

A

Dissertation report

ON

“ Market Analysis Of Amul Product In Pune Market ”

Dissertation Report Submitted to

SAVITRIBAI PHULE PUNE UNIVERSITY

In partial fulfilment of the requirement for the award of the Degree of

MASTER’S OF BUSINESS ADMINISTRATION

(M.B.A)

Submitted By

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Under guidance of

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SINHGAD TECHNICAL EDUCATION SOCIETY’S

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(2018-2020)

DECLARATION

I **Mr. Mayur Devidas Lade** , undersigned, hereby declare that the project titled “**Market Analysis Of Amul Product In Pune Market**” written and submitted by me to the **Savitribai Phule Pune University**, in partial fulfillment of the requirement for the award of degree of Master of Business Administration under the guidance of **Prof. Dr.Krishna Sharma** is my original work and the information has been collected from genuine & authentic sources.

Place: **PUNE**

Mr. Mayur Devidas Lade

Date:

MBA, SKNCOE Pune

ACKNOWLEDGEMENT

Firstly I would like to express our immense gratitude towards our institution S.T.E.S., Smt. Kashibai Navale College of Engineering Pune, which created a great platform to attain. Profound technical skills in the field of MBA, thereby fulfilling our most cherished goal.

I would like to express gratitude towards my faculty mentor **Prof. Dr. Krishna Sharma** for their kind co-operation and encouragement which help me in completion of this project.

I express my sincere gratitude to all of the people who have rendered valuable help & guidance to me during the course of this project.

I owe my thanks to **Prof. Dr. Krishna Sharma** under his guidance and support which enabled me to complete this project successfully.

Mr. Mayur Devidas Lade



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EXECUTIVE SUMMARY

➤ **Executive Summary**

As the project title suggests that the core area of project is regarding to market study & market development of Amul milk product. Amul milk product is a co-operative organization which deals with milk & milk products which having high demand in consumer market. Market was supposed to analyze on the basis of

- a. Market share of the company.
- b. Awareness about the companies different products.
- c. Study of distribution channels.
- d. Market development of Amul milk product

The reason behind selecting this project is that to have good knowledge of various marketing skills required and strategies adopted while dealing with customers. Also to gain experience of dealing with customers and convince them in opting for our product. This project gives a good experience about the role played by a sales executive and the functions, which he need to perform. Through this project I got a good knowledge of marketing of dairy products. It is dynamic and helpful in providing effective measures in order to survive in competitive market and acts as a guide to have a competitive advantage.

This project is simple and a person needs to have a good knowledge of local market, communication skills and convincing ability in order to deal with the customers. Objective behind selecting this project is to check the positioning of Amul milk product in the market as compared to the competitors. I did market study through questionnaire method and collected information about different milk products of different companies regarding to product attributes, incentives provided by different companies and their services.

CHAPTER NO. 1

INTRODUCTION

➤ Introduction



Anand Milk Union Limited or Amul is an Indian dairy company, based at Anand in the state of Gujarat.

Formed in 1948, it is a cooperative brand managed by a cooperative body, the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF) which today is jointly owned by 3.6 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.

The white revolution was spearheaded by Tribhuvandas Patel under the guidance of Sardar Patel. As a result, Kaira District Milk Union Limited was born in 1946. Tribhuvandas became the founding chairman of the organization and led it until his death. He hired Dr. Verghese Kurien three years after the white revolution. He convinced Dr. Kurien to stay and help with the mission.

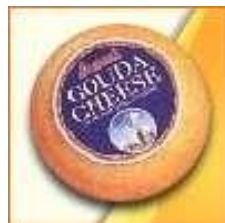
The company is organizing various total quality management initiatives & workshops. Infact GCMMF conducts Hoshin Kanri (Policy deployment) meeting twice a year one in February and one in September. The meeting is conducted by large scale interactive process of the internal and external management. It includes Managing Directors, General Managers, Depot in charge, Zonal Managers, Zonal Account In charge, Zonal System In

charge, Zonal MMO In charge, Departmental Heads, Product Officers, Ad Agency etc. Participate in this meeting. Here various counselling measures undertaken by the company to improve the overall working of the distribution network.

Vision & Mission Statement Company cascades down the vision to the various channel members, this is done through various events organized by the company and regular updates through press releases and interaction through websites and feedbacks. The company's public relation activities and updates is active during the years to keep the interest of the public especially the distributors and retailers. Amul being a cooperative society cannot afford to spend huge amount on events and therefore it has a very traditional way of organizing the events which leaves an impact on members

❖ List of Amul Product

- Amul Milk.
- Bread Spreads.
- Cheese.
- UHT Milk.
- Beverage Range.
- Amul PRO
- Ice Cream.
- Paneer
- Dahi.
- Ghee.
- Milk Powders.
- Mithai Range.
- Mithai Mate.
- Chocolates.
- Lactose Free Milk
- Fresh Cream.
- Amul Sour Cream.
- Pouch Butter Milk.
- Amul Cattle Feed.



CHAPTER NO. 2
RESEARCH PROBLEM

➤ **Research problem**

- **Statement of Problem:**

This is one of the important factors that a researcher should undergo. Statement of problem enables to lighten the problems faced by the company. In the area where I studied, Chitle was the leading brand followed by, Gokul & Katraj, etc .So ultimately the company was required to think upon the matter to increase the market share with reference to all its competitors. Thus there was a need to conduct a survey of both retailers and consumers so that the share of Amul can be defined and effectiveness of marketing strategies presently adopted by the company can be measured. Thus it will guide the company to rework, rethink and reformulate their marketing strategies.

