

Synopsis of amul



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[pic] Synopsis Of Major Project Report on Sales & Distribution Management

Role of Sales and Distribution in AMUL India Guided By:-Submitted by:- Dr .

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Management-Sales management is a business discipline which is focused on the practical application of sales techniques and the management of a firm's sales operations. It is an important business function as net sales through the sale of products and services and resulting profit drive most commercial business.

These are also typically the goals and performance indicators of sales management. Sales manager is the typical title of someone whose role is sales management. The role typically involves sales planning, human resources, talent development, leadership and control of resources such as organisational assets. Distribution -Overseeing the movement of goods from supplier or manufacturer to point of sale. Distribution management is an overarching term that refers to numerous activities and processes such as packaging, inventory, warehousing, supply chain and logistics.

Effectively managing the entire distribution process is critical to financial success and corporate longevity. The larger a corporation or the greater the number of supply points a company has, the more it will need to rely on automation to effectively manage the distribution process. Introduction to AMUL Amul is the name dairy cooperative in India. Derived from the Sanskrit word " Amulya," Amul means invaluable. Formed in 1946, it is a brand name managed by an Indian cooperative organisation, Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 3.03 million milk producers in Gujarat, India. Entrance of Amul factory Amul is

based in Anand, Gujarat and has been a successful example of cooperative organization. Amul spurred the White Revolution in India which in turn made India the largest producer of milk and milk products in the world. It is also the world's largest vegetarian cheese brand . Amul is the largest food brand in India and world's largest pouched milk brand with an annual turnover of US \$2. 2 billion (2010-11). Currently Unions making up GCMMF have 3. million producer members with milk collection average of 9. 10 million litres per day. Besides India, Amul has entered overseas markets such as Mauritius, UAE, USA, Oman, Bangladesh, Australia, China, Singapore, Hong Kong and a few South African countries. Its bid to enter Japanese market in 1994 did not succeed, but it plans to venture again. Dr Verghese Kurien, former chairman of the GCMMF, is recognised as a key person behind the success of Amul. On 10 Aug 2006 Parthi Bhatol, chairman of the Banaskantha Union, was elected chairman of GCMMF. LITERATURE REVIEW Dr.

Erich Joachimsthaler, CEO, Vivaldi Partners and Co author with David Aaker of the seminal book BRAND LEADERSHIP says that this no longer means mere lip service on the part of the marketers of milk product market. As he points out, perhaps to many a brand marketer's chagrin, brands don't occupy much mind space. In consumers, but revolves around other interest in their lives. Now as he says companies like AMUL, SANCHI, develop products that fit in to consumers' lives rather than develop products, which they think consumers will prefer The next decade is expected to be quite cataclysmic for milk product market specially for AMUL, an article by D.

Shivakumar, ED of Philips India, captures the essence of the changes that are being wrought. But the refrain is the same. To manage and succeed in

tomorrow's Brand world in milk line product, marketing teams of AMUL would need to be far more right brained than left brained they need to be more consumer connected and responsive than ever before. Speed, smart thinking and sensitivity will be the skill set of the marketer

Objectives

- To estimate market potential and perception towards product.
- To find out frequency of consumption of product. To know the awareness among the retailers for the product.
- To do market analysis in order to study usage patterns and buying behaviour of product.
- To know the awareness level among the consumers for product.
- To know the causes of not buying the product.

Research Methodology The research includes meetings with the retailers, consumers and dealers. It includes preparation of the questionnaire to be answered by people for knowing the competitive position of Amul in the milk market. The views of the people will be recorded in the research as per the questionnaire.

Research Approach

The objective is to know the competitive position of Amul in the milk market thus in order to successfully conduct the research the unbiased opinion of the parties was desirable. Thus, the research will be conducted as the representative of Amul company and sometimes the representatives of the other company like Saurabh or Sanchi in order to have an unbiased opinion of the concerned persons.

Research Instrument The research instrument is the structured questionnaire formulated for the respondents. The questionnaire will be different for the retailers and dealers and for the consumers there is a different set of questionnaire.

There will also be area maps.

SAMPLING PLAN How should the respondents be chosen? To get the most feasible and accurate result, simple random

probability sampling method was adopted for direct interview of retailers and cluster sampling was used to communicate the consumers from different apartments of different sectors for the survey. In simple random probability sampling, probability of being chosen as a sample unit for each unit in the population is equal. Each sample unit from the population is chosen randomly.

Probability of being chosen as a sample it depends upon the population size and no. of sample units to be chosen.

While in cluster (area) sampling the population is divided into mutually exclusive groups (such as city blocks, sectors etc.), and the researcher draws a sample of the groups using random sampling. Sometimes researcher again draws sample units of respondents from selected groups. It is known as two-step area sampling. Tools for collecting Data Data is generally of two types:- a) Primary Data b) Secondary Data Primary Data Those data specially collected for problem in hand. In this study, data were collected from primary sources in personal interview of retailers and interaction with consumers by survey method.

These methods of data collection are quite popular. These are the major methods of data collection in the research study. Methods of collecting Primary Data- • Face to Face survey • Open handed interview • Telephone Survey • Postal Survey • Consumer Panels • Experiments • Observations Secondary Data Those data which are collected other than helping others and solving problems are known as the Secondary data. For example, Old reports, company records, magazines, company website, etc. Methods of collecting secondary data:- ? Internal Sources- • Existing Report •

Distribution Data Shopkeepers Opinions • Stock Records • Sales Records • Accounting Records ? External sources- • Government Statistics • Specialist Business Organization • Consumer database

LIMITATIONS This report will have to work under several constraints and limitations. Some of the key limitation are..

1. The survey will be limited only a small area.
2. Convenient sampling will be used as the mode of conducting the research.
3. The sample size of the taken will be small, therefore it can be said that the chosen sample is not the representative of the whole population and this hindered quantitative research.
- 4.

The psychology and temperament of a respondent play a significant role. Some respondents are more sensitive as against others who are more tolerant. A change in the composition of the respondents can affect the answers adversely or favourably.

5. Respondents may not have been true in answering various questions and may be biased to certain other questions.
6. Out of the whole research and analysis, only three major brands will be highlighted, leaving aside the other non-popular brands.

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