

Cream bell essay



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Ice Cream Industry Profile The ice cream industry in India is in many ways, reflective of the overall population distribution. The country's population is primarily rural with approximately 65% of the population living in villages with a population of less than 5, 000; this means there are well over 150, 000 villages with a combined population in excess of 650 million. This has contributed to a highly fragmented industry that by many estimates has over 70, 000 ice cream entities. Many of these are single family operations where the product is made either in the home or in very small factories and sold on the streets.

The 350 million remaining people are concentrated in the cities where the industry is reasonably concentrated in the hands of a few international and domestic firms. It is estimated that only 30% of the entire market is “organized” and the industry meets the classic definition of a fragmented industry, that is, one where there is an absence of market leaders with the power to shape industry events. Ice cream or ice-cream is a frozen dessert usually made from dairy products, such as milk and cream, and often combined with fruits or other ingredients and flavors. Most varieties contain sugar, although some are made with other sweeteners.

In some cases, artificial flavorings and colorings are used in addition to (or in replacement of) the natural ingredients. This mixture is stirred slowly while cooling to prevent large ice crystals from forming; the result is a smoothly textured ice cream. The meaning of the term ice cream varies from one country to another. Terms like frozen custard, frozen yogurt, sorbet, gelato and others are used to distinguish different varieties and styles. In some countries, like the USA, the term ice cream applies only to a specific variety,

and their governments regulate the commercial use of all these terms based on quantities of ingredients.

In others, like Italy and Argentina, one word is used for all the variants.

Alternatives made from soy milk, rice milk, and goat milk are available for those who are lactose intolerant or have an allergy to dairy protein, or in the case of soy milk for those who want to avoid animal products. Ancient civilizations have served ice for cold foods for thousands of years. The BBC reports that a frozen mixture of milk and rice was invented in China around 200 BC, and in 618-97 AD, King Tang of Shang had 94 men who made a frozen dish of buffalo milk, flour, and camphor.

The Roman Emperor Nero (37–68) had ice brought from the mountains and combined with fruit toppings. These were some early chilled delicacies. In 400 BC, Persians invented a special chilled pudding-like dish, made of rose water and vermicelli which was served to royalty during summers. The ice was mixed with saffron, fruits, and various other flavors. The treat, widely made in Iran today, is called “faloodeh”, and is made from starch (usually wheat), spun in a sieve-like machine which produces threads or drops of the batter, which are boiled in water. The mix is then frozen, and mixed with rose water and lemons, before serving.

Industry Competition As the industry evaluation would indicate the competition is significant. The 70, 000 some participants is a large number but the more serious challenge comes from the top six national firms; Amul, Kwality Walls, Mother Dairy, Vadilal, Dinshaw, and Arun. These top six firms dominate the market and essentially control the organized market. Detail

statistics are not available to indicate market share but Ben & Jerry's estimates that these six firms control 40% to 50% of the urban market. Historically MNC's have not achieved much success in penetrating the Indian market.

There are a number of possible explanations for this; the relative embryonic and disorganized nature of the market, excessive government regulation that included excessive tariffs and the restriction that imported ice cream could only be sold in hotels, and a highly fragmented and ineffective media. Most of these market inefficiencies have been or are in the process of being corrected and Ben ; Jerry's believes that conditions have ripened to the extent where MNC's can now effectively enter the market and compete with the domestic firms. Industry Growth

The three factors of growth, population, per capital consumption, and price are all projected to increase over the next six years. Population is projected to grow at 1. 8%, per capital consumption is projected to grow at 5%, and prices are projected to increase at just over 1% per year. (Overall the long-term projection for consumer prices is expected to rise at 3. 5%, however, given the intense level of competition Ben & Jerry's does not think it likely that ice cream prices will rise that fast.) Overall the market will grow from \$245 million to \$360 million, a compound growth rate of 8%.

Of the \$115 million in growth, 60% will come from increased per capita consumption, 24% from increased population, and 16% from increase in price. Top Ice Cream Industries List * Vadilal Ice Cream India * Amul Ice Cream * Kwality Walls * Mother Dairy * Ben ; Jerry * MTR SWOT Analysis of

Ice Cream Industry Strengths: 1) They are available in reasonable prices. 2) Known for product quality. 3) Strong presence of parent company in India. 4) The Brands almost generic to their product category 5) Wide variety of unique ice cream flavors. Weakness: 1) The durability of ice-creams is not really good 2) it melts very soon 3) The industry has a complex supply chain management and the main issue is traceability 4) Domestic business as well as many international markets are thriving Opportunities: 1) They can come up with new flavors 2) They should focus more on their advertising and marketing strategies 3) They should come up with offers for purchase of ice-cream in whole market 4) Efforts to exploit export potential are already on Threats: 1) Currently, the threat of new viable competitors 2) Foreign players entering the market 3) Consumer buying power also represents a key threat in the industry 4) Consumers can easily switch to other substitutes with little cost or consequence

HISTORY OF ICECREAM INDUSTRY IN INDIA Ice cream industry occupies important place in India. It is one of the consumer goods industries its products is important popular diet. India is an agriculture-based country because of the large number of cattle and large milk production most of the dairy and ice-cream industries has developed and India is well ranked in the world. Ice cream industry has brought magnificent change in the rural economy.

