

PROJECT REPORT

ON

“COMPARATIVE ANALYSIS OF AMUL AND NESTLE PRODUCTS ”

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
BACHELOR’S DEGREE IN BUSINESS ADMINISTRATION

SUBMITTED TO:

INTERNAL GUIDE

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DEHRADUN



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I am thankful to IMS UNISON UNIVERSITY, Dehradun and specially to School of Management who provided us the opportunity of carrying out the study. It is a moment of pleasure for us to acknowledge the help and support of those people who made us able to present this report for evaluation of “COMPARATIVE ANALYSIS OF AMUL AND NESTLE PRODUCTS”

Further, I extend our earnest thanks and gratefulness to my internal guide DR. PANKAJ MISHRA, ASSISTANT PROFESSOR, IMS UNISON UNIVERSITY, Dehradun for precious guidance and mentoring but for which my report here would not been so rewarding and fruitful.

I am also thankful to those who have helped us intellectually in preparation of this report directly or indirectly. At last it is my pious duty to record our heartiest gratitude to our parents and our family who taught first lessons of life and inspired us to face the hardships of life. At last, I would like to thank all our College friends for their love, faith and support.

SANDESH GYAWALI

DECLARATION

I hereby declare that this PROJECT REPORT entitled “COMPARATIVE ANALYSIS OF AMUL AND NESTLE PRODUCTS”. is a bona-fide work done by me for the award of degree of **‘BACHELOR OF BUSINESS ADMINISTRATION’** submitted to IMS Unison University. The results embodied in this report have not been submitted to any other University or Institution for the award of any Degree/Diploma Certificate or Published any time before.

Place: DEHRADUN

SANDESH GYAWALI

Date: 12/11/2021

IUU19BBA179

GUIDE CERTIFICATE

I have the pleasure in certifying that ' _____ ' is a bona-fide student of Semester-V of the Bachelor's Degree in Business Administration (Batch 2018-2021), of IMS Unison University, Dehradun.

Student has completed project work entitled " _____ " under my guidance.

I certify that this report is student's original effort and it has also not been submitted in any other Institute / University for the purpose of award of any Degree under my guidance.

This report fulfils the requirement of the curriculum prescribed by this University for the said course. I recommend this project report for evaluation & consideration for the award of Degree to the student.

Signature :

Name of the Guide :

Designation :

Date :

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INTRODUCTION

INTRODUCTION OF THE COMPANY

Amul means "priceless" in Sanskrit. The brand name "Amul" from the Sanskrit "Amoolya" was suggested by a quality expert in Anand. Variants, all meaning priceless are found in several Indian language. Amul products have been in use in millions of homes since 1946. Amul Butter, Amul Milk Powder, amul Ghee, Amul Spray, Amul Cheese, Amul chocolates, Amul Shrikhand, Amul Ice cream, Nutranmul, Amul Milk and Amulya have made Amul a leading food brand in India. Turnover Rs. 25 billion in 2002. Today Amul is a symbol of many things of high quality products sold at reasonable prices of the genesis of a vast co-operative network of the triumph of indigenous technology of the marketing savvy of a farmer's organization, and of a proven model for dairy development.

The revaluation started as awareness may the farmers that grew and matured into a protest movement and determination to liberate them. Over four decades ago the life of a farmer in Kaira district was like that of his counterpart anywhere also in India. Income from dairy was under pendable. Private traders and middleman controlled the marketing and distribution of milk. As milk is perishable, farmers were compelled to sell it for what every they were offered. In this situation, the one who gained was the private traders. Gradually the realization downed on the farmers that the exploitation by the traders could be checker do only if they marketed their product themselves. To do this they need some sort of organization this realization is what led to the establishment of Kaira District Cooperative Milk producer Union Limited (Popularly known as Amul), which was formally registered on December 14, 1946.

The Kaira Union started Pasteurizing milk for the Bombay milk scheme in June 1948. An assured market proved a great incentive to milk producers of the district by the end of 1948, more than 400 farmers joined in more village societies and the quantity of milk handled by union increase from 250 to 5000 liters per day.

As the movement spread in the district, it was found that the Bombay Milk Scheme could not absorb the extra milk collected by the Kaira union in summer when the production on an average was 2.5 times more than summer. Even by 1953, the farmer's embers have no assured market for the extra milk produced summer. The remedy was to setup a plant to process milk into products like butter and milk powder. A five Million Rupees Plant to manufacture milk powder and butter

was completed in 1955. In 1958 the factory was expanded to manufacture sweetened condensed milk. Two year later a new wing was added for manufacture of 25000 tons of roller derived baby food and 600 tons of cheese per year. This cheese was based on the formula developed with the assistance of Central Food Technology Research Institute (CFTRI), Mysore. It was the first time in world that baby food and cheese where made by buffalo milk on a large commercial scale. Another r milestone was the completion as a project to manufacture balanced cattle food. The plant was donated by OXFAM under the freedom from hunger campaign of the FAO.

To meet the requirement for defense the Kaira Union was asked by the Government of India in 1963 to setup additional drying capacity. A new dairy capable of producing 40 tons of milk powder and 20 tons of butter a day was speedily completed. It was declared open in 1965. Since then Amul has covered any miles on the road of success. Its members success of the federation can be estimated from the fact the income of the rural household of the Kaira district is being derived from dairying.

Now federation is India's largest food products marketing organization. It is a state level apex body of milk cooperative Gujarat. More that 12 districts cooperative milk producers union are its members, which include 11,132 villages societies. Federation has helped for the products they produce. More that 2.28 millions producer members are beneficent of the unions.

INFORMATION TECHNOLOGY INTEGRATION

At an early stage, federation recognized the IT excellence was essential to retaining our comparative edge. In the coming year federation will implement Virtual private network (VPN) connectivity to facilitate on line information exchange with business partners and monitoring production and sales in order to improve quality of services and an optimization of resources across supply points. As recognition of IT excellence federation has been selected for international CIO 100 Award. Federation has incorporated the cooperative logo to its web site www.amulcoop, which has enhanced the Amul brand across world, giving then another vital business.

EXPORTS

Export turnover of federation has grown up by 17% in terms of volume, total exports being more than 400 crore. Due to the subsidies allowed by European unions, the international prices were very low as a result export turnover in value terms has declined by 6%.

The union not only takes the responsibility of collecting and marketing the surplus milk but also provides member with every provisions that is required to enhance production. Thus Kaira union has full fledged machinery geared to provide animal health care and breeding facilities. The union has 16 mobile veterinary dispensaries are managed by fully qualified staff. All the visages are visited by monthly on predetermined day, to provide animal health care. A 24 hours emergency service is available at a fee Rs. 35 for members and Rs. 100 for non members. All the mobile vans are equipped with radio set.

The union runs a semen production center where it maintains high pedigreed Surti buffalo bulls, frees in a bulls, Jursy bulls etc. balanced feed concentrate is manufactured in unions cattle feed plant and sold to the members through societies at cost.

After discussing the origin and the actives of the federation now let's have a look on the current position of the federation at various ends.

MILK PROCUREMENT

Total milk procurement by the members has reached an average of 52.35 lakh kilogram per day from 47.32 in 2001-02.

SALES

Total sales for the year 2002 – 2003 were 2745.75 crores including consignment sales of Rs. 404.53 crores. During last year Amul Ice cream achieved second sales, with volume growth by 29 percent. UHT milk was a bonanza product whose growth was 56 percent in volume terms.

Despite of intense competition and a market recession, sales of Amul Butter grew by 7 percent and milk powder remains steady. This growth is particularly pleasing as it demonstrates its ability to resist MNC competition. New products like pannier, mithai mate, softy mix demonstrated their potential to become dominant brands.

Amul's long life UHT milk, has received a good response in UAE currently 50 tons per month of UHT is imported and sold. Amul is exploring the possibility of launching Amul Ice cream in gulf, the market demand for pizzas is also being surveyed. Amul butter

is also in high demand in foreign market currently around 250 tons of butter is imported per annum. Amul ghee being in foreign market from years, records close to 500 tons per annum.

With a view to increase the volume and facilitate trade Amul is planning to set warehouse this year, either at JAFZA or in Dubai city.

Gulf and West Asia is the largest overseas market for Amul products with UAE being the biggest buyer in the region.

RETAILING

Amul has opened utterly Delicious retail outlets across the country to enhance visibility and brand equity while making all Amul products available less than one roof in pleasant environment.

Parlors have been opened in Ahmedabad, Bangalore, Hyderabad, Delhi and Mumbai. Amul's commitment is to get close to the consumer with good quality, nutrient us ready to the food at value for money prices will continue, with the opening of more numbers of parlors across the country.

CO – OPERATIVE DEVELOPMENT PROGRAM

During last three years Amul's members unions have implemented an Internal Consultant Development (ICD) intervention, addressing the needs to strengthen the business of dairy farmer's members and dairy co-operative societies.

Recognizing that leaders are essential to face growing Challenges, federation has initiated a chairman and secretaries orientation program, held at Gandhi Nagar Nestle, which is focused on strengthening the leadership skills and values.

TOTAL QUALITY MANAGEMENT

In 1994, federation had embarked on the TQM (Total Quality Management). In 1999 it received Rajiv Gandhi Quality Award for the year.

More than 25000 Kaizen's (small improvement in work areas) were made by the employees of the federation indifferent areas. Workshops on SQC (Statistical Quality Control) have been conducted across the member dairies to achieved total quality in the production process.

OVERVIEW OF FMCG SECTOR IN INDIA

The Indian FMCG sector is the **fourth largest sector in the economy** with a total market size in excess of US\$ 13.1 billion. It has a strong MNC presence and is characterised by a well-established distribution network, intense competition between the organised and unorganised segments and low operational cost. Availability of key raw materials, cheaper labour costs and presence across the entire value chain gives India a competitive advantage.

The FMCG market is set to treble from US\$ 11.6 billion in 2003 to US\$ 33.4 billion in 2015. Penetration level as well as per capita consumption in most product categories like jams, toothpaste, skin care, hair wash etc in India is low indicating the untapped market potential. Burgeoning Indian population, particularly the middle class and the rural segments, presents an opportunity to makers of branded products to convert consumers to branded products. Growth is also likely to come from consumer 'upgrading' in the matured product categories. With 200 million people expected to shift to processed and packaged food by 2010, India needs around US\$ 28 billion of investment in the food-processing industry.

India is one of the largest emerging markets, with a population of over one billion. India is one of the largest economies in the world in terms of purchasing power and has a strong middle class base of 300 million. Around 70 per cent of the total households in India (188 million) resides in the rural areas. The total number of rural households is expected to rise from 135 million in 2001-02 to 153 million in 2009-10. This presents the largest potential market in the world. The annual size of the rural FMCG market was estimated at around US\$ 10.5 billion in 2006-07. With growing incomes at both the rural and the urban level, the market potential is expected to expand further.

Rural and urban potential

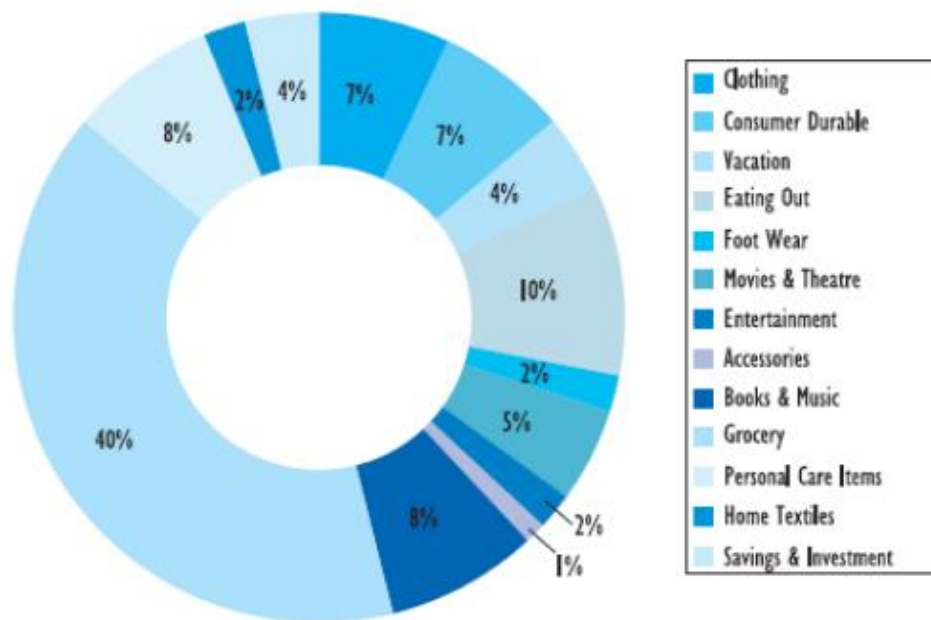
Rural-urban profile

	Urban	Rural
Population 2001-02 (mn household)	53	135
Population 2009-10 (mn household)	69	153
% Distribution (2001-02)	28	72
Market (Towns/Villages)	3,768	627,000
Universe of Outlets (mn)	1	3.3

Source: Statistical Outline of India (2012-13), NCAER

An average Indian spends around 40 per cent of his income on grocery and 8 per cent on personal care products. The large share of fast moving consumer goods (FMCG) in total individual spending along with the large population base is another factor that makes India one of the largest FMCG markets.

Consumption pie



Source: KSA Technopak Consumer Outlook 2004.

Change in the Indian consumer profile

Consumer Profile

	1999	2001	2006
Population (millions)	846	1,012	1,087
Population < 25 years of age	480	546	565
Urbanisation (%)	26	28	31

Source: Statistical Outline of India 2012-13

Rapid urbanisation, increased literacy and rising per capita income, have all caused rapid growth and change in demand patterns, leading to an explosion of new opportunities. Around 45 per cent

of the population in India is below 20 years of age and the young population is set to rise further. Aspiration levels in this age group have been fuelled by greater media exposure, unleashing a latent demand with more money and a new mindset.

FMCG Category and products

Category	Products
Household Care	Fabric wash (laundry soaps and synthetic detergents); household cleaners (dish/utensil cleaners, floor cleaners, toilet cleaners, air fresheners, insecticides and mosquito repellents, metal polish and furniture polish).
Food and Beverages	Health beverages; soft drinks; staples/cereals; bakery products (biscuits, bread, cakes); snack food; chocolates; ice cream; tea; coffee; soft drinks; processed fruits, vegetables; dairy products; bottled water; branded flour; branded rice; branded sugar; juices etc.
Personal Care	Oral care, hair care, skin care, personal wash (soaps); cosmetics and toiletries; deodorants; perfumes; feminine hygiene; paper products.

IMPORTANCE OF THE STUDY

Being student of MBA it is very essential for me to have a practical knowledge in an organization. Only to study business administration course knowledge is not the solution of the problems, which arise in practical field. There is a certain formula for any particular problem, but the aim of this study is to develop the ability of decision making. A right decision at right time and right place itself helps an organization to run smoothly.

This study gives an idea of all marketing activities. So the way a problem is solved right decision making and knowledge of different types of making activities give much importance to the study. Only in two month training it was not possible to understand it so deeply, but an overall idea could be developed.

BRIEF HISTORY OF THE ORGANIZATION

THE AMUL HISTORY

In the 1940s, in the district of Kaira of the State of Gujarat, India, a unique experiment was conducted that became one of the most celebrated success stories of India. At that time, in Gujarat, milk was obtained from farmers by private milk contractors and by a private company, Polson's Dairy in Anand, the headquarters of the district. The company had a virtual stranglehold on the farmers, deciding the prices both of the procured as well as the sold milk. The company arranged to collect, chill and supply milk to the Bombay Milk Scheme, which supplied milk to the metropolis of Bombay, and to cities in Gujarat, Polson's Dairy also extracted dairy products such as cheese and butter. Polson's Dairy exploited its monopoly fully; the farmers were forced to accept very low prices for their products, and the decisions of the company regarding the quality and even the quantity of the milk supplied by the farmers were final.

In 1946, inspired by Sardar Vallabhbhai Patel, a local farmer, freedom and social worker, named Tribhuvandas Patel, organised the farmers into co-operatives, which could procure milk from the farmers, process the milk and sell it in Bombay to customers including the Bombay Milk Scheme. Purely by chance, in 1949, a mechanical engineer named Verghese Kurien, who had just completed his studies in engineering in the USA, came to India and was posted by the Government of India to a job at the Dairy Research Institute at Anand.

Settling down in Anand was hardly a part of his career plans; however, a meeting with Tribhuvandas Patel changed his life and changed India's dairy industry. What Mr. Patel requested of Dr. Kurien was hardly to bring about such a revolution. All he wanted was help in solving various problems with bringing into working order some of the equipment just purchased by his co-operative, especially the chilling and pasteurising equipment. These items of equipment malfunctioned, leading to the rejection of large quantities of milk by the Bombay Milk Scheme.

Dr. Kurien's involvement with the Kaira District Co-operative Milk Producers' Union Limited (KDCMPUL; the registered name of the co-operative) grew rapidly. Initially he merely provided technical assistance in repairing, maintaining and ordering new equipment but subsequently he became involved with the larger sociological issues involved in organising the farmers into co-

operatives and running these co-operatives effectively. He observed the exploitation of farmers by the private milk contractors and Poison's Dairy, and noted how the co-operatives could transform the lives of the members. The most important feature of these co-operatives is that they run purely as farmer's co-operatives, with all the major decisions being taken by the farmers themselves. The co-operatives are not 'run' by a separate bureaucracy with vested interests of its own; the farmers are truly in charge of their own decisions. Any farmer can become a member by committing to supply a certain quantity of milk for a certain number of days in a year and shall continue to be a member only if he keeps up this commitment.