So how the findings of the study can be helpful to them was important. Market share and satisfaction survey helps to identify the gap between the consumers' perception and the actual what they receive on different parameters such as product, price, place and promotion

- **Research Background:**

Topic selection is the one of the important aspects of project. It decides the course of action to be followed. The topic selected should be such that it helps in understanding the market concepts clearly, as given by the company itself. Always care should be taken so that justice can be done to the topic selected.

CHAPTER NO. 3

OBJECTIVES & SCOPE

➤ Objectives

- To know awareness of people towards Amul products .
- To know the preference of Amul products with comparison to other competitive brands.
- To study various factors such as quality, price, easy available etc.
- To understand the relationship and company image with retailers
- To understand retailers profile of Pune market.
- To understand supply chain and its importance in the market.

➤ Scope

1. Increase in number of satisfied retailers.
2. Strategy development for retaining and increasing retailers.
3. Maintaining flow of products from distributor to retailers.
4. Suggest possible offering for retailers
5. Anticipating future problem for company in this markets.
6. The study gives information about the services given by distributor to their retailer.
7. The study gives information about the size of the retail network.
8. The study provides suggestions to the company to improve their products sales.
9. The study gives information about the competitors' products.

CHAPTER NO. 4

LITERATURE REVIEW

➤ Literature Review

This chapter aims at exploring detailed information on major domains of the dissertation topic by reviewing past research, books and related articles. Modern studies and past theories concerning these domains are presented. These theories will be the foundation for the dissertation.

Since the major domains of research topics are – Market Analysis . The review of literature will revolve around these.

Manob K. Bandyopadhyay (1994) published book entitled “Dairy co-operative rural development in India.” Maximum people of heavily populated India live in villages. Majority of them are involved in agriculture. The cattle animal is related with agriculture in India as the old method of cultivation is still a trend here. Rearing of cattle animal is also an additional source of income of the villagers in our country. Dairy development is explained as follows :

1. 1965, National Dairy Development Board (N.D.D.B)
2. 1970 National Dairy Development Board
3. 1973 other states of the country.

This study deals with the analysis as to how far the Operation Flood Programme, i.e. replicating the ANAND model programme of the N.D.D.B., is achieved in India.

This analysis depicts that the programme which was taken with a view to replicating the ANAND model has not achieved success throughout the country. Besides, this programme did not consider local geographical and socio-economic aspects at the time of copying ANAND model exactly. As a result, in many cases invested capital of Operation Flood Programme could not yield any favorable result.

According to Operation Flood Programme many Milk Producers’ Cooperatives have been formed in this vast country. For the benefit of detailed analysis, only two Co-operative Milk Producers’ Union Limited - The Kaira District (ANAND) Co- operative Milk Producers’ Union Limited and The Himalayan Co-operative Milk Producers’ Union Limited, have been taken into account.

In this analysis, problems have been discussed in three stages in three chapters. In the first stage growth and performance, in the second stage financial performance and in the last stage influence of Dairy Co-operative on rural economy has been discussed.

Manob K Bandyopadhyay, 1994, Uppal Publishing House New Delhi, Dairy co-operative rural development in India, ISBN 81-85565-53

Sapre Sharad Ganesh (2016) conducted research on the topic entitled “Study of the dairy industry in Pune”. He observed that Cooperatives Societies provided several benefits which included regular procurement, health care of animals, training, marketing, vaccination to animals, various subsidies, fodder seeds, income generating activities. The study was focused on following observations.

- Performance of Milk Co-operative in Pune Districts.
 - Various phases of Milk procurement
 - Evaluation of performance of various dairy
 - Adaptation of new technology
-

(Sapre Sharad Ganesh, 2016, Ph. D. thesis, “Study of the dairy industry in Pune , University of Pune)

Bhamare D.B. (1996) conducted research on the topic entitled “Co-operative Dairy Development in Maharashtra.” This is the general study in which efforts are taken for dairy development in Co-operative in Maharashtra like Worli, Aarey, Kurla and Mahananda dairies. The researcher has also found that after independence the successive Five Year Plans have made an increasing provision for development of Dairy industry in India. The objective was to promote milk production as an adjunct to farming with the view to increase the total agricultural production in Maharashtra. Considering the need for production processing, and manufacturing dairy products on scientific basis, trained personnel with various degree of specialization are required.

(Bhamare D. B., 1996, Ph. D Thesis, Co-operative dairy development in Maharashtra, University of Pune)

Raj Narayan (2014) conducted research on the topic entitled “Critical studies on hygienic production and distribution of cow milk in Pune” researcher has discussed various methods of storages and distribution of milk. The study enlightens on quality which is considered as a very crucial and an important part. He provided suggestions to various milk product brands categorized by the quality in market and had gained a standard among customers. Even goods with low prices can be considered as quality product if they meet market needs. He has provided guidelines and norms to dairy employees to maintain and focus on the following few major hygienic aspects under his study:

- ☐ Health issues
- ☐ Societal issues
- ☐ Personal issues, and
- ☐ Benefits offered, and strategies for work and work ethics.

(Raj Narayan, 2014, , Ph. D Thesis, Critical studies on hygienic production and distribution of cow milk in Pune, Mahatma Phule Krishi Vidyapeeth)

P. T. Gangasagare, L. M. Karanjkar and S. A. Kulkarni (2010) published research paper on “Role of Dairy Co-Operative Society for Improvement in Dairy Industry in Pune Region” The investigation was conducted to review the situation of dairying in Pune with the objectives to study various trends of milk production and socio-economic status of the dairy farmers. The survey work was carried out on 295 dairy farmers from the milk pocket area of eight districts of Pune region. Higher proportions of the dairy farmers were enjoying the benefits of co-operative societies. Twenty per cent dairy farmers believed in proper supply of quality feeds at subsidized rate, 74 per cent dairy farmers have availed the financial facility, 4 per cent get the technical advice from society and only dairy farmers satisfied with the purchase rate of milk of the society.