It provides employment to the marginal farmers. Today the competition in ice-cream of players like amul, Kwality walls , Vadilal etc. as ice cream has been a regular edible item the consumption of ice cream is more. In 1983 when Indian Government Issued a control in which the certain price level was fixed. It has an important role in employment generation and reducing the

migration of villagers towards the town and cities for live hood. The Industry
Organized Unorganized (200+Players) (200+Players) 70% 30% Mass Market
Super Pre HLL AMUL Tiny Market VADILAL DAIRY DEN

BASKIN ROBBINS NIRULA'S DAIRY DEN INTRODUCTION TO DEVYANI FOOD
INDUSTRIES Devyani Food Industry is comes under RK Jaipuria group. It is
generally known as RJ corporation. RJ Corp (India) started its dairy business
in the year 2002 with pasteurized milk ; ice cream under the headship of
CEO, Mr Madhu Sudan Parikh.. Being a well-diversified organization, RJ Corp
is primarily engaged in breweries, real estate, hospitality, healthcare,
education, dairy, food services and retail and in the production of Dairy Milk
Products like Ultra Heat Treated Milk, soft beverages with annual turnover of
about 15 billion.

The company has huge operations of Pepsi, Costa Coffee, Pizza Hut, Beer, Ice
Cream, Dairy and others in various countries across the globe. With the
emergence of economic liberalization, Pepsi came to India in the year 1991
and with this Pepsi came to be partnered by various companies in their
beverage business. Mr . Ravi Kant Jaipuria, Pepsi king is a promoter of group
and a well-known Pepsi King. Being a professionally managed enterprise
possess the largest distribution networks in Nepal and India of FMCG
products.

They also have various plants in countries like Africa and Asia. Moreover, RJ
Corp (India) is a jointure venture organization which is working in conjunction
with “ Sameer Agriculture ; Livestock Ltd”. Sameer Group is a leading
economic force in East Africa, with major investments and successful

operating companies in all key business. Vision It have a vision to be the significant player in the global dairy industry. The company focuses on Asian ; African Markets and looks forward to expansion these countries.

Markets:-

ASIA: Creambell Ice Cream have Plants located in North ; West of India, Creambell network Present in Jammu ; Kashmir, Himachal Pradesh, Punjab, Uttaranchal, Uttrakhand, Uttar Pradesh, Rajasthan, Gujarat, Madhya Pradesh, Maharashtra, Bihar, Jharkhand, Andhra Pradesh, Karnataka, Goa, Delhi,

AFRICA: Creambell Dairy have Plants located in Kampala (Uganda) and Nairobi (Kenya), Selling networks are present in Sri Lanka, Ethiopia, Uganda, Kenya, Central African Republic, Rwanda, Congo, Burundi, Tanzania, Angola, Zambia, Nigeria, Egypt, Sudan, Yemen, Oman, Saudi Arabia, Israel, Lebanon, Mauritius Countries.

Largest Selling Fresh ; UHT milk in Uganda ; Significant share of the Yoghurt Business. Whole Milk Powder ; Skimmed Moreover, RJ Corp (India) is a jointure venture organization which is working in conjunction with “ Sameer Agriculture ; Livestock Ltd”. We entered in to an agreement with the Government of Uganda that came into effect from 1 August 2006 so as to lease the assets of Dairy Corporation, Kampala. Sameer Group is a leading economic force in East Africa, with major investments and successful operating companies in all key business.

INTRODUCTION TO CREAM BELL ICE CREAM Cream bell ice cream is the industry where the different flavors of ice-cream are prepared cream bell industries is the firm chiefly leading with processing of ice-creams. But also

makes other products. Cream bell industry procedures the different types of flavors of ice-cream for the people. By observing the taste of people. Cream bell industries produce more of those flavors, which are in more demand in market. Cream bell industries ltd. Is one of the most famous ice-cream producing companies in India?

As today ice-cream market has been more competitive due to many new entries in this fields but cream bell is still holding its position and command in the ice-cream market. Cream bell industries ltd. Is one of the most famous ice-cream producing companies in India? As today ice-cream market has been more competitive due to many new entries in this fields but cream bell is still holding its position and command in the ice- cream market. Objectives of Enterprise To provides Maximum satisfaction and welfare to employees by providing them fair wages and other facilities to create a healthy industry relations.

Main and Basic objectives of enterprise are to earn profit by fulfilling social objectives. After earning to make the brand name of company effectives . To Increase market share regionally and nationally. To Provides good quality product at reasonable rate. To improve production efficiency. Plant Layout, Location Plant Layouts Cream bell Industries has managed itself very well. Its Management is very good The Plant is situated at a suitable Place, where the things required are available very easily. Cream bell industries is a befitting an exemplary industries in every respect.

The raw materials, flavors and other things required for preparing the ice-cream are available easily. Plant location If the required things are not

supplied it affects the industry negatively. Therefore the location should be such that all the raw materials and the facilities like the water supply, electric supply and other important Infrastructure are available easily. There should be no shortage any kind in any of the above- mentioned things otherwise the production will be affected negatively as mentioned earlier.

