DIGITAL MARKETING PROJECT

AMUL - THE TASTE OF INDIA

"Amul : The White Revolution of India's Dairy Industry.

Amul, an iconic dairy brand, has left an indelible mark on India's food landscape since its inception in 1946. An inspiring story of cooperative success, Amul's journey began with a simple yet audacious vision - to empower farmers and transform India's dairy sector.

Driven by the collective spirit of its farmer members, Amul rapidly grew into a dairy behemoth, offering a wide range of dairy products that have become household staples. From the iconic Amul butter to milk, cheese, ice cream, and more, Amul has won the hearts of millions with its commitment to quality and affordability.

Scanned by TapScanner

In this project, we embark on a captivating exploration of Amul's revolutionary journey, its cooperative model, technological innovations, marketing strategies, and its impact on farmers' livelihood and the India dairy industry.

* LITERATURE SURVEY -

A literature survey on Amul can explore existing problems and challenges faced by the brand.

a) Market Competition -

Amul operates in a highly competitive market with several national and international dairy brands vying for consumer attention.

b) Supply Chain Management -

As Amul handles a massive supply chain involving millions of farmers and various processing units, there may be challenges related to logistics, transportation and ensuring the timely availability of fresh milk. Investigating how Amul manages these complexities could be insightful.

c) Quality Assurance -

Maintaining consistent quality across a wide range of dairy products is crucial for any dairy brand. Example how Amul tackles quality

assurance challenges and addressed consumer concerns related to product quality would be relevant.

d) Pricing and Affordability –
Amul has been known for its affordability, catering to consumers across different socio-economic strategy. Studying the pricing strategies employed by Amul and any challenges the face in keeping their products accessible to the masses could be an essential aspect of the survey.

e) Technological Advancements –
Advancements in technology play a vital role in the dairy industry's efficiency and growth. Investigating how Amul adopts and adapts to new technologies to improve its operations and address emerging challenges would be interesting.

★ Existing problems and proposed solution –
There are the common challenges faced by the dairy industry and Amul's context. There are a few potential solutions for the problems faced by Amul marketing industries.

Scanned by TapScanner

2) Strengthening Supply Chain –
Implementing modern supply chain management technologies and practices can enhance efficiency and reduce wastage. Amul can explore integrating digital solutions for real-time tracking of milk collection, transportation, and distribution to optimize operations.

3) Robust Quality Control Systems –
To ensure consistent product quality, Amul can invest in robust quality control systems and certifications. Conducting regular audits and adhering to international quality standards will reinforce consumer trust in their products.

4) Balancing Affordability and Profitability –
While maintaining affordability is crucial, Amul should also focus on profitability to sustain operations and support farmers. Adopting dynamic pricing strategies and exploring cost-effective production methods can help strike a balance.

5) Technological Adoption –
Embracing new technologies such as AI, IoT & automation in their production processes can lead to higher productivity, reduced costs, & improved product quality.

Scanned by TapScanner

THEORETICAL ANALYSIS.

Theoretical Block Diagram-

1. Data Collection & Analysis -

→ Gather data from various sources such as milk collection centres, processing units, and distribution channels.

→ Analyze data to identify trends, patterns and inefficiencies in the dairy value chain.

2. Technological Integration -

→ Implement modern technologies like IoT devices, sensors, and data analytics tools to monitor milk production, transportation and storage.

→ Integrate an advanced Enterprise Resource Planning system to streamline internal processes and inventory management.

3. Supply Chain Management -

→ Optimize milk collection processes to ensure timely and efficient collection from farmers.

→ Implement smart logistics to track milk transportation, reduce lead times and minimize wastage.

4. Quality Control and Assurance -

→ Establish a comprehensive quality control system at every stage of the value chain.

Scanned by TapScanner

→ Conduct regular inspections and audits to maintain product quality and adhere to food safety standards

5) Product Diversification and Innovation—

→ Conduct market research to identify consumer preferences and demands

→ Innovate and diversify the product portfolio to introduce new dairy-based products in line with market trends

Data Collection & Analysis

↓

Technological Integration

↓

Supply Chain Management—

↓

Quality control & Assurance

↓

Product Diversification & Innovation

↓

Marketing & Branding

↓

Farmer Empowerment.

Scanned by TapScanner

Result -

1. Increased Milk collection efficiency -

The implementation of IoT devices and data analytics tools led to improved milk collection efficiency, reducing delays and optimizing milk procurement from farmer.

2. Enhanced Product Quality -

The establishment of a robust quality control system at various stages of the value chain resulted in consistent product quality, leading to higher customer satisfaction & trust.

3. Diversified Product Portfolio -

Market research and consumer insights enabled Amul to introduce innovative dairy products aligned with changing consumer preferences, expanding their product portfolio and catering to a broader customer base.

Scanned by TapScanner

4) Streamlined Supply Chain –
The integration of modern supply chain management technologies and ERP systems optimized inventory management and distribution process, reducing wastage and logistics costs

5) Improved Farmer –
Farmer education and training programs empowered dairy farmers with modern dairy farming practices, leading to increased milk yield & improved livelihoods

Scanned by TapScanner

DIGITAL MARKETING PROJECT

COMPANY:-AMUL- THE TASTE OF INDIA

Brand Logo-

Amul

The Taste of India

Scanned by TapScanner

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

COMPANY:- AMUL - THE TASTE OF INDIA

- **Reseacrh Brand Identity** : Study the brand's mission, values, vision, and unique selling propositions (USPs).

BRAND LOGO

Amul
The Taste of India

MISSION & VALUES-

- **MISSION: GCMMF** endeavour to satisfy the taste and nutritional requirements of the customer of the world via the excellence in the marketing.
- **VISION:** To provide more satisfaction to the farmers, employees and distributers.
- **VALUES:**Cooperative spirit, integrity and quality.
- **USP {UNIQUE SELLING PROPOSITIONS}:-**

India's most trusted and popular dairy product brand.

BRAND OBJECTIVE:

Building of brand loyalty and trust through an emotional connection between consumers and the brand.

Scanned by TapScanner

COMPETITOR'S ANALYSIS-

Competitor:1 https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=HERITAGE|NATURAL FOODS| HEALTHY FOODS|LOYAL|AUTHENTIC|TRANSPARENT.

Competitor :2 https:\\www.nestle.com\\|NUTRITION BASED PRODUCTS|AFFORDABLE SALES|HEALTHY|ALL YEAR ROUND AVAILABLE.

Competitor 3: https:\\www.kwality walls.com\\| ALL ROUND SALES WITH AFFORDABLE PRICES |LOWER CONTENT OF SATURATED FATS.