(P.T. Gangasagare, L.M. Karanjkar and S.A. Kulkarni,2010, Journal of Dairying, Foods and Home Sciences Volume : 29,Role of Dairy Co-Operative Society for Improvement in Dairy Industry in Pune Region)

Bhosale Dnyaneshwar Nivratti (2011) conducted research on the topic entitled “Studies on manufacture, packaging and preservation of paneer from mixed milk (cow and buffalo)”. Besides his work on manufacturing, packaging and preservation of paneer from mixed milk he has also provided suggestions on practices for collection of milk and suggested options for collection/preservation of milk at a farm. The focus of study is on transportation methods, organization of raw milk transport and preliminary testing of milk at plant. The study offers mechanization of paneer manufacturing/packaging processes through to avoid innovative approaches and integration with newly emerging technologies, Physico- chemical changes during manufacture and storage of Paneer.

(Bhosale Dnyaneshwar Nivratti, 2011, Ph. D. Thesis, Studies on manufacture, packaging and preservation of paneer from mixed milk (cow and buffalo), Mahatma Phule Krishi Vidyapeeth)

Mulmule M. G.⁴⁴ (1972) conducted research on the topic entitled “Economic problems of production of dairy products development of trade in Nagpur”. The investigation was conducted to review the situation of dairying in Marathwada with the objectives to study various trends of milk production and socio-economic status of the dairy farmers. The survey work was carried out for the milk pocket areas of eight districts of Marathwada region. About 59 per cent of the dairy farmers belong to general (unreserved) category, 25 per cent belonged to backward class and only 8 percent each were of SC and S.T. The landless dairymen equally contributed with dairymen having (large) land; 13 landless dairymen reported comparable lactation yield with 08 dairymen holding 10 hector land.

(Mulmule M. G., 1972, Ph.D. Thesis, Economic problems of production of dairy products development of trade in Nagpur, Rashtrasant Tukadoji Maharaj Nagpur University)

CHAPTER NO. 5

RESEARCH METHODOLOGY

➤ **Research Methodology**

Introduction:

In today's competitive world where cut-throat competition exists, everyone wants to know their position, their strength, weakness, opportunity & threats; so it is very essential to know to target the potential market, capture the market, evaluate and form the marketing strategies.

Today with modern changes in tastes, fashions, technology and higher standard of living, changing customer's needs and preferences, wants and desires and their high expectations for new and improved products have enforced the companies to bring new, modern and superior products in the market. For this every company must establish and evaluate new product development ideas and strategies.

Market survey is one of the most widely used Marketing Research Techniques.

Market survey is at times viewed as synonymous with market research. This is erroneous. It has to be understood clearly that market survey is just one of the techniques of marketing research and is not synonymous with marketing research. It is just one method of collecting the marketing information required for carrying out a given marketing research task. It is used if the required data is not available from the company's internal records and from external published resources. It amounts to original field research work for the purpose of collecting primary data.

The project holds great interest for us as consumer, as students and as marketers.

As consumer we benefit from insight into our own consumption related decision "what should buy & how should buy". As students, it is important for us to understand the internal & external influences that impel individuals to act in certain buying decisions.

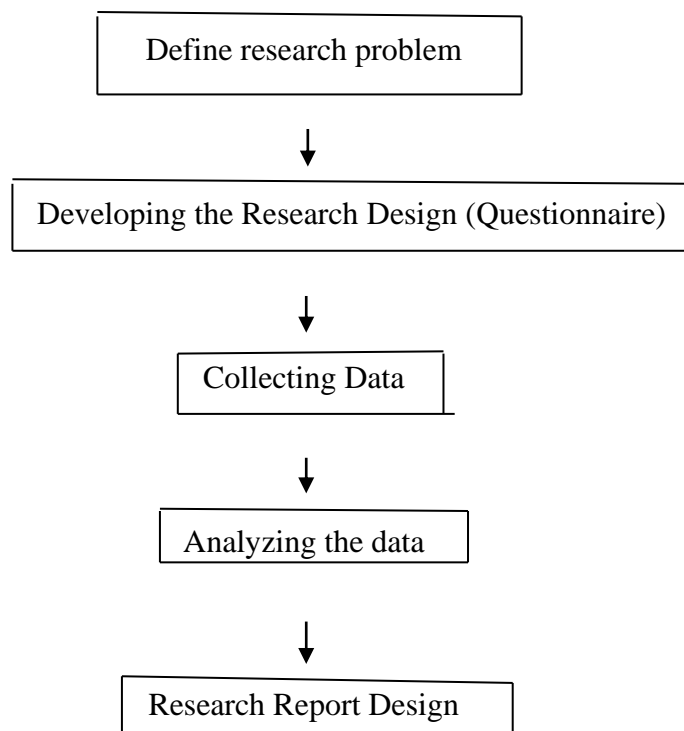
Major focus of the project was market development of Amul milk product and to find out the awareness, perception, satisfaction level and acceptance of the Amul milk product. Thus, this project helps the company in understanding the present and future requirement of retailers

and distributors. Also this project helps in understanding the distributors, retailers and customer's ideas about the product in the market. As we know distributors and retailers are the most important elements of the market, their ideas about the product and market survey will help the company in many ways taking into consideration its important factors of success.

