



ಕೋಲಾರ - ಚಿಕ್ಕಬಳ್ಳಾಪುರ ಜಿಲ್ಲಾ ಸಹಕಾರ ಹಾಲು ಉತ್ಪಾದಕರ ಸಂಘಗಳ ಒಕ್ಕೂಟ ನಿಯಮಿತ
Kolar - Chikkaballapura District Co-operative Milk Producers Societies Union Ltd.

KCMU: ADMIN: 19ನೇ : 2018-19

Date :29.05.2018

CERTIFICATE

This is to certify that **GURUPRASAD M.V (Reg No: 1AY16MBA22),**
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DEALRE'S SATISFACTION TOWARDS KOMUL PRODUCTS”
at Kolar-Chikkaballapur District Co-operative Milk Producers Societies Union
Ltd., Kolar for the period of 15-01-2018 to 24-03-2018.

For Kolar-Chikkaballapur Milk Union Limited,

Manager (Admin).

Manager (Admin),

Kolar-Chikkaballapur Dist. Co-operative Milk
Producers Societies Union Limited,
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ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Guruprasad M V** bearing USN **IAY16MBA22** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Dealer’s Satisfaction Towards KOMUL Products” Kolar** is prepared by him under the guidance of **Prof. Om Prakash C**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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DECLARATION

I, Guruprasad M V, hereby declare that the Internship report entitled " A Study On Dealer's Satisfaction Towards KOMUL Products " with reference to KOMUL, Kolar" prepared by me under the guidance of Mr. OM PRAKASH, faculty of M.B.A Department, Acharya Institute of Technology and external assistance by Mr. NAGESH V, General Manager KOMUL, kolar.

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: 29/5/2018

Date:



Signature of the student

ACKNOWLEDGEMENT

I am truly grateful to my external guide Mr. Nagesh V, General manager, KOMUL, and my internal research Guide, Mr.OM Prakash, for their research guidance, encouragement, and opportunities provided.

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I deem it a privilege to thank our Principal, Dr. Sharanabasava Pilli, Dr. Mahesh, Dean Academics and our HOD Dr.Nijaguna for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

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EXECUTIVE SUMMARY

My project report “a study on dealer’s satisfaction towards KOMUL products”. I had lot of questions in my mind when I started my project. My project work clarified my doubts and gives a clarity about the industry.

It’s a great opportunity to learn the industrial knowledge with proper guidelines by my external and internal guides. As I started my project it’s a great challenge to understand the policies and practices of the KOMUL after few days later I started learning slowly. Each department are having a separate division and they were centralized and carried forward. I understood the operations of the KOMUL as the product of KOMUL is perishable the process should be very quick and continuous.

As I completed my project work of 10 weeks and I learnt various accepts during my days. Now my doubts are clear and I gained very resourceful knowledge during the same.

CHAPTER 1

INTRODUCTION

1.1 Introduction about the Project work:

Project work is an important part of the VTU MBA Academic Program. This is a plan to bridge the gap between knowledge and its function through a series of interventions that will give VTU MBA students access to insight and industry exposure.

The 10-week project work has been offered in the fourth semester of the MBA program as it provides a dual purpose, providing students with important business insights, while providing the industry with a high level of graduate preparation in the world from the One day begins.

The objectives of the project work for the fourth semester of the MBA program are:

- Provide students with an opportunity to apply theoretical concepts in the real life of the workplace.
- Let students understand the essence of corporate culture and use business conduct guidelines to reveal them.
- Enable students to manage all items, work within deadlines, identify and execute exact goal-oriented tasks.
- For the convenience of students, pay attention to their professional strengths and weaknesses, and be consistent with the changing industry environment.
- Strengthen the field of consciousness and provide cross-functional skills.

1.2 INDUSTRY PROFILE:

HISTORY OF MILK INDUSTRIES:

India is the world's most important milk producer. India is recognized as the 'oyster' of the global milk industry and there are plenty of opportunities for global entrepreneurs. For any country in the world, using the largest and fastest rising milk and dairy market may be a dream. India's dairy industry has been witnessing the rapid development of liberalization. The economy provides a great opportunity for multinational corporations and foreign investors to realize the full potential of the industry. The main goal of the dairy industry in India is to manage national resources to increase milk production and use innovative technologies to improve milk processing.