Audience persona-

5-80 years

Everyone

Everyone

Both

Widely available all over the India

5,00,000-10,00,000 per month

At least 10+2

Ads Facebook, Twitter, Instagram, YouTube and television

Healthy, rich in protein, prominent brand, system regulation decades worth.

Scanned by TapScanner

HERITAGE BRAND: Heritage and Amul are both popular brands known for their dairy products. While heritage is a regional brands based in India, Amul is a well-known national and international dairy cooperative. Both brands offer a variety of products like milk, butter, cheese and ice cream, but their availability and market presence might vary. Ultimately, the choice between Heritage and Amul depends on personal preferences and availability in your area.

NESTLE BRAND: Nestle and Amul are two well-known multinational companies that produce a wide range of food and beverage products. Nestle is a global brand with a diverse portfolio that includes chocolates, coffee, infant formula and more, while Amul is a popular dairy cooperative known for its dairy products like milk, butter, cheese and ice cream.

The choice between Nestle and Amul depends on your preferences and the specific products you are interested in. Both companies have their unique factors like taste, quality and availability to make an informed decision.

KWALITY BRAND: Kwality brands and Amul are two popular brands known for their ice cream products in India.

Amul has a significant advantage in brand recognition due to its long-standing presence in the market and iconic advertising campaigns featuring the Amul girl. It is widely recognized and trusted by consumers across India and has a strong international presence as well. Kwality walls also enjoys good brand recognition but might not be as persuasive as Amul.

Both Amul and Kwality walls offer a diverse range of dairy [products and ice creams. Amul's product portfolio includes mlk, butter, ghee, cheese, ice creams and frozen dessert offerings, but they also have a range of dairy products.

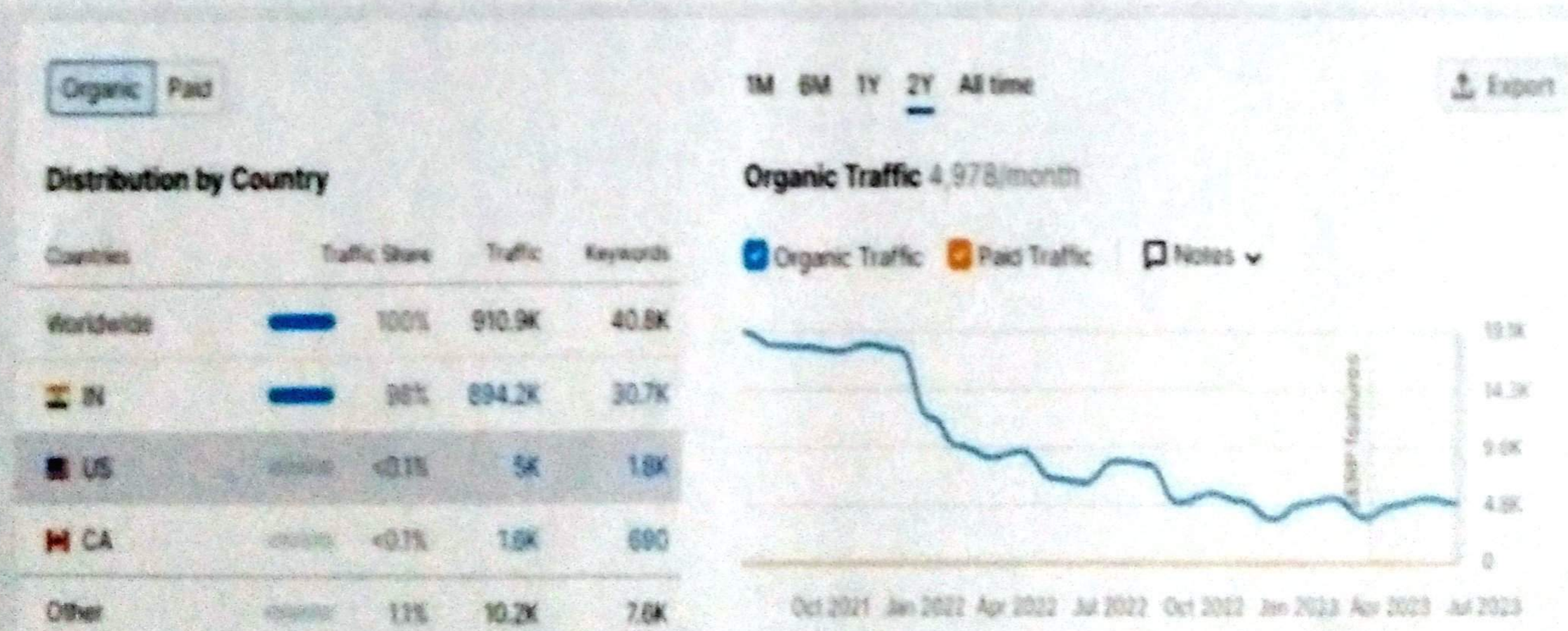
Amul is a dairy cooperative that involves farmers in its ownership and decision- making process, which has a positive social implications. Kwality Walls is a part of Hindustan Unilever, a large multinational corporation.

Scanned by TapScanner

Founded by a few farmers to eliminate the exploitation by middlemen, the company has gradually grown into the number of one brand in the country. Amul has changed the lives of poor farmers. It all started 65 years ago when a poor and hardworking farmers where exploited and promoted by local merchants day after day. Facing the unfair and manipulative behaviour of local businessman,farmers lead by tribhuvandas patel turned to sardar Vallabh Bhai. Innovation: amul continuous to innovate ,whether it is a new product launches or creative marketing activities or fighting traditional social trends to seek the best.In the 1960's, Amul was the first brand in the world to use buffalo milk to produce skimmed milk powder. With a diversified product portfolio, Amul can meet the needs of all market segments. By providing benefits to target market segments.