➤ **ANALYTICAL TOOLS USED FOR ANALYZING DATA:**

Data was analysed with the help of TABLES, PIE-CHARTS, GRAPHS, etc. The parameter on which the analysis performed were Quality, Price, Technology, features, Pre-sales services, After- sales services and other such services provided by the company.

The detailed steps followed during project:



- **Design of the study:**

The study was mainly conducted in four steps;

- 1) Questionnaire formation
- 2) Survey and data collection
- 3) Analysis of the data
- 4) Preparation of Project Report

- **Market Research Process:**

Marketing research is a systematic and objective search and analysis of information relevant to the identification and solution of any problem in the field of marketing. The marketing research process begins with the recognition of a marketing related problems followed the information of objective of the study and methodology to be used this can be clearly understood from the flowchart of marketing research process. It includes:

A) Data collection

There is common misconception that the term 'data' refers to facts expressed in numerals. This misconception is due to the wrong way in which data have come to be associated with statistics. But all that the word data means is facts. Therefore 'collection of data' means the collection of facts about an object, situation or problems.

There are two sources of data collection,

viz., secondary and primary

❖ **Primary data collection:**

The primary data is collected by the following procedure

1. Pune zone is surveyed by questionnaire method covering almost every retail shop, milk selling outlet.
2. Problems and queries regarding distributor and/or delivery agent is consider while surveying.
3. Data is studied and analyzed.

❖ **Secondary data collection**

Secondary are those, which are collected originally by someone else for their own purpose and will be use by the researcher for this study. This form of data can be obtained through the various forms published data.

Tools for collecting secondary data:

- Reference work
- Information from distributors
- Amul's website

➤ **RESEARCH DESIGN**

There are three types of research

- i. Exploratory Research
- ii. Descriptive Research
- iii. Casual Research

We have used **“Descriptive research design”**

The basis of my research was primary data which I collected from 50 peoples i.e. sample size in the service centre through “Questionnaire”

B) Research Approaches

Primary information was collected by surveying the sample.

C) Research Instrument

For survey Questionnaire was prepared according to relevant data required to work on the objectives. Questionnaire included -

- i. Dichotomous questions,
- ii. Multiple choice,
- iii. Open ended questions.

D) Sampling Design

A sample is a true representative of the population. When population is very large, it is not possible physically & economically to meet every member in the population hence the samples are selected.

E) Sample selection

Each and every retailer surveyed in the area of Pune city.

F) Sample size

50 retailers surveyed.

➤ **Statistical Tool:**

Percentage Analysis: In this study the researcher has used the percentage analyses method. Percentage analyses are done to determine the percentage value for the entire different question used. Percentage is used for making comparison between two or more series of data.

$$\text{Percentage \%} = \frac{\text{No.of respondents}}{\text{Total no.of respondents}} \times 100$$

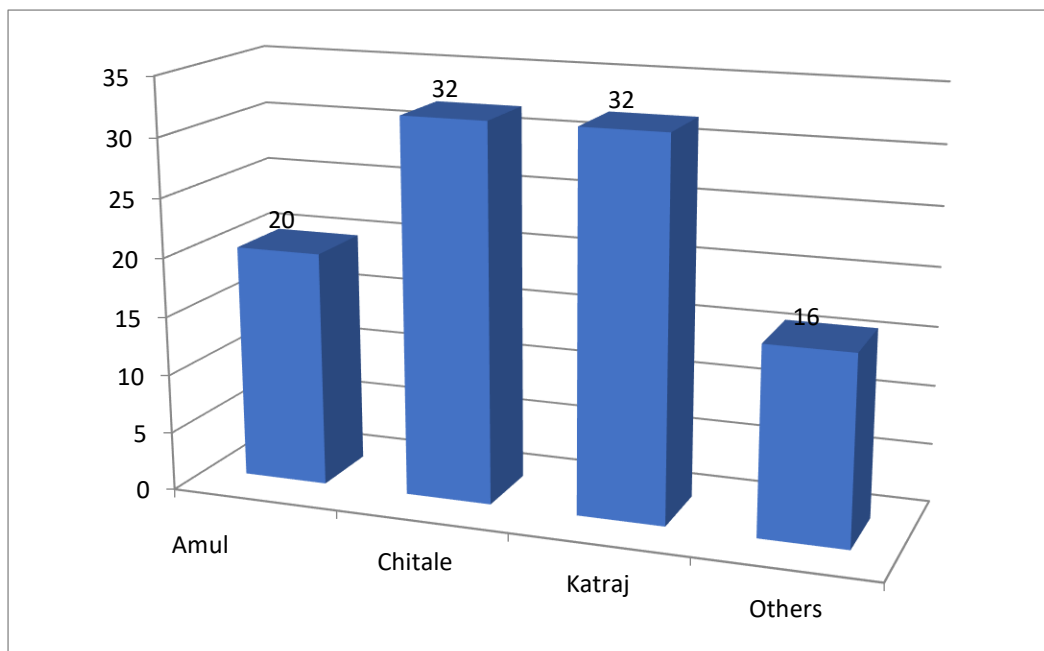
CHAPTER NO. 6

DATA INTERPRETATION

1. Which brands of milk do you sell in your shop?

- ☐ Amul ☐ Chitale
☐ Katraj ☐ Others

	Frequency	Percentage
Amul	10	20
Chitale	16	32
Katraj	16	32
Others	8	16
Total	50	100



INTERPRETATION:

