

About amul ice cream marketing essay



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Amul Ice Cream was launched on 10th March, 1996 in Gujarat. The portfolio consisted of impulse products like sticks, cones, cups as well as take home packs and institutional/catering packs. Amul ice cream was launched on the platform of 'Real Milk. Real Ice Cream' given that it is a milk company and the wholesomeness of its products gives it a competitive advantage. In 1997, Amul ice creams entered Mumbai followed by Chennai in 1998 and Kolkata and Delhi in 2002. Nationally it was rolled out across the country in 1999. It has combated competition like Walls, Mother Dairy and achieved the No 1 position in the country. This position was achieved in 2001 and it has continued to remain at the top. Today the market share of Amul ice cream is 38% share against the 9% market share of HLL, thus making it 4 times larger than its closest competitor. Not only has it grown at a phenomenal rate but has added a vast variety of flavours to its ever growing range. Currently it offers a selection of 220 products. Amul has always brought newness in its products and the same applies for ice creams. In January 2007, Amul introduced SUGAR FREE & ProLife Probiotic Wellness Ice Cream, which was a first in India. This range of SUGAR FREE, LOW FAT Diabetic Delight & ProLife Probiotic Wellness Ice Cream is created for the health conscious. Amul's entry into ice creams is regarded as successful due to the large market share it was able to capture within a short period of time - due to price differential, quality of products and of course the brand name.

Integrated marketing communications

Integrated Marketing Communications is a term used to describe a holistic approach to marketing communication. It aims to ensure consistency of message and the complementary use of media. The concept includes online and offline marketing channels. Online marketing channels include any e-
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marketing campaigns or programs, from search engine optimization, pay-per-click, affiliate, banner to latest web related channels for webinar, blog, micro-blogging, RSS, podcast, and Internet TV. Offline marketing channels are traditional print (newspaper, magazine), mail order, public relations, industry relations, billboard, radio, and television. A company develops its integrated marketing communication programmed using all the elements of the marketing mix (product, price, place, and promotion).

Integrated marketing communication is integration of all marketing tools, approaches, and resources within a company which maximizes impact on consumer mind and which results into maximum profit at minimum cost. Generally marketing starts from “ Marketing Mix”. Promotion is one element of Marketing Mix. Promotional activities include Advertising (by using different medium), sales promotion (sales and trades promotion), and personal selling activities. It also includes internet marketing, sponsorship marketing, direct marketing, database marketing and public relations. And integration of all these promotional tools along with other components of marketing mix to gain edge over competitor is called Integrated Marketing Communication.

A marketing plan is probably the most important but least thought about aspect of a business. It is the part of a company’s business plan that outlines the marketing strategy for the company and its products. There are several formats in which a marketing plan can be developed. While each format may appear different, they all contain the same general information. The marketing plan includes information such as a description of the product or service offered, pricing goals and guidelines, definition of the target markets,

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information about competitors, the marketing budget and promotional endeavors. Just as marketing plans can have different formats, they can also differ in the amount of detail that they contain. When developing the first marketing plan, it is a good idea to keep it simple. This will help to keep the focus on the new ideas and thoughts that are being generated. As time passes, it is important to increase the level of detail contained within the marketing plan. A marketing plan should be a guide on which to base decisions and should ensure that everyone in an organization is working together to achieve the same goals. A good marketing plan can prevent an organization from reacting to problems in a piecemeal manner and even help in anticipating problems.

Many small business owners get so involved in details that they lose sight of their goals. By keeping the plan simple, a clear road map is created which focuses on what needs to be accomplished. Be direct and be clear. If there are questions, ask a friend, relative, colleague or employee to read the plan. They should immediately be able to grasp the goals and objectives. Don't build in too much flexibility. It may be tempting to plan for various market contingencies. If the market changes that quickly, then incorporate that into the plan. Create a strategy that is obtainable - that's the purpose of having a plan in the first place. Review the marketing plan often -quarterly or even monthly. A regular review of the marketing plan doesn't mean that it must be revised every month. But takes me time to evaluate it and make sure goals and deadlines are being met. Finally.... never stop marketing once the plan is in place, take action. Commit to the marketing program. Don't become stagnate. Keep at it, and give the business the opportunity to

flourish. Below is a sample marketing plan for a fictional store named Heavenly Pies. The sample plan was written by the owner of the store. It is shown to provide an example of one type of format and level of detail that a marketing plan can have. Write the marketing plan down (as opposed to thinking about it and keeping it in your head). It is important to have a document as a reminder of what needs to be accomplished. Keep the marketing plan simple. Many small business owners get so involved in details that they lose sight of their goals. By keeping the plan simple, a clear road map is created which focuses on what needs to be accomplished.