Hybrid technology in the Indian dairy industry has increased the viability of milk units by increasing milk production per animal. Later milk production also increased at an exponential rate, and the benefits of increased milk production were also obtained from a modest reduction in the price of milk. However, the normal price environment of milk producers in the dairy industry in India seems to have weakened in the 1990s. After 1992, the actual price of milk was rejected. Then slowly regaining it. From 1992 until now, people began to doubt. In India, very early milking is seen as a tool for social and economic development. The country's milk supply comes from millions of small producers separated in rural areas. All these farmers have an average of one or two cows, including cows and/or buffaloes.

India's milk production is of great significance because milk is one of the major sources of protein and calcium in the large vegetarian population. The milking industry provided more than 72 million Indian farmers with a source of income and increased income for large numbers of rural households. This is also the means by which women contribute to rural economic activities.

The main objective of the Indian milk industry is to better manage nutrient resources to improve milk production and use modern technology to upgrade milk processing.

ORIGIN OF THE MILK INDUSTRY:

In 1986, the British government established a military milk form to meet the needs of military personnel. In 1937, Lucknow Dairy Cooperative Union Co., Ltd. established the National Milk Development Council (N.D.D.B), which was established on September 25, 1965, lower than the Social Registration Act of 1950. It is a non-profit organization.

The National Milk Development Committee was established to promote, finance and support producer-owned and restricted organizations. The NDDDB's plans and actions are aimed at strengthening farmers' cooperatives and supporting national policies that have a positive impact on the development of these institutions. The basis of the NDDDB's hard work is the principle of cooperation and cooperation strategy. The main goal of setting up a board of directors is to accelerate the pace of milk development in the country and attract new investment. In 1999, India became the largest milk producer, mainly due to the joint efforts of the National Milk Development Council (N.D.D.B).

Milk assembly, efficient processing into bulk and its products, and well-organized sales and distribution to urban consumers. Rural and consumer marketing programs are in urban areas. A high level of competence is crucial to achieving the goals of the milk industry. It is a tool for economic transformation. Indian farmers have shown tremendous benefits and have affected the reliable economic viability of the dairy industry. It is a tool for economic change. The Indian farmers have achieved considerable interest by optimizing organized milk marketing methods (such as procurement, processing and distribution, and various independent operations of the dairy farm) to achieve their preferred objectives, thus affecting the consistent economic viability of the dairy industry. In order to achieve the above-mentioned preferred objectives

and promote the need for milk production and sales in an organized manner, the following agencies play an important role.

Operation Flood,

One of the "targets" of Indian government milk growth is to use Indian milk to fill India. One of the plans is the 'Operation Flood' designed by the National Milk Development Council (N.D.D.B) to form a "vertical flood" in rural India. This has been going on since 1970.

DEVELOPMENT OF MILK INDUSTRY:

India's milk production reached an astonishing level for 40 years, and in 2001 it has become the world's major milk producer with a total production of 84.6 million tons. The Indian milk industry has achieved this power of a cooperative scheme owned and professionally managed by producers. Although most dairy farmers are illiterate, they operate on a small scale and operate marginally. For many farmers, selling milk is their only income. source. More than 10 million dairy farmers belong to 96,000 community dairy cooperatives. They sell their products to one of the 170 dairy producer cooperatives. The dairy producer cooperatives are supported by 15 national cooperative dairy federations.

In India, the milk industry has for many years been skilled in the rural cottage industry. Semi-commercial milk began in the country in the late 19th century when it established a military dairy farm and a cooperative dairy industry alliance. Since its independence, the industry has achieved rapid development. Since then, a large number of new milk and dairy factories have been established. India's organized dairy stores have effectively engaged in the commercial production of pasteurized Indian milk products bottled milk.

The growth of India's dairy industry has been increasing over the past 30 years, exceeding 5% per year. In the 1990s, the country has become the largest milk producer. In India, milk production was conquered by farmers on small marginal lands and was conquered by a landless workforce that collectively owned 70% of the country's milk herds. Since crop yields in 78% of farmland are still dependent on rain, which is flat for drought and floods, agricultural income is very uncertain for most farmers.