Each day, the farmers (or actually, in most cases, their wives and daughters) bring their milk to the village collection centers where quantity of milk is checked in full view of all and quality (milk fat content) is checked using a simple device, again in full view of all. The farmers are paid in evening for the milk they supplied in the morning, and in the morning for the evening's milk. This prompt settlement in cash is a great attraction to the farmers who are usually cash starved. Thanks to the above system, there are no disputes regarding quantity or quality of the milk supplied by each farmer. It was soon realized that it was not enough to merely act as the collection and selling for the farmers. A variety of support services were also required to enable the farmers continue selling milk of adequate quality and to avoid disasters such as the death of their cattle (of a family owning just one or two cattle and depending on its/their milk for their income, death of cow could indeed be a disaster). The farmers were progressively given new services such as veterinary care for their cattle, supply of good quality cattle feed, education on better feeding of cattle and facilities for artificial insemination of their cattle. All these were strictly on payment basis; none of services were free. This experiment of organizing farmers into co-operatives was one of the most successful interventions of India. A very loyal clientele was built up who experienced prosperity on a scale they could not have dreamt of 10 years earlier. With good prices paid for their milk, raising milch cattle could become a good supplementary source of revenue to many households.

The co-operatives were expanded to cover more and more areas of Gujarat and in each area, a network of local village level co-operatives and district level co-operatives were formed on a pattern similar to that at Anand (the so called Anand Pattern). In 1955, KDCMPUL changed its name to Anand Milk Union Limited, which lent itself to a catchy abbreviation, Amul, which meant priceless in Sanskrit. The word was also easy to pronounce, easy to remember and carried a wholly

positive connotation. It became the flagship brand name for the entire dairy products made by this union.

In 1954, Amul built a plant to convert surplus milk produced in the cold seasons into milk powder and butter. In 1958, a plant to manufacture cheese and one to produce baby food were added-for the first time in the world, these products were made from buffalo milk. Subsequent years saw the addition of more plants to produce different products. Starting from a daily procurement of 250litres in 1946, Amul had become a milk giant with a large procurement base and a product mix that had evolved by challenging the conventional technology.

In his visit to Anand in 1965, the then Prime Minister of India, Lal Bhadur Shastri, was impressed by what he saw-a system that procured, processed and delivered high quality milk to distant markets cost efficiently. Shastri could also see the difference that the income from milk had made to the standard of living of farmers in the area.

What impressed him the most was that Amul had done all this without Government assistance in market contrast to number of Government sponsored dairy programmes that were doing poorly in terms of procuring and marketing good quality milk and boosting farmer's incomes. Shastri asked Dr. Kurien to replicate Anand's success all over India.

A pattern similar to the Anand Pattern was to be built in otherstates of India. This was carried out under a programme launched by the Government of India, entitled "Operation Flood". The operation was a body formed by the Government of India with this specific objective co-ordinated by the National Dairy Development Board (NDDB), a body formed by the Government of India with this specific objective.

COMPANY PROFILE

GUJARAT COOPERATIVE MILK MARKETING FEDERATION **GCMMF: AN OVERVIEW**

Gujarat Cooperative Milk Marketing Federation (GCMMF) is India's largest food products marketing organization. It is a state level apex body of milk cooperatives in Gujarat which aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money.

Members:	12 district cooperative milk producers' Union
No. of Producer Members:	2.28 million
No. of Village Societies:	11,132
Total Milk handling capacity:	6.7 million liters per day
Milk collection (Total - 2007-08):	1.86 billion liters
Milk collection (Daily Average 2007-08):	5.08 million liters
Milk Drying Capacity:	510 metric Tons per day
Cattle feed manufacturing Capacity:	1450 Mts per day

OBJECTIVES AND BUSINESS PHILOSOPHY OF GCMMF

The main stakeholder of GCMMF is the farmer member for whose welfare GCMMF exists. GCMMF states that its main objective is the carrying out of activities for the economic

development of agriculturists by efficiently organizing marketing of milk and dairy produce, veterinary medicines, vaccines and other animal health products, agricultural produce in raw and/or processed form and other allied produce.

GCMMF aims to market the dairy and agricultural products of co-operatives through:

- Common branding
- Centralized marketing
- Centralized quality control
- Centralized purchases, and
- Efficient pooling of milk

GCMMF has declared that its business philosophy is as follows:

- To serve the interests of milk producers and
- To provide quality products that offer the best value to consumers for money spent

PLANTS :

- First plant is at ANAND, which engaged in the manufacturing of milk, butter, ghee, milk powder, flavored milk and buttermilk.

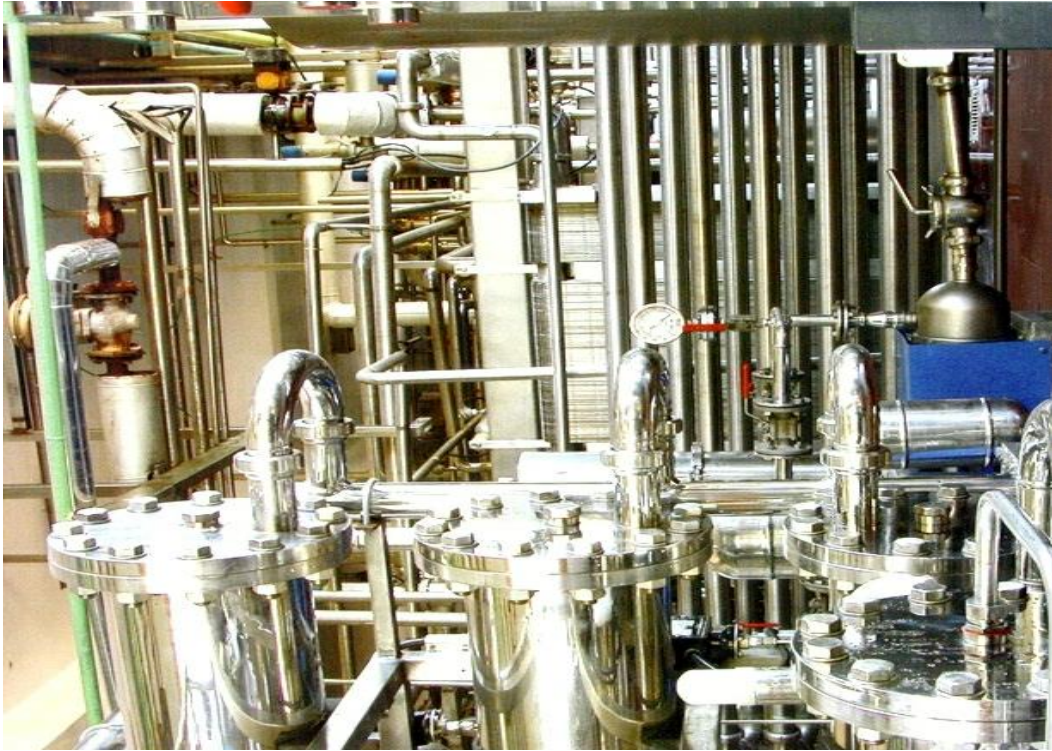


Second plant is at **MOGAR**, which engaged in manufacturing chocolate, nutramul, Amul Ganthia and Amul lite.



Third plant is at Kanjari, which produces cattelfeed.

Fourth plant is at Khatraj, which engaged in producing cheese.



Today, twelve dairies are producing different products under the brand name Amul. Today Amul dairy is no. 1 dairy in Asia and no. 2 in the world, which is matter of proud for Gujarat and whole India.

INFORMATION TECHNOLOGY INTEGRATION

At an early stage, federation recognized the IT excellence was essential to retaining our comparative edge. In the coming year federation will implement Virtual private network (VPN) connectivity to facilitate on line information exchange with business partners and monitoring production and sales in order to improve quality of services and an optimization of resources across supply points. As recognition of IT excellence federation has been selected for international CIO 100 Award. Federation has incorporated the cooperative logo to its web site

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EXPORTS :

Export turnover of federation has grown up by 17% in terms of volume, total exports being more than 400 crore. Due to the subsidies allowed by European unions, the international prices were very low as a result export turnover in value terms has declined by 6%.

The union not only takes the responsibility of collecting and marketing the surplus milk but also provides member with every provisions that is required to enhance production. Thus Kaira union has full fledged machinery geared to provide animal health care and breeding facilities. The union has 16 mobile veterinary dispensaries are managed by fully qualified staff. All the visages are visited by monthly on predetermined day, to provide animal health care. A 24 hours emergency service is available at a fee Rs. 35 for members and Rs. 100 for non members. All the mobile vans are equipped with radio set.

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After discussing the origin and the actives of the federation now let's have a look on the current position of the federation at various ends.

RETAILING :

The concept of Amul parlors initiated in 2002 has come a long way and has today, evolved into the most visible face of brand Amul. The network of more than 4000 parlors in almost all major towns of the country bears testimony to the fact that the model is hugely scalable and inherently sustainable. This retailing initiative has not only enabled us to interface directly with consumer, it has also helped us in our endeavor to reduce middle-men from the supply chain.

The addition of more than 2000 parlors during the current year is largely attributed to our channel partners i.e. our wholesale distributors who have embraced the concept by starting their own parlors and also motivated franchises to create parlors for meaningful employment.

The relentless focus on expansion of Amul parlors is now paying us rich dividends. The retailing business alone fetched us a sales turnover of more than Rs.200 Crores during the current year. Moreover, these parlors also provide us with an effective platform to introduce all the innovative products that we launch, every year.

We have also made giant strides forward in reaching out to millions of railway commuters by setting up more than 50 Amul stalls across major railway stations of the country. The Indian Railways have also recognized our efforts and with active support from IRCTC, we plan to set up another 300 railway parlors during the coming year.

Ice-cream scooping parlors, the latest addition to the retailing revolution are yet another blockbuster from the house of Amul. We expect to add 200 more parlors in the coming year.

Taking cue from the success of our parlors, commitment from our sales team and all our channel partners dealing in milk, ice-cream and dairy products; we plan to take the total tally of Amul parlors to 10000 by adding 6000 parlors during the coming financial year.

DISTRIBUTION NETWORK:

Over a period of time we have built unique capabilities of distributing Ambient, Chilled, Frozen and Fresh products simultaneously through our versatile distribution highways. Today, 3500 Distributors for Value added milk products, 1800 Distributors for Fresh Milk, ensure that Amul Products are available to all segments of consumers in India through more than 2 Million outlets.

To enhance further efficiency in distribution, two key initiatives have been taken during the year. Firstly, we expanded competency based distribution by inducting about 300 Distributors having expertise in servicing specific market segments and secondly, we are poised to divide the value added product lines amongst three sets of Distributors to cater to the same market. This is going to give us more and more competitive advantage.

In Federation, our distributor is considered to be the real Marketing Manager. To update them with modern marketing concept a workshop on Marketing and Sales Management is being conducted in collaboration with a premier business school. So far, 1100 Distributors have been benefited from this workshop.

SLDP (Self Leadership Development Programme) for Distributor is another major initiative taken during the year primarily with objective of training them to implement TQM at their and at the retailer level. This will ultimately serve to bring all Stake holders under common platform in Strategic Planning Process of the Organization and to develop Self Leadership amongst each individual Distributor.

Our Amul Yatra Programmes ensure that our every new distributor and other business partners visit Anand to get an exposure to our co-operative structure, our culture as well as our operational systems and processes. The initiative continued this year as well and so far, about 7400 Distributors and other business associates have visited Anand on Amul Yatra.

CO-OPERATIVE DEVELOPMENT PROGRAM :

During last three years Amuls members unions have implemented an Internal Consultant Development (ICD) intervention, addressing the needs to strengthen the business of dairy farmer's members and dairy co-operative societies.

Recognizing that leaders are essential to face growing Challenges, federation has initiated a chairman and secretaries orientation program, held at Gandhi Nagar Nestle, which is focused on strengthening the leadership skills and values.

During the year, Member Unions continued to implement the module on Vision Mission Strategy (VMS) for primary milk producer members & Village Dairy Cooperatives. Facilitated by specially trained consultants, 736 Village Dairy Cooperative Societies (VDCS) have conducted their Vision Mission Strategy Workshops, prepared their Mission Statements & Business Plans for next five years. Till today total 6012 VDCS have prepared their mission statement and Business plan.

Member unions are reviewing this business plan every year under VMS annual revisit programme and facilitate VDCS to prepare action plan for next year to propel the momentum gained through VMS.

In order to strengthen knowledge and skill base of young girls and women of the villages about milk production management; Federation, with technical collaboration and resources of Anand Agriculture University, has initiated “Mahila Pashupalan Talim Karyakram” for women resource persons of the member unions and during the year, 486 women resource person have been trained under this programme.

Clean Milk Production :

For strengthening infrastructure for quality and clean milk production and to install Bulk Milk Coolers at VDCS, our member unions have submitted project proposals to Department of Animal Husbandry, Dairying & Fisheries, (DP Section), Ministry of Agriculture, Government of India. Under the project, Government of India has already sanctioned financial assistance of more than Rs. 28 crore and our member unions have already received financial assistance of more than Rs. 11.36 crore.

Continuing the cleanliness drive at village level, till March 2009, our Member Unions have identified & imparted training to 9479 corore groups formed of milk producers and Management of the VDCS. To enhance the level of Cleanliness this year, 7956 VDCS celebrated Red Tag Day on “Gandhi Jayanti” - 2nd October and the Unions also awarded best performing VDCS.

Fertility Improvement Program:

The Board of Directors of Federation, considering a long term vision for reducing infertile animal from their milkshed, decided to implement Fertility Improvement Programme (FIP) from year 2007-08. The FIP concept has an integrated design to overcome animal nutritional, gynecological, and animal health related problems.

To implement FIP, milk unions have deployed 44 FIP teams of veterinary consultants and they are working in 1960 villages. In the first year they have registered 72904 and in second year they have registered 70435 “Non Pregnant Not Calved Even Once” and “Non-pregnant Dry” milch cattles and buffaloes under FIP, out of which 52272 milch animals has become pregnant. FIP is being monitored through www.amul.org.in. FIP has helped milk producers to convert their unproductive

milch animals to productive one and also by adopting scientific animal husbandry practices they are earning more at less cost.

SUSTAINABLE ECOLOGICAL DEVELOPMENT:

With a target of planting three trees per member, our member unions celebrated 61st year of Independence, 15th August 2008 in a unique way and our members have planted 52.74 lakh sapling across 21 districts of Gujarat. During last two years, our members have planted more than 71.65 lakh trees and demonstrated their commitment towards preserving and contributing to improvement of the environment. For this activity, we have received “Good Governance award” from “Srishti” during year 2007 as well as 2008.

TOTAL QUALITY MANAGEMENT :

In 1994, federation had embarked on the TQM (Total Quality Management). In 1999 it received Rajiv Gandhi Quality Award for the year.

More than 25000 Kaizen's (small improvement in work areas) were made by the employees of the federation indifferent areas. Workshops on SQC (Statistical Quality Control) have been conducted across the member dairies to achieved total quality in the production process.

ORGANIZATIONAL STRUCTURE OF GCMMF

GCMMF is a lean organization, a strategy that is believed to provide it with a cost advantage. At its headquarters in Anand, four General Managers (GMs) and four Assistant General Managers (AGMs) assist the Managing Director (MD). The four AGMs look after the functions of marketing, systems, co-operative services and technical projects, respectively. The four GMs are in charge of marketing (dairy products), Human Resources Development and Marketing (Dhara and new business), finance and quality assurance, respectively.

The whole country is divided into five zones, each headed by a zonal manager responsible for the sales of all products within his zone. These managers report to the MD but functionally each also reports to the various AGMs/GMs at the headquarters. There are 50 sales offices spread across the country (of which only two are in Gujarat); a sales manager heads each office and is assisted by sales officers and field salespersons. The entire country has been represented in this structure. GCMMF has one overseas office in Dubai.

BOARD OF DIRECTORS

Gujarat co-operative Milk Marketing Federation Limited, Anand, India registered under Gujarat co-operative societies Act-1961.

Dr. V. Kurien (Chairman)

B. M. Shrlvyas (Managing Director)

Representative –

Dr. Amrita Patel (National Dairy Development Board, Anand)

Registrar –

Sri R. M. Joshi (Co-operative Society Gujrat State, Gandhi Nagar)

Bankers –

Bank of Baroda, State Bank of India

Kaira District Central Co-operative Bank Ltd.

Auditors –

S. R. Batliboi & Co. (Chartered Accountant)

The list of all Chairmen of various Co-operatives is given on next page.

CHAIRMAN

Sri Ramesh Bhai P. Patel	Kaira District Co-operative Milk Producers Union Ltd. Anand
Sri Motibhai R. Chaudhary	Mehsana District Co-operative Milk Producers Union Ltd. Mehsana
Sri Govindbhai P. Patel	Sabarkantha District Co-operative Milk Producers Union Ltd. Himmat Nagar
Sri Pratibhai G. Bhatol	Banaskantha District Co-operative Milk Producers Union Ltd. Palanpur
Sri Narendra Bhai M. Patel	Baroda District Co-operative Milk Producers Union Ltd. Baroda
Sri Manubhai A. Patel	Surat District Co-operative Milk Producers Union Ltd. Surat
Sri Bhupendra Singh P. Solanki	Panchmahal District Co-operative Milk Producers Union Ltd. Godhra
Sri Sureshbhai Bharwad	Ahemdabad District Co-operative Milk Producers Union Ltd. Ahemdabad
Sri B. B. Bambhania	Raikot District Co-operative Milk Producers Union Ltd. Raikot
Sri Moghambhai M. Desai	Valsad District Co-operative Milk Producers Union Ltd. Alipur
Sri Prahladbhai M. Patel	Bharuch District Co-operative Milk Producers Union Ltd. Bharuch
Sri Dhasarathnath N. Patel	Gandhi Nagar District Co-operative Milk Producers

PERFORMANCE OF PRODUCT & SERVICES

AMUL means "priceless" in Sanskrit. The brand name "Amul," from the Sanskrit "Amoolya," was suggested by a quality control expert in Anand. Variants, all meaning "priceless", are found in several Indian languages. Amul products have been in use in millions of homes since 1946. Amul Butter, Amul Milk Powder, Amul Ghee, Amulspray, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a leading food brand in India. (Turnover: Rs. 25 billion in 2002). Today Amul is a symbol of many things.

