**A COMPARITIVE STUDY ON RETAILER SATISFACTION TOWARDS SUGUNA AND SRINIVASA POULTRY FARMS**



***Project report submitted in partial fulfillment for the requirement of the Degree of***

**Bachelor of Commerce**

**BY**

**LOGESH.P**

**20CCU162**

**Under the Guidance of**

**Mrs.M.Nithyapriya, M.Com., M.Phil., PGDCA.**

**Assistant Professor, Department of Commerce**



**Department of Commerce**

**Sri Krishna Arts and Science College Coimbatore 641 008**

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Affiliated to Bharathiar University Kuniamuthur, Coimbatore 641 008



**DECLARATION**

I hereby declare that the Project report entitled ***“A COMPARITIVE STUDY ON RETAILER SATISFACTION TOWARDS SUGUNA AND SRINIVASA POULTRY***

***FARMS”*** submitted to Bharathiar University, Coimbatore, in partial fulfillment of the requirements for the award of degree of Bachelor of Commerce is an original work and it has not been previously formed the basis for the award of any degree, Diploma, Associateship, Fellowship or similar titles to any other university or body during the period of my study.

Place: Coimbatore Signature of the Candidate Date:

**CERTIFICATE**



Affiliated to Bharathiar University Kuniamuthur, Coimbatore 641 008



This is to certify that the Project report entitled ***“A COMPARITIVE STUDY ON RETAILER SATISFACTION TOWARDS SUGUNA AND SRINIVASA POULTRY***

***FARMS”*** in partial fulfillment of requirements for the degree of Bachelor of Commerce to Bharathiar University, Coimbatore, is a record of bonafide work carried out by **ANUPRIYA.T** and that no part of this has been submitted for the award of any other degree or diploma and the work has not been published in popular journal or magazine.

## Faculty-in-Charge Head of the Department Principal

Viva voce conducted on: **Internal Examiner External Examiner** Place: Coimbatore

Date:

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**ANUPRIYA.T**

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# MODULE 1 INTRODUCTION

## MARKETING

Marketing refers to activities a company undertakes to [promote](https://www.investopedia.com/articles/markets/100715/what-makes-share-coke-campaign-so-successful.asp) the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by [affiliates on behalf of a company](https://www.investopedia.com/terms/a/affiliate-marketing.asp).

Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity [endorsements](https://www.investopedia.com/terms/e/endorsement.asp), catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

* Marketing refers to all activities a company does to promote and sell products or services to consumers.
* Marketing makes use of the "marketing mix," also known as the four Ps—product, price, place, and promotion.
* At its core, marketing seeks to take a product or service, identify its ideal customers, and draw the customers' attention to the product or service available.

Marketing as a discipline involves all the actions a company undertakes to draw in customers and maintain relationships with them. Networking with potential or past clients is part of the work too, and may include writing thank you emails, playing golf with prospective clients, returning calls and emails quickly, and meeting with clients for coffee or a meal.

At its most basic level, marketing seeks to match a company's products and services to customers who want access to those products. Matching products to customers ultimately ensures profitability.

The key purpose of marketing is to get people interested in the products or services of a company. This happens through market analysis, research and contemplating the interest of a business’s ideal customers and attracting them through messaging which would be educational and helpful to a business’s target group.

Marketing Also known as customer-perceived value, value is the difference between a potential client’s evaluation of the benefits and cost of your products or services when compared to others in the market.

## INTRODUCTION

Poultry industry in has made a rapid progress in the last three decades. India occupies the 2nd place in the world for egg production and 3rd place in the world for poultry meat production. Poultry meat is the fastest growing component of the global meat is the demand, India, the worlds second largest developing country, is contributing to the expansion through the rapid growth of its poultry sector.

In India, poultry sector growth is being driven by rising income, together with the emergence of vertically integrated poultry producers that have reduced consumer prices by lowering production and marketing costs. Additionally poor transport infrastructure and a lack of cold chain facilities currently limit the feasibility of handling significant volumes of chilled or frozen product. In this context, the researcher felt it relevant to analyses the satisfaction level of poultry farm owners towards production and marketing of poultry business.

Over a period of 25 years, Suguna has gone from strength to strength and has become a booming brand, as a Rs. 5480 crore company that makes it India’s No.1 broiler producer. Suguna’s pioneering efforts in contract farming helped and supported a thousands of rural entrepreneurs who share the growth successfully.

“Poultry Integration” introduced and pioneered by Suguna in the country has keyed up the livelihoods of farmers in rural India.Suguna ranks among the top ten poultry companies worldwide. With operations in 16 states across India, it offers a range of poultry products, and services.

A Srinivasa hatchery that is well equipped with state of the art incubators hatching over 0.7 million eggs per month under strict hygienic conditions has been in use. Our breeder farm holds over 60000 layer birds as well. They are well secured with stringent bio-security measures under through hygienic conditionsIndia is the fifth largest producer of eggs and ninth

largest producer of poultry meat in the world, producing over 34 billion eggs and about 600,000 tons of poultry meat in 2004. In the overall market for poultry products, India was positioned 17 in World Poultry Production. And analysts estimate that the poultry sector in India has been growing at a much faster rate, along with other industries such as BPO and Securities market. Over the past decade the poultry industry in India has contributed approximately US $229million, to the Gross National Product (GNP).

Several breakthroughs in poultry science and technology have led to the development of genetically superior breeds capable of higher production, even under adverse climatic conditions that offer opportunities for overseas entrepreneurs to expand export and import of poultry products on a large scale.

The average per capita poultry meat consumption is also estimated to increase from

0.69 to 1.28 kilograms, during the 2000-2004. Overall, analysts studies that the total egg consumption is estimated to increase from 34 billion in 2000 and to 106 billion in 2020, while poultry meat consumption is predicted to increase from 687 million kilograms to 1,674 million kilograms.

The Poultry Business in India is a very old practice and this food industry is one of the important contributors to the economy of rural and semi-urban India. As per the reports, the Indian poultry industry has contributed around US $ 229million, to the gross national product and is witnessing steady growth till the current fiscal year. Further, the report also envisages a strong growth for the egg and poultry meat industry of India, both in urban and rural India, in the next two decades.