The successful Indian dairy development flood process analyzed how to use food aid as an investment in structural institutional infrastructure to achieve national dairy development.

Projects like this and related policy directions may prove suitable for milk development in India.

In the early 1950s, India commercialized about 55,000 tons of milk powder each year to meet the city's milk demand. Most milking events in the century occurred in India.

MODERN DEVELOPMENTS:

- India's dairy industry is the world's largest milk producer. Between 2004 and 2005, the output value of approximately 100 million tons of Indian dairy industry amounted to 1.179 billion rupees, which is equivalent to the total production of rice and wheat. 1/5 of the world's cattle population
- In India, milk animals make up 45% of local cattle, 55% of buffalo and 10% of crossbred cows.

OVERVIEW OF THE INDIAN MILK SECTOR:

Reach:

Milk Cooperation Network (as of March 2015)

- Includes 241 milk leagues
- Conduct business in 462 areas
- Cover 2,03349 village communities
- Has about 21.9 million farmer members, of whom 4.9 million are women

Milk Production:

- India's milk production increased from 21.2 million tons in 1968-69 to 19,880,000 tons in 2013-2014 and increased to 200 million tons in 2014-15 (estimated).
- In 2013-14, per capita consumption of milk was 298 grams per day, which improved to 287 grams in 2012-13, which is higher than the daily consumption of 112 grams in 1968-69.

- Between 1997-1998 and 2007-08, India increased its milk production by 3.8% annually over the 1.8% increase in population; the net increase in usability is about 2% per year.

Marketing:

- In 2014-15, the daily daily milk sales volume was 2.91 million liters. In the past five years, the average annual growth rate was 7.1%.
- Milk is currently sold on all subways, (main cities) and more than 2,000 towns.
- During the 2009-15 period, cooperatives' daily milk supply to every 1,000 urban consumers increased from 76.8 pounds per day to 121.1 kilograms.

Innovation:

- Bulk vending machines reduce capital and the environment.
- Milk from modern railway and road milk tanks as far as 2,800 km to the gap area.
- Automatic Milk Picking Unit (AMCU) and Bulk Milk Cooler (BMC) at grassland level - maintain quality and reduce post-purchase losses.

Macro force:

- In 2014-15, India expects the annual average milk production to exceed INR 243 billion.
- Milk cooperation creates employment opportunities for about 16.9 million farmers.
- The contribution of animal husbandry to the total value of agricultural production is approximately 25.6%.
- About 22.45 million people are engaged in animal husbandry, accounting for 5.8% of the total labor force in the country.

PROSPECTIVE FOR INVESTMENT IN INDIAN MILK INDUSTRY:

India is the land where investors look for investment opportunities in the milk industry. The milk industry is very likely to invest in India and promises far more than investors' earnings.

The reason why the industry attracts huge potential for new foreign investment is:

1. There is a basic demand for raw materials in the milk industry; that is, the amount of milk is large.

2. India has a sufficient skilled labor force.
3. Simple availability of technical infrastructure.
4. India has all the key elements needed for a free market system.

There are different sectors within the milk industry that assure great business investment opportunities:

- Biotechnology
- Milk/food dispensation equipment
- Food wrapping instruments
- Retailing
- Manufacture of ingredients
- Finished products
- Technically superior manufacturing units

Thus, the milk industry in India has vast investment opportunities in a range of sectors are all set to gain profitable returns in their investment.

INDIAN (TRADITIONAL) MILK PRODUCTS:

There is a large assortment of traditional Indian milk products such as:

Makkan - Salt Free Butter

Ghee - Heat clarified equipment butter to extend shelf life.

Kheer - Cooked milk, sweet mixture of sugar and rice

Basundi - Milk and sugar boil until thickened.

Labrie - Syrup.

Dhai - Curd

Lassi - Curd mixed with water and sugar/salt.

panner - Milk mixed with lactic acid to thicken.

Khova - Evaporated milk, used as a basic to create sweet dishes.

Since most of these products are manufactured at home, or are locally produced in small household food production, the original base of the milk food market is estimated to be complicated.