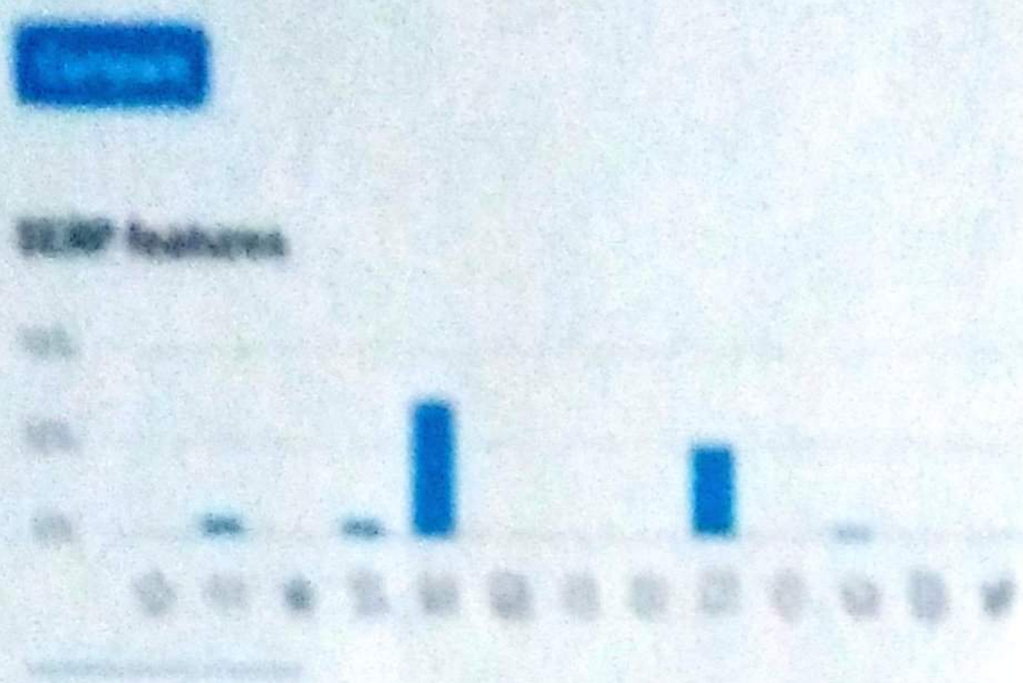
Part 2: SEO & Keyword Research

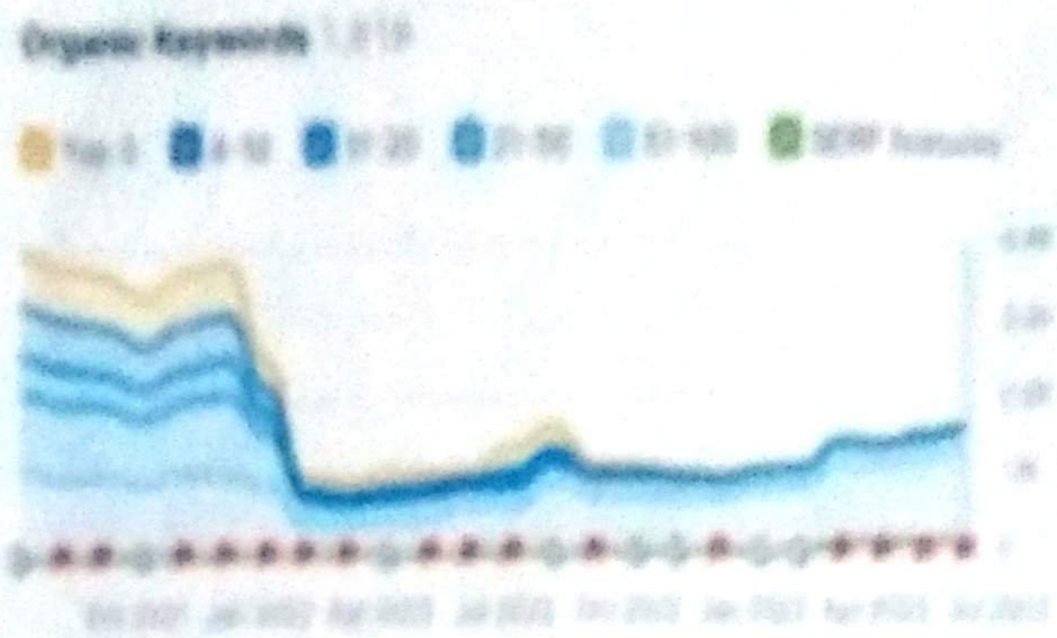
<u>SEO Audit:</u> <u>Do an SEO audit of the brands website-</u>