- Of high-quality products sold at reasonable prices
- Of the genesis of a vast co-operative network
- Of the triumph of indigenous technology
- Of the marketing savvy of a farmers' organization, and
- Of a proven model for dairy development

Bread Spreads:



Amul Butter

Utterly Butterly
Delicious



Amul Lite

The low at Fat
Bread Spread

Powder Milk:



Amul Spray Infant Milk Food

Still, Mother's
Milk is Best for
your baby



Amul Instant Full Cream Milk Powder

A dairy in your
home

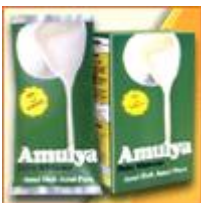


Sagar Skimmed Milk Powder

Which is especially
useful for diet
preparations or for
use by people on
low calorie and
high protein diet.



Sagar Tea Coffee Whitener



Amulya Dairy Whitener

The Richest, Purest Dairy Whitener

Fresh Milk:



Amul Fresh Milk

This is the most hygienic milk available in the market. Pasteurized in state-of-the-art processing plants and pouch-packed for convenience.



Amul Gold Milk



Amul Taaza



Slim and Trim



Fresh Cream



Chocolate Milk



Flavoured Milk

Cheese:



[Amul Pasteurized Processed Cheese](#)

100% Vegetarian
Cheese made from
microbial rennet



[Amul Cheese Spreads](#)

Tasty Cheese
Spreads in 3 great
flavors.



[Amul Emmental Cheese](#)

The Great Swiss
Cheese from
Amul, has a sweet-
dry flavor and
hazelnut aroma



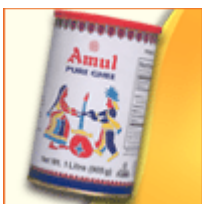
[Amul Pizza Mozzarella Cheese](#)

Pizza
cheese...makes
great tasting
pizzas!



[Gouda Cheese](#)

For Cooking:



[Amul / Sagar Pure Ghee](#)

Made from fresh
cream. Has typical
rich aroma and



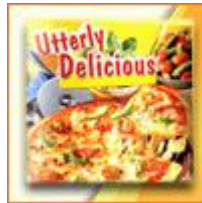
[Cooking Butter](#)

granular texture.
An ethnic product
made by diaries
with decades of
experience.



[Amul Paneer](#)

Ready to cook
paneer to make
your favorite
recipes!



[Utterly Delicious Pizza](#)



[Mithai Mate](#)

Sweetened
Condensed Milk -
Free flowing and
smooth texture.
White to creamy
color with a
pleasant taste.



[Masti Dahi](#)



[Masti Soups](#)

Desserts:



[Amul Ice Creams](#)

Premium Ice
Cream made in
various varieties



[Amul Shrikhand](#)

A delicious treat,
anytime.

and flavors with
dry fruits and nuts.

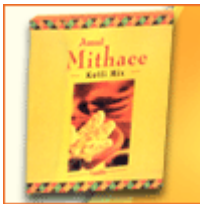


[Amul Mithaee Gulab Jamuns](#)

Pure Khoya Gulab
Jamuns...best
served piping hot.



[Gulab Jamun Mix](#)



[Kulfi Mix](#)



[Amul Chocolates](#)

The perfect gift for
someone you love.

Healthy Drink:



[Nutramul](#)

Malted Milk

Food made from
malt extract has the
highest protein
content among all
the brown beverage
powders sold in
India.

LIST OF PRODUCTS MARKETED:

Bread spreads:

- Amul Butter
- Amul Lite Low Fat Bread spread
- Amul Cooking Butter

Cheese Range:

- Amul Pasteurized Processed Cheddar Cheese
- Amul Processed Cheese Spread
- Amul Pizza (Mozarella) Cheese
- Amul Shredded Pizza Cheese
- Amul Emmental Cheese
- Amul Gouda Cheese
- Amul Malai Paneer (cottage cheese) Frozen and Tinned
- Utterly Delicious Pizza

Mithaee Range (Ethnic sweets):

- Amul Shrikhand (Mango, Saffron, Almond Pistachio, Cardamom)
- Amul Amrakhand
- Amul Mithaee Gulabjamuns
- Amul Mithaee Gulabjamun Mix
- Amul Mithaee Kulfi Mix

UHT Milk Range:

- Amul Taaza 3% fat Milk
- Amul Gold 4.5% fat Milk
- Amul Slim-n-Trim 0% fat milk
- Amul Chocolate Milk
- Amul Fresh Cream

- Amul Snowcap Softy Mix
- Amul Taaza Double Toned Milk

Pure Ghee:

- Amul Pure Ghee
- Sagar Pure Ghee
- Amul Cow Ghee

Infant Milk Range:

- Amul Infant Milk Formula 1 (0-6 months)
- Amul Infant Milk Formula 2 (6 months above)
- Amulspray Infant Milk Food

Milk Powders:

- Amul Full Cream Milk Powder
- Amulya Dairy Whitener
- Sagar Skimmed Milk Powder
- Sagar Tea and Coffee Whitener

Sweetened Condensed Milk:

- Amul Mithaimate Sweetened Condensed Milk

Fresh Milk:

- Amul Taaza Toned Milk 3% fat
- Amul Gold Full Cream Milk 6% fat
- Amul Shakti Standardised Milk 3% fat
- Amul Smart Double Toned Milk 1.5% fat

Curd Products:

- Amul Masti Dahi (fresh curd)
- Amul Butter Milk
- Amul Lasse

Amul Ice creams:

- **Royal Treat Range** (Rajbhog, Cappuchino, Chocochips, Butterscotch, Tutti Frutti)
- **Nut-o-Mania Range** (Kaju Drakshi, Kesar Pista, Roasted Almond, Kesar Carnival, Badshahi Badam Kulfi, Shista Pista Kulfi)
- **Utsav Range** (Anjir, Roasted Almond)
- **Simply Delicious Range** (Vanilla, Strawberry, Pineapple, Rose, Chocolate)
- **Nature's Treat** (Alphanso Mango, Fresh Litchi, Anjir, Fresh Strawberry, Black Currant)
- **Sundae Range** (Mango, Black Currant, Chocolate, Strawberry)
- **Millennium Ice cream** (Cheese with Almonds, Dates with Honey)
- **Milk Bars** (Chocobar, Mango Dolly, Raspberry Dolly, Shahi Badam Kulfi, Shahi Pista Kulfi, Mawa Malai Kulfi, Green Pista Kulfi)
- **Cool Candies** (Orange, Mango)
- **Cassatta**
- **Tricone Cones** (Butterscotch, Chocolate)
- **Megabite Almond Cone**
- **Frostik** - 3 layer chocolate Bar
- **Fundoo Range** - exclusively for kids
- **SlimScoop Fat Free Frozen Dessert** (Vanilla, Banana, Mango, Pineapple)
- **Health** : Isabcool

Chocolate & Confectionery:

- [Amul Milk Chocolate](#)
- [Amul Fruit & Nut Chocolate](#)
- [Amul Éclairs](#)

Brown Beverage:

- Nutramul Malted Milk Food

Milk Drink:

- Amul Shakti Flavoured Milk

Ready to Serve Soups:

- Masti Tomato Soup
- Masti Hot & Sour Soup

BACKGROUND

Current business scenario is passing through a marketing era. Consequently there is faster business development because of liberalization and improving economic environment. At present companies are struggling to improve their market dominance and visibility. In order to survive during present competitive environment companies are trying to grab a larger market share.

Growing liberalization and business favorable environmental changes have brought about enormous business opportunities for the companies. In various sectors and commodities, share the business is growing.

As a student of marketing management it is advisable to understand the various interactive marketing forces. One of the significant indicator understanding the influence of marketing forces on companies is the market share achieved by a company. Therefore the project undertaken has given me an opportunity to study the creation of market share of AMUL in India.

AMUL PASTEURISED BUTTER

The largest selling brand of butter in India made from fresh cream. Marketed since last four decades. It is made in the most modern, state – of – the – art plant and meets AGMARK standards. Considered as a basic and essential requirements by housewives, it is used to enhance the taste of various dishes like Dosas, Parathas, Omelettes, Pizzas, Pav Bhaji and on Bread.

It is available in different packs:-

100 gm

500 gm

110 x 9.1 gm

200 gm

AMUL LITE BREAD SPREAD

A delicious butter substitute, low in fat, low in Cholesterol, it is the perfect way to a healthy breakfast. Most suitable for health conscious people as it has low fat content and Cholesterol.

It is available in: -

200 gm

AMUL PROCESSED CHEESE

Made from rich creamy milk, 100% vegetarian ingredients, it makes delicious sandwiches, pav bhaji pizzas and can be used in your favorite recipes. Amul Processed Cheese is prepared using fully ripened Cheddar Cheese, which gives a unique taste, texture and mellowness.

It is available in: -

8 x 25 gm Chiplet

200 gm Slice

200 gm Tin

AMUL CHEESE SPREAD

Made from a special formulation, 100% vegetarian, it is delicious in sandwiches, chapattis and parathas. It is also used to enhance the taste of a whole range of products like filling of Burgers, Salads, Pakodas and host of other dishes. Available in 3 flavors – plain, garlic and pepper.

It is available in: -

200 gm Pepper

200 gm Plain

200 gm Garlic

AMUL PIZZA CHEESE

The only genuine Mozzarella cheese made with state – of – the – art technology, for the first time in India.

Due to its stretch ability, it's ideal as a pizza topping.

When baked along with pizzas, it melts uniformly and spreads evenly.

It is available in: -

250 gm

AMUL CHEESE POWDER

Not only is it the only brand of cheese available in India, it is also the only form of cheese which doesn't require refrigeration.

Being high in fat, protein and mineral content, it is very nutritious.

Thanks to a slip – on lid, the tin can be reused for storing other ingredients.

Cheese powder is the most convenient form of using cheese. It can impart the desired cheesy flavour to any dish such as Soup, Salads, Baked dishes, Pastas, Dosas etc.

It is available in : -

200 gm

AMUL MALAI PANEER

The first branded and frozen paneer. Made from rich Amul milk to make it extra malaidar.

It is available in: -

100 gm

200 gm

1 kg

AMUL NUTRAMUL

It has the highest protein content among brown beverage powders in India. Makes hot and cold milk beverages for children and adults. It confirms to BIS Quality standards.

It is available in: -

500 gm

AMUL MITHAEE

Made from fresh khoa, Maida and sugar to give it a softer, smoother and richer texture. The highest standards of hygiene are maintained at our state – of – the- art plant. Available in ‘Easy Open’ tins, which are convenient and can be opened anytime, anyplace.

It is available in: -

500 gm

1 kg

AMUL MITHAI MATE

Richer, whiter, free flowing condensed milk. Available in a new easy to open can. The product quality meets BIS standards.

It is available in: -

200 gm

7.5 kg

SAGAR SKIMMED MILK POWDER

Its low calorie, high protein content is ideal for diet preparations. Also used for making curd and lassi. The product remains fresh since it is vacuum packed.

It is available in: -

200 gm

500 gm

1 kg

AMUL CHOCOLATE

In a range of variety of flavors, they make an ideal gift or treat for someone you love. It is the only chocolate, which comes in an attractive cardboard foil packaging. It is the first milk chocolate similar to real Swiss chocolates and melts at mouth temperature.

It is available in: -

Milk, fruit & Nut 20 gm

Milk Slab 18 gm

Badambar 35 gm

AMULSPRAY

It reconstitutes into the most wholesome, nutritive milk for infants. Marketed in India since 30 years and is India's single largest selling infant food brand.

It is available in: -

200 gm

500 gm

1 kg

AMUL PURE GHEE

Made from fresh cream, it is rich and ideal for Indian food preparations like Parathas, Dosas, Idlis and for making sweets. Meets AGMARK special grade quality standard. Attractive multi – color packing catches the attention of all segments of consumers.

It is available in: -

500 gm

1 ltr

1 kg

2 kg

5 kg

AMUL MILK POWDER

High in fat content it's ideal for reconstituting milk, in tea and coffee and for making curd, lassi and Indian desserts. It is vacuum packed so that it remains fresh for a long time.

It is available in: -

500 gm

SAGAR PURE GHEE

Traditionally grainy in texture, it enhances the flavour of Indian cooking.

Its excellent aroma reminds of the home made Ghee.

Meets AGMARK special grade quality standard. Hygienically manufactured and hermetically packed for longer shelf – life.

It is available in: -

500 gm

1 kg

2 kg

5 kg

AMULYA DAIRY WHITENER

India's largest selling dairy whitener. It mixes instantly for making tea, coffee. Milk beverages, breakfast cereals and sweets. It is made from best quality milk using state – of – the – art technology. Amulya comes in pouch, refill and tin packaging and sizes ranging from 50 gm to 25 kg.

It is available in: -

50 gm

200 gm

500 gm

AMUL EMMENTAL CHEESE

Preferred by cheese lovers across the world, Emmental is the authentic Swiss cheese; popularly known as ‘The Cheese with Holes’. Enjoy it with crackers, crispies, croissants and wine. It’s the exquisite cheese for exquisite occasions.

It is available in: -

200 gm

AMUL MITHAEE

Quick and easy to make, Amul Gulab Jamun Mix promises you great quality at best price, with gulab jamuns so delicious and so soft, they’ll melt in your mouth.

It is available in: -

200 gm



Nestlé S.A. (/ˈnesleɪ, -li, -əl/;[citation needed] French: [nɛslɛ]) is a Swiss multinational food and drink processing conglomerate corporation headquartered in Vevey, Vaud, Switzerland. It is the largest food company in the world, measured by revenue and other metrics, since 2014.[4][5][6][7][8] It ranked No. 64 on the Fortune Global 500 in 2017[9] and No. 33 in the 2016 edition of the Forbes Global 2000 list of largest public companies.[10]

Nestlé's products include baby food, medical food, bottled water, breakfast cereals, coffee and tea, confectionery, dairy products, ice cream, frozen food, pet foods, and snacks. Twenty-nine of Nestlé's brands have annual sales of over 1 billion CHF (about US\$1.1 billion),[11] including Nespresso, Nescafé, Kit Kat, Smarties, Nesquik, Stouffer's, Vittel, and Maggi. Nestlé has 447 factories, operates in 189 countries, and employs around 339,000 people.[12] It is one of the main shareholders of L'Oreal, the world's largest cosmetics company.[13]

Nestlé was formed in 1905 by the merger of the "Anglo-Swiss Milk Company", established in 1866 by brothers George and Charles Page, and "Farine Lactée Henri Nestlé", founded in 1867 by Henri Nestlé.[14] The company grew significantly during the First World War and again following the Second World War, expanding its offerings beyond its early condensed milk and infant formula products. The company has made a number of corporate acquisitions, including Crosse &

Blackwell in 1950, Findus in 1963, Libby's in 1971, Rowntree Mackintosh in 1988, Klim in 1998, and Gerber in 2007.

The company has been associated with various controversies, facing criticism and boycotts over its marketing of baby formula as an alternative to breastfeeding in developing countries (where clean water may be scarce), its reliance on child labour in cocoa production, and its production and promotion of bottled water.

Nestlé milk



Nestlé a+ Nourish Milk comes with the goodness of Calcium and Protein. Undergoes 61 stringent quality checks to ensure high quality milk for your family undergoes unique flash heat treatment to preserve nutrients. Toned Milk Fortified with Vitamin A&D. UHT treated toned milk, contains no added preservatives.

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Oliver, 1981: Definitions of customer satisfaction have been widely discussed from the view of many researchers and organizations who increasingly desire to measure it. A group of researchers of the Center for the Study of Social Policy (2007) conceptualize that satisfaction is based on the customer's experience of both contact with the organization (the moment of truth) and personal outcomes. According to these researchers, satisfaction can be experienced in a variety of situations and connected to both goods and services. To another extent, these researchers defined satisfactions as a "highly personal assessment" that is greatly influenced by "individual expectations". This definition views "individual" element as powerful force to create satisfaction. Likewise, many researchers (Oliver, 1981; Brady and Robertson, 2001) conceptualize customer satisfaction as an individual's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations.

Boulding et al., 1993: Whereas, Boulding et al., (1993) and Yi and La (2004) conclude satisfaction into two general conceptualizations: transaction-specific satisfaction and cumulative satisfaction. Transaction-specific satisfaction is a customer's evaluation of his or her experience and reactions to a particular service encounter (Cronin and Taylor, 1992; Boshoff and Gray, 2004). Cumulative satisfaction refers to the customer's overall evaluation of the consumption experience to date (Jones and Suh 2000). Because customer satisfaction is highly variable assessment individuals do based on their experiences with specific features of products and services they receive, it makes sense for servicing organizations to involve customer satisfaction measurement as their meaningful benchmark for development.

Corrin and Taylor, 1992: Many researches have realized the interrelated values of service quality and customer satisfaction. Corrin and Taylor (1992) consider that service quality and customer satisfaction "share a close relationship". Service quality is the key to measure user satisfaction (Pitt et al., 1995). Taylor and Baker (1994) and Rust and Olivier (1994) identified several factors that

precede customer satisfaction. They argued that there are 5 antecedents that contribute to satisfaction: clear understanding of customer needs and expectations, perceived value, service quality, internal satisfaction and complaint management. This research showed that Service quality is one major attribute of satisfaction.