INDIA'S MILK PRODUCT MIX:

1.1 Table showing the product mix of Indian milk products:

Fluid Milk	46.5%
Ghee	27.0%
Butter	5.5%
Curd	8.0%
Khoa (Partially dried out Condensed Milk)	6.0%
Milk Powders, include IMF	3.1%
Paneerr & Chhana (Cottage Cheese)	1.5%
Others, include Cream, Ice Cream	1.5%

1.3 Company profile:

KOLAR and CHIKABALAPUR Co-operative Milk Union Limited(KOMUL) is According to the cooperative organization registered by the Karnataka Cooperative Association in 1959. The cooperative operates in the Kolar district and the Chikabalapura district, and its registration office is located at the Kolar dairy premises at No. 563102 in Karnataka Kolar district. The alliance began operating from 16-03-1988. According to the order of the Karnataka government, according to the flood phase III plan, the Coral milk and cold storage center was handed over to the Corral milk alliance in 01-08-1991. KOMUL now owns two dairy farms in Kolar, of which LPAR has a production capacity of 10,000 barrels and Kolar Corporation has a capacity of 0.6 million bottles of LPD. KOMUL purchases milk from the village's primary milk cooperative and provides different customers with different

milk products under the Nandini brand, including Peda, Mysore Pak, Payasam, Jamoon and others. The main objective of KOMUL is to organize milk cooperatives to collect milk through the milk route twice a day, and to provide services for raising milk, processing milk, and marketing milk and milk products to consumers.

KOMUL began operation on 16-03-1988. The alliance is committed to the organization of "farmer cooperatives" in the cooperatives of dairy farmers whose main goal is the socio-economic reform of farmers., Agriculture labors and all such other needy persons in the rural areas through milking as additional occupation and supply quality milk and milk products to consumers of the union area. The milk those collected from Societies is to be collective brought to Milk and processed before being packed to request packed sizes. And further Routed to urban areas to sell it to needy consumers through its retailer system. As on 31-10-2014 union has 1004 functional Milk co-operatives in 2 districts. Union has 1,33,067 enrolled producer members through DCS. currently 57,340 milk producers are pouring milk to DCS. Union pay remunerative price to producers for milk and provide various scientific services at subsidized rates. Union has retailer base of 1160 spread over 2 Districts, who help us to sell 1.9 lakhs liters milk products daily. Under the aegis of GOK (Government of Karnataka) the program "Ksheerabhagya" to provide Milk to the School Children is being effectively channelized by the Union. KOMUL clocked an turnover of Rs.302 Cr in the year 2013-14 with the profit of Rs2.3 Cr (PAT).

1.2 TABLE SHOWING THE PRESENT STATUS OF THE KOMUL:

Milk Co-operative Societies	1512
Members	163067
Daily Procurement of milk	425042LPD
Milk sales	225546LPD

NATURE OF BUSINESS:

- **Milk procurement:**

currently there are 50 milk procurement routes in service through which Union is procuring an average of 421614LPD. To boost milk production and productivity, technical input services are being provided to producer member of the Union.

- **Manufacturing and distribution:**

It manufactures for about 5 products such as milk, curds, butter milk, ghee, peda, Mysore Pak in production centres that is in Kolar. The production capability of the Union In Kolar units is 2,40,000 LPD. It also sells other Nandini products such as Mysore Pak, Good life milk, Gulab jamun mix, Dharwad peda, Flavored milk, Khova, Kunda & other Nandini products by procuring from additional Unions of KMF. At present it has 1110 dealers, A.T.M (All Time Milk) parlors, 33 franchisee parlors, 56 milk distribution vehicles. It distributes milk with totally 76 routes.

Milk procurement and sale at present:

- Milk procurement: 4,95,042 LPD
- Liquid milk sales: 2,75,546 LPD
- Curd sales: 24,761 LPD
- Peda sales: 268Kgs per day
- Ghee sales: 1229 LPD
- **Veterinary facilities for cattle:**

There are 13 Veterinary routes in service and attending emerging cases.

- **Artificial animal breeding:**

Artificial insemination (AI) is being done through AI centers.

- **Feed and Feed Development Plan:**

Provide cattle feed and high-product foods and provide technical advice.