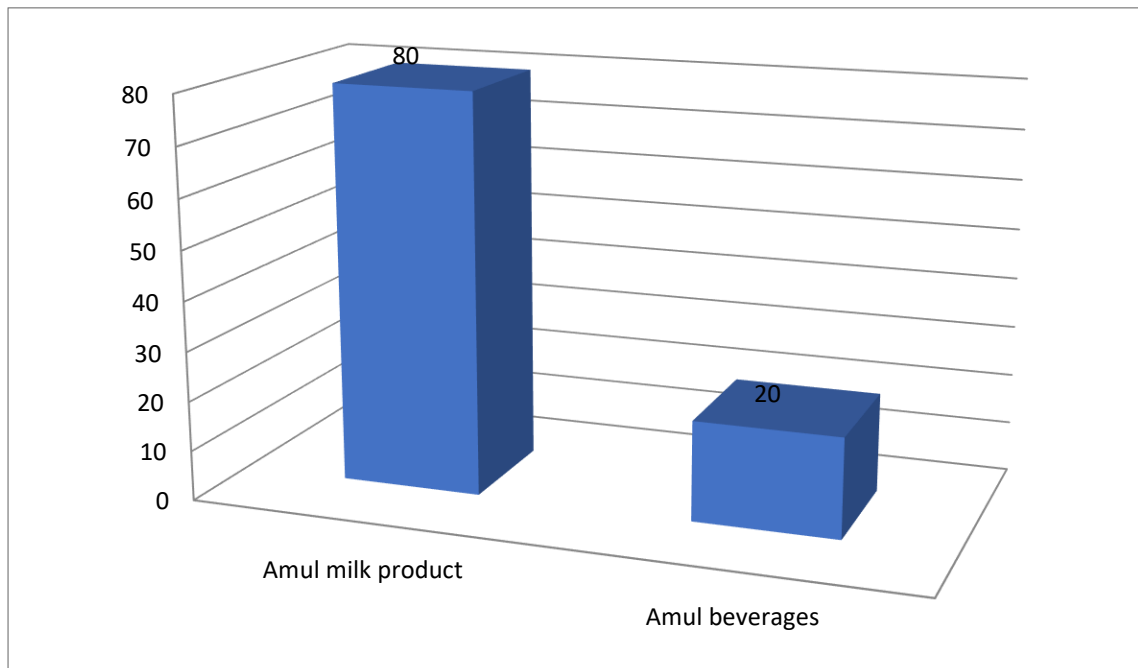
As we can see that most of the retailers sell local brands Chitale and Katraj. Others include Patil, Krishna and Gowardhan.

2. Which type of Amul products you usually keep in your shop?

☒ Amul milk product

☐ Amul beverages

	Frequency	Percentage
Amul milk product	40	80
Amul beverages	10	20
Total	50	100



INTERPRETATION:

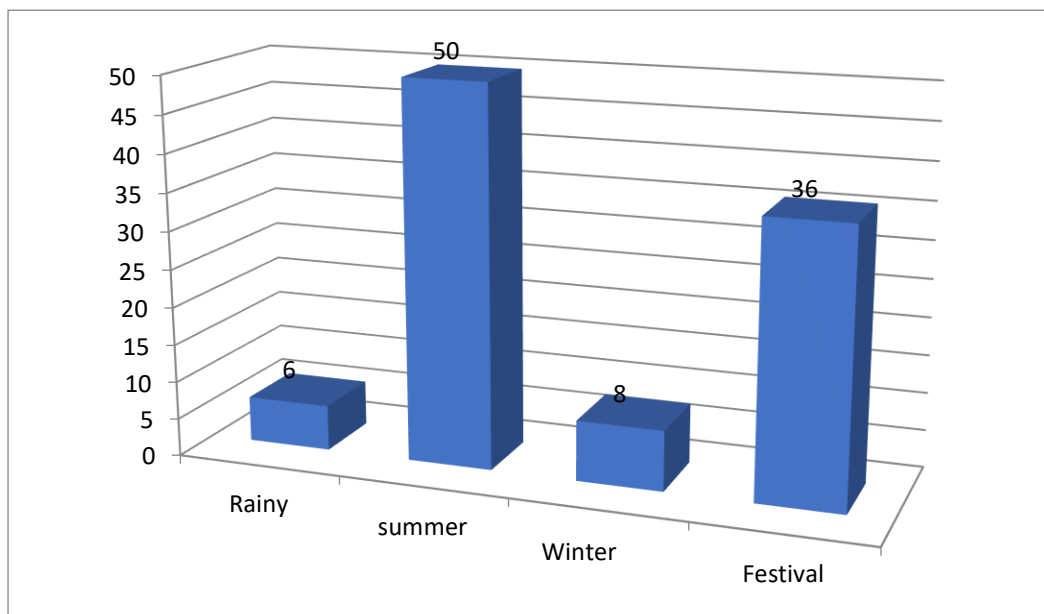
From the above graph we come to know that 80 percent retailers sells Amul milk product and 20 percent sells Amul beverages.