The current scenario of poultry business in India is encouraging because India ranks seventeenth in the world poultry production index. Further, India is the fifth largest producer of eggs and ninth largest producer of poultry meat amongst all the countries. The poultry industry of India produced over 34 billion of eggs and around 600,000 tons of poultry meat in the financial year 2004. The market research report of the poultry business in India found that egg consumption rate in India has grown at a much faster pace, than the consumption of poultry meat. Moreover, with the continual rise in purchasing power capacity, the rate of consumption is estimated to triple by the end of the year 2020.

The average per capita poultry meat consumption in India increased from 0.69 to 1.28 kg and the total egg consumption is estimated to touch 106 billion in 2020 from 34 billion in 2000. Furthermore, the poultry meat consumption is estimated to increase from 687 million kg to 1,674 million kg. Presently, the Poultry Business in India produces around 37 billion of eggs and 735,000 tonnes of poultry meat.

The Indian states of Andhra Pradesh, Karnataka, Kaerala and Tamil Nadu cumulatively produces around 45 % of the India's egg production while the eastern and central parts of India account for about 20% of egg production. Further, the four southern states of India have per capita consumption of 57 eggs and 0.5 kg of broiler meat while the central and eastern states of India has per capita consumption of 18 eggs and 0.13 kg of broiler meat.

The structure of India's poultry industry is varied and small-scale producers account for the bulk of production while large-scale producers accounts for a growing share of output in some regions. The Poultry Business in India now employs around 1.6 million people among which around 80 % are directly employed, while the rest 20 % is engaged with its allied areas like in feed, pharmaceuticals, equipment, and other services as required by the poultry industry. Moreover, this sector also involves an additional workforce of around 1.6 million, primarily engaged with in marketing and sales of poultry products. India exports poultry products like table-eggs, meat, live birds, egg powder and frozen yolk. The total value of exports was around 5 billion at the end of the financial year 2000 and the numbers have risen steadily from there on.

Indian Poultry Industry is one of the fastest growing segments of the agricultural sector today in India. As the production of agricultural crops has been rising at a rate of 1.5 to 2% per annum while the production of eggs and broilers has been rising at a rate of 8 to 10% per annum. Today India is world’s fifth largest egg producer and the eighteenth largest producer of broilers. Driving this kind of expansion the contributing factors are growth in per capital income, a growing urban population and falling poultry prices.

India is the third-largest egg producer after China and USA and the fourth-largest chicken producer after China, Brazil and USA. The per capita eggs consumption has gone up from 30 to 68 and the chicken from 400 gm to 2.5 kg. Human nutritionists recommend 180

and chicken were “agriculture produce” few years ago but are “food items” today. Safe food is very important. Besides maintaining his production efficiency, the producer has to concentrate on the nutritive values, the adulterants and contaminants of his produce. The ministry of food processing industries, Centre for Science and Environment and food inspection authorities started keeping track of eggs and chicken.

In India, Eggs are still transported in open condition and in un-refrigerated vehicles. The entire chain of distribution and physical handling up to consumer is in open climate exposed to varying temperatures of seasons and agro climatic conditions. Shelf life of eggs is therefore restricted to 11- 14 days in summer and 18-20 days in winter.

The egg is still sold as a commodity in India and purchased by consumer mostly from shop next door for daily needs i.e. Pan shops, kirana stores, bakeries etc. India with a 11-12 crore daily egg production and with over its 70% of human population living in villages each with 500 – 2000 population per hamlet is located across the length and breadth of country in over 6,27,000 villages. It is a marketer's nightmare to ensure sufficient availability of Eggs to consumers as it is a perishable product, to be made available in vast number of shops and stocked sufficient to meet daily needs of consumers.

The study is undertaking the retailer’s satisfaction of Suguna Poultry in and around the Coimbatore

District. To make suggestion for improving sales of the products and for understanding the Retailers

Preference, Brand Image and Retailers Satisfaction about Suguna Poultry product. A study on retailers’

satisfaction with special reference to Suguna Poultry Form in Coimbatore District was conducted during

a period of 45 days and maximum data was collected, analyzed and interpretation also made using

statistical tools. Based on that, findings were obtained and suggestions were provided. The study will

help the company to make future plans according to the expectation of the retailer and consumer. Most

of the retailers are satisfied with the current performance in all area, who can be converted in to highly

satisfied retailers. It is a fact that only the company providing maximum satisfaction to the consume

r can be successful in the pure competitive market. So the study in very significant is the present competitive scenario.  
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## i)STATEMENT OF THE PROBLEM

Today, the company’s brand Suguna & Srinivasa Chicken is a household name in India. With its Suguna Daily Fresh outlets, Suguna Home Bites, Suguna Anytime processed chicken and four varieties of speciality Suguna value added eggs, Suguna is the undisputed leader in poultry products. Suguna Home Bites being the latest in its product range is a new category of home meal replacements (HMR). Suguna Poultry being the first contract farming in India in Poultry, as the pioneers of Suguna saw the potential in Indian poultry industry through integration. The Suguna Daily Fresh is being a leading poultry retailer company in India, the concept relationship marketing would be of immense benefit to it to developing enduring relationships with its customers in Kerala.

Hence, the study is to examine the consumer’s perceptions towards Suguna & Srinivasa Daily Fresh Retail Outlets in Coimbatore District and the study results will be supportive for the company in understanding the consumer perception about the brand and also useful to formulate expansion plans and maintaining the brand name called “Suguna” and “Srinivasa” Foods.

. The success of Suguna can be attributed to the customers’ faith in the organization and dealers

commitment to the customers and the organization. However, in some of the areas, the growth

of Suguna Daily Fresh Outlets is not adequate and it leads to the lack of awareness about the

Suguna Foods in the state. Building a brand and getting recognized by consumer is only half

the battle in building or creating a brand in the mind of consumers. Strong brand awareness and

preference has become an International Journal of Applied Research 2016; 2(3): 589-591 ~ 590

~ International Journal of Applied Research Important factor that influences consumer’s

perceptions of a brand. Success in brand management rises from accepting and managing brand

value correctly to produce strong attributes that will persuade consumers while making their

choices.