- **Step training programme:**

caring to training and employment programme for women to those women who involved in milking.

1.4 PROMOTERS:

KARNATAKA CO-OPERATIVE MILK FEDERATION(KMF):

The Karnataka Milk Federation (KMF) is the leading cooperative milk federation in southern India and is owned and managed by milk producers in Karnataka. KMF has more than 2.21 million milk producers in more than 12038 milk cooperatives in the village stage, under the 13 regional cooperative milk associations in Karnataka. The task of the Commonwealth is to guide rural prosperity through the development of milk. In the cooperative dairy industry development process of KMF over the past four decades, the milk industry in Karnataka has evolved from the scarcity of milk to the remaining milk.

Karnataka Cooperative Milk Producers Federation Ltd. (KMF) is the representative body of the Karnataka State Representative Dairy Farming Cooperative. This is the second largest dairy cooperative between dairy cooperatives in the country. In South India, it ranks first in terms of procurement and sales. One of the central functions of the Federation is the sale of milk and dairy products. The brand "Nandini" is the family name for pure and fresh milk and milk products.

KMF has 13 milk leagues across the country to purchase milk from the Primary Milk Cooperative (DCS) and distribute milk to consumers in various town/rural markets in Karnataka.

For the first time, the World Bank launched a dairy development project in the country. The project began in Karnataka in 1974 and Village Stage Milk Co-operatives was established

in 1974. The cow cooperative's AMUL model was implemented in Karnataka since 1974 and received World Bank funding for flood operations II and III. Milk cooperatives have been recognized in a three-tier structure under the ANAND model, in which village-level dairy cooperatives form the foundation stage, and the Dairy Farming Federation of the Mid-Level Region is responsible for purchasing, processing and selling milk and the Karnataka milk federation as a coordinator. The highest institution that the department develops at the national level.

The KMF is responsible for coordinating alliances and developing activities in the milk and dairy products market. Marketing milk in personal jurisdiction is organized by the respective Milk League. The Union monitors the surplus/loss situation of fluid milk in the member dairy alliances. Although all dairy products are marketed by KMF within and outside the country, all milk and milk products are sold under the familiar brand name NANDINI.

EVOLUTION:

The Karnataka Milk Alliance, accepted as KMF, has become a leader and the most profitable dairy farmer in Karnataka.

In 1975, the Karnataka State Dairy Development Corporation (KDDC) was established as an organization implementing the World Bank Assistance for the Development of the Dairy Industry. The company rapidly developed and expanded the scope of newly discovered rural economic activities - across the country. Milking - The top cooperative agency of origin became the KMF form in 1983, and the entire state around it has 13 regional cooperative milk associations that implement different parameters of milk activities - milk cooperatives, milk routes, veterinary services, milk procurement, two On the day of the class, cold, milk processing, distribution of milk and establishment of a cattle feed mill, Nandini sperm station, liquid nitrogen supply, training center - as its main stop.

The entire system was reconstructed on the now familiar model of the "ANAND" model milk cooperative community. Initially considered 8 regions in southern Karnataka, the purpose was to organize 1800 milk cooperatives, and four milk alliances and processing services were established by 1984, providing services for 65,000 people a day.

Under "Flood - Phase II and Phase III operations", the projects that began in 1984 and 1987 covered the rest of Karnataka. At the time, 13 milk alliances were organized in 175 talukas in all 20 regions, and field work was expanded through the organization of supplementary milk cooperatives. The processing facilities, ie, the refrigerated center, the dairy farm and the

powder plant, were transferred in stages to the administrative departments of their respective cooperative organizations, and these regional organizations continued their activities. With the help of the government, additional processing facilities were created and existing facilities were improved every decade. / Gill Panchayat and NDDDB handled increasing milk purchases without announcing milk holidays. The processing capacity of 322,500 liters per day has been further strengthened.

MOTHER MILK, A UNIT OF KMF:

KMF flagship milk with ISO22000:2005 document. The company was established in 1984 to supply liquid milk to customers through bulk retail systems. Today, milk stalls are upgraded from 2 lakhs to 7 Lakhs upgrade milk processing daily. In addition, it helps to package and dispense different forms of milk and curd in the most effective way. In addition, it also has advanced equipment that can produce 30 tons of skim milk powder, milk whitener and whole milk powder. It has already established a variety of ice cream production in more than 20 different packaging formats, 15,000 liters per day. Currently, it is producing and co-packing 'Amul' ice cream for GCMMF.