PROCESS DEPARTMENT

The Process for manufacturing ice-cream passed through various stages the chart given bellows shows the ways in which ice cream reaches us after manufacturing stages. Ice cream manufacturing Ice cream filling Marketing Channel Marketing channel cold storage Transportation by A. C. isolated vehicles Distributors Dealers Customers PRODUCTION PROCESS What is production? “ Production is a process of conversion of raw material into finished goods with the use of different resources. ” And the production process is the combination of certain steps to obtain the final product. These steps collectively are said as process.

Many processes are undertaken in creaming before the milk ; milk products reach the hands of the final consumer. Because of the processing the life expectancy of these perishable items increases and they may be preserved and retained for a longer period without any deterioration in the quality. The various process under gone by the dairies are as follows: – Pasteurization: – The word “ Pasteurization” has been named of the name of the eminent French Scientist, Louis Pature, who studied that heating of liquid, to a high temperature considerably improves their keeping qualities.

This process is widely employed in almost all the dairy operations, in general the word “ pasteurization” can not be the heating of milk ; milk products to a temperature which destroys almost all the micro organization present and that too without significantly affecting the properties of these products. The milk is warmed nicely and from it milk cream is produced. Because milk is refined and tested nicely from the dairy only no need to be tested it. Making cream add needed dry fruits and sugar, Stabilizers and chemicals in it. Sugar is mixed in milk while warming. Cleaning of dry fruits and cutting is done by over machine very nicely.

They make different varieties of ice cream by different process. They pack them nicely and store in cold storage at -25° Celsius to -38° Celsius. SPECIAL FEATURES Mode from continues. Ice cream-making machine marketing India since 4 decades. PRODUCT SPECIFICATION Meets Agmark Standard.

PERSONAL DEPARTMENT Personnel management is a vital part of the organization. It means the utilization not only of physical factors, but what is still more important of people who are working on these factors. There are in all 350 members who are either divided batch-wise or production wise or category-wise. There are 3 shifts for the workers in Cream bell.

Each shift is of 8 1/2 hours of these 2 shifts work on the mixing or manufacturing unit, while the other one is in charge of cold storage. As Cream bell is basically an ice cream factory. The work to be continuous. The cold storage shifts starts at 6: 30 while the workers come by 8: 00 am. The office staff comes at 9: 00 am and the supervisors at 11: 30 am. The shifts are divided as follows: (1) 6: 30 am to 2: 30 pm (2) 2: 30 am to 10: 30 pm (3) 10: 30 pm to 6: 30 am There is no holiday in the office remains closed on

Sunday. The workers of factory get holiday on Thursday and after every six month the shifts to Sunday and so on.

The workers here are given good facilities. Timely incentives are given to motivate the workers. They are paid fair wages and bonus (20 %) is also given every year. Employees Benefits and Facilities The employees here are taken good care. They are paid well and on the other hand many other benefits are also given. On Special occasions all family are invited to the factory. A part from these the workers are occasionally taken to picnics or movie show. This helps them in getting motivation. Some special programmers such as meeting at quality circles are also done to know the hidden qualities of the employees and they are motivated.

Special skill identifications programmes are also held for this purpose and prizes are also given. The actual selection process starts with retention of the employee and then he is promoted and at last he is retired. Separation can be done in 3 ways: (1) Resignation (2) Retirement (58 to 60 years) (3) Termination. The advertisements for personnel are given in newspapers or to consultants or are references. The salary is given by 3 ways, either by Government Act or by the length of work or by performance. Training and Development Different types of training and development schemes are taken for the executives of Cream bell Food.

Training is given to the lower or bottom level management while Development programmes are meant for the Top Level Management. The employees here are provided with uniform, Cap, Masks and Gloves Employee safety is taken at most cases. There is a suggestion hex in which the

suggestions of employees are taken into account. Not only but if the suggestion are worth while they are rewarded with prize such as 1 tola sona, a bicycle or other gifts 25 % discount is given to workers at all Cream bell products. The problems of employees are heard and steps or measures are taken at grass root level. Social Responsibilities

The Term social responsibility of business implies obligations or duty , Which a business unit offers to the society. The social responsibilities are towards customers, etc. They are. Responsibility towards employees. Responsibilities towards government. Responsibilities towards Society. Responsibility towards competition. Industry has to perform its said responsibilities as it is functioning in a society. It is also a part of the society . So the society should be looked after and should not be neglected or damaged. Cream bell Industries has performed its social responsibilities among the society very well.

This is also good work to help our nations. Cream bell Industries also donated their deliciously prepared ice- creams to cancer society. We appreciate the industry does not only seek profit but also works for the welfare of the nation by being philanthropically active and helping the society in many ways. It is a duty of every citizens to be helpful to society and nations In as many ways as he can Industry earns large amount of profit from society only and if a small amount of profit goes for all the philanthropically work then it will be an added benefit for the industry as its reputation and prestige in society will increase.