### ii)OBJECTIVES:

* + To study about the retailer preceptions towards suguna daily fresh and srinivasa chicken
  + To study about the poultry farm retailer awareness towards marketing and production of poultry products
  + To know the satisfaction level of poultry farm retailers in production and marketing.
  + To offer suggestions to improve the production and marketing of poultry products.
  + To Production of meat: Poultry farming aims to produce meat for consumption. This acts as a source of protein for human beings.
  + Production of eggs: One of the aims of poultry farming is producing eggs. The eggs produced can be marketed and sold.
  + To  Income generation: Poultry farming is a profitable business that aims to generate income for the farmers. Through the sale of eggs and meat, poultry farmers can generate income.
  + Job creation: Poultry farming creates employment opportunities for people, from farm workers to sales people.
  + Improving livelihoods: Poultry farming aims to improve people's livelihoods by providing them with a source of income and contributing to food security
  + To generate money by selling eggs and meat in the market.

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## SCOPE OF THE STUDY

The study will help the company to examine Retailers perceptions towards Suguna & Srinivasa Daily Fresh Retail Outlet and it will be helpful in strengthening brand of Suguna & Srinivasa foods and the daily fresh outlets in the Tamilnadu market.

## LIMITATIONS

* + The survey was limited to Pollachi Taluk only, so it cannot be generalized to all the location.
  + The samples size is limited to 103 Retailers only.
  + Time is one of the major constraints.
  + At most care taken by the researches to choose the correct information from the respondents.
  + The study is based upon primary data, so any wrong information given by the respondents may mislead the findings
  + Breaded in congested factories.
  + **Poultry farming can be immediately lucrative.**
  + **You don’t need a lot of available space to begin poultry farming.**
  + **There are zoning issues that you may need to follow before starting your farm.**

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### RESEARCH DESIGN

Descriptive research design includes surveys and fact finding enquires of different kinds.Research may be understood as science of studying how research is done scientifically.

### SAMPLE SIZE:

Sample size taken for study is 120 respondents.

### SOURCE OF DATA:

The data is collected in two ways.

### A) PRIMARY DATA:

* The data is collected for the first time it is orginal in nature.It has been collected through questionnaire.
* The sources of primary data are usually chosen and tailored specifically to meet the demands or requirements of particular research. Also, before choosing a data collection source, things like the aim of the research and target population need to be identified.

### B)SECONDARY DATA:

Secondary data refers to data that is collected by someone other than the primary user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.

Secondary data analysis can save time that would otherwise be spent collecting data and, particularly in the case of [quantitative data](https://en.wikipedia.org/wiki/Quantitative_data), can provide larger and higher-quality [databases](https://en.wikipedia.org/wiki/Database) that would be unfeasible for any individual researcher to collect on their own.

# MODULE 2 REVIEW OF LITERATURE

* 1. **REVIEW OF LITERATURE**

## INTRODUCTION:

Review of literature is necessary as it familiarizes the researcher with concepts and conclusions already evolved by earlier analysts. It also enables the present researcher to measure the scope for future study and to frame appropriate objectives for the proposed evaluation. Since the proposed study is to analyze the gap between retailer satisfactions, the previous studies made in this area of research are briefly reviewed. It also includes the opinions expressed by various authors in leading articles, journals and books.

#### REVIEW OF LITERATURE

**Hena M (2016)** “Study on consumer’s perceptions towards Suguna daily fresh retail outlets”. This study undertaken with the objective to examine the consumer’s perception towards Suguna Daily Fresh retail outlets. The primary data was collected through a sample survey covering 100 respondents from Thiruvananthapuram district, by using a well-structured interview schedule. The statistical tools like Percentage analysis and Chi-square test. The study concluded that Suguna’s growth and every business activity undertaken have been linked with the development of rural India, similarly the study clearly point out that Suguna Daily Fresh customer’s perception towards the product and the Daily Fresh Outlets are satisfactory.

**Veronica Sri Lestari, Ahmad Ramadhan Siregar, Djoni Prawira Rahardja and Megawati (2016)** “Consumers Satisfaction Level Toward Chicken Meat Quality”. The purpose of the study is to explore the consumers’ satisfaction level toward the quality of chicken meat at supermarket. A purposive sample technique was used to select 280 students for the study. Five hundred and sixty 560 students were used for the study. The statistical technique like Percentage Analysis, Chi-Square and Rank analysis was applied for the purpose of data analysis. It can be concluded that the level of consumer’ satisfaction towards chicken meat quality from supermarket based from smell, colour and texture were categorized as satisfied enough, while for label and free chemical addition were categorized as satisfied and very satisfied respectively.

**Dr. P. Kothai and Mr. R. Vijay (2016)** “Consumer Perception towards Branding of Poultry Products”. This study attempts to throw some insights on how do consumers actually look at branding when it comes to poultry products. This research was carried out using an exploratory

research design. A survey of 68 respondents were carried out to understand the influence of branding of poultry products on consumer perception. Simple percentage analysis is being used. This study concludes stating a strong fortune for branding of poultry produce as consumers do welcome branded poultry produce.

**Stephen Opoku–Mensah, Siegfried Affedzie-Obresi and Hayford Agbekpornu (2016)** “Determinants of Consumer Patronage for Ghana Grown Chicken”. The main objective of this study is to determine the willingness of Ghanaian consumers to patronize Ghana grown chicken. A total of 180 respondents were interviewed in the research. Data collected were

analyzed using both qualitative and quantitative methods. Qualitative analysis involved the use of simple descriptive statistics like percentages, mean, pie charts and graphs to determine the socio-economic characteristics of respondents and consumption patterns. The study revealed that consumption of chicken meat now forms part of the regular meal of many consumers, with the most important attributes sought for being the taste, health and safety, nutritional value, and trust.

**James. Higenyi, John. David. Kabasa and Charles. Muyanja (2014),** “Social and quality attributes influencing consumption of native poultry in eastern Uganda”. The aim of this study was to determine the factors that influence preference for consumption of native poultry in Butaleja and Tororo districts. A field survey of rural and peri-urban poultry consumers and food service providers was conducted through semi-structured interviews using questionnaires; and a total of 195 respondents were covered. Descriptive analysis to represent frequencies and percentages was carried out using the software. Chi-square was used to establish the link between predictors and consumption of native poultry meat using bivariate analysis. This study concluded that socio-economic factors, perception of quality cues and quality attributes influence purchasing and consumption preference.