Mother Milk has 616 retailer systems through which it sells milk to consumers. In addition, it has sentinel modern format joints to sell various varieties of milk and 'Nandini' brand has a very long shelf life and short shelf life of about 50 milk products. Sales joints are labeled "Nandini Milk Shoppe". In addition, a cold chain network was established as a prerequisite for the sale of milk and dairy products at four planned locations in Bangalore as a "walk into the refrigerator" to ensure uninterrupted and continuous milk supply to our retailers/consumers.

After balancing, milk can be added in the near future to add more than 4 kinds of exotic ice cream, including probiotics, no sugar, and will also begin to produce large quantities of temporary quality Paneer, yogurt and bottled flavored milk. In the near future, robotic production of the aforementioned milk products is also planned. One plan is to put "ready-to-eat" food "distilled" and put a lot of milk and milk products on the market. It is planned to be launched in mid-2010.

The superiority of mother milk is due to:

- Mother Milk cares about quality, hygiene and food safety. Therefore, milk was ISO 9001-2000 certified in 2000 and ISO 22000-2005 certified in 2008.
- Milk has sold overseas licenses for skimmed milk powder, whole milk powder, milk whiteners, ghee and butter.
- Milk has embarked on an environmental safety and energy saving program and has been approved by the Indian Government's Energy Efficiency Agency and KREDL, Karnataka.
- Time is the spirit of working with breastmilk and introducing LAN activities into the local area network through the use of appropriate technologies.
- Any commercial company and Mother Milk who assess their financial performance are fully convinced of this philosophy and have maintained an optimistic financial performance since its existence.

FUTURE VISION:

Combining the results of the milking business implemented in Karnataka and expecting to be able to skillfully refrigerate, process and sell evolving and increase milk purchases, which are essential to quality while protecting the socio-economic benefits of rural milk producers, government. Karnataka proposes several projects for the NDDB to provide financial and technical support while the KMF proposes to sign memoranda of understanding between the governments. Karnataka and NDDB were signed on November 10, 2004.

Presently there are about 236 in KOMUL. Employees are the functional unit of any organization. The company contributes to affluence of the society as whole by providing equal opportunities to all the company provides training to get gainful, high performance employees.

1.4.1 TABLE SHOWING EMPLOYEES IN KOMUL.

Designation	Employees in number
Managing Director	1
Manager	5
Milk Manager	13
Assistant Manager	15
Department Officers	16
Superintendents	22
Assistants and accountants	44
Drivers and clerks	35
Skill attenders and drivers	35
Helpers	50
Other Union Deputation	2
Total	236

1.5 VISION, MISSION AND QUALITY POLICY

VISION:

- Move forward with missionary enthusiasm, which will make KMF a leader in exemplary performance and achievement, and recruit milk federations from other countries in pursuit of a comprehensive follow-through of its good behavior?
- Ensure the prosperity of rural milk producers as the ultimate federal owner.
- Promote producers' preference for viable cooperatives to promote rural income, milk efficiency and rural employment.
- Exceed the gap between the purchase price of milk and the selling price.

- To increase business acumen in marketing and trade in order to provide consumers with high-quality milk and boost the income of milk producers.
- Competing with multinational corporations and private dairy cows to improve the quality of milk and dairy products and to maintain the invincible position of the cooperatives in the process.

MISSION:

Promote economic, social and cultural wealth in the lives of our milk producer members by promoting vibrant, self-sustaining and overall cooperative milk development in Karnataka

OBJECTIVES:

KMF is a cooperative authority in Karnataka and represents the milk producers in organizing and implementing the following goals around milk development activities:

- To ensure that farmers' milk produces a guaranteed and profitable market throughout the year.
- Provide urban consumers with high-quality milk and other important milk products.
- Build and develop village-level institutions as cooperative demonstration units to carry out dairy activities.
- Ensure that the investment in milk production, processing facilities and knowledge allocation is regulated.