PRODUCT Product variety List piecePRICE QualityDiscounts

FeaturesAllowance Brand namePayment period Size Credit terms Services

Warranties Returns Target Customers Intended Positioning PLACE

PROMOTION Channels AdvertisingAssortments Personal selling Locations

Sales promotion Inventory Public relations Transportation Logistics

Promotion means activities that communicate the merits of the product and persuade target customers to buy it. Ford spends more than \$600 million each year on advertising to tell consumers about the company and its products.

Dealership salespeople assist potential buyers and persuade them that Ford is the best car for them. Ford and its dealers offer special promotions- sales, cash rebates, and low financing rates- as added purchase incentives. Product Planning Level of Product. A product is anything that can be offered to a market for attrition acquisition, used or consumption that might satisfy a want on need includes Physical objects, services Person, Places, organization ideas. Product planners need to think about products and services on their levels the most basis level is core product, which addresses the question What is the buyer really buying?

As a figure 1 illustrates. The core products stands at the centre of the totals products It consistent of the core problems solving benefits that consumers seek when they buy a product or services. The product planner must next build or services . The products characteristics a quality level, features design a brand name and packaging finally the product planner must build an actual products by offering additional consumers services and benefits.

Core product is the problem solving or core benefits that consumers are really buying when they obtain a product.

In Cream bell ice cream milk, sugar, Milk powder and for standard for fat by the government in ice-cream constitute “core product” at Cream bell ice-cream. Here fat is maintained at 13% to 15% by adding butter or cream. Also they add for restraining ice-cream. Actual product is the product's parts Quality levels, features, design brand name, packaging and other attribute that combine to deliver core products benefits. In 50ml, 200ml, 1 liter and 4 liter s pack, in which may be cardboard or transparent plastic bowl, is or bowl shape.

In ice-cream 2000 flavors, the company has introduced a quit distinction design a “Cream bell” id the brand names ender which all flavors are sold. Additional consumer's services and actual products are called augmented product. The company product produces perishable so augmentation is needed. Classification of product Cream bell ice-cream issue of the most famous ice-cream producing enterprise in Gujarat. It has above 100 different products. Its main products are ice-creams candies, cones, sundaes, fast etc. Product Profile Royal Gulab Vanilla Strawberry Fresh pineapple Tuti fruity Chocolate Real mango

Chocolate chips Fresh strawberry Kaju draksh Butter scotch Bonanza Rich coffee Black current Orange tang Swiss cake Kesar pista Kaju anjir Almond carnival Roast badam Raj bhog Kesar kulfi Slice Ice-cream Three-in-one Raja rani Fifty fifty Casata cut Topo cones Choco vanilla Strawberry Chocolate Butter scotch Kesar pista Rajarani Candies Cola pop Orange bar Double hit

Mini chocolate Kaju candy Rose berry dolly Mango dolly Chocobar Chowpaty kulfi Zulu bar Novelties Sandwich ice-cream Malai kulfi Roll cut B. P. K roll cut Super sandue Cheese bull Ready big cups Vanilla Butter scotch Bonanza Kaju drakh

Kesar pista. This there varieties of products and they are of reasonable rates which are affordable by people who after enjoying say. “ Once More.....

Cream bell” Product decision Figure show the important decisions in the development and marketing of marketing of individuals products and services. We will focus on design about product attributes brandings packaging . labeling and product support services. Product attributes Developing a product or service involves defines the benefits that it will offer, these benefits are communicated and delivered by product attribute such as quality, features and decision.

Labeling Packaging Branding Product attributes Branding Branding means a name , term, sign, symbol, or design or a combinations of theses intended or identify the goods or services of one seller or group of seller and to different then from those of competitors. Brands helps buyers in many ways, brand names help consumers identify product s that might benefit them, Brands also tell the buyer who always buy the same brand know that they will get product quality. Buyer who always buys the same brand knowledge that they will get the same features benefits and quality each time they buy .

Branding also give the seller several advantages. The brand name becomes the basis on which a whole built about the product’s special qualities. Cream bell ice cream ltd. has major branding decisions: 1. Brand name selection:- A

gole name can add greatly to a producer success. Cream bell ice cream has selected the name of the product on the basis of medicine. E. g. HAVMOR his product name HAVMOR means WANT MORE. 2. Brand sponsor:- Cream bell ice cream has sponsor brand of the product by manufacturing brand, private brand, licensed brand co-branding. 3.

Brand strategy:- Cream bell ice cream ltd. Brand strategy of the product by line extensions, new brands and multi brands. At Cream bell ice cream they are clearly aware that well positioned brands, Sustained by a favorable patient recall of effective and lasting relief from suffering represent one of the most sustainable strengths in a competitive pharmaceutical industry. As company whose existence has been driven by this positive customer response. Cream bell ice cream has firmly created distinctive brand equity for all its products in the minds of their users.

Over the years the company has institutionalized the ability to transfer new brand launched in to sustainable revenue drivers through the following initiatives : Creation of brands that molecules they represent. A premium positioning in terms of packaging and promotion, backed by simple and easy to remembers brands names. Packaging ; Labeling Packaging means the activities of designing and producing the container or wrapper for a product. Traditionally packaging decisions where based primarily on cost and production factors, the primary function of the package was to contain and protect the product the product.