Olivier, 1993: It is said by Olivier (1993) that service quality is a casual antecedent of customer satisfaction, due to the fact that service quality is viewed at transactional level and satisfaction is viewed as an attitude. Dabholkar et al. (1996) reported that the service quality divisions are related to overall service quality and or customer satisfaction. Fornell et al., (1996) expressed that satisfaction is a consequence of service quality.

Boulding et. al., 1993: To another extent, other researches suggested that in service field service quality and customer satisfaction (also called the “construct”) are separate but distinct constructs. (Boulding et. al., 1993). They argued that service quality has specific dimensions judgments while customer satisfaction can be resulted from any dimension, whether or not it is quality related. They report that expectations for quality are based on ideals or perceptions of excellence, whereas customer satisfaction assessment comprise by non-quality issue such as needs, equity, perceptions of fairness etc.,

From the review of literature it can be inferred that performance of service delivery can result in level of customer satisfaction.

Chen, Gupta and Rom, 1994: The service sector is expanding at an increasing rate and is becoming intensely competitive (Chen, Gupta and Rom, 1994). As such, service quality becomes pivotal across all business units of an organization. Corporate now pay appropriate attention to continuously revisit their service quality system in order to improve approaches their organizations using to serve customers. However, defining and measuring quality in services might be difficult due to intangible nature of service offering. SERVQUAL model developed by extensive research

by Parasuraman et. al. (1985, 1988 and 1991) has been carried out widely to measure service quality in many sectors.

Parasuraman, 1985: Early research done by Parasuraman et al. realized that determinants of Perceived service quality comprise of 02 elements of expected service and perceived service. This discrepancy is illustrated by Service Quality Gap. This gap is displayed in A “Gaps” Model in Service Quality as follows:

- **Gap 1:** This gap appears when there is discrepancy between Customer Expectations and Management Perceptions of Customer Expectations. Reasons creating this gap are because the servicing organizations don't have sufficient marketing research, or there is inadequate use of marketing research, lack of interaction between management and customers, or there is insufficient communication between contact employees and managers.
- **Gap 2:** appears when there is discrepancy between Management Perceptions of Customer Expectations and Service Quality Specifications. This gap exists when the company management is not committed to service quality. Or even when they are committed, but they lack of formal process to set up the service quality goals, and there is inadequate standardization of tasks to implement the promises. It also happens the managers don't have the perception of infeasibility to the areas that customer expectations can't be met.
- **Gap 3:** occurs when there is differentiation between Service Quality Specifications and Service Delivery. This gap might be originally caused by lack of team work, poor employees, poor technology, lack of appropriate compensation system, role conflict among contact employees or role ambiguity among contact employees.
- **Gap 4:** happens when there is discrepancy between Service Delivery and External Communications to Customers. If a Sales person fails to communicate with customers the service quality properly, it may cause to create the gap. Poor advertising of the organization service quality also fail ways of customers approach. Big organizations are likely to commit this mistake if there are differences between policies and procedures across the branches and departments.

- **Gap 5:** exists when there is distinction between Customers' Service Expectations and Customers' Service Expectations. Parasuraman used this gap to measure service quality in his approach.

Initially in their research, Parasuraman *et.al.* (1985) established a model based on dimensions of service quality that customers use to assess the service. There are 10 potentially overlapping dimensions: tangibles, reliabilities, responsiveness, communication, creditability, Security, competence, courtesy, understanding/knowing the customer and access.

- **Tangibles:** include the physical evidence of the service: physical facilities, appearance of personnel, tools or equipment used to provide the service, physical presentations of the service such as plastic ATM cards or bank statements.
- **Reliabilities:** involve consistency of performance dependability. It means that the firm performs the service right the first time. It also means that the firm honors its promises. Especially it involves first call resolution, and following up ATM card delivery on designated time to customers.
- **Responsiveness:** concerns the willingness or readiness of employees to provide service. It involves timeliness of service: emailing forms of registration to customers immediately, calling the customer back quickly, or giving prompt service (cooperating with other personnel quickly to solve customers problems)
- **Communication:** means keeping customers informed in language they can understand and listen to them. It may mean that the company has to adjust its language for different consumers – increasing the level of sophistication with a well-educated customer and speaking and plainly with a novice. It involves speaking English with foreign customers, explaining the service correctly and assuring the consumers that problem will be handled right away by authorized persons.
- **Creditability:** involves trustworthiness, believability, and honesty. It involves having the customer's best interests at heart. Contributing to credibility includes company name, reputation, and personal characteristic of contact agents.

- ***Security***: is the freedom from danger, risk or doubt. It involves physical safety while doing transaction at ATM, or financial security (Can I trace where my credit card was used) and confidentiality (Are my dealings with the bank private?)
- ***Competence***: means possession of the required skills and knowledge to perform the service. It involves knowledge and skill of the agents, and research capabilities of the organization.
- ***Courtesy***: involves politeness, respect, consideration, and friendliness of agents, their sweet voices and helpful attitudes.
- ***Understanding/knowning the customer***: involves making the efforts to understand the customer's needs. It involves: learning the customer's specific requirements, providing individualized attention (say customer name while communicating) or recognizing the regular customers
- ***Access***: involves approachability and ease of contact. It means: the service is easily accessible by telephone (lines are not busy and they do not put you on hold), waiting time to receive service, convenient hours of operation, convenient location of service facility (location of bank branches, or ATM)

Babakus and Boller, 1992: This model was applicable to any servicing organization in any industry. There were intensive debate regarding this model, as noted by Babakus and Boller (1992)¹, there is a need to develop industry-specific measures of service quality. This is

BIBLIOGRAPHY

particularly important from a managerial perspective (Shemwell and Yavas, 1999). Because many of the questions in existing instruments (notably SERVQUAL batteries) intended to be applied

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2. www.anulindia.com

across situations/services just do not apply in a specific context and force researchers to drastically alter the items (Babakus and Boller, 1992; Babakus and Mangold, 1992; Carman, 1990; McAlexander et al., 1994). Thus, instead of taking an existing instrument and trying to fit it to the context, a better approach is to develop an instrument specifically for the focal service. (Parasuraman *et. al.*, 1988, 1990). Afterwards, the 10 dimensions were reduced to five by:

- ***Tangibles***: Appearance of physical facilities, equipment, personnel, and communication materials.
- ***Reliability***: Ability to perform the promised service dependably and accurately.
- ***Responsiveness***: Willingness to help customers and provide prompt service.
- ***Assurance***: Knowledge and courtesy of employees and their ability to inspire trust and confidence.
- ***Empathy***: Caring, individualized attention the firm provides its customers.

In a speech given at University of Miami (2004), Parasuraman revised the SERVQUAL model items into 21- item scale that are covered in 5 dimensions that customers can receive from specific servicing company.

OBJECTIVES OF STUDY

Objectives of study

The following would be the objectives of the study:

1. To compare various products of amul and Nestle Milk products
2. To analyze customer preference between products of amul and Nestle Milk products
3. To find consumer satisfaction level of respondents regarding Amul Milk and Milk products in Dehradun
4. To measure the degree of awareness and level of customer satisfaction of Amul Milk and Milk products among people of Dehradun
5. To find out the customer satisfaction as regards to Amul Milk and Milk products available in Dehradun
6. To compare Amul Products with other brands

HYPOTHESIS TEST

HYPOTHESIS TEST

A questionnaire was constructed for the survey. A questionnaire consisting of a set of questions was presented to Indian tourists for their answers. Type of scaling technique is used- likert scale. Some of the questions are open-ended and some are close-ended. Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of highlighting useful information, suggesting conclusions, and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains. The analysis is being done with the tool like SPSS. It provides with a broad range of capabilities for the entire analytical process output, helps us to share results with others using a variety of reporting methods.

Statement of Hypothesis	Sample mean (\bar{x})	Standard deviation Of the Sample(σ)	Hypothesis Status
The composition of Amul milk and other products is the best <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.2667	1.08066	H_0 Rejected
Nutritional Information of Amul milk and other products is the highest <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	3.9333	1.36289	H_0 Rejected

Shelf Life of Amul milk and other products is the longest <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	3.8667	1.45586	H_0 Rejected
Storage condition of Amul milk and other products is the best <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.6000	.77013	H_0 Rejected
Amul provides the highest range of products <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.4333	.93526	H_0 Rejected
Are you satisfied with the price of milk and other products of Amul $H_0 \leq 2.5$ <ul style="list-style-type: none"> • $H_1 > 2.5$ 	3.9667	1.09807	H_0 Rejected
The price of Amul milk and other products is reasonable <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.1000	.88474	H_0 Rejected
Amul milk and other products is of various qualities and price so as to cover the need of various people <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.4333	.89763	H_0 Rejected

The price of Amul milk and other products is worth its value <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.8333	.37905	H_0 Rejected
The quality of Amul milk and other products is the best <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.4667	.57135	H_0 Rejected
Amul milk and other products contains Zero Cholesterol <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.5333	.50742	H_0 Rejected
Amul milk and other products contains Virtually zero bacteria <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.5667	.50401	H_0 Rejected
Amul milk and other products are Easy to carry and use while traveling <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.5333	.62881	H_0 Rejected
Amul milk and other products have Tamper evident packing <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.3333	.75810	H_0 Rejected
Amul milk and other products reduces Heart & Blood Pressure related problems	3.8333	1.08543	H_0 Rejected

<ul style="list-style-type: none">• $H_0 \leq 2.5$• $H_1 > 2.5$			
-----------------------------------------------------------------------------------------------------------------	--	--	--

Amul milk and other products help in maintaining good Health & in maintaining adequate weight <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	3.5000	1.27982	H_0 Rejected
Amul milk and other products help People undergoing Fitness sessions <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.1000	1.24152	H_0 Rejected
Amul milk and other products help in overall development of the body. <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.5333	.50742	H_0 Rejected
The packaging of Amul milk and other products is the best <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.9333	.25371	H_0 Rejected
The milk and other products of Amul do not get damaged due to good packing <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.8667	.34575	H_0 Rejected

Shelf Life of Amul milk and other products is one of the highest <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.9000	.30513	H_0 Rejected
Tetra packing helps to keep Amul milk bacteria free <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.8667	.34575	H_0 Rejected
The price of Amul milk and other products is less than the price Nestle <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	2.6000	1.52225	H_0 Rejected
The quality of Amul milk and other products is better than that of Nestle <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.7667	.43018	H_0 Rejected
Shelf Life of Amul milk and other products is better than that of Nestle <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.5000	.50855	H_0 Rejected

Product Application of Amul milk and other products is the widest <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.5000	.57235	H_0 Rejected
Are you satisfied with the quality of milk and other products of Amul <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.2000	1.18613	H_0 Rejected
Are you satisfied with the packaging of milk and other products of Amul <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.0667	1.25762	H_0 Rejected
Are you overall satisfied with the milk and other products of Amul <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.2333	1.19434	H_0 Rejected
Customer satisfaction level of Nestle products is less than Customer Satisfaction level of Amul Milk products. <ul style="list-style-type: none"> • $H_0 \leq 2.5$ • $H_1 > 2.5$ 	4.2667	1.04826	H_0 Rejected

RESEARCH DESIGN AND SAMPLING & THEORETICAL MODEL

Research Design and sampling & Theoretical model

Amul has a very vast market share in pouch milk Industry and it is good for the company that the other company presence as well as local made pouch milk is very less in present.

In future company wants to maintain of share in this segment. It will emphasize mainly to areas.

1. Competition Analysis
2. Consumer buying behavior.

An in order to do same a detailed study needed to be conducted. The same was conducted in following manner.

NATURE OF DATA

There are two types of data.

1. Secondary Data.
2. Primary Data.

Secondary data are data that were collected for another purpose and already exist somewhere.

Primary data are data gathered for a specific purpose on for a specific project. No prior study or research on this topic has been conducted and the data, which are needed for this research, was not available.

So, when the data do not exist or is inaccurate Incomplete, or unreliable, the researcher will have to collected, the researcher will have to collect primary data.

The research would cover the following methods of Data Collection:

1. OBSERVATION

Fresh data can be gathered by observing the relevant factors and settings. Observational research is an important method of research because it is the best way to gain an in depth understanding of the relationship between people and product is by watching them in the process of buying and using products.

Many large corporation and advertising agencies use cultural anthropologists to observe and often videotape consumer in stores, malls and their own homes i.e. to engage in ethnographies research under this method the information is sought by way off investigators own direct observation without asking from the respondent. The main advantage of this method is that subjective bias eliminated, if the observation is done accurately. Study being of descriptive nature makes it more suitable as compared to other method. Observer is free to use his own wisdom and understanding of the subject.

By watching people observational researcher gain a better understanding of what a product symbolized to a consumer and greater insight into the bond between people and product that is the essence of brand loyalty.

Observational research also provides valuable input into product advertising.

2. QUESTIONNAIRE

Surveys are best suited for descriptive research. Companies undertake survey to learn people's knowledge beliefs, preferences and satisfaction, and to measure their magnitudes in the general population.

If researcher wishes to ask consumer about their preferences, they can do so in person by mail or by telephone. Each of these surveys methods has certain advantages and disadvantages that the researcher must weigh in selecting the method of contact.

The one good way of doing survey is by mailing Questionnaire, mail surveys are conducted by sending Questionnaire directly to individuals at their home or by personal contact.

A questionnaire consists of a set of questions presented to respondents. Because of its flexibility the questionnaire is by far the most common instrument used to collect primary data. As we known that preparing a questionnaire is a very intellectual process and it should be developed carefully.

So, in order to minimize the possibilities or biasness, we have taken both types of question i.e. close ended and open ended questions.

Close ended questions specify all the possible answer and provide answers that are easier to interpret and tabulate.

Open – ended questions allow respondents to answer in their own words and often reveal more about what they think.

3. UNSTRUCTURED INTERVIEW

As the term indicates the type of interview is unstructured. In this form of interview the question to be asked by the respondents, is not predetermined.

And the interview proceeds according to responses given by the respondents. This form of interview is useful when the reaction of respondent vary.

This method is also a time saving method as only relevant question are asked. Changes are the environment level of the respondent's knowledge skill intelligence etc can be taken into consideration.

SAMPLING UNIT

Deciding whom to survey requires that the universal of boundaries of the market from which data is sought be defined so that an appropriate sample can be selected. Interviewing the correct target marketing or potential target marketing is basic to the validity of the study.

It is therefore, for doing same the whole city of Dehradun was sampling unit for the research. Because of budgetary and time constraints, the area was kept limited.

AREA COVERED

1. Rajpur Road
2. Karanpur
3. DL Road
4. Race Course
5. Raipur Road

SAMPLE SIZE

The size of the sample is dependent on both, the size of the budget and the degree of confidence to be placed in the findings. The larger the sample the more likely that response will reflect the total universe under study. It is interesting to note, however that a small sample can often provide highly reliable findings depending on the sample procedure adopted. The exact number, needed to achieve a specific level of confidence in the accuracy of the findings can be completed with a mathematical formula.

Large samples give more reliable results than small samples. However, it is not necessary to sample the entire target population or even a substantial portion to achieve reliable results. A sample of less than 1% of a population can often provide good reliability, with a credible sampling procedure.

Therefore a sample size of about 50 would be taken for consideration.

DATA ANALYSIS

PRODUCT SPECIFICATIONS

1. The composition of Amul milk and other products is the best

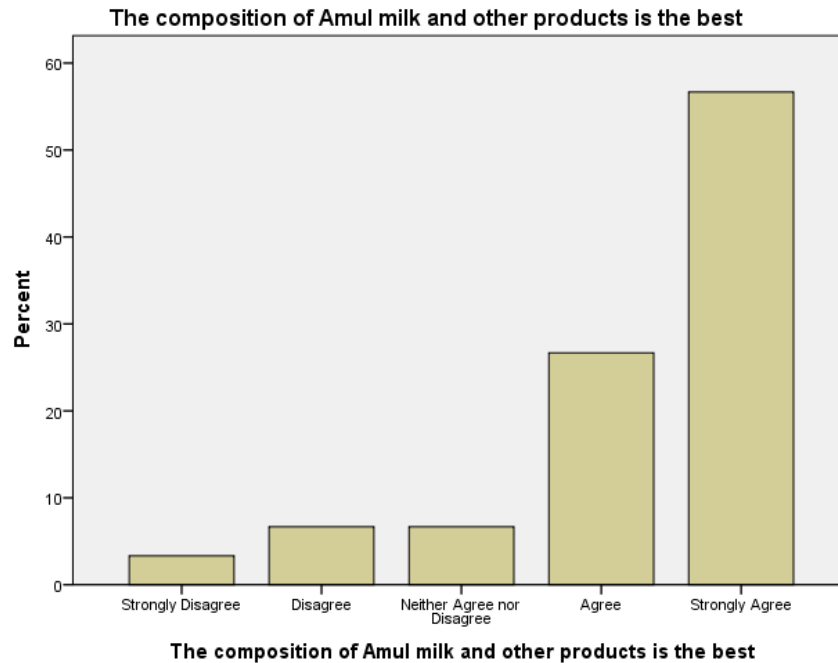
Statistics

The composition of Amul milk and other products is the best

N	Valid	30
	Missing	0
Mean		4.2667
Std. Deviation		1.08066

The composition of Amul milk and other products is the best

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	3.3	3.3	3.3
	Disagree	2	6.7	6.7	10.0
	Neither Agree nor Disagree	2	6.7	6.7	16.7
	Agree	8	26.7	26.7	43.3
	Strongly Agree	17	56.7	56.7	100.0
	Total	30	100.0	100.0	



Interpretation:

Mean value of 4.2667 clearly shows that majority of respondents feel that the composition of Amul milk and other products is the best.