1.6 PRODUCT PROFILE:

Brand name of products: Nandini



Tag line Nandini: 'A Milk Brand Trusted by Millions'

Moto of KMF products: 'Quality Excellence from Cow to Consumer'

1.6.1 TABLE SHOWING THE PRODUCT MIX IN KOMUL.

<p>Pasteurized toned Milk:</p> <p>The most popular milk in Karnataka. Nandini colorizes fresh milk with 3% fat and 8.5% SNF is the best alternative purpose. Available in 200ml, 500ml and 1 liter pouches.</p>	
<p>Shubham Milk:</p> <p>Nutritious smooth milk with 4.5% fat & 8.5% SNF. Suitable for all purposes. Available in 500ml & 1 liter pouches.</p>	
<p>Homogenized cow's Milk:</p> <p>Nutrient-rich homogenized milk with 3.5% fat & 8.5% SNF. Enjoy uniform thickness and extra soft feel till the last drop, thus preparing more cups of tea/coffee out of every pack available in 500ml & 1 liter pouches.</p>	

Curd:

Fresh curd that tastes just like traditional home made curd. Can be consumed as such or in blend with cooked rice or added as an ingredient in certain dishes. Available in 200gms & 500gms pouches.

**Spicy Butter Milk:**

Fresh butter milk blended with quality spices to give that refreshing spicy tang of traditional spiced butter milk. A drink suggested after meals for easy digestion. Available in 200ml tetra brick packs and 200ml pouches.



GHEE:

Clean taste, South Dini butter, made of pure butter. This is a fresh and pure taste. Hygiene is manufactured and packaged in a special package to maintain the integrity of pure ghee. Can be used as 50ml, 100ml, 200ml, and 500ml & 1-liter sachets & in 200ml standee pouches & in 200ml, 500ml, 1litre & 5 liter pet jars & also in 15kg tins.