In recent time, however humorous factors have made packaging an important marketing tool. These factors include all acting attention

describing the product making the sales. Packaging involves designing and producing the container or wrapper for product. The package may include the product's primary container a secondary package that is thrown away when the product is about to be used and shipping package necessary to store , information appearing the product labeling printed information appearing on or with the packaging is also part of packaging.

Label ways range from toys attached from product them to complex graphic that identify the product or brand, such as the product the label weight also described several things about the product that made its contents how it is to be used. The company uses hard cardboard for family flocks, transparent plastics bowl for new flavored ice-cream 2000, strawberry shape and thirst in cup candies are sold using sticks. Safely finally the label weight promote the product through attractive graphics Cream bell ice cream and no mistake in this products packaging and labeling.

The advantages of packaging are as follows *

- In strip packaging there is aluminum foil on both the sides. strip packing is done for providing stability to those products which are having less productivity. In facilitates branding and advertising of products.
- * In serves as a silent salesman. It induces the buyers to make re order.
- * It has got display value.
- * It helps the seller to increase his sales and obtained higher prices than he could get from unpacked good
- * Printed literature containing “ Instruction to use the product” can be easily passed on to the consumers by putting in the package.

Packaging given the product a prestige an individually and identity which the goods sold in loose form do. Product Line It means a group of product that are closely related because they function in a similar manner

are sold to the same customer groups are marketed through the same types of outlets, or fall within given price ranges. Product line can be increased in terms of length in two ways: By stretching the line or By filling it. Product line stretching occurs when a company goes beyond its current range.

Stretching upward means companies at lower end enter higher end.

Stretching both ways means companies in middle range stretch their lines in both directions. Stretching downwards means think about this being located at the upper end of the market and later stretch the line downward and this is what done by, Butter Scotch, Raja Rani and all of the novelties are directed at higher end. Cola Pop, Vanilla, Kaju Draksh, chocolate chips, chocobar, recently introduced mini chocobar, Double hit, Orange Bar etc.

Following the figure shows that the company can stretch its line downward, upward or both ways

Stretching Downward Stretching upward New Product High Price Present Product

High Price Low Price Law Law Present Product New Product Law —Quality
 —High Law —Quality —High Stretching both ways New Product High
 Price Present Product Law New Product Law —Quality —High It means
 adding more items within the present range of the line. The company does
 so and thereby trying to be a leading full-line company. Product Mix It
 means set of all product line and items that a particular seller offers for sale
 to buyers.

A company product mix has four dimensions; Width; Length; Depth; and consistency. Width means number of different product lines the company

Carries. Depth means number of versions offered of each product in the line. Consistency means how closely the various product lines are in end use, production requirement, and distribution or in some other way. Product mix as% of total consumption. New Product Development It means the development of original products, product improvements, Product Modification and new branded through the firm's own R ; D efforts. [1] Idea Generation

The systematic search for new product ideas, major sources of which are internal sources like company executive, company's sales people's brains of its scientist's engineers manufacturing people while external sources include customer, competitor's suppliers ; others. [2] Idea Screening Screening new-product idea in order to spot good ideas and drop poor once as soon as possible. [3] Concept Development and testing The idea that consumer will favor products that offers the most quality, performance, features and that the organization should there for devote its energy co marketing contain ours productivity developments.

Testing new-product concept with a group of target consumers to find out if the concept have strong consumer appeal. [4] Marketing Strategy Development Designing an initial strategy for a new product based on the product concept. [5] Business Analysis A review of the sales costs and profit projection for a product to find out whether their factors satisfy the company's objectives. [6] Product Development A Strategy for company growth by offering modified or new product to current market segments. Developing the product concept into a physical product in order to assort that the product idea can be turner into a workable product. 7] Test

Marketing The Product and Marketing program are tested in more realistic market settings. [8] Commercialization Introducing a new product into the Market. [9] Speeding Up New-Product Development As approach in which one company department works individual to complete its stage of the process before passing the new product along to the next department and stage. Cream bell introduces three new flaws ours every three months, which are designed it, sit different seasons. New flavors may be in chocolate, Nots candies topo cones etc. Direct experiments are mode since presetting is absorbed.

Basis ideas of packing, designing are from Mr. Jain. The company has a very strong rend Department. Product Segmentation Wherever a market for a product or service consists of two or more buyers the market is capable of being segmented. That can be divided in to meaningful buyer groups, the purpose of segmentation is to determine the largest consumers to prepare appropriate. Dividing a market in to distinct group of buyers with different needs, characteristics, or behavior who weight require separate product or marketing mixes is known as market as market segmentation.

The market segmentation has 4 major basis. It is follows. Geographical Segmentation Demographic Segmentation Psychographic Segmentation Behavioral Segmentation Cream bell segments the market on all above bases. Geographical Segmentation Dividing a market in to different geographical units such as nation geographical units such as nations, status regional, countries, cities or neighborhoods. Cream bell has segmented its market mostly in western region. Its market is segmented mostly in Gujarat. In Gujarat, it has good market shares.

