



# Gujarat Co-operative Milk Marketing Federation Limited

Sada Bypass Road, Moti Jheel, Gwalior-474 001 (M P)

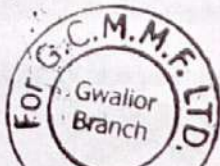
Date: 17.06.2022

## To Whomsoever IT May Concern

This letter is to certify that **Ms. Sanjukta Bhanja** has successfully completed her training program of four weeks with GCMMF Ltd., Gwalior. Her training tenure was from **16<sup>th</sup> May, 2022 to 17<sup>th</sup> June, 2022.**

Project title "**Retail Census and Promotion Activities**"

Wishing her all the best for the future.



Branch Manager,  
GCMMF Ltd.  
Gwalior

Amul SAGAR

**Gujrat Co-operative Milk Marketing**  
**Federation Limited .**

Sada Bypass Road, Moti Jheel , Gwalior – 474 001 ( M.P)

Date 16<sup>th</sup> May, 2022 to 17<sup>th</sup> June, 2022

**GCOMMFL**

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**Gujarat Cooperative Milk Marketing**  
**Federation Limited**

*Submitted By---*

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**2<sup>ND</sup> YEAR , 4<sup>TH</sup> SEM**

**DEPARTMENT OF FOOD PROCESSING**

**MUGBERIA GANGADHAR MAHAVIDYALAYA**

## ACKNOWLEDGEMENT

In the first place, I thank Kumer Sanjay, BM of GCMMF LTD., for giving me an opportunity to work on this project. I would also like to thank Mr. Ajay gupta, OCI for having given me his valuable guidance for the project. Without his help it would have been impossible for me to complete the project.

I would be failing in my duty if I do not acknowledge with a deep sense of gratitude the sacrifices made by my parents and thus have helped me in completing the project work successfully.

Sudhir Nikam FFR and also thanks to Mr.Bansal Gupta distributor , Bansal Enterprise , Gwalior for giving us opportunity to do the Sales & Marketing training.

With deep sense of gratitude I express my thanks to Dr. Swapan Kumar Mishra , principal and thanks to my co - ordinator Dr. Apurba Giri , H.O.D of M.Voc ( Food Technology Nutrition and Management ) without whose guidance this Industrial training would never had been successful .

We are thankful to all staffs of Gupta Agency Sales for all needful help . We show our respect to our parents who insisted and encourages us to do this training .

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## HISTORY OF AMUL

Amul was formally registered on December 14, 1946. The brand name Amul, sourced from the Sanskrit word Amoolya, means priceless. It was suggested by a quality control expert in Anand. Some cite the origin as an acronym to (Anand Milk Union Limited).

The Amul revolution was started as awareness among the farmers. It grew and matured into a protest movement that was channeled towards economic prosperity. It is a dairy cooperative movement in India. It is a brand name managed by an apex cooperative organisation, Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by some 2.41 million milk producers in Gujarat, India. It is based in Anand town of Gujarat and has been a sterling example of a co-operative organization's success in the long term. The Amul Pattern has established itself as a uniquely appropriate model for rural development. Amul has spurred the White Revolution of India, which has made India one of the largest milk producers in the world. It is also the world's biggest vegetarian cheese brand.

Amul's product range includes *chocolate, Milk Powder, Milk, butter, cheese, ice cream small batter, ghee, cheese, buns, basundi, Nutramul brand and others*. In January 2006, Amul plans to launch India's first sports drink Stamina, which will be competing with Coca Cola's Powerade and PepsiCo's Gatorade.

Amul is the largest food brand in India with an annual turnover of US \$868 million (2005-06). Currently Amul has 2.41 million producer members with milk collection average of 5.08 million litres/day. Besides India, Amul has entered overseas markets such as Mauritius, UAE, USA, Bangladesh, Australia, China, Singapore, Hong Kong and a few South African countries. Its bid to enter Japanese market in 1994 had not succeeded, but now it has fresh plans of flooding the Japanese markets. Other potential markets being considered include Sri Lanka.

## VISON

GCMMF will be an outstanding marketing organization , with specialization in marketing of food and dairy products both fresh and long life with customer focus and IT integrated . The network would consist of over 100 offices , 7500 stockiest covering at least every Taluka . Head quarter servicing nearly 10 lakh outlets with a turnover of Rs.10,000 Cr and serving several co operatives . GCMMF shall also create markets for products in neighboring countries .