3. Do you find effective sale in a particular season?

☐ Rainy ☐ summer

☐ Winter ☐ Festival

	Frequency	Percentage
Rainy	3	6
summer	25	50
Winter	4	8
Festival	18	36
Total	50	100



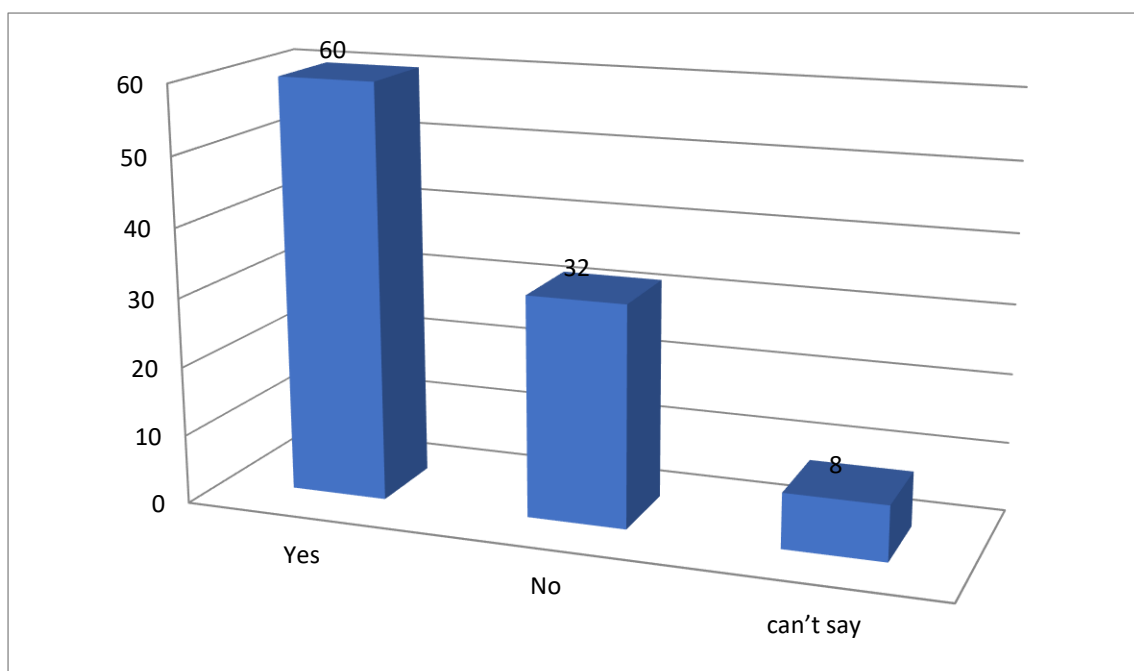
INTERPRETATION:

As we can see that the sell in summer and festival is high as compare to sell in rainy and winter .

4. Do you think better advertisement helps effective selling?

☐ Yes ☐ No ☐ can't say

	Frequency	Percentage
Yes	30	60
No	16	32
can't say	4	8
Total	50	100



INTERPRETATION:

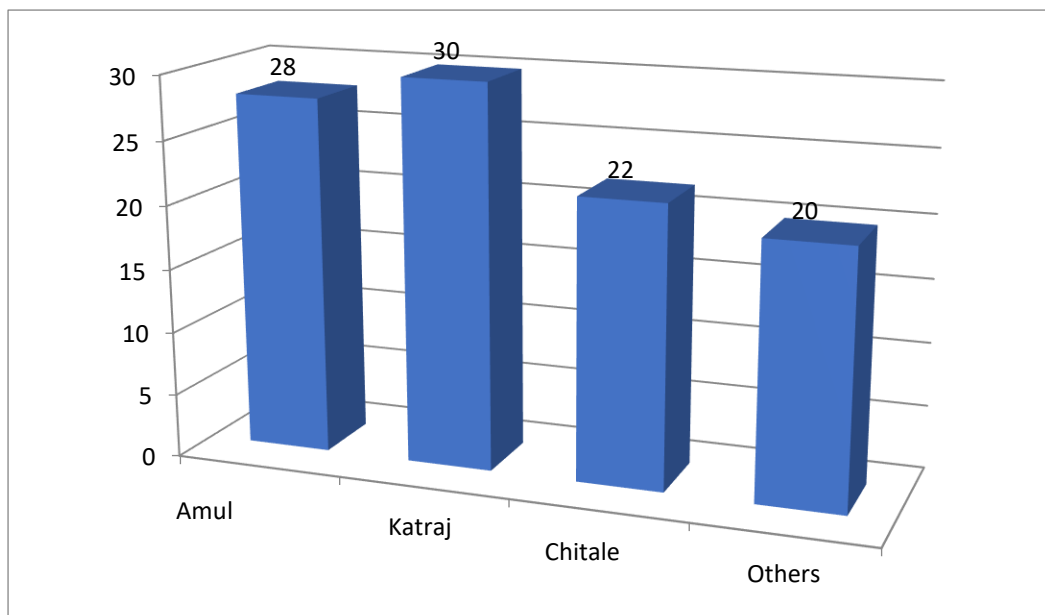
From the above graph we come to know that 8 percent retailers confused about effect of advertising but 60 percent retailers say yes that advertisement helps in effective selling .

5. Which Milk product do you prefer the most?

☐ Amul ☐ Katraj

☐ Chitale ☐ Others

	Frequency	Percentage
Amul	14	28
Katraj	15	30
Chitale	11	22
Others	10	20
Total	50	100



INTERPRETATION:

As we can see that retailers prefer relatively same milk product of Amul, Katraj, Chitale and others includes Patil, Gokul, Gowardhan milk products.