Demographic Segmentation Dividing market in to group based on demographical variable such as age, sex, family size, life style, income , occupation education race and nationality. Cream bell has market segmentation based on demographical factor such as age. It has market mainly segmented for kids, teenagers and middle use people. It launches special flavors for different age people. **Psychographics Segmentation**

Dividing a market based to different groups based on special on special class. Life style or personality characteristics. **Behavioral Segmentation**

Dividing market in to group based on consumer knowledge, attitude, use or response to product. The company also segment its market based on the behavioral factors like accessions Cream bell uses occasion segmentation for its products. It launches certain new flavors for festival like “ DHANTERASH” “ APRIL FOOL” “ NEW YEAR AND VALENTINE DAY”. The ice-cream industries usually adopt geographical segmentations. But Cream bell has given equal importance to all the segmentation and emperor of ice-cream “ HAVMOR”.

Pricing First we know that what is price?

Price is the amount or services or the same of the values that consumers exchange for the benefits of having or using the product or services. Cream bell Food Pvt. Ltd. Have 2 factors affecting to price decision. {A} Internal factor affecting to the pricing decision. **Marketing mix strategy:-** Cream bell has made own marketing mix strategy, price is only one of the marketing mix tools that a company uses to achieve its marketing objectives. **Cost:-** Cream bell has estimate the cost set the floor for the price that the company can charge for its products.

The both cover all lots costs for producing, distributing, and selling the products and delivers a fair rate of return for its efforts and risk. Organization

Consideration:- cream bell management must decide who within the organization should set prices. External factor affecting to the pricing decision. Pure Competition:- A market in which buyer and seller trade in a uniform commodity no single buyer or seller has much effect on the going market price. Monopoly Competition:- A market in which many buyer and sellers trade over a range of pricing rate than a simple market prices.

Competitor:-

Cream bell Ice-cream has selecting price of the product economic factors are affecting in such as boom or recession. In flatirons and in terse rate affect both the producing a product and consumer perception of the product and consumer perception of the products price and value. Pricing are dividing in two parts: (1) Targeting (2) Positioning Targeting:- Market targeting is the process of evaluating each market segment's attractiveness and selection one or more segments to enter. In evaluating different market segments a firm must look at two factors: [1] Segment size and growth 2] Segment structural attractiveness, and company objective and resources. A target market consists of a set of buyers who share common needs or characteristics that company decides to serve. Target market selection involves which and how many segments to serve. Undifferentiated Marketing is a market coverage strategy in which a firm decides to ignore market segment different and go after the whole market one offer. Different Marketing means the company decides to target several market segments

and designs separate offers for each. In Concentrated Marketing a firm goes after a large share of one or a few sub market.

For Cream bell company kids and youth are its target markets. Thus the company has concentrated marketing strategy. Positioning:- Market position means arranging for a product to occupy a clear, distinctive, and desirable place relative to competition product in the remind of target consumers. Formulating comparative positioning for a product and details marketing mix. Positioning strategy include position product directly against a competitor or an away from competitor or for different product classes or product attributes, benefits affected or usage association also a product can be position.

Competitor advantages means and advantages over competitor gainer by offering consumers greater value, either through lower price or providing more benefits that justify higher prices. The company providing different kinds of ice creams catering to the needs of different types of buyers. The company is competitor advantages or unique selling position is its exclusive 7 parlors in Ahmadabad for easy accessibility. It also caters to marriages, parties etc. All kinds of flavors demanded as and when required. Advantages over competitor gained by offering consumer grater y offering value either through lower prices or by providing more benefits that justify higher prices. Positioning begins with actually differentiating the company's marketing offer. A company or market offer can be differentiated along the line of - Product -Services -Personnel -Image Product differentiation. A company can differentiate its physical product. At one extreme some companies offer highly standardized, style, design, safety, consistency, and durability.

Service Differentiation. In addition to differentiating its physical product, the firm also can differentiate the services that accompany the product.

Some companies gain competitive advantages through speedy, convenient, or careful delivery. Personnel Differentiation. Companies can gain strong competitive advantages through hiring and training better people than their competitors do. Personnel differentiation requires that a company select its customer contact people carefully and train them well. Image

Differentiation. Even when competing offers look the same, buyers may perceive difference based on company or brand images. Thus, companies work to establish images that differentiate them from competitors.

Promotion mix In a promotion mix three parts involved: Advertisement *

Sales promotion * Public relation Advertisement Advertising means any paid form of non personal presentation and promotion of ideas goods or services by an identified sponsors. Any paid form of non personnel presentation and promotion of ideas, goods or services by an identified sponsor Advertising can be defined as mass paid communication of goods, services or ideas by an identified sponsor. It is paid communication because the advertiser has to pay for the space or time media, such as newspapers, magazines, radio and television, cinema film, outdoor hoardings and poster, direct mail and transit (at card).

STRENGTHS OF ADVERTISING Advertising is a major problem tool. It has the following basic plus points or strengths as a promotion tool. 1. It offers planned and controlled message. 2. It can contact and influence numerous people simultaneously, quickly and of a low cost per prospect. Hence it is called mass means of communication. 3. It can deliver the same message

consistency in a variety of context. 4. It can deliver the prospects that cannot be approached by salesman. 5. It helps to parcel goods and pull the buyer to retail. Advertising gives the adjustment of satisfies to give and improved result.