Amul

# LIST OF PRODUCT MARKETED



## PRODECT NAME

### Bread spreads

- Amul Butter
- Amul Lite Low Fat Breadsread
- Amul Cooking Butter

### Cheese Range

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

### Mithaee Range ( Ethnic sweets )

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

### Pure Ghee

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

### Fresh Milk

- Amul Taaza Toned Milk 3 % fat
- Amul Gold Full Cream Milk 6 % fat
- Amul Shakti Standardized Milk 4.5 % fat
- Amul Slim & Trim Double Toned Milk 1.5 % fat
- Amul Saathi Skimmed Milk 0 %
- Amul Cow Milk Infant Milk Range



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

❖ MILK POWDER

- ❖ Sweetened Condensed Milk
- ❖ Curd Products
- ❖ Amul Ice creams
- ❖ Chocolate & Confectionery
- ❖ Brown Beverage Milk Drink
- ❖ Health Beverage
- ❖ Ready to Serve Soups Recently launched
  - Amul Ganthiya

Amul

## OBJECTIVE OF THE PROJECT

Primary Objective :

- To know the awareness level among the consumer for the " Amul Dairy Products . "
- To find out the causes of buying the " Amul Product . "

Secondary Objective :

- To find out the causes of not buying the " Amul Milk . "
- To know the awareness level of Amul Honey,chees,amul Gold & Amul Double Toned milk
- To study the usage pattern and buying behavior of " Amul Products . "

Amul

Gwalior New Team					
NAME OF DISTRIBUTOR	SL.No	PLACE	SHOP NAME	CONTACT NO.	STATUS
Bansal Enterprise	1	Sindhi Colony Road	Ajam dairy	8269892885	New outlet
			Sain Kirana	7089917960	New outlet
			Sri Nanak Kirana	6260482112	Yes
			Santosh prosan & Kirana	7000224528	New outlet
			Sivay milk parlour	8269553234	Yes
			Baigurv dairy	8602657643	Yes
			Sangat dairy	9977083413	Yes
			Jay baba store	9131658150	Yes
			Rahira dairy	7089164372	New Product
			Yashaka sneks	8109451132	New Product
2	Shiv colony	Sri sroddiya store	8819831471	New outlet	
		Balaji dairy	8109840630	New Product( Distributor not coming)	
		Raj kirana store	9039173135	New outlet	
		Sriji Milk parlour	9343130229	New outlet	
3	Honuman chowraha	Sunil Medical store	9254790000	Sell- Honey	
		Dilip khandalwal	9826817081	Sell- Honey	
		Survi General store	7489345125	New outlet	
		Binit enterprise	9406580124	Yes	
		Pratap Medical store	9827754101	New outlet	
		Mannat Bekars	9589070560	New outlet	
		Jagadish store	9202206318	New outlet	
		Bijgou sweets namkeen	8319994923	New outlet	
		Bhavani kiran	9669907270	Sell - Honey	
4	Shinde ki chhawani	Sristi kirana store	9755040009	Yes	
		S.S enterprise	9827267077	Yes	
		Parshv medical & surgical	8287798180	New Product	
		Lobi kirana and general store	9754308213	New outlet	
		Yogita Dudh dairy	9691026675	Yes	
5	Madhabganja	Babasham enterprise	9098430665	Yes	

GUPTA ENTERPRISE	6	Chetakpuri	Nab amul milk parler	9301256455	Yes
			Achal electroseat store	7000327405	Yes
	7	City centre	Samartha Traders	8269143546	Yes
			Apna provision	9329603737	Yes
			Baba kirana store	9981631998	Yes
			Jay Mahabir kirana general store	8120812020	Yes
			Prince provision store	9981095050	Yes
	8	Thatipur	Madhu enterprise	9301101061	Yes
			Divisha Mart		
			Ativeer Traders	9826844299	Yes
Khyati Enterprises			9617161100	Yes	
MANGAL ENTERPRISE	9	Anand Nagar	Rathor kirana store	9826924763	Yes
			Raiput Bakery	8770761987	Complain
			Redhaka Bakery	9617765563	Yes
			Prince Bakery	8517986404	Yes
			Nice plaza	9981171072	Complain
			Balaji sweets and food store	9926772902	Yes
			Maa sankata kirana store	9889040339	Yes
			Baba Trades	797444890	Yes
			Jay maa sitala dairy	8889764481	Yes
			Hayam dairy	8226094175	Yes
			Prianshi dudh dairy	722583225	Yes
			Maharaja Gajak and sweet store	9467373920	Yes
			Sainath kirana and genral store	9039781259	Yes
			Mangal kirana	9032718892	Yes
			Jay Durga Bakery	7396800281	Yes
Karha milk parlour	9774760330	Yes			