**Maria Font-i-Furnols and Luis Guerrero (2014),** “Consumer preference, behavior and perception about meat and meat products: An overview”. This study focuses on features that might influence consumer behavior, preferences and their perception of meat and meat products with respect to psychological, sensory andmarketing aspects. The sample size is 188 respondents. Purposive samplings were applied to pick up the sample. Data was analyzed using Pearson Correlation and a Paired sample T-Test. This study concluded that cultivating positive attitudes and ensuring that meat satisfies consumer expectations, should increase the

competitiveness of meat and meat products and their market share over alternative sources of protein.

**Imranul Hoque, S. M. Sohel Rana and M. NurulAzim Chowdhury (2013)** “Customer Satisfaction Level towards Processed and Further Processed Chicken Products: A Study on a Renowned Bangladeshi Farm”. The purpose of the study is to explore the customer satisfaction level towards processed and further processed chicken items. Total 50 respondents were selected from different superstores where ABFL processed and packaged items available. The study result indicates that ABFL is somewhat successful to create market image and customers

are more or less satisfied by using processed and further processed chicken items. If ABFL understands the market perfectly and take good initiatives to satisfy their customers, they have the possibility to keep themselves as market leader with good market reputation.

**Cosmos Antwi-Boateng, Vida Owusu-Prempeh and Samuel Yeboah Asuamah (2013),** “Assessment of Factors influencing the Consumption of Pork and Poultry Meat in Ghana: A Comparative Study”. The aim of the study is to contribute to the body of knowledge that exist in the area of meat marketing by examining factors influencing the purchase of poultry and pork products. The study is based on descriptive quantitative cross sectional survey design using sample of 224 students of the marketing department selected through convenient sample method. Primary data was collected using self-designed questionnaire, administered during lectures. Data was analysed using frequencies, percentages and ANOVA and presented in Tables. The SPSS version of 16.0 was used. The study recommended that the most important factors respondents consider in the purchase of meat are taste, health and the price of the meat. Demographic variables (gender, age, family income levels, religion, region, personality type and year in school) affect the attitude towards poultry and pork consumption.

**Jacob Donkor, Appiah Sarpong, Collins Kankam and Frank Agyemang Duah (2013)** “Consumer Choice Analysis of Imported and Locally Produced Chicken Products: Evidence from Ghana”. The paper investigated into consumer choice analysis of imported and locally produced chicken in Kumasi metropolis of which convenience sampling was used to select the sample size of three hundred and fifty (350) respondents to answer the questionnaires. The statistical technique like Frequency percentage, t-test was applied for the purpose of data analysis. The study, it indicates that the influence of price on purchasing decision of chicken products was present and consumers preferred imported chicken to locally produced ones.

Quality had little influence on the purchasing decision of consumers of chicken products. Moreover, quantity played major determinant role in influencing the purchasing decision of consumers for chicken products.

**Yılmaz Aral, Erol Aydin, Pınar Demir and Ahmet Cumhur Akin (2013)** A study conducted on the topic “Consumer preferences and consumption situation of chicken meat in Ankara Province, Turkey”. This study was carried out to create a chicken meat consumption profile, including factors that influenced buying habits and consumer preferences. Data were obtained from surveys conducted face-to-face with 450 household heads in the city center of Ankara.

Analysis of the collected data is done with the help of chi-square, skewness and mean. This study concluded that the most significant factors affecting the consumption preference for chicken meat by households surveyed, and for preferring to purchase chicken meat in the first rank among different types of meat, are found to be affordable price, taste, nutritional quality, health conditions, fat content percentage, and ease of preparation, respectively.

**İsmail Durmus, Cengizhan Mızrak and Serdar Kamanli (2012)** Poultry meat consumption and consumer trends in Turkey”. This study was conducted by Poultry Research Institute to determine the poultry meat consumption and consumer trends in Turkey. This questionnaire study was conducted with 2.241 families, which represent the consumer profile of Turkey, supplied by Turkish Statistical Institute. Data obtained from the questionnaire were evaluated by using SPSS programme (SPSS 17). Analysis of the collected data is done with the help of skewness and mean. It can be concluded that it will be possible to increase poultry meat consumption if the consumer trends, which are determined by this study of the poultry meat producers, are taken into consideration.

**E. P. Vijayakumar and V. Ramamoorthy (2012)** “A study on problems of practicing poultry farming in namakkal district”. This study deals with problems of practicing poultry farming in Namakkal district. 40 poultry farmers are selected a sample. 120 set had shown valid and been analyzed. This survey is using a simple random sampling method to collect the data. The data was analysed using descriptive statistics of the mean and standard deviation and the critical component factor methods. It is observed that there is a inverse relation between the caste status of the respondents and their overall problems of poultry farming.

**Njazi Bytyqi and Arben Vercuni (2012)** “Analysis of Consumer Behavior in Regard to the Beef Meat in Kosovo”. The main study of this paper was to evaluate and study of consumer’s behavior with regard to beef meat in Kosovo. The survey was carried out among 1215 respondents from different regions and socio-economic groups. The tools used in this study are regression analysis, descriptive analysis, hierarchical multiple linear regression, multiple regression analysis, hypothesis testing. This study concluded that Percep- tion of con-sumers in regard to label, packaging and product origin it is not surprising that are considered of “same” or lesser important compare to price, quality and trust of the product.

**Dr. R. Mohanraj and Dr. L. Manivannan (2012)** “A Study on Satisfaction Level And Problems Faced By Poultry Farm Owners with Special Reference To Namakkal District,

Tamilnadu”. The main objectives of the study is to analyse the satisfaction level of poultry farm owners in production and marketing. The sample size is 120 respondents. For collecting primary data, field survey technique was employed in the study area. By virtue of a mass of data obtained from research survey, as well as data from secondary sources collected and presented in the study, descriptive and analytical research was considered the most appropriate for the study. This study is a rewarding exercise to the scholar and the researcher would feel delighted, if the suggestions and recommendations made here on the basis of the study undertaken are considered and implemented by the poultry farm owners and the government.