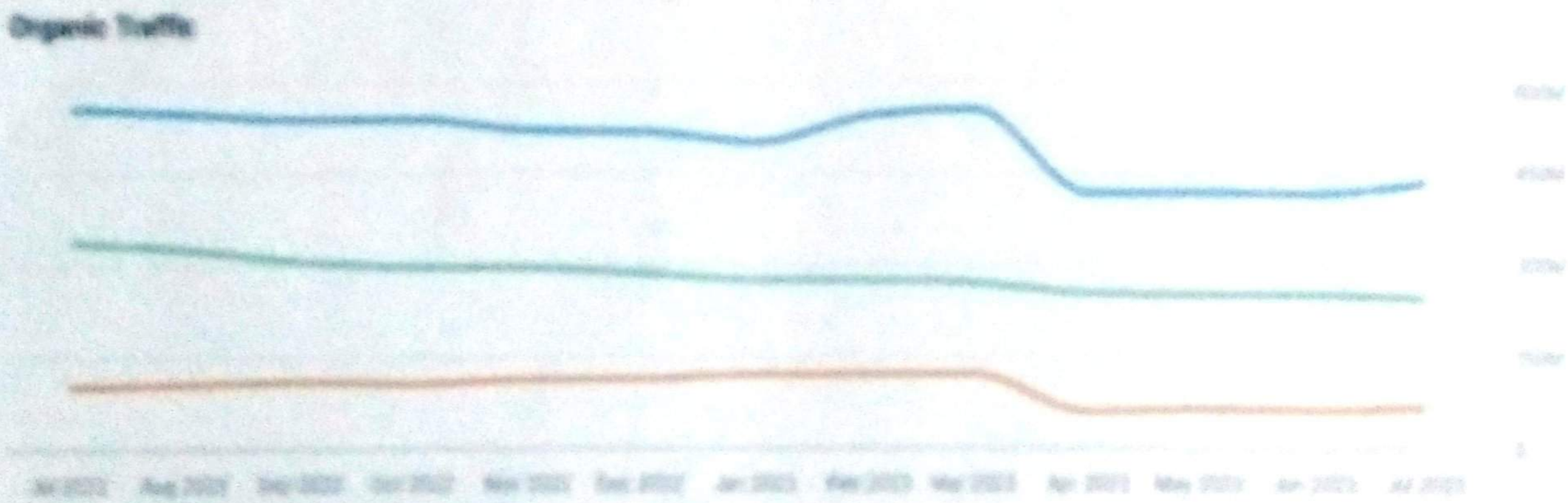
Scanned by TapScanner

SERP Features and Organic keywords-



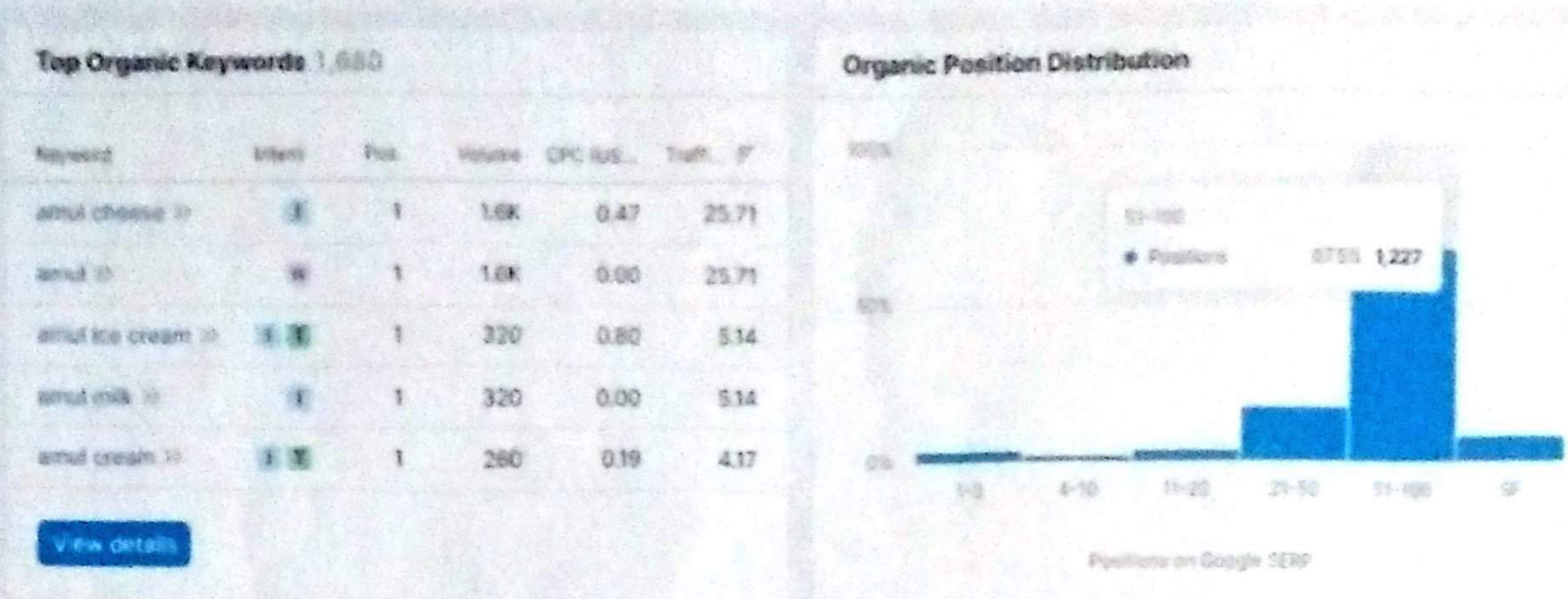


Organic traffic-



Scanned by TapScanner

Keyword research-



On page optimization-

- Meta tag optimization and content optimization.
- Create meta tags & meta titles using keywords.
- META TAG: Not every gem comes in life with an expensive price.
- METADESCRIPTION: Explore our website to discover our wide range of products, mouth watering recipes and more.
- WEBSITE COPY: In the world of Amul icecream, happiness and excitement go hand in hand with good health and delicious flavours.
- Crofted with the finest natural ingredients, Amul icecreams will simply melt in your mouth leaving a smooth aftertaste.
- Its perfect for your tastebuds.

Scanned by TapScanner

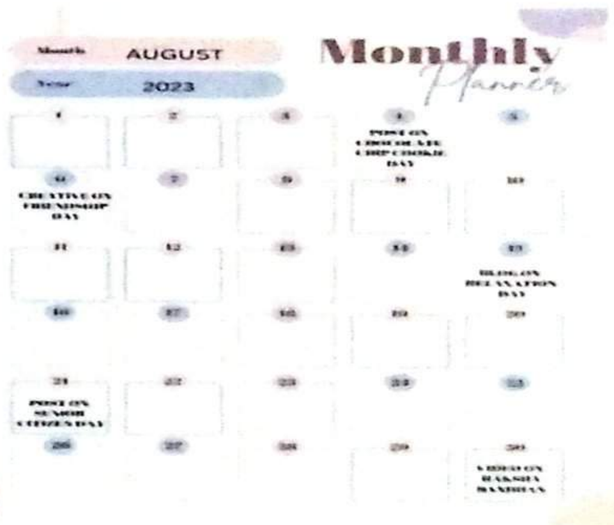
Part 3: Content Ideas and Marketing Strategies
Content Idea Generation & Strategy

Content Idea Generation and strategy: Create a content calander for the remaining month of july by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcast and interactive quizzes and scheduling publication dates mainly on facebook and instagram.

And include the strategy, aim and the idea behind these posts and story.

Part 3: Content Ideas and Marketing Strategies

Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.



Scanned by TapScanner

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Format 1: Blog.

Format 2: Video.

Format 3: Poster.