2. Nutritional value of Amul milk and other products is the highest

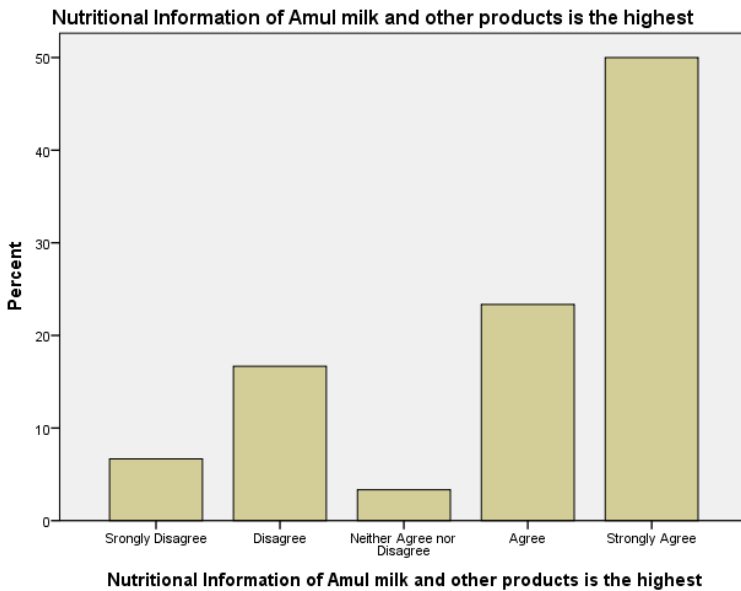
Statistics

Nutritional value of Amul milk
and other products is the highest

N	Valid	30
	Missing	0
Mean		3.9333
Std. Deviation		1.36289

Nutritional value of Amul milk and other products is the highest

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	6.7	6.7
	Disagree	5	16.7	23.3
	Neither Agree nor Disagree	1	3.3	26.7
	Agree	7	23.3	50.0
	Strongly Agree	15	50.0	100.0
	Total	30	100.0	100.0



Interpretation:

50% respondents strongly agree, while 23.3% agree that Nutritional value of Amul milk and other products is the highest, while 3.3% neither agreed nor disagreed. 16.7% respondents disagreed and remaining 6.7% respondents strongly disagreed with this statement.

3. Shelf Life of Amul milk and other products is the longest

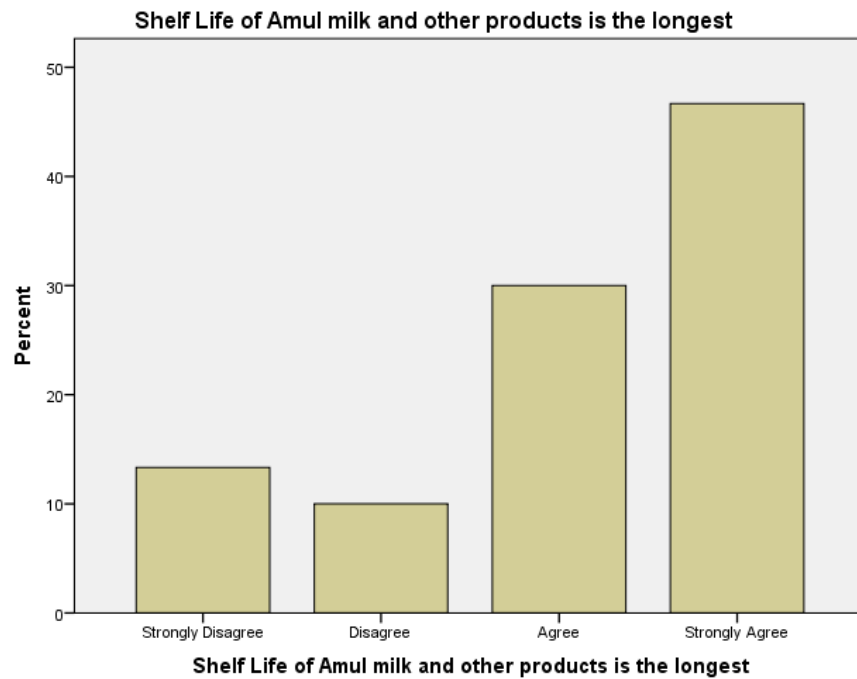
Statistics

Shelf Life of Amul milk and other products is the longest

N	Valid	30
	Missing	0
Mean		3.8667
Std. Deviation		1.45586

Shelf Life of Amul milk and other products is the longest

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	13.3	13.3
	Disagree	3	10.0	23.3
	Agree	9	30.0	53.3
	Strongly Agree	14	46.7	100.0
	Total	30	100.0	100.0



Interpretation:

A mean of 3.8667 out of 5 suggests that majority of respondents feel that Shelf life of Amul milk and other products is the longest.

4. Storage condition of Amul milk and other products is the best

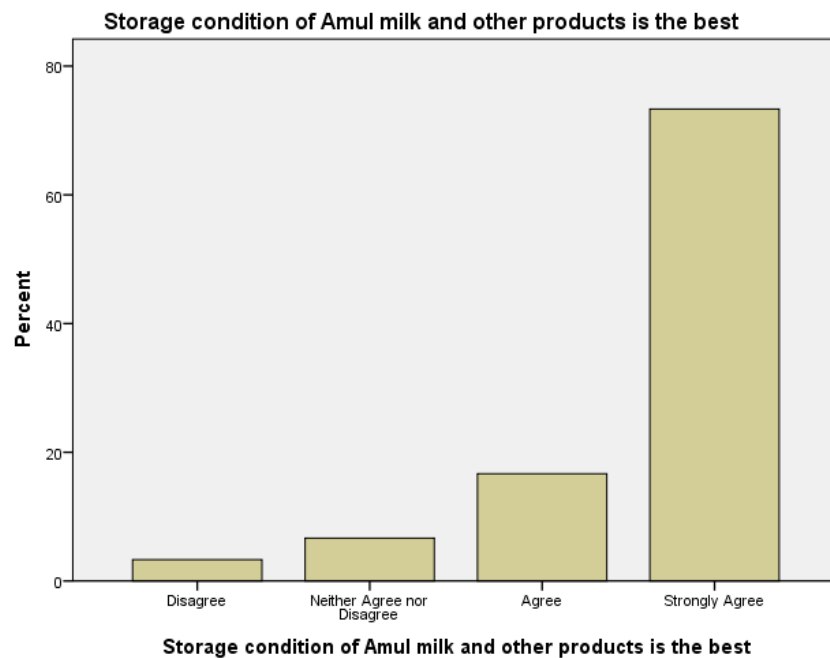
Statistics

Storage condition of Amul milk and other products is the best

N	Valid	30
	Missing	0
Mean		4.6000
Std. Deviation		.77013

Storage condition of Amul milk and other products is the best

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	3.3	3.3
	Neither Agree nor Disagree	2	6.7	10.0
	Agree	5	16.7	26.7
	Strongly Agree	22	73.3	100.0
	Total	30	100.0	



Interpretation:

Almost $\frac{3}{4}$ of the total respondents strongly agree with the fact that storage condition of Amul milk and other products is the best.

5. Amul provides the highest range of products

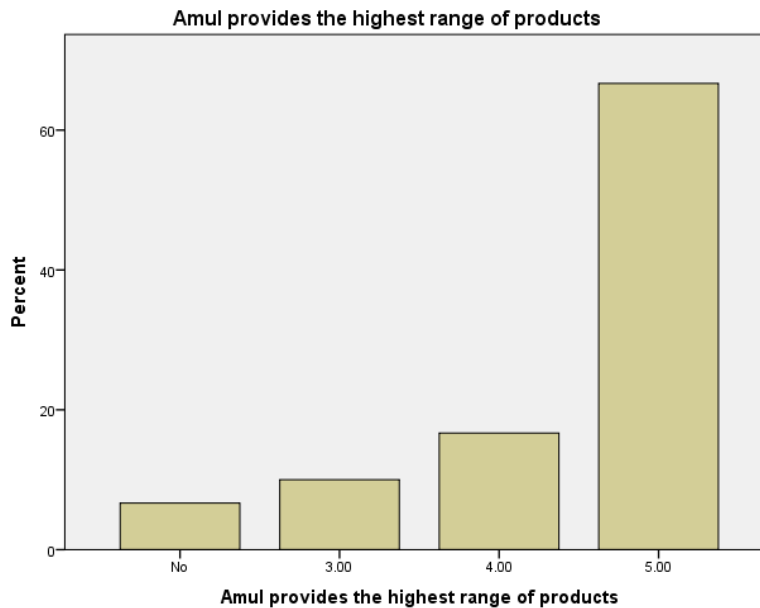
Statistics

Amul provides the highest range of products

N	Valid	30
	Missing	0
Mean		4.4333
Std. Deviation		.93526

Amul provides the highest range of products

	Frequency	Percent	Valid Percent	Cumulative Percent
No	2	6.7	6.7	6.7
3.00	3	10.0	10.0	16.7
Valid 4.00	5	16.7	16.7	33.3
5.00	20	66.7	66.7	100.0
Total	30	100.0	100.0	



Interpretation:

A mean of 4.4333 shows that majority of respondents feel that Amul provides the highest range of products.

PRICE RELATIONSHIP

6. Are you satisfied with the price of milk and other products of Amul

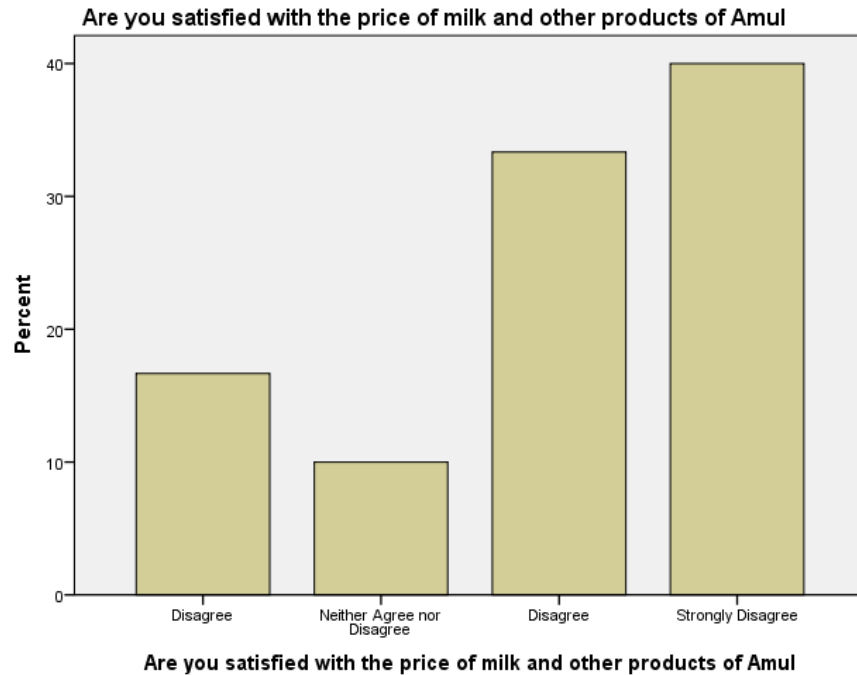
Statistics

Are you satisfied with the price of milk and other products of Amul

N	Valid	30
	Missing	0
Mean		3.9667
Std. Deviation		1.09807

Are you satisfied with the price of milk and other products of Amul

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	16.7	16.7
	Neither Agree nor Disagree	3	10.0	26.7
	Disagree	10	33.3	60.0
	Strongly Disagree	12	40.0	100.0
	Total	30	100.0	



Interpretation:

Majority of respondents are satisfied with the price of Amul milk and other products.

7. The price of Amul milk and other products is reasonable

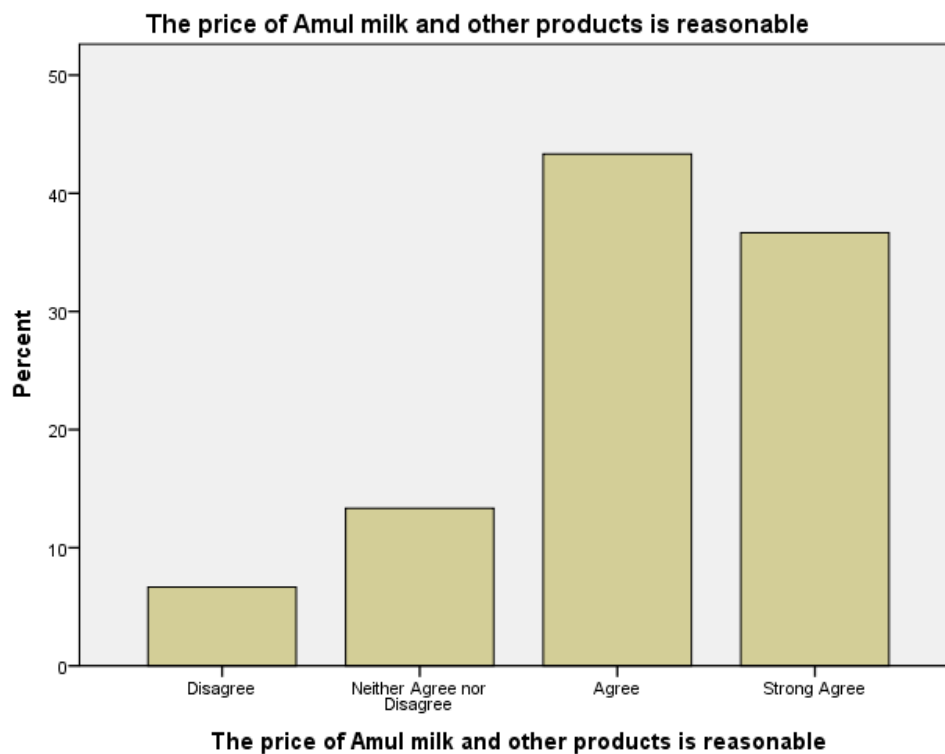
Statistics

The price of Amul milk and other products is reasonable

N	Valid	30
	Missing	0
Mean		4.1000
Std. Deviation		.88474

The price of Amul milk and other products is reasonable

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	2	6.7	6.7	6.7
Neither Agree nor Disagree	4	13.3	13.3	20.0
Valid Agree	13	43.3	43.3	63.3
Strong Agree	11	36.7	36.7	100.0
Total	30	100.0	100.0	



Interpretation:

A higher range mean of 4.1 shows that price of Amul milk and other products is reasonable

8. Amul milk and other products is of various qualities and price so as to cover the need of various people

Statistics

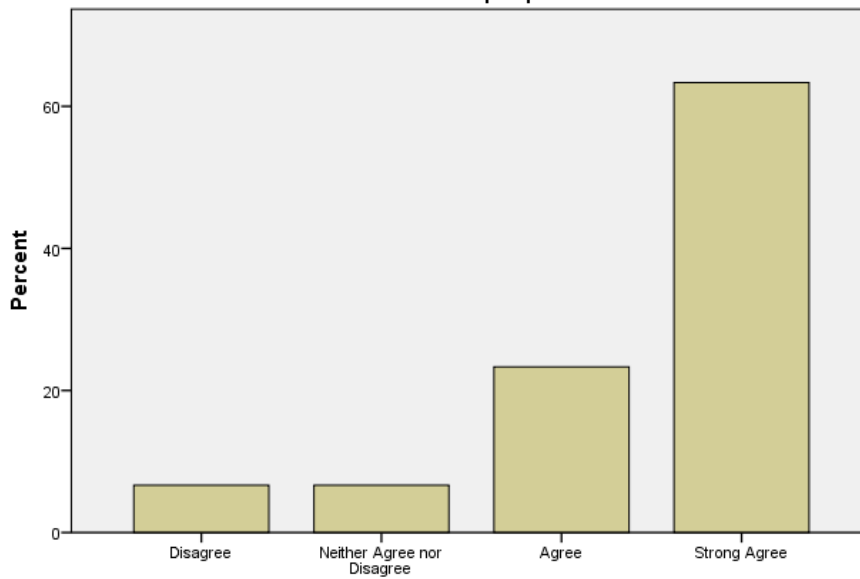
Amul milk and other products is of various qualities and price so as to cover the need of various people

N	Valid	30
	Missing	0
Mean		4.4333
Std. Deviation		.89763

Amul milk and other products is of various qualities and price so as to cover the need of various people

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	2	6.7	6.7	6.7
Neither Agree nor Disagree	2	6.7	6.7	13.3
Valid Agree	7	23.3	23.3	36.7
Strong Agree	19	63.3	63.3	100.0
Total	30	100.0	100.0	

Amul milk and other products is of various qualities and price so as to cover the need of various people



Amul milk and other products is of various qualities and price so as to cover the need of various people

Interpretation:

Majority of respondents think Amul milk and other products is of various qualities and price so as to cover the need of various people