It also stimulates the safe consumers thinking about the products continuously. There are seven elements that must be considered in developing a successful advertising campaign. * Appraisal of products * Analysis of market * Products prospect tie in * Copy approach * Design and layout * Medical appraisal * Timing * Advertising strategy:- Advertising strategy consists of two major elements, (1) creating Advertising (2) Selecting advertising media. (1) Creating advertising messages A large advertising budget does not guarantee a successfully advertising complains. Two advertisers can spend the same amount.

On advertising yet have very different results. No, matter how big the if commercial gain attention and communication well. (2) Advertising Media Specific media within each general type, media type such as specific magazines, TV shows, and radio programs. The main advertising media adopted by all companies work written medias like magazines, newspapers etc or through television through distribution. Major Media used in Cream bell Food Pvt. Ltd. Print Media:- I. News Paper : Gujarat Samachar Sandesh Times of India Indian Express. II. Magazines: Chitrlekha Cine Star Abhiyan Gruh Shobha. III.

Trade journals: News week India Today Business Today. Outdoor Advertisement * Hoarding * Slogans * Other occasional or festival based add

like kite. Other Medias * Stickers * Posters * Wall Printing * Tattoos * Containers * Banners * Mobile van with hoarding As Cream bell has more consumer product's so there is more advertisements of their products compare to other products. Sales Promotion Advertising is backed by two other mass promotion tools i. e. sales promotion and public relations. SALES PROMOTION Sale promotion means short terms incentives to encourage purchase or sales of product or services

Sales promotion consists of short-term incentives to encourage purchase or sales of a product service. Whereas advertising offers reasons to buy a product or services, sales promotion offers reason to buy now; they are used to convert desire into wants. Sales promotion includes a wide variety of promotion tools designed to stimulate earlier or strong market response. It includes consumer promotions such as samples, coupons, rebates, price offs, premiums etc. the sales promotion of a product of the company may require many steps such as: * Setting sales promotion objectives. * Selecting sales promotion tools.

SALES PROMOTION TOOLS: 1. Consumer promotion tool includes samples, cash refund (rebate) price on packing, premiums, advertising, specialties, patronage rewards, point of purchase, contests, games etc. 2. Trade promotion tool includes contests, premiums, displays, discounts, free goods, etc. to retailers and whole sellers. 3. Business promotion tool includes organizing conventions, trade show etc. The following are the steps for developing the sales promotion programs: 1. Size of incentive 2. Conditions for participation 3. How to promote and distribute the promotion program 4.

Length of promotion program Thus in general sense promotion should be consumer friendly and should create a long-term image on consumer rather than creating only short-term sales volume or temporary brand switching. They should help to reinforce the products position by building long-term relationship with consumers. If properly designed, every sales promotion tool has the potential to build consumer relationship. Cream bell Company runs discount schemes on Dhanteras, Birthday of Cream bell, Special Scheme is run each year. Also the company runs anniversary scheme for stipulated time period.

In summer the company runs schemes that one who purchases worth Rs. 300 items from veraji, gets a coupon with which can enjoy discount flavors at nearby Cream bell Parlor. Also during festivals the company runs several schemes. Sales Promotion:- Consumer Promotion Low Price Value addition Dhanteras scheme Monthly basis April fool, New year, Valentine day. Chart showing sales Promotion of Cream bell. Public Relation Public relation means building good relations with the company's various publics by obtaining favorable publicity, building up a good "corporate image" and handling off unfavorable stories, and events.

Public relations and another mass promotion tool, which undertakes building good relations with the company's various public by obtaining favorable publicity, building up a good "corporate image", and handling or handling off unfavorable rumors, stories and events. Public relationship department may perform any or all of the following functions: 1. Press relations and press agency creating and placing news worth information in the news media to

attract attention a person, product or service. 2. Product publicity-publicizing specific products. 3.

Public affairs-building and maintaining national or local community relations.

4. Lobbying building and maintaining relations with legislators and government officials to influence legislations and regulations. 5. Investor relations maintaining relationships with shareholders and others in the financial community. 6. Development public relations with donor or members of non-profit organizations to gain financial or voluntary support. The public relations department may take into consideration the following public relation decisions: 1. Setting public relations objectives. 2.

Choosing public relations message and vehicle. 3. Implementing the public relations plan. 4. Evaluating public relations results. Personal selling:

Personal selling is the interpersonal arm of the production mix. Advertising consists of one way, non-personal communication with target consumer groups. In contrast personal selling involves two ways, persona; communication between salespeople and individual customer- whether face-to-face, by telephone, through videoconferences or by other name. Personal selling can be more effective then advertising in more complex selling situations.