# SWOT ANALYSIS

## OPPORTUNITIES

- Penetrate international market
- use internet to sell its product
- diversify product portfolio to enter new product categories

## WEAKNESS

- Strong dependency on weak infrastructure
- Complex supply chain
- Short life of product
- Alliance with third party



## SWOT

## STRENGTH

- Largest food brand in India and Asia
- high quality, low price
- world's largest pouched milk brand
- highly diversified product mix
- annual turnover of 2500 u.s.million dollar

## THREATS

- Competitors
- Competition from MNCs in butter
- ban on export of milk powder growing price of

## ANALYSIS AND FINDING

- During the first seven days of the project I have daily visited at 09.00 a.m. morning to the distribution place of AMUL milk at BANSAL ENTERPRISE, HANUMAN CHURIA, GWALIOR to know all the activities takes place regarding to the distribution of milk .
- During fifteen days I have done survey by filling up scheduled questionnaire carried out at BANSAL ENTERPRISE retail outlets , sweet marts ,Medical shop, tea stalls Newspapers Stalls .
- Twenty five days convenience to the retailers , medical shop, sweet mart holders tea stallholders , Newspapers stall holder to keep the AMUL milk & amul products for the sale in their outlets , by visiting their outlet as per the particular areas given to me by my external guide ( AMUL Sr. sales executive ) .
- During Thirty day we have done group activity like distribution of boarder , sticker of AMUL ads , posters as well as publicity of AMUL product at the retail outlet . We have also distributed discount coupon to the customer and also sale amul honey with free product to increase sale .

## LIMITATION OF THE STUDY

- Limited time available for interviewing the respondents . As a result of this it was not possible to gather full information about the respondents.
- Language barrier
- The time constraint was a major limitation to the study .
- The respondents were not very comfortable while revealing their correct usage pattern , no cause they may feel that they would be called or visited again and again .
- Non - cooperative approach and rude behavior of the respondents .

## FINDING

- During the survey , it was found that the market share was approximately 80 % .
- It was found that Amul Taaza is the most preferred brand of Amul Milk .
- It was found that consumers buy Amul Butter, Chees, Basundi, and Amul Taaza more than Amul Gold .
- Generally people buy the product because of better quality and brand name .
- During the survey , it was found that still there consumer that are unaware about the " Amul Honey . "
- The awareness of " Amul Double Tonned Milk " was Zero .
- Generally people do not buy " Amul Gold Milk " because of higher price and because Amul Gold is Buffalo Milk which is not been preferred to give to the infants .
- The awareness of Amul Honey and chees was because of Shopkeepers.
- The price of the " Amul Gold Milk " is Comparatively high as compare to products of other company of same quality .
- Advertisement should be given to increase the level of awareness and sale of the product .



## SUGGESATIONS

- The price of Amul Gold Milk is high as compared to other brands of same quality ( higher fat percentage ) . So the price should be decreased to increase the sale of the product .
- Also customer is more preferred normal flavoured honey.
- The G.C.M.M.F. should advertise for the product to increase the awareness level and sales of the products specially for Amul Honey and Double Toned milk .
- The G.C.M.M.F. should launch beneficial schemes for the retailers .

## CONCLUTION

- ❖ From the survey it was found that the awareness level among the customer is high but the market share is comparatively low.
- ❖ The consumer buying of Amul milk, Butter, Chees, Ghee, Peda because of its Brand name and better taste . Some consumer are unaware of Amul Gold Milk .
- ❖ The awareness level of Amul Double Toned Milk and Amul honey is zero .
- ❖ Consumer do not buy Amul Gold Milk mainly due to higher price of the same category of milk or Amul honey due to their flavour.

Amul

# Group Photo