9. The price of Amul milk and other products is worth its value

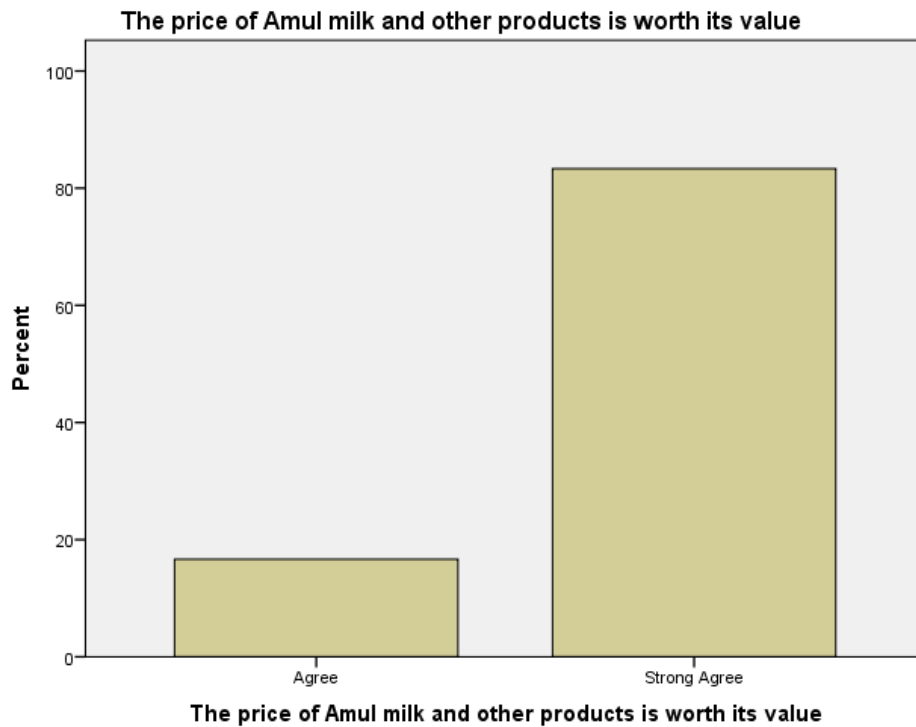
Statistics

The price of Amul milk and other products is worth its value

N	Valid	30
	Missing	0
Mean		4.8333
Std. Deviation		.37905

The price of Amul milk and other products is worth its value

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	5	16.7	16.7	16.7
	Strong Agree	25	83.3	83.3	100.0
	Total	30	100.0	100.0	



Interpretation:

A massive 4.8333 mean shows that almost everyone agrees with the statement that price of Amul milk and other products is worth its value

PRODUCT QUALITY

10. The quality of Amul milk and other products is the best

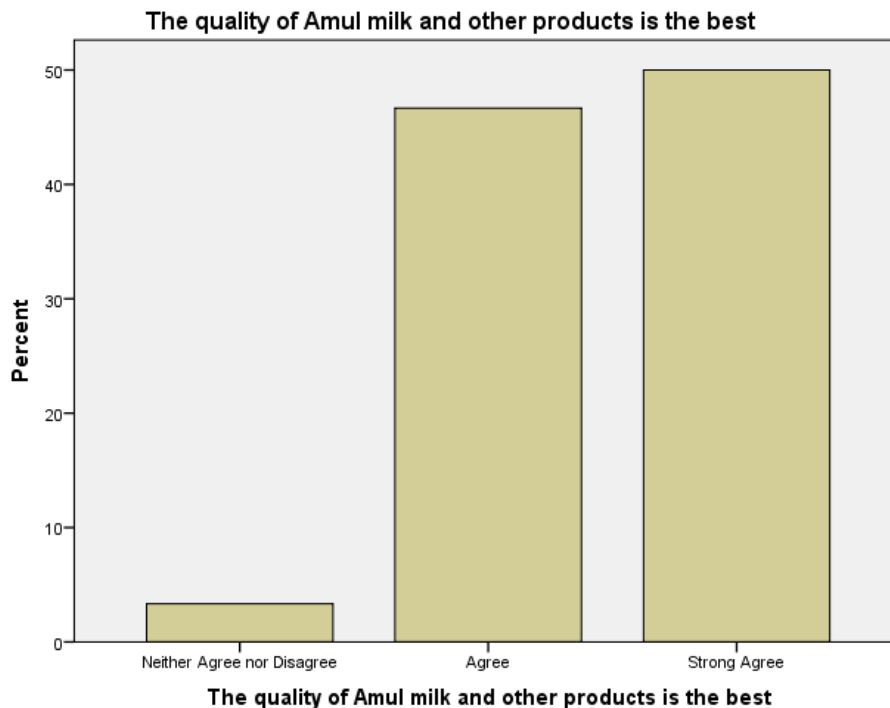
Statistics

The quality of Amul milk and other products is the best

N	Valid	30
	Missing	0
Mean		4.4667
Std. Deviation		.57135

The quality of Amul milk and other products is the best

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Agree nor Disagree	1	3.3	3.3	3.3
	Agree	14	46.7	46.7	50.0
	Strong Agree	15	50.0	50.0	100.0
	Total	30	100.0	100.0	



Interpretation:

Majority of respondents think quality of Amul milk and other products is the best.

11. Amul milk and other products contains Zero Cholesterol

Statistics

Amul milk and other products
contains Zero Cholesterol

N	Valid	30
	Missing	0
Mean		4.5333
Std. Deviation		.50742

Amul milk and other products contains Zero Cholesterol

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	14	46.7	46.7	46.7
	Strong Agree	16	53.3	53.3	100.0
	Total	30	100.0	100.0	



Interpretation:

Majority of respondents feel that Amul milk and other products contains Zero Cholesterol

12. Amul milk and other products contains Virtually zero bacteria

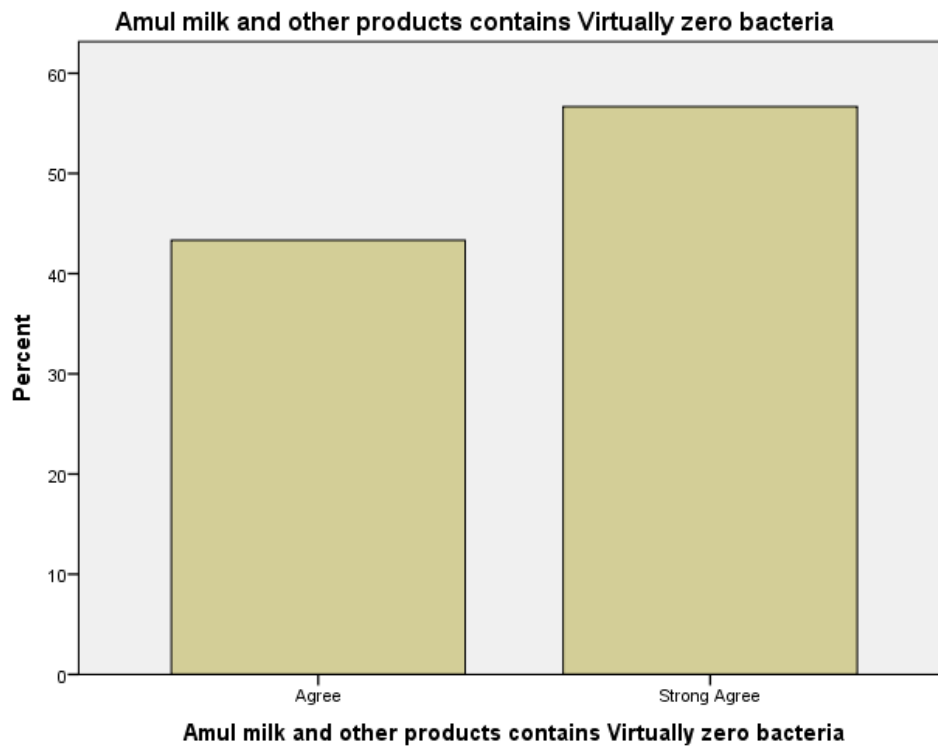
Statistics

Amul milk and other products
contains Virtually zero bacteria

N	Valid	30
	Missing	0
Mean		4.5667
Std. Deviation		.50401

Amul milk and other products contains Virtually zero bacteria

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	13	43.3	43.3	43.3
	Strong Agree	17	56.7	56.7	100.0
	Total	30	100.0	100.0	



Interpretation:

A High mean value of 4.5667 clearly shows that respondents think that Amul milk and other products contains Virtually zero bacteria

13. Amul milk and other products are Easy to carry and use while traveling

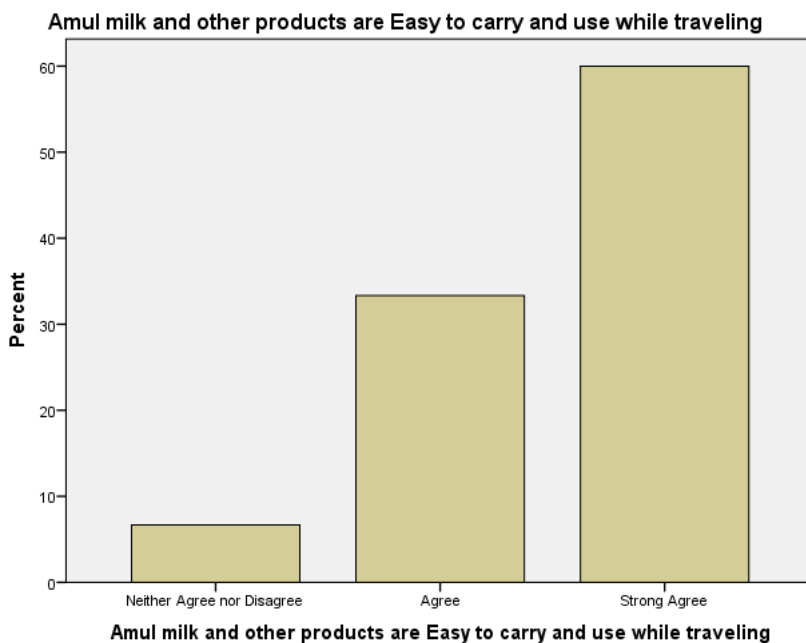
Statistics

Amul milk and other products are
Easy to carry and use while
traveling

N	Valid	30
	Missing	0
Mean		4.5333
Std. Deviation		.62881

Amul milk and other products are Easy to carry and use while traveling

	Frequency	Percent	Valid Percent	Cumulative Percent
Neither Agree nor Disagree	2	6.7	6.7	6.7
Agree	10	33.3	33.3	40.0
Strong Agree	18	60.0	60.0	100.0
Total	30	100.0	100.0	



Interpretation:

Mean value of 4.5333 shows that respondents feel that Amul milk and other products are Easy to carry and use while traveling

14. Amul milk and other products have Tamper evident packing

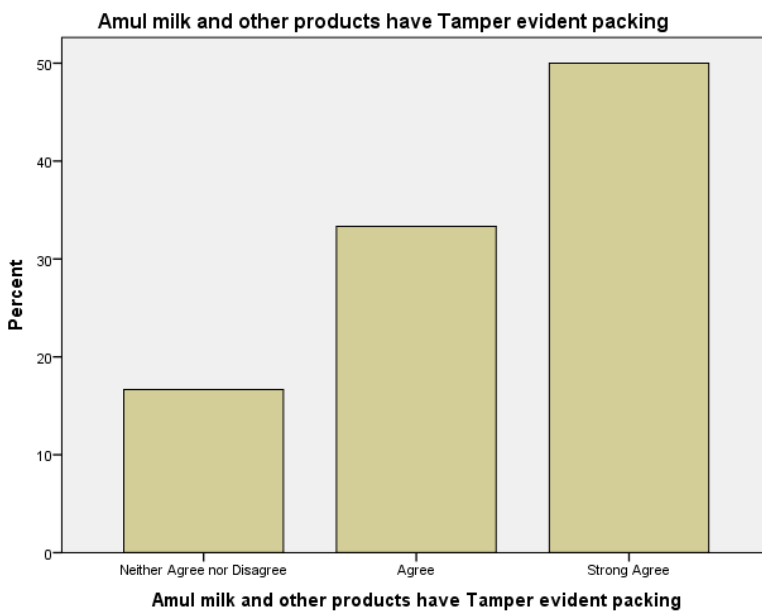
Statistics

Amul milk and other products
have Tamper evident packing

N	Valid	30
	Missing	0
Mean		4.3333
Std. Deviation		.75810

Amul milk and other products have Tamper evident packing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Agree nor Disagree	5	16.7	16.7
	Agree	10	33.3	50.0
	Strong Agree	15	50.0	100.0
	Total	30	100.0	100.0



Interpretation:

Majority of respondents agree with the fact Amul milk and other products have Tamper evident packing

PRODUCT APPLICATION

15. Amul milk and other products reduces Heart & Blood Pressure related problems

Statistics

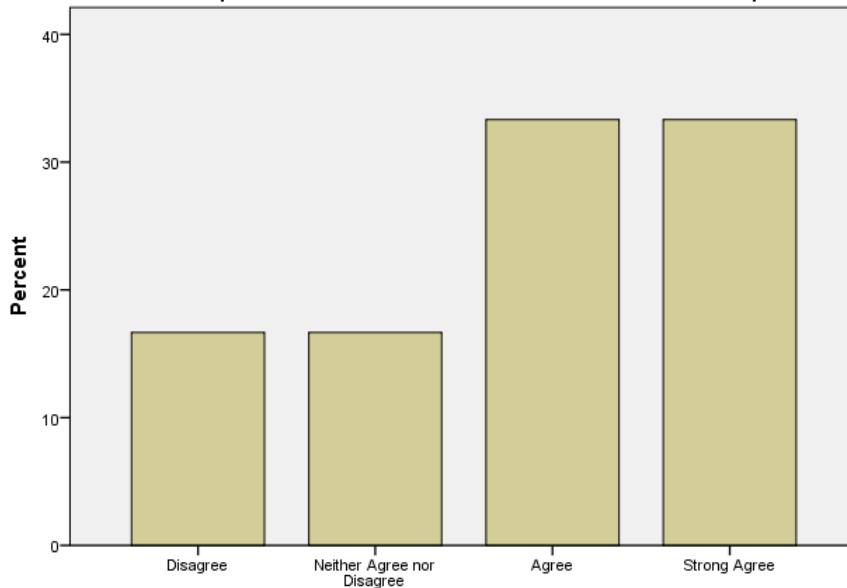
Amul milk and other products
reduces Heart & Blood Pressure
related problems

N	Valid	30
	Missing	0
Mean		3.8333
Std. Deviation		1.08543

Amul milk and other products reduces Heart & Blood Pressure related problems

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	5	16.7	16.7	16.7
Neither Agree nor Disagree	5	16.7	16.7	33.3
Valid Agree	10	33.3	33.3	66.7
Strong Agree	10	33.3	33.3	100.0
Total	30	100.0	100.0	

Amul milk and other products reduces Heart & Blood Pressure related problems



Amul milk and other products reduces Heart & Blood Pressure related problems

Interpretation:

33.33% of the respondents strongly agree with the fact that Amul milk and other products reduces Heart & Blood Pressure related problems, 33.33% agree with the same fact, while 16.7% neither agree nor disagree and remaining 16.7% disagree.

16. Amul milk and other products help in maintaining good Health & in maintaining adequate weight

Statistics

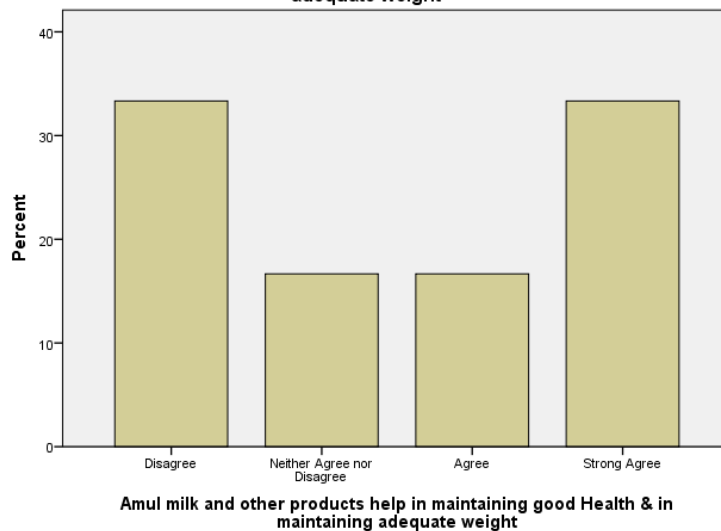
Amul milk and other products
help in maintaining good Health
& in maintaining adequate
weight

N	Valid	30
	Missing	0
Mean		3.5000
Std. Deviation		1.27982

Amul milk and other products help in maintaining good Health & in maintaining adequate weight

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	10	33.3	33.3	33.3
Neither Agree nor Disagree	5	16.7	16.7	50.0
Agree	5	16.7	16.7	66.7
Strong Agree	10	33.3	33.3	100.0
Total	30	100.0	100.0	

Amul milk and other products help in maintaining good Health & in maintaining adequate weight



Interpretation:

There is a mix response of Amul milk and other products help in maintaining good Health & in maintaining adequate weight

17. Amul milk and other products help People undergoing Fitness sessions.

Statistics

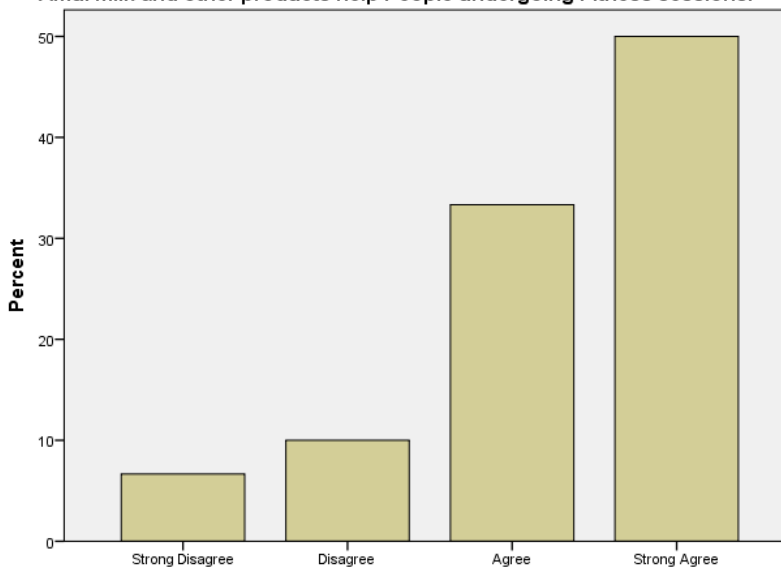
Amul milk and other products help People undergoing Fitness sessions.