**Mohammad Sadegh Allahyari, Mohammad Sadegh Saburi and Fatholah Keshavarz (2011)** “Analyzing Farm Management Skills in Poultry Production Enterprises in Iran”. The main purpose of this study was to analyze managerial skills of poultry production operators in Soumeh Sara Township in Guilan province, Iran, which used a descriptive-analytical design. The population of this study consisted of whole industrial poultry production enterprises of Soumeh Sara Township (N=117) and out of them, 50 operators had been selected as statistical sample through simple random sampling. In order to analyze data, descriptive statistic (mean and standard deviation) and inferential methods (Friedman test) used. The results of this study indicate that among the studied management skills marketing skill had been placed the least ranking means. Until productive crops not reach to sell point and the customers have not satisfaction, production process is not complete.

## DATA ANALYSIS AND SOURCE OF DATA

The data for this study are of two types: -

* Primary data
* Secondary data

#### PRIMARY DATA

Primary data is the data is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended as well as open ended questions. In close ended questions, checklist questions and multiple choice questions are used.

#### SECONDARY DATA

* Secondary data are collected from books, magazines, web sites etc, and both open ended & close-ended questions are incorporated in the questionnaire for the collection of data.

* Secondary data means **data collected by someone else earlier**.
* Surveys, observations, experiments, questionnaire, personal interview, etc. Government publications, websites, books, journal articles, internal records etc. Always specific to the researcher's needs.

# MODULE 3 OVERVIEW OF STUDY

* 1. **OVERVIEW OF THE STUDY**

**SUGUNA POULTRY FARM**

Suguna policy farm was started by Shri.G.B.Soundarajan and Shri.G.B.Sundararajan in the year 1982 with about 200 birds in udumalpet with an agency division SUGUNA AGENCY and later incorporated as a company in 1994. The corporate office is located at Coimbatore and it co-ordinates with other regional office at about 12 place. Poultry farming is raising chickens, turkeys, ducks and other fowl for meat or eggs.

* Breeding farms where they raise poultry for meat.
* Layer farms where they produce eggs.

The best breeds depend on what you want from them. Good egg layers are RHODE ISLAND (brow eggs) and EGHORNS (WITH EGGS).Great meat comes from Arbor Acres, ROSS, and Peterson chickens which were named after the breeders who raised them, some hens are raised for egg production and meatiness. New Hampshire’s, Plymouth Rocks, and Wyandotte are good ones.

In the old times, poultry farming was the farmer’s wife throwing some feed out to the chickens who were wandering, loose, around the yard, She would find the eggs-wherever they might be laid, before they got rotten.

Today, poultry rising is big business. Each step is done by someone who knows what they are doing. Just like the dairy farmer we visited, the breeder wants to get the best chicken he can. Best might mean a meatier chicken, one with less or more fat, or one that lays more eggs or eggs more often, the breeder might hire veterinans or scientists to help him choose the characteristics he wants in his chickens. Breeders are known for their special kinds of chickens and no one is allowed to copy them.

Food costs are important to poultry farmers. Feed is about 60% of the cost of raising poultry. Fowl are usually feed a combination of maize, soy, rice bran and cereals.

Poultry is mostly used for meat and eggs but other products come from these animals. Duck and goose feathers are used for pillows and insulated clothing. That down-filled jacked goose feathers manure is used as fertilizer. Eggs are used in paint and medical vaccines.

California, Indiana, Lowa, Ohio and Pennsylvania produce the most eggs in the U.S. Alabama, Arkansas and Georgia produce the must chickens in the U.S.The highest Turkey producers are Minnesota and North Carolina.

## VISION OF THE COMPANY

Energizing rural India through a business process that creates and sustains innovation and strategy by continuously adding value and care to its share holders with a style of management that will be exemplary to the corporate world.

## MISSION OF THE COMPANY

* + Switch over consumer from live birds to processed meat
  + 25% income from suguna branch products
  + Social commitments.

**SRINIVASA POULTRY FARM**

The early years were marked with modesty and their beginnings humble. For over a decade they had grown from strength to strength with a strong attitude towards the way they conduct their business.

The company purpose is to provide quality poultry that are affordable with exceptional nutritional quality. Their products have already earned good will of the households. Their Vision is to “Provide best food at the best overall value with nutritional, quality and technological innovations in nominal cost”.

The way they conduct their business testifies the values they hold. They understand that growth is not just money and sales, rather bounteous in all aspects of business and life. The idea behind enriching lives is the whole perception of the business they do and they do it with a larger vision. Their vision was to build an integrated model that includes sourcing, feed production, hatcheries, breeding and contract farms under a single entity.

Any captive environment or resources strengthens you to thrive. They realized that they will able to exercise their strength by integrating all the aspects of production into their fold. They started with a state of art feed mill that produces over 6000 MT’s of quality feed per month for their indigenous consumption and contract manufacturing.

The corporate staffs are trained to maintain standards and troubleshoot during any uncertainty. All their purpose are acquiescent to ISO 9001:2008 quality standards.

The corporate staffs are trained to maintain standards and troubleshoot during any uncertainty. All their purpose are acquiescent to ISO 9001:2008 quality standards. The veterinary department has doctors on house along with support staff that constantly monitors the farms for health of the birds and rearing conditions. Logistics is handled by a dedicated fleet of vehicles.

# MODULE 4

**ANALYSIS AND INTERPRETATION**

**4.PERCENTAGE ANALYSIS**

Percentage refers to a special kind of ratio in making comparsion between two or more data and to describe relationships. Percentage can also be used to compare the relative terms in the distribution of two or more sources of data.

NUMBER OF RESPONDENTS PERCENTAGE OF RESPONDENTS= \*

TOTAL RESPONDENTS

* + 1. TABLE

## AGE

|  |  |  |
| --- | --- | --- |
| **AGE** | **RESPONDENTS** | **PERCENTAGE** |
| 20-25 | 45 | 6.2 |
| 25-35 | 35 | 53 |
| Above 35 | 40 | 40.8 |
| **TOTAL** | **120** | **100** |

* + 1. TABLE

## AGE

|  |  |  |
| --- | --- | --- |
| **AGE** | **RESPONDENTS** | **PERCENTAGE** |
| 20-25 | 7 | 5.83 |
| 25-35 | 66 | 55 |
| Above 35 | 47 | 39.17 |
| **TOTAL** | **120** | **100** |

SOURCE-PRIMARY DATA

## Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source—where the data originally originates from and are regarded as the best kind of data in research

## INTERPRETATION

The above table inferred that out of 120 respondents 66% respondents where between the age of 25-35 and 47% respondents are above the age of 35 and only 7% respondents are between the age of 20-25.