Sales people can probe customers to learn more about their problems; they can adjust the marketing offers to fit the special needs of each customer and can negotiate terms of sales. They can build long-term personal relationships with key decision makers. Public relation tools: Public relations professionals use several tools and one of the major tools is news. They find or create

favorable news about the company's audits, products or peoples. Sometimes news stories occur naturally and sometimes the public relations persons can suggest events or activities that would create news. SPEECHES" can also create and greatly increase product and company publicity. Company executives must answer questions from the media or give talks at trade associations or sales meeting and these events can either build or hurt the company's image. Another common public relations tools is " SPECIAL EVENTS", ranging from news, conference, press tours, grand openings and fireworks displays to laser show, hot air balloon releases, multimedia presentations and star-studded spectacular shows, or educational programs designed to reach and interest the target public. Board of Director

Marketing Finance Personnel Research Publicity Sales Promotion

Transportation Competition * Thorough Cream bell is very famous all over india it has equally through competitors. * The competitors are Amul and Vadilal. * Amul and Vadilal both are well known company. They are spread throughout the country , In this situation it is very hard for Cream bell to stand in market and increase their production. Other Marketing Information * The total sales of the unit are 18. 5 to 20 corers. * There are 100 varieties in Cream bell Foods. Every three months, Cream bell Foods launch 3 new products. And if the demand for the same increases, then it is kept or else is stopped and other items are launched. * The launch of this summer was iced cream Burger and Magic Cone. Magic Cone was a super hit and penetrated deep in the market. As it was just Rs. 5 it was affordable as well as of best qualities basically. The cones range from 15 to 25 Rs and this new launch suddenly broke the market of competitors to be a super bumper hit. * A part

from having just different varieties of ice cream, Cream bell has its own parlors and restaurants in India . Many fast foods along with ice cream are served here. This formula is also a super hit and has fascinated many Indians .

- * In slack season or in winter the production is cut down, while in summer the production & distribution is in full swing or peak.
- * Cream bell was the first unit to introduce the tear open products in India.
- * There is a constant renovation in the packaging department. New and attractive packages are introduced when needed.
- * Of the total sales 9 % is taken for advertisement.

Strength

- * Cream bell is very strong in term of market share and brand awareness in India . It has a secondary business i. e. fast which has high potential to grown in future.
- * Production unit is nearness to city area so company able to cut down cost of C & F agent, distribution etc. and operation through its own vehicle in whole market.

Achievements

- * Cream bell foods Pvt. Ltd. Has got certificate for highest during a year.
- * Cream bell foods Pvt. Ltd. Has got highest number of flavors in the ice-cream market are also achievement.
- * Cream bell food Pvt. Ltd. Has introduced traditional Indian sets like gulab jambun products description of ice mithai is one of the major achievements in it.

Weakness

- * Due to low production it doesn't have a benefit to huge production.
- * As a high competitive market, company doesn't response quickly to the competitor's strategy.
- * Cream bell is spending a lot of money at distribution of products in the whole country. Due to this heavy distribution lost the entire price is not able to make. So it is a biggest weak point of Cream bell food Pvt. Limited.
- * The storage facility of Cream bell is excellent but such storage facility requires high storage cost. Which

increases the price of their products due to increase in price of their products the sale of their products is decreasing and adverse effect on Cream bell foods Pvt. Limited. * As Cream bell is transporting their product in the whole nation and are using refrigerator based vans for the transportation. The transportation cost increases very much and hence the profit ratio decreases. So Cream bell have to decrease the transportation cost. Problem Faced By The Company Every industry has some problems regarding to its functioning. Cream bell Industries has also some of the problems regarding to its functioning. They try their best to overcome this type of problems regarding to its functioning. 16. 5% sales tax * 16% excise duty * 32% commission is given to dealers * 9% commission is given to distributors The industries also have to face the problem like pollution. If the industry affects the health of some of the people living nearby areas then it is bad for its prestige. Again the public will get affected and this will sometimes lead to legal troubles for the industry. So the company should always maintain the cordial relations with public by bring them least trouble by reducing pollution. One of the main problems the industries today have to face is that of satisfaction of worker.

Cream bell Industries has taken proper steps so that it does not have to face the probability of strikes and other related dissatisfaction. They are provided with handsome salary, bonus on time of festivals, various allowances and loans. The workers work with full efficiency and so the company is earning profit in large amount. They can also have other problems like that of infrastructure, electricity and transportation. They also have to face the competition from Vadilal and Amul. Management of Cream bell Industry has

to goods to Delhi regarding the problems because the chamber of association of ice cream manufacturers is at Delhi.

To solve the problems they have to discuss with government for some problems related to infrastructure and takes only after discussing with them they could decide their new steps for solving the problem. Future Plan Future is uncertain. We may not predict about the future event. Cream bell it is advisable to make assumption about future events. Every business firm or organization should have plan about future activities. The good future plan is the sign of developed and good company. By making future plan, the company may able to predict or plan about material etc. Cream bell is aiming for spreading its products throughout the country and make branches in every state at the country so that production and distribution is done nicely. * In the dialing segment Cream bell is focusing on new added value products, like Burger. Anew version of milk powders one that is instantly soluble in cold water. Two new products Basundi and Kulfi will soon be launched. * Expansion in the percentage of shares in market up to 40 % instead of 30 % present share along with the society is the main future plan of Cream bell .