N	Valid	30
	Missing	0
Mean		4.1000
Std. Deviation		1.24152

Amul milk and other products help People undergoing Fitness sessions.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong Disagree	2	6.7	6.7
	Disagree	3	10.0	16.7
	Agree	10	33.3	50.0
	Strong Agree	15	50.0	100.0
	Total	30	100.0	100.0

Amul milk and other products help People undergoing Fitness sessions.



Amul milk and other products help People undergoing Fitness sessions.

Interpretation:

Most of the respondents feel Amul milk and other products help People undergoing Fitness sessions

STORAGE CONDITION

18. Amul milk and other products help in overall development of the body.

Statistics

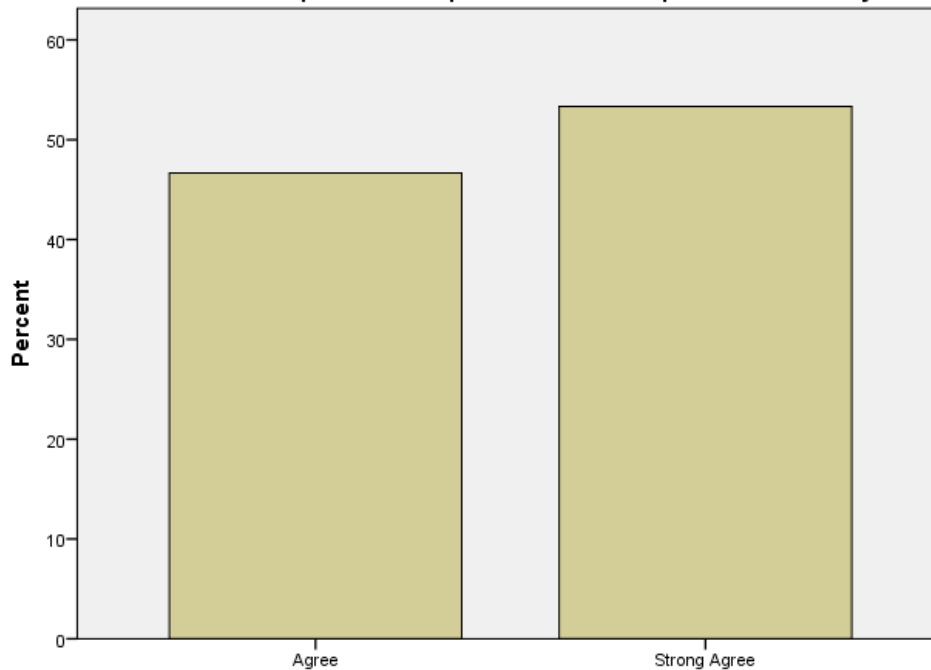
Amul milk and other products help in overall development of the body.

N	Valid	30
	Missing	0
Mean		4.5333
Std. Deviation		.50742

Amul milk and other products help in overall development of the body.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	14	46.7	46.7	46.7
	Strong Agree	16	53.3	53.3	100.0
	Total	30	100.0	100.0	

Amul milk and other products help in overall development of the body.



Amul milk and other products help in overall development of the body.

Interpretation:

A high mean of 4.5333 suggests that Amul milk and other products help in overall development of the body.

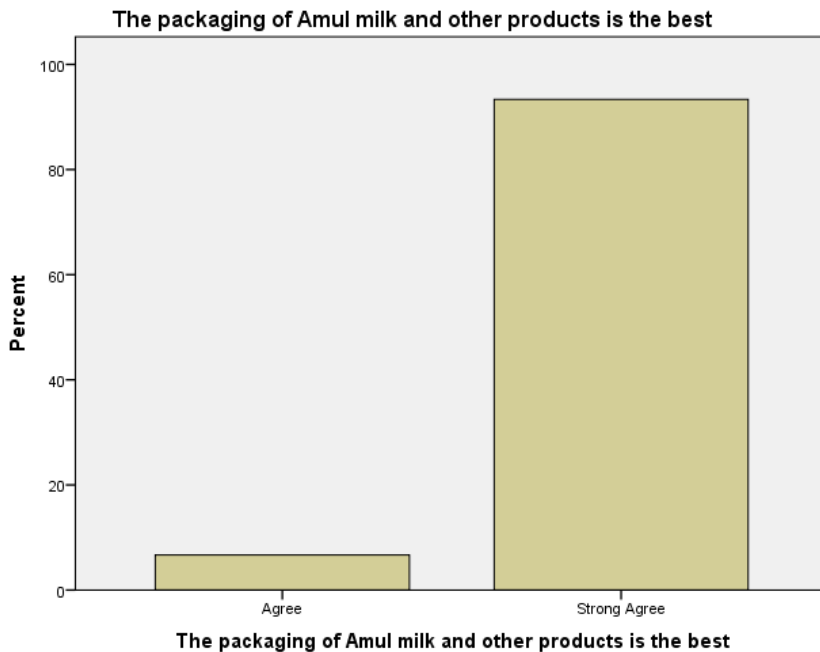
19. The packaging of Amul milk and other products is the best**Statistics**

The packaging of Amul milk and other products is the best

N	Valid	30
	Missing	0
Mean		4.9333
Std. Deviation		.25371

The packaging of Amul milk and other products is the best

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	2	6.7	6.7	6.7
	Strong Agree	28	93.3	93.3	100.0
	Total	30	100.0	100.0	

**Interpretation:**

The packaging of Amul milk and other products is the best according to most of the respondents.

20. The milk and other products of Amul do not get damaged due to good packing

Statistics

The milk and other products of Amul do not get damaged due to good packing

N	Valid	30
	Missing	0
Mean		4.8667
Std. Deviation		.34575

The milk and other products of Amul do not get damaged due to good packing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	4	13.3	13.3
	Strong Agree	26	86.7	100.0
	Total	30	100.0	

The milk and other products of Amul do not get damaged due to good packing



Interpretation:

Amul milk and other products of Amul do not get damaged due to good packing

21. Shelf Life of Amul milk and other products is one of the highest

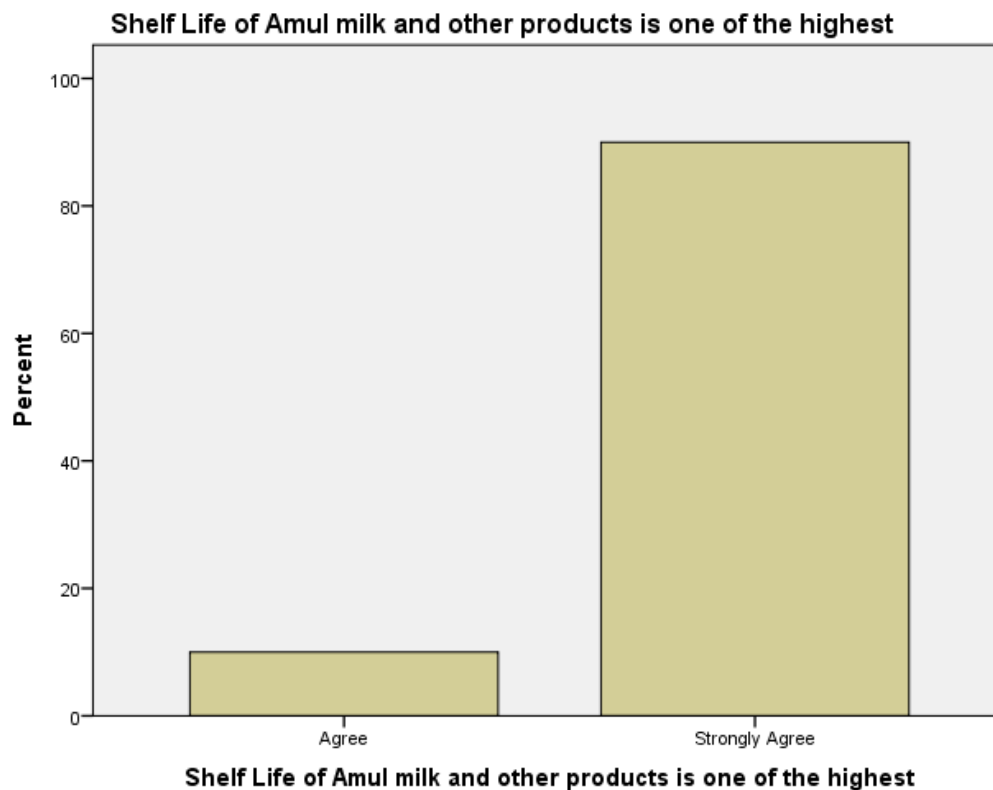
Statistics

Shelf Life of Amul milk and other products is one of the highest

N	Valid	30
	Missing	0
Mean		4.9000
Std. Deviation		.30513

Shelf Life of Amul milk and other products is one of the highest

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	3	10.0	10.0	10.0
Valid Strongly Agree	27	90.0	90.0	100.0
Total	30	100.0	100.0	



Interpretation:

Shelf Life of Amul milk and other products is one of the highest

22. Tetra packing helps to keep Amul milk bacteria free

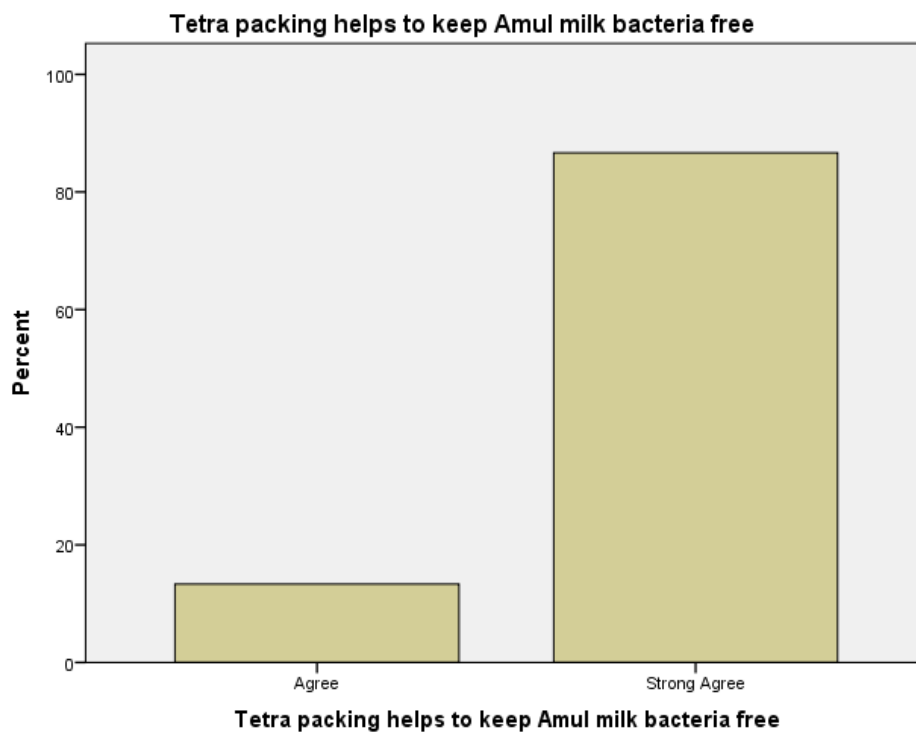
Statistics

Tetra packing helps to keep
Amul milk bacteria free

N	Valid	30
	Missing	0
Mean		4.8667
Std. Deviation		.34575

Tetra packing helps to keep Amul milk bacteria free

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	4	13.3	13.3	13.3
	Strong Agree	26	86.7	86.7	100.0
	Total	30	100.0	100.0	



Interpretation:

Tetra packing helps to keep Amul milk bacteria free

COMPARISON

23. The price of Amul milk and other products is less than the price Nestle

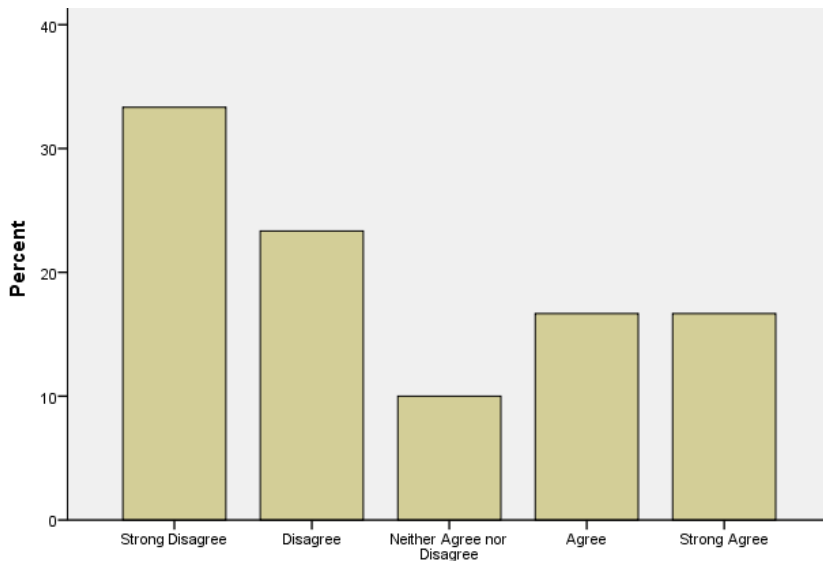
Statistics

The price of Amul milk and other products is less than the price Nestle

N	Valid	30
	Missing	0
Mean		2.6000
Std. Deviation		1.52225

The price of Amul milk and other products is less than the price Nestle

	Frequency	Percent	Valid Percent	Cumulative Percent
Strong Disagree	10	33.3	33.3	33.3
Disagree	7	23.3	23.3	56.7
Neither Agree nor Disagree	3	10.0	10.0	66.7
Agree	5	16.7	16.7	83.3
Strong Agree	5	16.7	16.7	100.0
Total	30	100.0	100.0	



Interpretation:

There is a mix response on the fact that the price of Amul milk and other products is less than the price Nestle

24. The quality of Amul milk and other products is better than that of Nestle

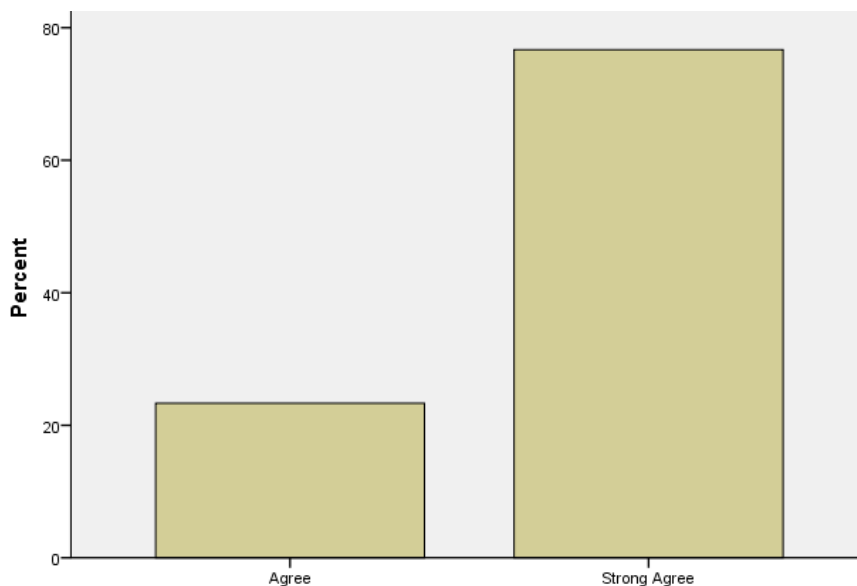
Statistics

The quality of Amul milk and other products is better than that of Nestle

N	Valid	30
	Missing	0
Mean		4.7667
Std. Deviation		.43018

The quality of Amul milk and other products is better than that of Nestle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	7	23.3	23.3	23.3
	Strong Agree	23	76.7	76.7	100.0
	Total	30	100.0	100.0	



Interpretation:

Almost all the respondents feel that quality of Amul milk and other products is better than that of Nestle

25. Shelf Life of Amul milk and other products is better than that of Nestle

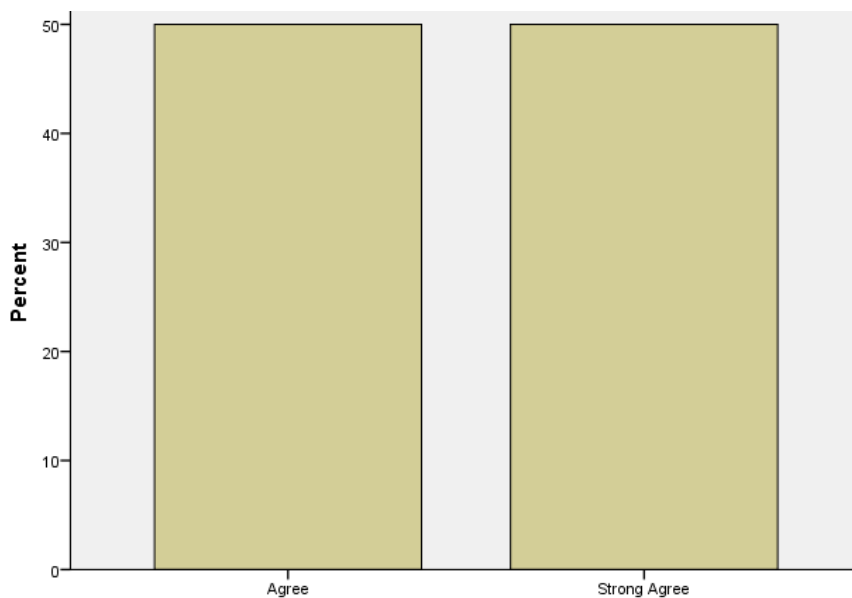
Statistics

Shelf Life of Amul milk and other products is better than that of Nestle

N	Valid	30
	Missing	0
Mean		4.5000
Std. Deviation		.50855

Shelf Life of Amul milk and other products is better than that of Nestle

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	15	50.0	50.0
	Strong Agree	15	50.0	100.0
	Total	30	100.0	



