc. it is observe that product quality, availability and pricing have been regarded as major reason (top 3 reasons) for preference of dairy brands. In the scenario of the various dairy brands available in the market we can conclude that in the town of Salem amul product is ranked 1 in taste, quality, availability and packaging. However the data shows that competition for amul dairy products is very insignificant while the competition in the other dairy segment like ice-cream. Further frequency and place choice for the purchase of dairy products will help the company to identify the right channels of distribution for its various dairy products.

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