Heavenly Pies is located in an open-air shopping center in Hometown, Tennessee. According to recent census data, the Hometown area is growing faster than any other metropolitan area in the state. This growth is fueled by the purchase of 2nd homes by home buyers and retiree's nation wide. We consider all tourists and locals as potential customers, since we offer a wide array of homemade apple products that can be taken home or eaten inside our shop. Pie and desert consumption is increasing. Recent trends indicate an increase in the purchase of this type product made with apples. Our local competition is not fierce; there is only one additional bakery, Dorothy's Delights. They currently do very little marketing. However, we haven't ruled out the possibility of them doing so in the future as a response to our new marketing efforts.

Apple pie is the big money maker for Heavenly Pies, with apple turnovers coming in a close second. Other apple items sold include fritters, donuts, cakes, and fresh apples. In addition, customers can purchase vanilla ice cream and coffee. Inside the store there is an area where customers can

enjoy their purchases or they can be packaged and taken home. Our products are made fresh daily and remain on the shelf for a maximum of 3 days. All ingredients, except apples, are purchased in bulk from the Doe Supply Company. Apples are purchased from a local orchard and are stored frozen for off-season use.

Curious passer-by. Retired persons, age 55 and above, have an increased amount of free time. They could use our store as a place to meet with friends and associates throughout the day. A majority of the people who visit the shopping center on the weekends are female. Female weekend shoppers, of any age, can come in and purchase a snack to eat while shopping or to take home for their family or friends. Curious individuals who pass by and are attracted by our window or the wonderful smells coming from inside are also potential customers. These individuals have not visited our store before and are likely to make impulse purchases during their first visit.

In order to increase our market share, we will begin to systematically focus on our target markets. First, we will focus on attracting retired persons. This will be done by actively promoting our store in places and organizations frequented by individuals in this group. This may include the Country Club, the Rotary Club, and local volunteer organizations. Next, we will focus on female weekend shoppers. To attract individuals in this group, free samples will be offered outside the store to entice these individuals to come in and browse or make a purchase. Coupons will also be distributed offering discounts on purchases. Then, we will turn our focus to the curious passer-by. We will begin to use colorful bags, boxes, and containers. We will also use additional scents to make our store extremely fragrant. Our windows will

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be decorated to provide a welcoming atmosphere and entice passers-by to stop in.

In order to tap new markets, we will focus on individuals in our target markets that frequent stores offering substitutes. This would be the local ice cream shop and diner. This will be done through billboard advertisements in the area and direct mailings.

Diversification:-

Our product mix is currently diverse. We offer products that are sweet as well as fresh. In addition, we offer drinks and toppings such as ice cream. In the future we hope to expand to include even more products.

Product Development:-

Thought will be given to continued new product development. Customer suggestions will be noted for future use in this area. This may include additional items or changes to current items.

Marketing Mix/Marketing Tactics:-

Product Marketing:-

Products will be made fresh daily and have a maximum shelf life of 3 days. Products will be displayed in glass cabinets. If a product is to be eaten at the store, it will be served on a glass plate. If it is to be taken home, the product will be placed into a bakery box, which bears the Heavenly Pies colorful logo.

Price:-

Our pricing strategy is based on competitive guidelines. We will try to remain in line with our competitor's prices. Prices will be made competitive with substitute products as well. Beverage will be priced below the industry

average. This will allow us to make money from beverage sales and leave the customer with money to spend on our main items.

Sales will be made through our retail store. The store will be kept extremely clean and well stocked at all times. Glass counters will be used as well as clearly viewable kitchens to allow customers to view all steps in the preparation process. Soft music as well as “bakery scents” like cinnamon and apple will be used to conjure the “like mom used to make” idea.

To entice customers into our store, we will offer free samples inside and outside of our store. IN addition, employees will walk through the shopping center handing out coupons for our store. Customers will be given free measuring cups and/or measuring spoons with a purchase during the first 2 months of the year. A frequent buyer’s club program will be used in hopes of enticing customers to return.

Publicity

Local newspapers and radio hosts will be invited to our invitation-only media event in hopes they will run a feature story or spot about our store. In addition, community leaders will be invited. News leads will be sent to media when notable events occur.