Thus it is inferred from the respondents were in the age category of 25-35

**PIE CHART**

**AGE**

7, 6%

47, 39%

66, 55%

20-25 25-35 ABOVE 35

* 7.6 %
* 47.39 %
* 66.55 %
  + 1. **TABLE**

MARITAL STATUS

|  |  |  |
| --- | --- | --- |
| MARITAL STATUS | RESPONDENTS | PERCENTAGE |
| SINGLE | 42 | 35 |
| MARRIED | 78 | 65 |
| TOTAL | 120 | 100 |

SOURCE-PRIMARY DATA

**INTERPRETATION:**

* The above table seen that out of 120 respondents 65% of them were married and only 35%0f them were unmarried.
* The majority of the respondents were married.

**PIE CHART**

MARITAL STATUS

SINGLE MARRIED

35%

65%

MARTIAL STATUS

* 35%
* 65 %

* + 1. **TABLE GENDER**

|  |  |  |
| --- | --- | --- |
| **GENDER** | **RESPONDENTS** | **PERCENTAGE** |
| MALE | 109 | 90.83 |
| FEMALE | 11 | 9.17 |
| **TOTAL** | **120** | **100** |

SOURCE-PRIMARY DATA

**INTERPRETATION:**

The above table seen that out of 120 respondents 90.83% of them were male and only 9.17% of them were female in this field.

Thus,The majority of the respondents were male.

**PIE CHART**

**GENDER**

9%

MALE FEMALE

91%

* MALE: 9%
* FEMALE:91%
  + 1. **TABLE EDUCATIONAL QUALIFICATION**

|  |  |  |
| --- | --- | --- |
| **EDUCATIONAL QUALIFICATION** | **RESPONDENTS** | **PERCENTAGE** |
| SCHOOLING | 37 | 30.83 |
| GRADUATION | 51 | 42.50 |
| EMPLOYED | 32 | 26.67 |
| **TOTAL** | **120** | **100** |

SOURCE-PRIMARY DATA

**INTERPRETATION:**

The above table inferred that out of 120 respondent 42.50% of them were graduated 26.67% of them were employed and 30.83% of them stopped with schooling**.**.

**The majorityof the respondents income is between 1-2l;akh.**

\

**PIE CHART**

EDUCATIONAL QUALIFICATION

27%

31%

SCHOOLING

GRADUATION

42%

EMPLOYED

* SCHOLLINGS- 31 %
* GRADUATION- 42 %
* EMPLOYED- 27 %
  + 1. **TABLE FAMILY INCOME**

|  |  |  |
| --- | --- | --- |
| **FAMILY INCOME** | **RESPONDENTS** | **PERCENTAGE** |
| Below 1 lakh | 4 | 3.33 |
| 1-2 lakh | 87 | 72.50 |
| 2-3 lakh | 29 | 24.17 |
| **TOTAL** | **120** | **100** |

**SOURCE-PRIMARY DATA**

**INTERPRETATION**:

The above table seen that out of 120 respondents 72.50% of them income is between 1-2 lakh and 24.17% of them family income is 2-3lakh and 3.33% of them family income is below 1 lakh.

The majority of the repsondents family income is between 1-2 lakh.

**PIE CHART**

FAMILY INCOME

3%

Below 1 lakh

24%

1-2lakh

2-3lakh

73%

* BELLOW 1 Lakh
* 1-2 Lakh
* 2-3 Lakh
  + 1. **TABLE EXPERIENCE RETAILNG POULTRY**

**FARM**

|  |  |  |
| --- | --- | --- |
| **EXPERIENCE** | **RESPONDENTS** | **PERCENTAGE** |
| 2YEARS | 7 | 5.83 |
| 2-5 YEARS | 69 | 57.50 |
| 5-10 YEARS | 40 | 33.33 |
| ABOVE 10 YEARS | 4 | 3.33 |
| **TOTAL** | **120** | **100** |

**SOURCE- PRIMARY DATA**

**INTERPRETATION**:

The above table shows that out of 120 respondents 57.50% of them have more than 2- 5years of experience and 33.33% of them have 5-10 years of experience and 5.83% of them have 2years of experience.

The majority of respondents has 2-5years of experience.



**EXPERIENCE**

**6%**

**3%**

**33%**

**58%**

2 YEARS

2-5YEARS

5-10YEARS ABOVE 10 YEARS

**PIE CHART**

* YEARS -2
* 2-5 YEARS
* 5-10 YEARS
* ABOVE 10 YEARS

**s**

* + 1. **TABLE**

**WHICH POULTRY FARM DO YOU PREFER?**

|  |  |  |
| --- | --- | --- |
| **POULTRY FARM** | **RESPONDENTS** | **PERCENTAGE** |
| SUGUNA POULTRY FARM | 75 | 62.50 |
| SRINIVASA POULTRY FARM | 45 | 37.50 |
| **TOTAL** | **120** | **100** |

**SOURCE – PRIMARY DATA INTERPRETATION:**

The above table shows that out of 120 respondents 62.50% of them prefer suguna poultry farm and only 37.50% of them prefer srinivasa poultry farm

The majority of respondents prefer suguna poultry farm.

**PIE CHART**



**POULTRY FARM**

**38%**

**62%**

SUGUNA POULTRY FARM SRINIVASA POULTRY FARM

* + 1. **TABLE OCCUPATION**

|  |  |  |
| --- | --- | --- |
| **OCCUPATION** | **RESPONDENTS** | **PERCENTAGE** |
| POULTRY RETAILING ONLY | 48 | 40.00 |
| POULTRY+OTHER BUSINESS | 69 | 57.50 |
| POULTRY+OTHER MEAT | 3 | 2.50 |
| **TOTAL** | **120** | **100** |

**SOURCE – PRIMARY DATA INTERPRETATION:**

The above table shows that out of 120 respondents 57.50% of them were doing poultry and other business and only 40% of them were doing only poultry retailing only and 2.50% of them were doing poultry and meat.