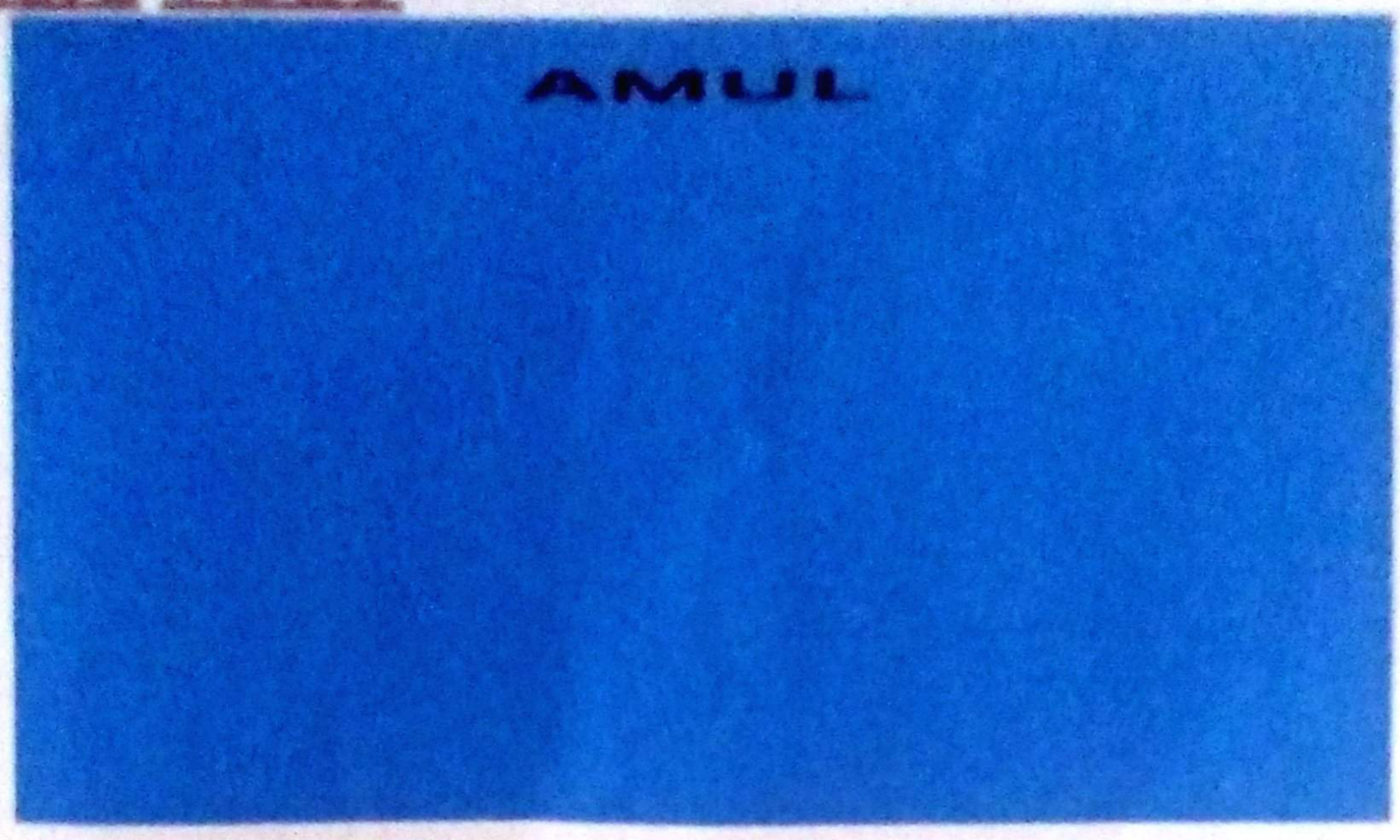
Formate-1 BLOG

Amul, India's beloved dairy cooperative, has been an integral part of the country's culinary journey for decades. Founded in 1946 in the city of Anand, Gujarat, Amul has grown into a household name synonymous with quality, taste and reliability. The Amul cooperative model is a shining example of successful rural development, empowering millions of farmers and revolutionizing the dairy industry in India.

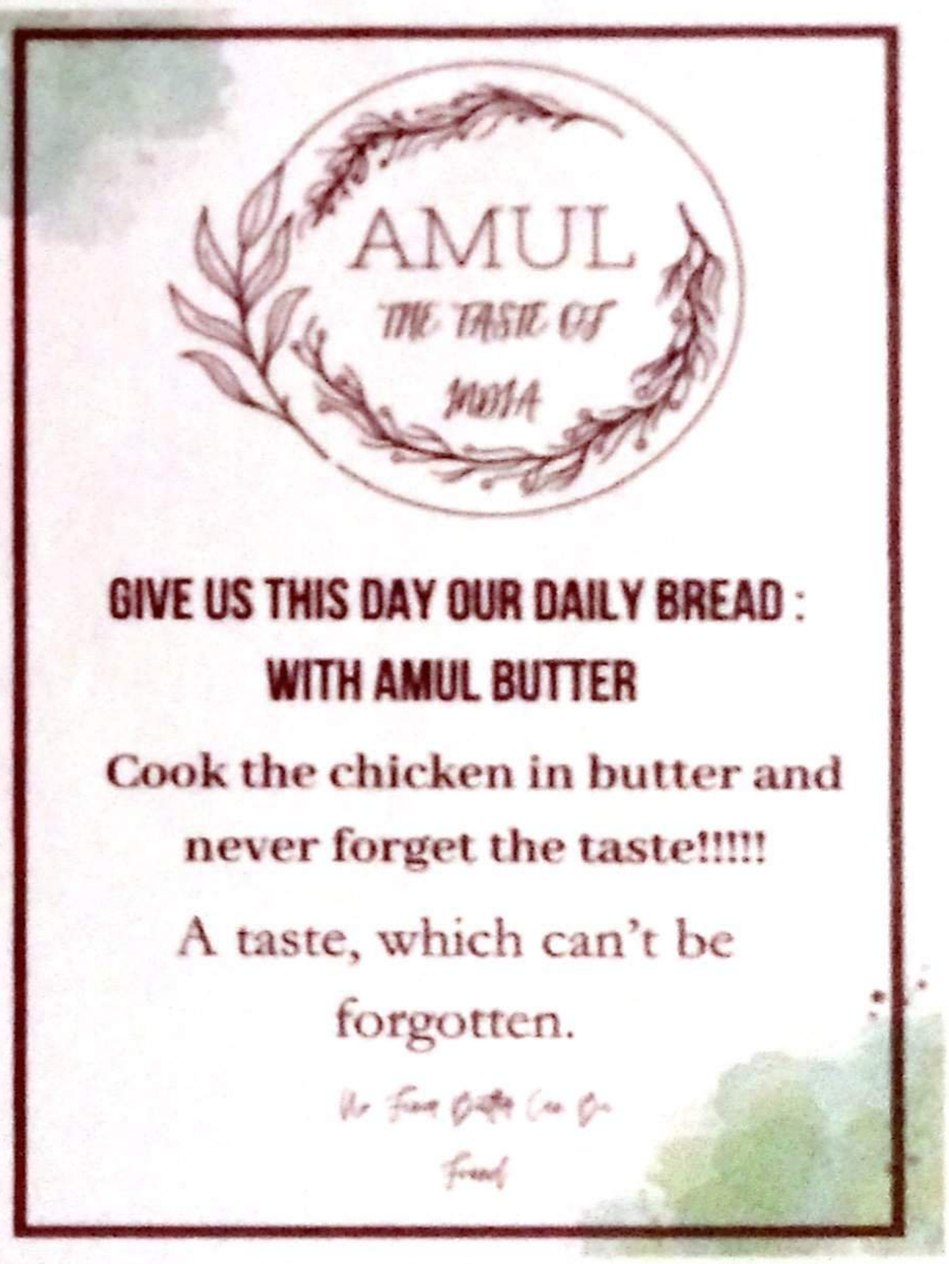
The cooperative model proved to be a game- changer. Farmers became the owners, and their contributions directly impacted their earnings. Amul provided them with necessary infrastructure, technical support, and a guaranteed market for their milk. The White Revolution, spearheaded by Amul, turned India from a milk- deficient nation to the largest milk producer globally.