6. Why?

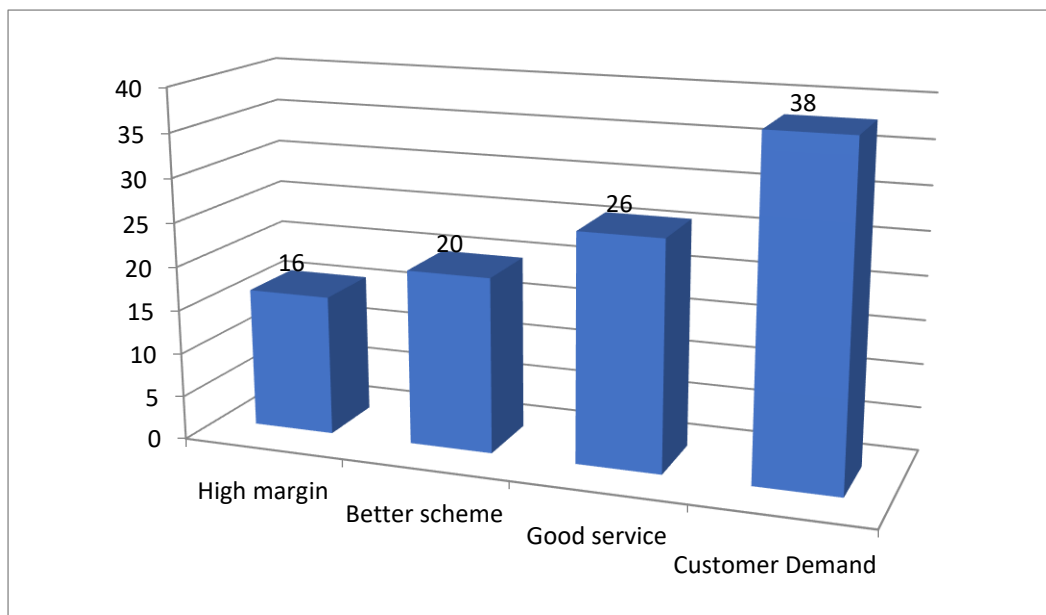
☐ High margin

☐ Better scheme

☐ Good service

☐ Customer Demand

	Frequency	Percentage
High margin	8	16
Better scheme	10	20
Good service	13	26
Customer Demand	19	38
Total	50	100



INTERPRETATION:

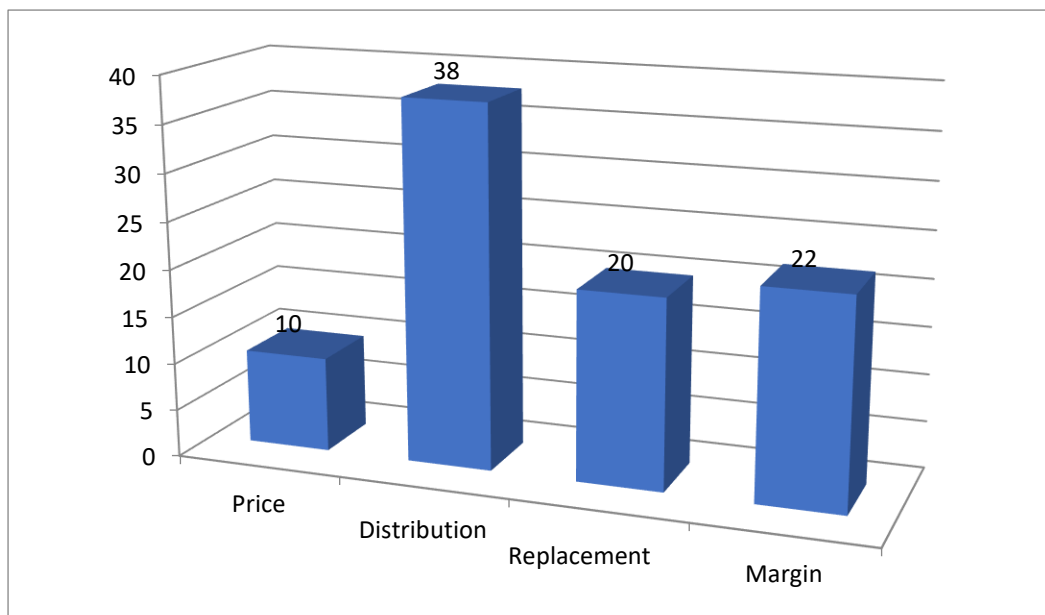
The reason behind why you prefer the particular product is 38 percent of Customer Demand, 26 percent of Good service, 20 percent of Better scheme and 16 percent of High margin.

7. What are the problems associated with the sale of Amul product ?

○ Price ○ Distribution

○ Replacement ○ Margin

	Frequency	Percentage
Price	5	10
Distribution	19	38
Replacement	15	30
Margin	11	22
Total	50	100



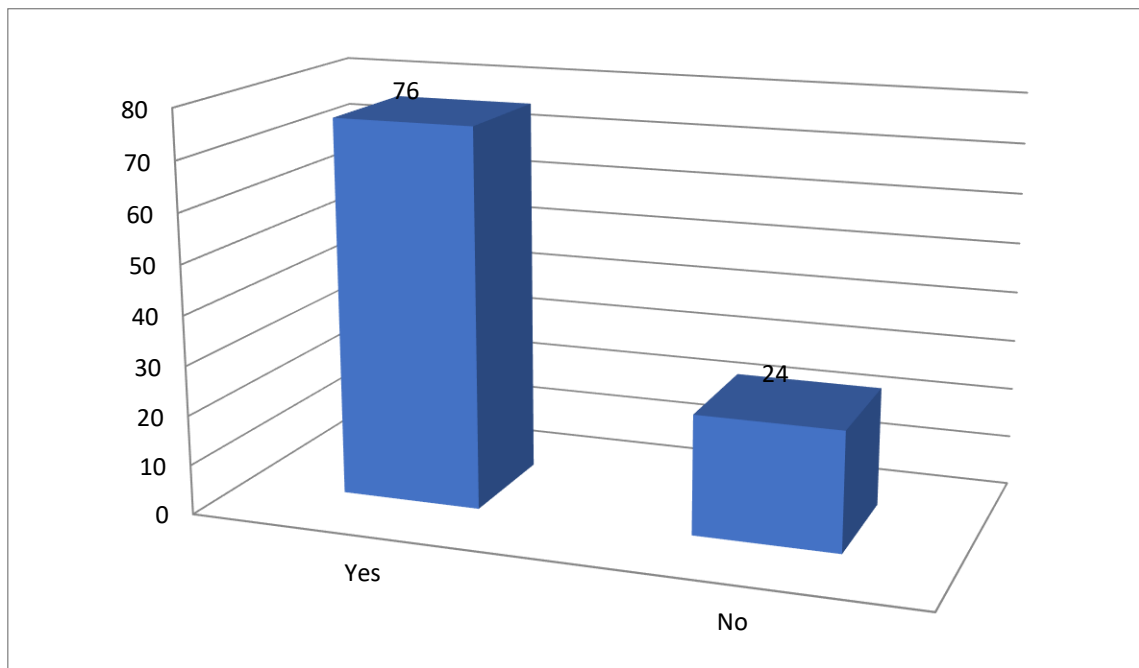
INTERPRETATION:

From the above graph we come to know that most of the problems associated with the sale of Amul product is Distribution and then replacement of product .

8. Whether the company provides any advertisement kit?

☐ Yes ☐ No

	Frequency	Percentage
Yes	38	76
No	12	24
Total	50	100



INTERPRETATION:

From the above graph we come to know that company provides advertisement kit to 76 percent retailers but also fails to provide advertisement kit to 24 percent retailers.

CHAPTER NO. 7

FINDINGS

➤ Findings

- Amul has done great to the extent that they are in market, but there are some threats for them.
- Amul has even never compromised with their products quality and that could be highlighted in their advertisements and corporate films to attract investors and customers.
- The sales of Amul product is average round the year.
- Prices of Amul products are reasonable as compare to competitors.
- The full varieties of Amul products are almost as par customers need.
- Retailers & Distributors are unsatisfied with margin structure of company and they are demanding more margin on Amul products
- People were highly satisfied with product quality of Amul.
- The main competitors of Amul are Chitale , Gokul , Katraj
- Distributors could not provide all type of varieties because of less stock.
- Many retailers demanding advertising material. However the company is unable to provide the same at all outlets.

CHAPTER NO. 8
SUGGESTIONS & LIMITATIONS

➤ **Suggestions**

- Company representative should arrange meetings with retailers & distributors and find satisfactory solution about margin structure of Amul product
- Small increase in margin percentage of Amul product will significance increase its market share with respect competitor.
- Appoint Proper distributor in particular area
- Company may consider the replacement on damage products (leakage bag) to avoid the losses of retailers.
- Focus on effective distribution.
- Distributors should provide all type of varieties
- Various schemes given to retailers may have simple & easy structure.

➤ **Limitations**

- Authenticity of data depends upon the willingness & ability of the respondent.
- Lack of proper experience in the part of researcher in conducting such studies in the past
- As organization works at national & international levels I have miss the opportunity to work with senior marketing team of the organization.
- Since a segment of market outlet was visited there was a mixed response from the retailer some were quite co-operative, some of them were indifferent some of them also provided biased information regarding to their sells position which may create certain problem while calculating the exact sells figure.

CHAPTER NO. 9
CONCLUSION

➤ Conclusion

Majority of the retailers are satisfied with the products because of its good quality, reputation, and availabilities but some of the retailers are not satisfied and they are going for local brands such as Katraj , Chitale because of margin and easily availabilities.

From the survey conducted it is observed that Amul Product has a good market share.

From the study conducted the following conclusions can be drawn. In order the dreams comes into reality and for. Turning liabilities into assets one must have to meet the needs of the customers.

The factors considered by the retailers before purchasing milk are freshness, taste, availability. Finally I conclude that, majority of the retailers are satisfied with the Amul milk and Milk products because of its good quality, reputation, availabilities. Some retailers are not satisfied with the Amul products because of high price, lack of dealer services and low margin etc. therefore, if slight modification in the marketing programmed such as dealers and outlets, promotion programmers, product lines etc., definitely company can be as a monopoly and strong market leader.

Amul has also to take care of its competitors into consideration and more importantly its customers before making any move.

CHAPTER NO. 10
BIBLIOGRAPHY

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- Survey Research Method- Charles Bobbie

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<https://www.amul.com>

<https://www.indiadairy.com>

<https://www.facebook.com>

<https://www.youtube.com>

APPENDIX

Retailers' questionnaire

Retailer's name : _____

Retailers shop name : _____

Retailers address Contact no. : _____

Age : _____

1. Which brands of milk product you sell in your shop?

☐ Amul ☐ Chitale

☐ Katraj ☐ Others

2. Which type of Amul products you usually keep in your shop?

☐ Amul milk product ☐ Amul beverages

3. Do you find effective sale in a particular season?

☐ Rainy ☐ summer

☐ Winter ☐ Festival

4. Do you think better advertisement helps effective selling?

☐ Yes ☐ No ☐ can't say

5. Which Milk product do you prefer the most?

☐ Amul ☐ Katraj

☐ Chitale ☐ Others

6. Why?

☐ High margin ☐ Better scheme

☐ Good service ☐ Customer Demand

7. What are the problems associated with the sale of Amul product ?

☐ Price ☐ Distribution

☐ Replacement ☐ Margin

8. Whether the company provides any advertisement kit?

☐ Yes ☐ No

9. Any suggestions or complaints regarding the product or distribution?