The majority of the respondents do poultry + other business.

**PIE CHART**

OCCUPATION

3%

40%

57%

POULTRY

RETAILING ONLY

POULTRY+OTHER BUSSINESS

POULTRY+OTHER MEAT

**4.9 TABLE**

**DO YOU HAVE EXPERIENCE IN CITY?**

|  |  |  |
| --- | --- | --- |
| EXPERIENCE IN CITY | RESPONDENTS | PERCENTAGE |
| YES | 116 | 97 |
| NO | 4 | 3 |
| **TOTAL** | **120** | **100** |

**SOURCE - PRIMARY DATA INTERPRETATION:**

The above table shows that out of 120 respondents 97% of them have experience in city and only 3% of them has no experience in city.

The majority of the respondents has experience in city.

**PIE CHART**

EXPIERIENCE IN CITY

3%

YES NO

97%

**4.10. TABLE**

**TOTAL INCOME FROM BROILER PRODUCTS?**

|  |  |  |
| --- | --- | --- |
| **INCOME FROM BROILER PRODUCT** | **RESPONDENTS** | **PERCENTAGE** |
| 1-2 LAKH | 13 | 10.83 |
| 2-3 LAKH | 91 | 75.83 |
| ABOVE 3 LAKH | 16 | 13.34 |
| **TOTAL** | **120** | **100** |

**SOURCE – PRIMARY DATA INTERPRETATION:**

The above table shows that out of 120 respondents 75.83%of them earn 2-3lakh of income from broiler production. 13.34% of them earn more than 3lakh from broiler production and 10.83% of the earn 1-2lakh.

The majority of the respondents get 2-3lakh of income from broiler production.

**PIE CHART**

INCOME FROM BROILER PRODUCTION

13%

11%

1-2Lakh

2-3Lakh

above 3 Lakh

76%

**4.11 TABLE**

**IS BROILER PRODUCTION IS YOUR MAIN ECONOMIC ACTIVITY?**

|  |  |  |
| --- | --- | --- |
| **MAIN ECONOMIC ACTIVITY** | **RESPONDENTS** | **PERCENTAGE** |
| **YES** | **120** | **100** |
| **NO** | **-** | **-** |
| **TOTAL** | **120** | **100** |

**SOURCE – PRIMARY DATA INTERPRETATION:**

The above table shows that out of 120 respondents for 100% of them broiler production is the main economic activity.

The majority of respondents agreed that broiler production is their main economic

activity.

**PIE CHART**

ECONOMIC ACTIVITY

0%

yes

no

100%

* 1. **TABLE**

**WHAT KIND OF GROUND REARING DO YOU USE?**

|  |  |  |
| --- | --- | --- |
| **KIND OF GROUND REARING** | **RESPONDENTS** | **PERCENTAGE** |
| **CAGE FREE LANDING** | **91** | **75.83** |
| **NET REARING** | **29** | **24.00** |
| **TOTAL** | **120** | **100** |

**SOURCE-PRIMARY DATA INTERPRETATION:**

The above table shows that out of 120 respondents 75.83% of them use cage free landing and 24 of them use net rearing.

The majority of respondents use cage free landing.

**PIE CHART**

POULTRY FARMS

GROUND REARING

24%

CAGE FREE LANDING

NET REARING

76%

* 1. **TABLE**

**ANNUAL SALES TURNOVER ON BROILER PRODUCTION**

|  |  |  |
| --- | --- | --- |
| **ANNUAL SALES TURNOVER** | **RESPONDENTS** | **PERCENTAGE** |
| 2-5LAKH | 46 | 38.33 |
| 5-15LAKH | 72 | 60.00 |
| ABOVE 15 LAKH | 2 | 1.67 |
| **TOTAL** | **120** | **100** |

**SOURCE-PRIMARY DATA INTERPRETATION:**

The above table shows that out of 120 respondents 60% of them has 5-15 lakh of annual sales turnover on broiler production and only 38.33% of them has 2-5lakh of annual sales turnover on broiler production.

The majority of the respondents annual sales turnover is between 5-15 lakh.

**PIE CHART**

ANNUAL SALES TURNOVER

2%

38%

2-5Lakh

5-15lakh above 15lakh

60%

* 1. **TABLE**

**IN CASE OPENING ANOTHER BROILER UNIT WHICH SUPPLIER DO YOU CHOOSE?**

|  |  |  |
| --- | --- | --- |
| **SUPPLIER** | **RESPONDENTS** | **PERCENTAGE** |
| SRINIVASA | 65 | 54.17 |
| SUGUNA | 55 | 45.83 |
| **TOTAL** | **120** | **100** |

**SOURCE-PRIMARY DATA INTERPRETATION:**

The above table shows that out of 120 respondents 54.17% of them choose to start srinivasa poultry and 45.83% of them choose to start suguna poultry.

The majority of the respondents choose to start srinivasa poultry farm.

**PIE CHART**

45%

SRINIVASA

POULTRY

55%

SUGUNA POULTRY

**4.14. TABLE**

**IS THERE ANY ANIMAL HOSPITAL OR EPIDEMIC PREVENTION STATION NEARBY?**

|  |  |  |
| --- | --- | --- |
| **ANIMAL HOSPITAL** | **RESPONDENTS** | **PERCENTAGE** |
| YES | 114 | 95 |
| NO | 6 | 5 |
| **TOTAL** | **120** | **100** |

**SOURCE-PRIMARY DATA INTERPRETATION:**

The above table shows that out of 120 respondents 95% of them has animal hospital or epidemic prevention station nearby the farm and only 5% of them has no animal hospital or epidemic prevention station nearby the farm.

The majority of the respondents has hospitals nearby poultry farm.

**PIE CHART**

ANIMAL HOSPITAL

5%

95%

YES NO

**4.15 TABLE**

**HOW OFTEN DO YOU CLEAN CHICKEN HOUSE?**

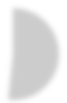
|  |  |  |
| --- | --- | --- |
| **CLEANING CHICKEN HOUSE** | **RESPONDENTS** | **PERCENTAGE** |
| EVERYDAY | 58 | 48.33 |
| ONCE A WEEK | 62 | 51.67 |
| **TOTAL** | **120** | **100** |

**SOURCE-PRIMARY DATA INTERPRETATION:**

The above table shows that out of 120 respondents 48.33% of them clean the chicken house once a week and 51.67% of them clean it regularly.