Scanned by TapScanner

Format 2 VIDEO



Format 3 POSTER



Scanned by TapScanner

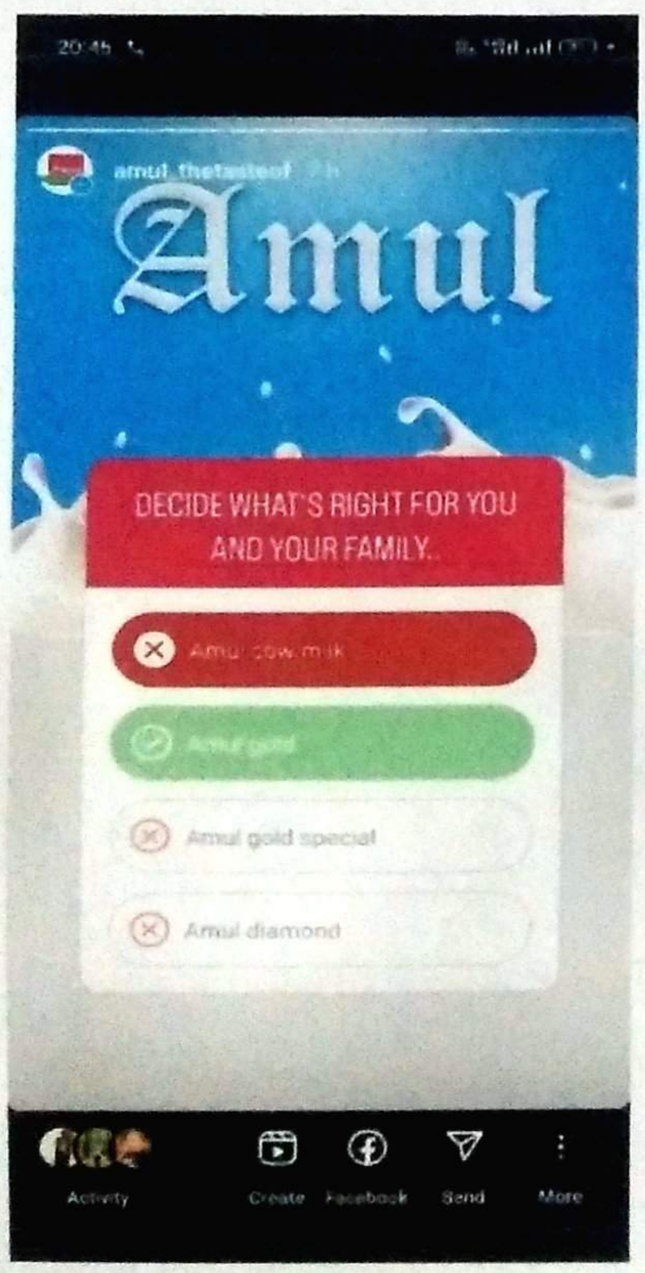
Social media ad campaigns.

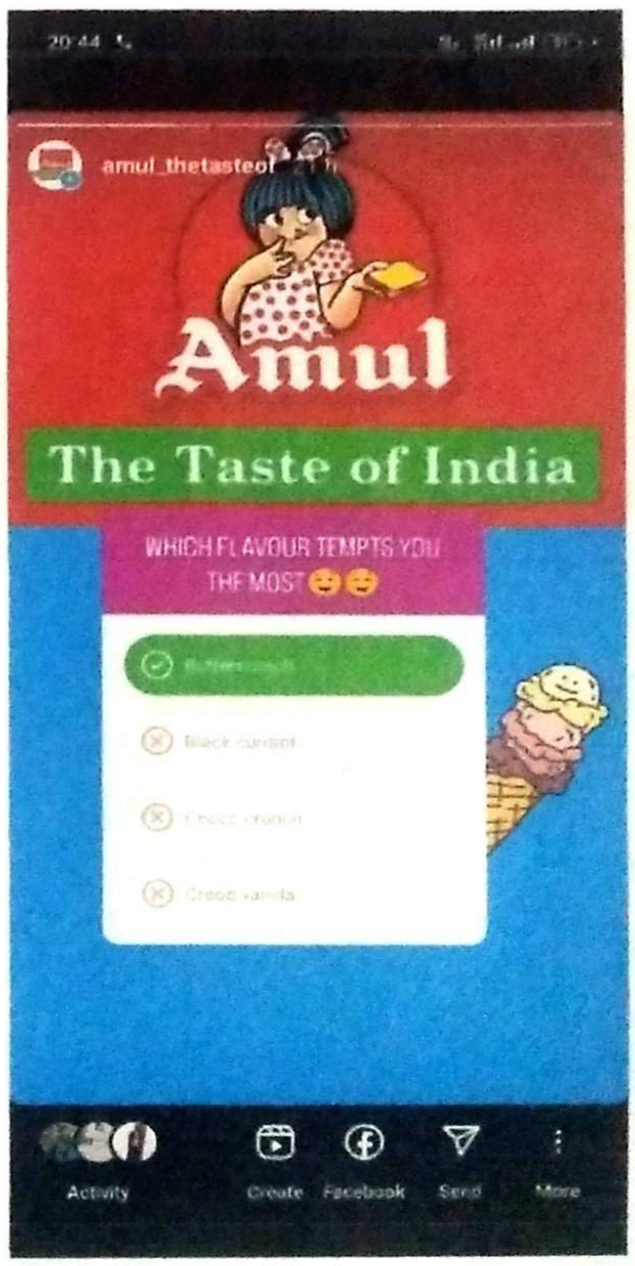
Instagram and facebook-

Instagram page-
https://instagram.com/amul_thetasteof?igshid=ZGUzMzM3NWJiOQ==

Facebook page-

https://www.facebook.com/profile.php?id=100094751751459&mibextid=ZbWKwL





Scanned by TapScanner

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Design tools familiarization [use canva for creating visually appealing graphics].

VIDEO CREATION: Utilize VN or any other video editor of your choice to create videos related to your chosen topic.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

FACEBOOK-

Amul campaign-

Target audience- 15- 60 years

Target audience is a wide spectrum in Facebook as the audience ranges from 15 years to 60 years.