Interpretation:

Shelf Life of Amul milk and other products is better than that of Nestle

26. Product Application of Amul milk and other products is more than that of Nestle

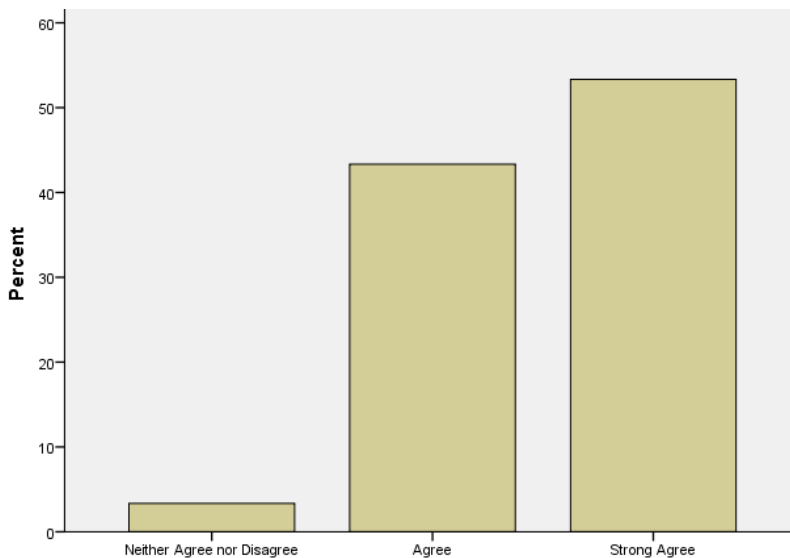
Statistics

Product Application of Amul milk and other products is the widest

N	Valid	30
	Missing	0
Mean		4.5000
Std. Deviation		.57235

Product Application of Amul milk and other products is the widest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Agree nor Disagree	1	3.3	3.3	3.3
	Agree	13	43.3	43.3	46.7
	Strong Agree	16	53.3	53.3	100.0
	Total	30	100.0	100.0	



Interpretation:

Product Application of Amul milk and other products is the widest

27. Are you satisfied with the quality of milk and other products of Amul

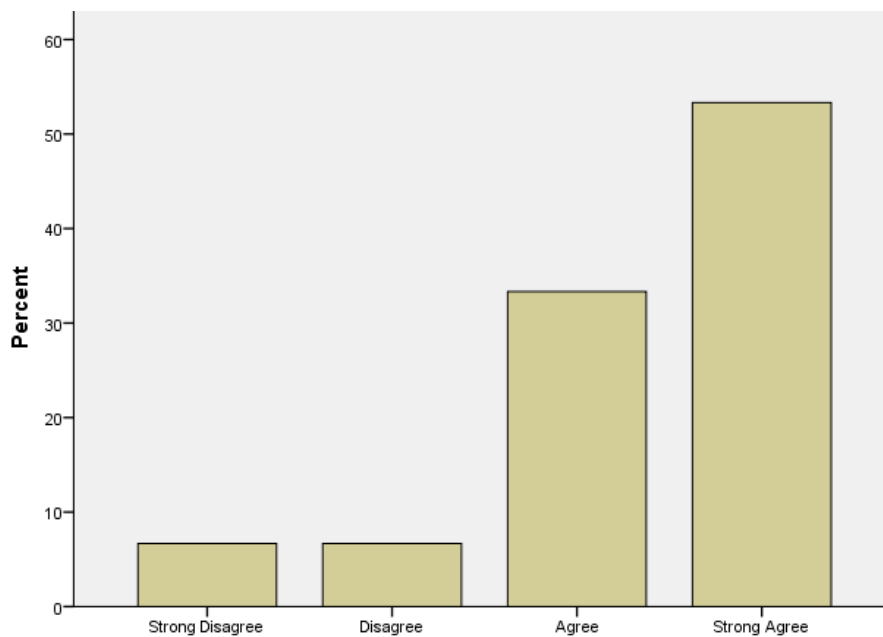
Statistics

Are you satisfied with the quality of milk and other products of Amul

N	Valid	30
	Missing	0
Mean		4.2000
Std. Deviation		1.18613

Are you satisfied with the quality of milk and other products of Amul

	Frequency	Percent	Valid Percent	Cumulative Percent
Strong Disagree	2	6.7	6.7	6.7
Disagree	2	6.7	6.7	13.3
Valid Agree	10	33.3	33.3	46.7
Strong Agree	16	53.3	53.3	100.0
Total	30	100.0	100.0	



Interpretation:

Maximum respondents are satisfied with the quality of milk and other products of Amul

28. Are you satisfied with the packaging of milk and other products of Amul

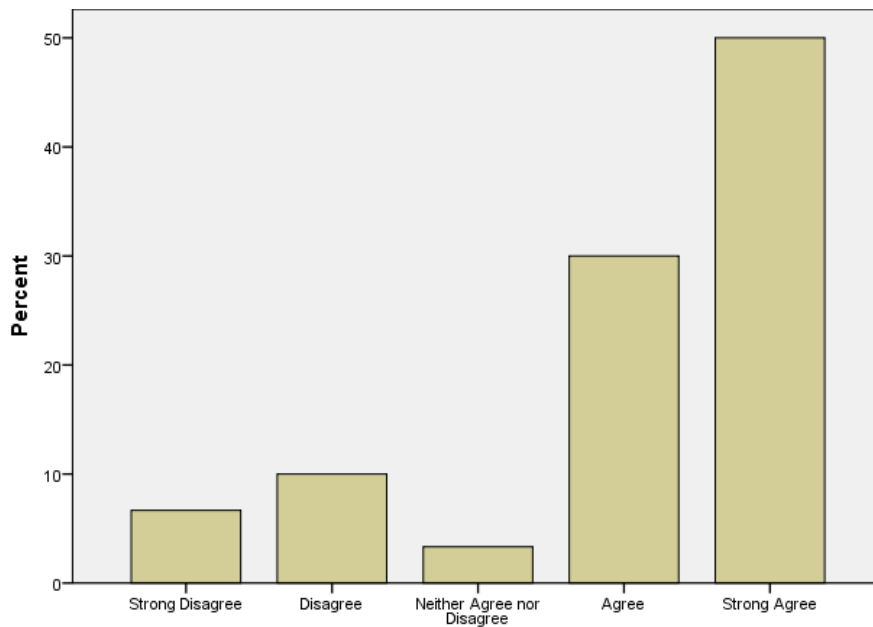
Statistics

Are you satisfied with the packaging of milk and other products of Amul

N	Valid	30
	Missing	0
Mean		4.0667
Std. Deviation		1.25762

Are you satisfied with the packaging of milk and other products of Amul

	Frequency	Percent	Valid Percent	Cumulative Percent
Strong Disagree	2	6.7	6.7	6.7
Disagree	3	10.0	10.0	16.7
Neither Agree nor Disagree	1	3.3	3.3	20.0
Agree	9	30.0	30.0	50.0
Strong Agree	15	50.0	50.0	100.0
Total	30	100.0	100.0	



Interpretation:

A mean of 4.0667 clearly suggests that maximum no of respondents are satisfied with the packaging of milk and other products of Amul

29. Are you overall satisfied with the milk and other products of Amul

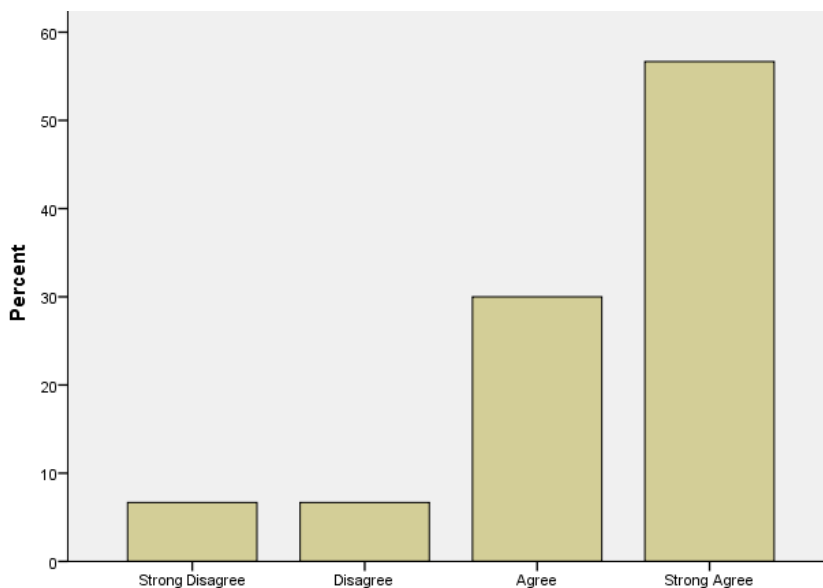
Statistics

Are you overall satisfied with the milk and other products of Amul

N	Valid	30
	Missing	0
Mean		4.2333
Std. Deviation		1.19434

Are you overall satisfied with the milk and other products of Amul

	Frequency	Percent	Valid Percent	Cumulative Percent
Strong Disagree	2	6.7	6.7	6.7
Disagree	2	6.7	6.7	13.3
Valid Agree	9	30.0	30.0	43.3
Strong Agree	17	56.7	56.7	100.0
Total	30	100.0	100.0	



Interpretation:

A mean of 4.2333 clearly suggests that maximum no of respondents are satisfied with the overall quality of Amul milk and other products of Amul

30. Customer satisfaction level of Nestle products is less than Customer Satisfaction level of Amul Milk products.

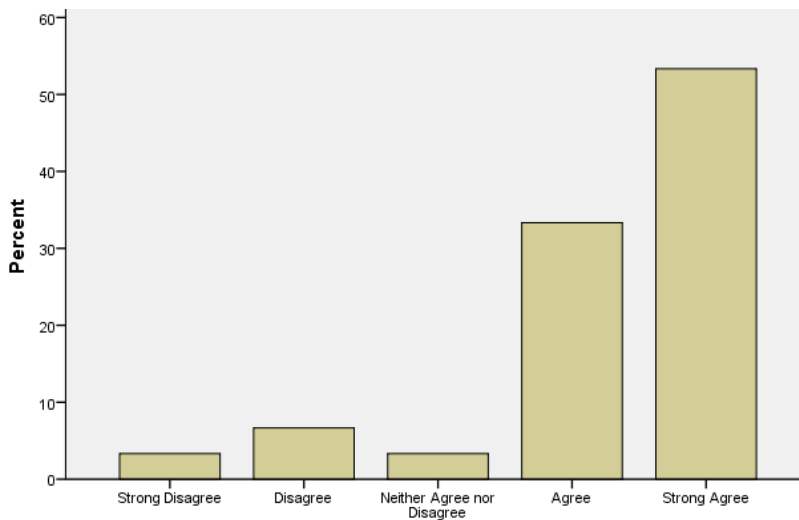
Statistics

Customer satisfaction level of Nestle products is less than Customer Satisfaction level of Amul Milk products.

N	Valid	30
	Missing	0
Mean		4.2667
Std. Deviation		1.04826

Customer satisfaction level of Nestle products is less than Customer Satisfaction level of Amul Milk products.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strong Disagree	1	3.3	3.3	3.3
Disagree	2	6.7	6.7	10.0
Neither Agree nor Disagree	1	3.3	3.3	13.3
Agree	10	33.3	33.3	46.7
Strong Agree	16	53.3	53.3	100.0
Total	30	100.0	100.0	



Interpretation:

According to maximum no of respondents Customer satisfaction level of Nestle products is less than Customer Satisfaction level of Amul Milk products.

FINDINGS

FINDINGS

- Mean value of 4.2667 clearly shows that majority of respondents feel that the composition of Amul milk and other products is the best.
- 50% respondents strongly agree, while 23.3% agree that Nutritional value of Amul milk and other products is the highest, while 3.3% neither agreed nor disagreed. 16.7% respondents disagreed and remaining 6.7% respondents strongly disagreed with this statement.
- A mean of 3.8667 out of 5 suggests that majority of respondents feel that Shelf life of Amul milk and other products is the longest.
- Almost $\frac{3}{4}$ of the total respondents strongly agree with the fact that storage condition of Amul milk and other products is the best.
- A mean of 4.4333 shows that majority of respondents feel that Amul provides the highest range of products.
- Majority of respondents are satisfied with the price of Amul milk and other products.
- A higher range mean of 4.1 shows that price of Amul milk and other products is reasonable
- Majority of respondents think Amul milk and other products is of various qualities and price so as to cover the need of various people
- A massive 4.8333 mean shows that almost everyone agrees with the statement that price of Amul milk and other products is worth its value
- Majority of respondents think quality of Amul milk and other products is the best.
- Majority of respondents feel that Amul milk and other products contains Zero Cholesterol
- A High mean value of 4.5667 clearly shows that respondents think that Amul milk and other products contains Virtually zero bacteria
- Mean value of 4.5333 shows that respondents feel that Amul milk and other products are Easy to carry and use while traveling
- Majority of respondents agree with the fact Amul milk and other products have Tamper evident packing
- 33.33% of the respondents strongly agree with the fact that Amul milk and other products reduces Heart & Blood Pressure related problems, 33.33% agree with the same fact, while 16.7% neither agree nor disagree and remaining 16.7% disagree.

- There is a mix response of Amul milk and other products help in maintaining good Health & in maintaining adequate weight
- Most of the respondents feel Amul milk and other products help People undergoing Fitness sessions
- A high mean of 4.5333 suggests that Amul milk and other products help in overall development of the body.
- The packaging of Amul milk and other products is the best according to most of the respondents.
- Amul milk and other products of Amul do not get damaged due to good packing
- Shelf Life of Amul milk and other products is one of the highest
- Tetra packing helps to keep Amul milk bacteria free
- There is a mix response on the fact that the price of Amul milk and other products is less than the price Nestle
- Almost all the respondents feel that quality of Amul milk and other products is better than that of Nestle
- Shelf Life of Amul milk and other products is better than that of Nestle
- Product Application of Amul milk and other products is the widest
- Maximum respondents are satisfied with the quality of milk and other products of Amul
- A mean of 4.0667 clearly suggests that maximum no of respondents are satisfied with the packaging of milk and other products of Amul
- A mean of 4.2333 clearly suggests that maximum no of respondents are satisfied with the overall quality of Amul milk and other products of Amul
- According to maximum no of respondents Customer satisfaction level of Nestle products is less than Customer Satisfaction level of Amul Milk products.

CONCLUSION

CONCLUSION

If we go through the SWOT analysis of Amul as a whole then we will find out it has a very good standing at market place and Amul also has very good corporate image among present companies and. It should cash his image by effective using of marketing mix.

The research which we have conducted we found that if Amul wants to stand in top position he has to maintain himself in some areas.

- Advertising frequency
- Customer Relationship
- Dealer board sign board and banner etc.
- Retaining the small customer also.
- Availability (Distribution network). Product quality and packing

As we have found in our research that Amul has good market share in pouch milk, as compared to other competitors.

However, Amul has very good brand image and corporate image too. But still Amul is not able to cash all the opportunity, which exists in the market.

SUGGESTIONS

SUGGESTIONS

- Amul should make the composition of Amul milk and other products more better.
- Nutritional value of Amul milk and other products should be increased.
- Shelf life of Amul milk and other products should be increased.
- Storage condition of Amul milk and other products should be made better.
- Amul should increase the range of products.
- The price of Amul products should be made more reasonable.
- The quality of Amul products should be made more better.
- Most of the respondents feel Amul milk and other products help People undergoing Fitness sessions

ANNEXURE

QUESTIONNAIRE

5 - Strongly Agree

1- Strongly Disagree

S.No.	Statement	1	2	3	4	5
	PRODUCT SPECIFICATIONS					
1.	The composition of Amul milk and other products is the best					
2.	Nutritional Information of Amul milk and other products is the highest					
3.	Shelf Life of Amul milk and other products is the longest					
4.	Storage condition of Amul milk and other products is the best					
5.	Amul provides the highest range of products					
	PRICE RELATIONSHIP					
6.	Are you satisfied with the price of milk and other products of Amul					
7.	The price of Amul milk and other products is reasonable					
8.	Amul milk and other products is of various qualities and price so as to cover the need of various people					
9.	The price of Amul milk and other products is worth its value					

	PRODUCT QUALITY					
10.	The quality of Amul milk and other products is the best					
11.	Amul milk and other products contains Zero Cholesterol					
12.	Amul milk and other products contains Virtually zero bacteria					
13.	Amul milk and other products are Easy to carry and use while traveling					
14.	Amul milk and other products have Tamper evident packing					
	PRODUCT APPLICATION					
15.	Amul milk and other products reduces Heart & Blood Pressure related problems					
16.	Amul milk and other products help in maintaining good Health & in maintaining adequate weight					
17.	Amul milk and other products help People undergoing Fitness sessions.					
18.	Amul milk and other products help in overall development of the body.					
	STORAGE CONDITION					
19.	The packaging of Amul milk and other products is the best					
20.	The milk and other products of Amul do not get damaged due to good packing					
21.	Shelf Life of Amul milk and other products is one of the highest					
22.	Tetra packing helps to keep Amul milk bacteria free					

	COMPARISON					
23.	The price of Amul milk and other products is less than the price Nestle					
24.	The quality of Amul milk and other products is better than that of Nestle					
25.	Shelf Life of Amul milk and other products is better than that of Nestle					
26.	Product Application of Amul milk and other products is the widest					
	OVERALL					
27.	Are you satisfied with the quality of milk and other products of Amul					
28.	Are you satisfied with the packaging of milk and other products of Amul					
29.	Are you overall satisfied with the milk and other products of Amul					
30.	Customer satisfaction level of Nestle products is less than Customer Satisfaction level of Amul Milk products.					