The majority of respondents clean the farm once a week.

**PIE CHART**



**CLEANING CHICKEN HOUSE**

**48%**

**52%**

ONCE A WEEK

EVERYDAY

# MODULE 5 FINDINGS

* 1. **FINDINGS**
* The majority 66(55%) respondents were in the age category of 25-35.
* The majority 78(65%) of the respondents were married.
* The majority 109(90.83) of the respondents were male.
* The majority 51(42.50%) of the respondents were graduated.
* The majority 87(72.50%) of the respondents family income is between 1-2 lakh.
* The majority 69(57.50%) of respondents has 2-5years of experience.
* The majority 75(62.50%) of respondents prefer suguna poultry farm.
* The majority 69(57.50%) of the respondents do poultry + other business.
* The majority 116(97%) of the respondents has experience in city.
* The majority 91(75.83%) of the respondents get 2-3lakh of income from broiler production.
* The majority 120(100%) of respondents agreed that broiler production is their main economic activity.
* The majority 91(75.83%) of respondents use cage free landing.
* The majority 72(60%) of the respondents annual sales turnover is between 5-15 lakh.
* The majority 65(54.17%) of the respondents choose to start srinivasa poultry farm.
* The majority 114(95%) of the respondents has hospitals nearby poultry farm.
* The majority 62(51.67%) of respondents clean the farm once a week.

# MODULE 6 SUGGESTIONS

* 1. **SUGGESTION**
* The major problem faced by the poultry farm owners is power cut during summer season and irregular power supply, which very much affect the poultry production. Hence, it is suggested that the poultry farm owners may avoid the power problems through an alternative energy sources like bio-gas with the help of government.
* It is learned from the analysis that the poultry farm owners facing lack of guideline in entrepreneurship development and R & D facilities. Hence, their views may be collected and accordingly a remedial measure should be initiated.
* The poultry farm owners facing the problems like “non-availability of marketing intelligence survey”. Hence, it is suggested that the poultry farm owners should know thoroughly about domestic and international market demand and consumers preference through marketing intelligence information system.
* The majority of the poultry farm owners are facing problems with price determination. Hence, it is suggested that the poultry farm owners organize the association and cooperative societies, and the price may be determine through it.
* Most of the poultry farm owners feel that the poor consultancy services provided by private agencies and expensive one. Hence, it is suggested that the standard consultancy organizations may initiate the services on par with world class manufacturing/services.

# MODULE 7 CONCLUSIONS

## CONCLUSION

The growth in poultry industry has been based on strong consumer demand for products that are perceived as affordable, safe and healthy. Retailers in certain region of the world are willing to pay a higher retail price for more tasty chicken meat produced in less confined conditions.

Similarly, the Indian Poultry Industry has got significant growth potential, given its existing low penetration levels, fast growing economy and favorable demographics with significant selling growth, the burgeoning mid and high income group and the increasing urbanization.

The domestic economic scenario is robust in the wake of the cyclical upturn in industrial activity, which is currently being witnessed and now this auger well for a demand for poultry products in India.

With a strong poultry-based business, non-farm activities can also be initiated when the poultry farm owners are more experienced and capable of taking risk and can manage the programme better.

Suguna and Srinivasa growth and every business activity undertaken have been linked with the development of rural India, similarly the study clearly point out that Suguna & Srinivasa Daily Fresh Retailers perception towards the product and the Daily Fresh Outlets are satisfactory.

Taking forward the core values, a host of initiatives have been put into action and Suguna and Srinivasa is undertaking a wide range of socio-economic, environmental, educational and health initiatives.

**BIBLIOGRAPHY**

**WEBSITES:**

* + [www.srinivasapoultry.com](http://www.srinivasapoultry.com/)
  + [www.sugunafoods.co.in](http://www.sugunafoods.co.in/)

**QUESTIONNAIRE**

1. Name:
2. AGE:

a) 20-25

b) 25-35

c) ABOVE 35

1. MARITAL STATUS
2. single
3. Married
4. GENDER
5. Male
6. Female
7. Educational qualification
8. schooling
9. Graduation
10. Employed
11. Which of the following describes your family income?
12. below 1 lakh
13. 1 to 2 lakh
14. 2 to 3 lakh
15. Retailer shop name?
16. Expierience in poultry retailng?
17. 2years
18. 2-5years
19. 5-10years
20. above 10 years
21. which poultry farm do u prefer?
22. suguna poultry farm
23. srinivasa poultry farm
24. occupation
25. poultry retailing only
26. poultry + other business
27. poultry +other meat
28. Do you have work experience in city?
29. Yes
30. No
31. Total income of broiler production?
32. 1-2 lakh
33. 2-3lakh
34. above 3 lakh
35. Is broiler production your main economic activity?
36. Yes
37. No
38. What kind of ground rearing do you use?
39. case free landing
40. net rearing
41. approximate annual sales turnover on broiler chicken
42. 2-5lakh
43. 5-15lakh
44. above 15lakh
45. In case of opening another broiler retail unit which of the following supplier you choose?
46. srinivasa poultry
47. suguna poultry
48. Indicate your satifaction level on present supplier

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 |
| a) Srinivasa |  |  |  |  |  |
| b) suguna |  |  |  |  |  |

1. Rate the broiler chicken quality of the poultry farm

|  |  |  |  |
| --- | --- | --- | --- |
|  | | Srinivasa poultry | Suguna poultry |
| a) | 0-20 |  |  |
| b) | 20-50 |  |  |
| c) | 50-70 |  |  |
| d) | 70-100 |  |  |
|  | | | |

A COMPARATIVE STUDY ON RETAILER SATISFACTION TOWARDS SUGUNA AND SRINIVASA POULTRY FARMS

1. Is there any animal hospital or epidemic prevention station nearby?
2. Yes
3. No
4. How often do you clean chicken house?
5. every day
6. once a week
7. Give your suggestions