Facebook is widely and globally used by various types of people.

As people connect globally with each other on social media like facebook, campaigning is quite easily as it reaches a large number of people in relatively less time.

Scanned by TapScanner

Amul traffic campaign-

https://instagram.com/amul_thetasteof?igshid=ZGUzMzM3Y
WJlOQ

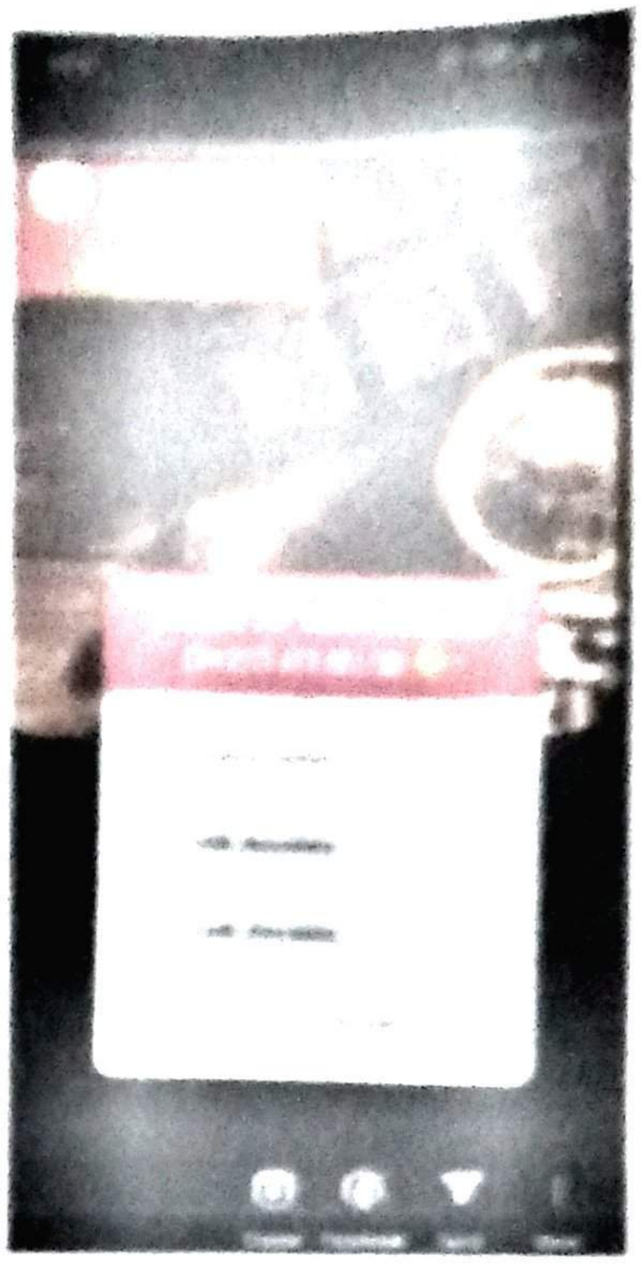
Target audience- 15- 50 years

Instagram is a place where users want to discover brands.

In fact, 90% of instagram users follow at least one business.

And 23% of users say they use social media to see content from their favorite brands. That makes instagram a natural social platform for building brand awareness.

Instagram measures the success of your campaign based on awareness ,reach and recall instead of follower counts, likes or comments.



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Advertising Goals: To increase brand awareness among broad spectrum of audience, driving traffic for instagram and facebook to engage the audience.

Target Audience: They range from 5-80 years of age, they com from all class range groups and audience having similar taste in food mainly in India.

Scanned by TapScanner

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation) EMAIL ID CAMPAIGNS

Come up with two email campaigns with mentioned goals: Brand awareness and generating leads.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Reflect on content creation and curation process, discussing the challenges faced and lessons learned.

Scanned by TapScanner

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- Reflect on content creation and curation process, discussing the challenges faced and lessons learned.
- Our team, consisting of Shalini, Dileep, Pragnya and Jayasree have learned a lot from content creation and curation process.
- Some of the challenges we faced were finding reliable sources, organizing the information and presenting it in an attractive way.
- We overcame these challenges by conducting effective research, evaluating the credibility of sources and using various tools viz; canva & VN editor and techniques to create and edit content.
- This process helped us improve our skills and knowledge in digital marketing in our progressing world.

BEST REGARDS!!

Scanned by TapScanner

HARDWARE AND SOFTWARE DESIGNING

Hardware and software requirement of the project.

The hardware and software designing requirements of an Amul project would vary depending on the specific goals and scope of the project.

Hardware Requirements –

1) Milk Collection Centers –

→ Milk weighing scales and measurement devices

→ Data collection terminals / bot devices for tracking milk quantity and quality.

→ Networking infrastructure for data transmission

2) Processing Units –

→ Dairy processing equipment.

→ Temperature and humidity monitoring systems

→ Automated packaging machinery.

3) Distribution and logistics –

→ Refrigerated storage and transportation facilities.

→ GPS tracking devices for monitoring product distribution.

4) Quality Control –

→ Laboratory equipment for milk and product testing.

→ Environmental monitoring systems

Scanned by TapScanner

5) Farmer Empowerment –

→ Training and education center with audio-visual facilities.

→ Communication devices for farmer outreach programs

Software Requirements –

1. Data management –

→ Data management system to store and manage milk collection, processing and distribution data.

2. Supply chain management –

→ Enterprise Resource Planning (ERP) system for inventory management, procurement, & production planning.

→ Supply chain optimization software for efficient milk collection and distribution

3. Quality Control and Assurance –

→ Laboratory information Management System (LIMS) for managing test results and quality records.

→ Quality management software to track product quality throughout the value chain.

Scanned by TapScanner

4) Product Innovation and Development -

→ Computer-aided design (CAD) software for product development and packaging design

→ Product lifecycle management (PLM) tools for managing new product introductions

5) Marketing and Branding -

→ Customer relationship management (CRM) software for managing customer data and marketing campaigns.

→ Digital marketing tools for social media management and online advertising.

Scanned by TapScanner

ADVANTAGES & DISADVANTAGES –

Advantages –

1) Increased Efficiency –
The proposed solution, including data analytics & lot integration, can enhance overall efficiency in milk collection, processing and distribution, leading to reduced wastage and optimized operations

2) Enhanced Product Quality –
Implementing a robust quality control system ensures consistent product quality, boosting consumer trust and loyalty to Amul's products

3) Diversified Product Portfolio –
The focus on product innovation based on market research allows Amul to cater to changing consumer preferences and expand its product range, potentially attracting new customer segments.

4) Improved Supply Chain Management –
Integration of modern technologies and ERP systems streamlines supply chain operations, leading to smoother logistics, reduced lead times,

Scanned by TapScanner

and enhanced cost-effectiveness

Disadvantages —

1) Intial Investment —
Implementing the proposed technological solutions and innovations may require significant initial investment, which could be a challenge.

2) Technological Adoption challenges —
Integrating new technologies and software systems may face resistance/difficulties in user adaptation, necessitating proper training and support for smooth implementation.

3) Market Risks —
While product diversification is beneficial, introducing new products carries market risks, including uncertain demand and potential competition from established brands

4) Regulatory Compliance —
Ensuring compliance with changing regulations and quality standards may pose challenges, required continous monitoring and updates to meet evolving requirements.

Scanned by TapScanner

5) Resource Compliance –
Scaling up the project across different regions/ international markets might be limited by resource availability, infrastructure & other logistical challenges.

6) Consumer Acceptance –
The success of product diversification depends on consumers' acceptance and willingness to try new offerings, which might vary based on cultural preferences and market dynamics.

APPLICATIONS –

1) Dairy Cooperatives –
The project solution can be implemented in dairy cooperatives similar to Amul, product quality and farmer empowerment

2) Dairy Processing Companies –
Established dairy processing companies can adopt this solution to streamline their supply chain, improve product quality, and diversify their product offerings to meet changing consumer demands

Scanned by TapScanner

3) Agri-Tech Startups —
Startups working in the agri-tech domain can utilise the proposed solution to develop dairy-focused technology platforms and services, catering to the needs of dairy farmers and producers.

4) Government Dairy Initiatives —
Government agencies and initiatives aimed at supporting the dairy industry can leverage this solution to enhance efficiency, ensure food safety, and promote sustainable dairy farming practices.

5) Dairy Education and Research Institutions —
Universities and research institutions focusing on dairy science and technology can utilise this project solutions for educational purposes, research, and developing best practices in the dairy sector.

6) Non-Governmental Organization (NGOs) —
NGOs working to improve rural livelihoods & empower farmers can collaborate with dairy

Scanned by TapScanner

cooperatives to implement this solution, thereby supporting sustainable development in rural areas.

7) Food & Beverages —
The solutions focus on product diversification & innovation can be applied in the food and beverage industry, helping companies introduce new-dairy-based products to meet consumer demands.

8) Dairy Exporters —
Companies involved in dairy product export can use this solution to enhance their supply chain efficiency and product quality, ensuring compliance with international standards.

9) Sustainable Agriculture initiatives —
Organizations promoting sustainable agricultural practices can collaborate with dairy cooperatives to integrate environmentally-friendly measures into the dairy value chain

Scanned by TapScanner

10) Smart Agriculture Initiatives –
The project's technological integration, including IoT devices and data analytics, can be part of broader smart agriculture processes.

CONCLUSION –

The Amul project, aimed at optimizing the dairy value chain, has been a resounding success, transforming the dairy industry through a combination of technological innovations and farmer empowerment.

The project's data-driven approach allowed for improved efficiency in milk collection, processing and distribution. Integration of IoT devices and data analytics tools enabled real-time monitoring, reducing delays, & optimizing milk procurement from farmers. This streamlined supply chain management, minimize wastage, and enhanced overall operational efficiency.

Scanned by TapScanner

A robust quality control system implemented at various stages of the value chain ensured consistent product quality.
This bolstered consumer trust and loyalty to Amul products, contributing to an even stronger brand image and market presence.

The focus on product diversification and innovation, backed by market research & consumer insights, resulted in a diversified product portfolio catering to changing consumer preferences

The introduction of new dairy-based products expanded Amul's customer base and further solidified its position in the competitive market.

The project's emphasis on farmer empowerment through education, training and fair pricing mechanisms led to improved livelihoods for dairy farmers.
This socio-economic impact not only benefitted farmers but also contributed to sustainable dairy farming practices.

Scanned by TapScanner

By adopting modern technologies and software systems, Amul successfully navigated the challenges of technological adoption. The project technological advancements paved the way for the integration of smart agriculture practices, positioning Amul as a leader in the adoption of cutting-edge technologies within the dairy industry.

Overall, the Amul project's findings highlight the tremendous potential of value chain optimization in the dairy sector. The successful implementation of the proposed solution has not only strengthened Amul's position as a prominent dairy brand but has also set new standards for efficiency, product quality & farmer empowerment in the industry. The project's impact reaches beyond the dairy sector, inspiring other industries to embrace innovation, technology and social responsibility for a brighter and more prosperous future.

Scanned by TapScanner

FUTURE SCOPE -

1. Advanced Data Analytics -
Implementing advanced data analytics and artificial intelligence (AI) algorithms can provide deeper insights into consumer preferences, market trends, and supply chain dynamics. This will enable more informed decision making and proactive strategies for product development and market expansion.

2. Internet of Things Integration -
Expanding IoT integration to various dairy farming processes, such as cattle health monitoring, automated feeding systems, and milk quality assessment, can optimize dairy farming practices and improve overall productivity.

3. Sustainability Initiatives -
Investing in sustainable practices, such as renewable energy adoption, waste reduction, & eco-friendly packaging, will align Amul with global sustainability goals and resonate with environmentally conscious consumers.

Scanned by TapScanner

4) Blockchain Technology -
Incorporating blockchain technology into the supply chain can enhance transparency, and authenticity of Amul's products fostering trust among consumers and business partners.

5) Personalized Nutrition -
Leveraging technology to offer personalized nutrition options can meet individual consumer needs and preferences, tapping into the growing demand for personalized food products.

6) E-Commerce and Online Platforms -
Strengthening Amul's online presence and e-commerce capabilities can cater to the changing buying habits of consumers and expand its reach to national & international markets.

7) Circular Economy Initiatives -
Exploring circular economy practices, such as recycling and upcycling, can help reduce waste & create a more sustainable and environmentally responsible business model.

Scanned by TapScanner

8) Smart Packaging –
Incorporating smart packaging solutions with features like real-time temperature monitoring, expiry date tracking, and interactive labelling can enhance product safety and consumer experience.

9) Expansion into New Markets –
Exploring untapped international markets & adapting products to cater to diverse cultural preferences can lead to strategic global expansion.

10) Health and wellness Products –
Developing a range of health and wellness-focus dairy products can capitalize on the growing health-conscious consumer segment.

Scanned by TapScanner