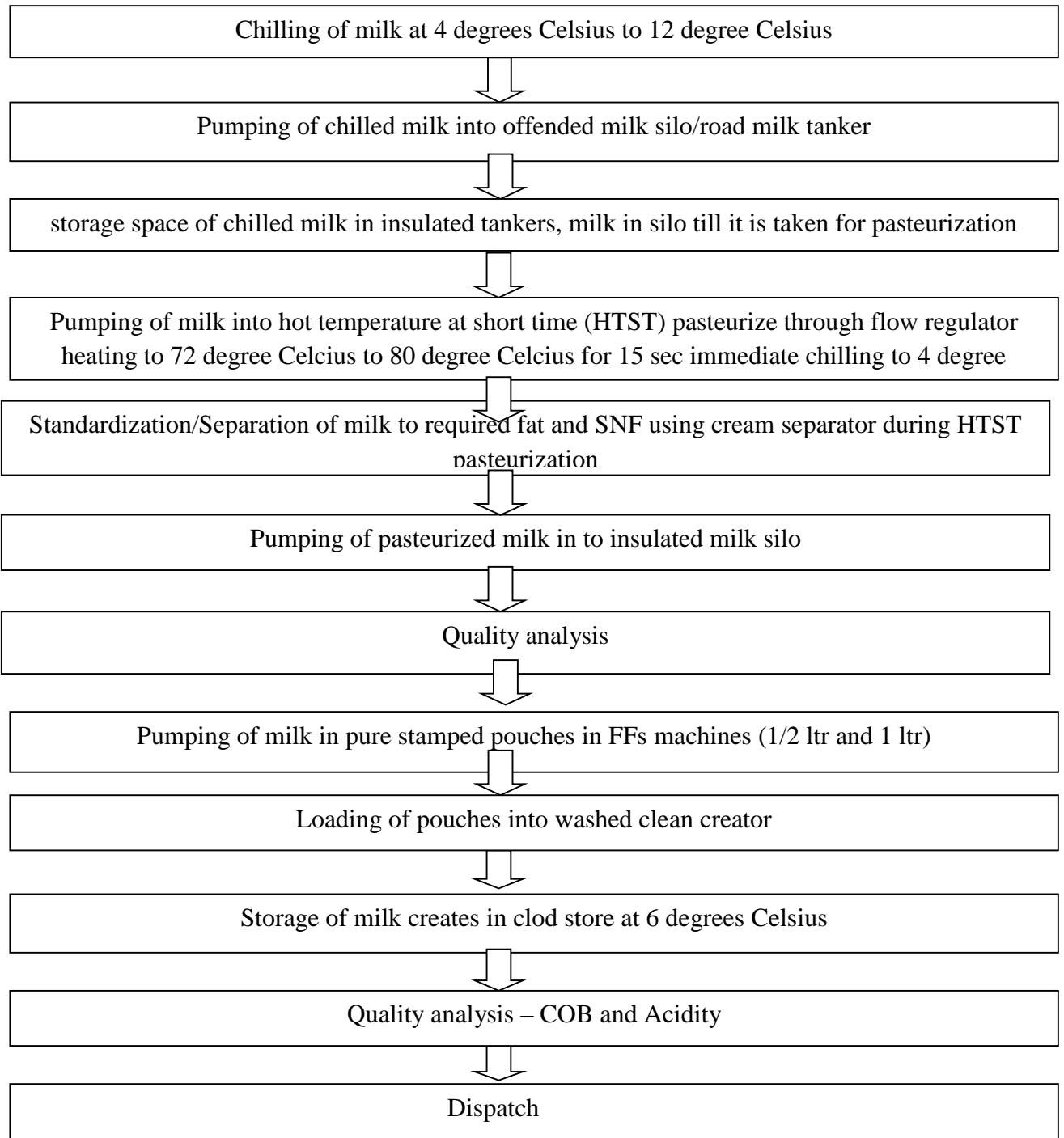
		
Ghee in standy pouches	Ghee in pet jar	Ghee in sachet

Milk Pead:

Mouth –watering peda made from pure milk. One bite is enough to fill the heart with its soft milk flavor. Available in 25gms, 50gms sachets and in 100gms, 250gms packs.



FLOW CHART OF MILK PROCESSING:



1.7 AREAS OF OPERATION:

AREA OF OPERATIONS:

Even though KOMUL is mostly operating in its region. It also supplies milk to other states of India and exports some of its products to neighboring foreign countries.

Regional:

KOMUL is operating in 19 taluks of 3 districts that is 7 taluks in Kolar, 6 taluks in Chikabalapura each. It distributes milk with totally 50 routes; 21 routes in kolar, 18 routs in Chikabalapura.

National:

On the basis of accessibility, the excess milk will be sent to the states like Maharashtra, Goa, Andra Pradesh and Delhi.

Global:

In raining season, the milk production will have translated milk into milk powder. The milk powder will be exported to the countries like Burma, Sri lanka and Singapore through KMF.

1.8 INFRASTRUCTURE FECILITIES

Manufacturing plant is quite spacious with different division in it. Namely-Milk division, butter division, Peda making division, Ghee making division, Butter making division. It has cars for office use.

Canteen facility is provided for very less rate to all its employees and visitors. Meal is for 3rs for its employees and 10rs for visitors.

Very well-designed plant layout and office chambers for all its employees includes front line and top management employees the office is designed according to the departments with the spacious floor space the factory stretched its space around 5acers which includes transportation, storage and security network in it.

1.9 COMPETITOR'S INFORMATION:

1.9.1 TABLE SHOWING KEY COMPETITORS OF MILK INDUSTRY:

Company	Brands	Major products
Nestle India Limited	Milkmaid, Cerelac, Lactogen, Milo, daily.	Sweetened strong milk, malted foods, milk powder and milk whitener.
Milk Limited	Milk food	Ghee, Ice Cream and supplementary milk products.
SmithKline Beecham Limited	Horlicks, Maltova, Viva, Boost.	Malted Milkfood, Ghee, Butter, Powder milk, Milk fluid and other Milk base baby foods.
Indadan Industry Limited	Indadan	diluted milk, Skimmed milk powder, Whole milk powder, Dairy milk whitener, ice-cold and Processed milk.
Gujurat Co-opreative milk Marketing Federation Limited	Amul	Butter, Cheese and additional products
H.J. Heinze Limited	Farex, Complan, Gluctose, VitamilkBonniemix.	baby milkfood, Malted milkfood
Britannia	Milkman	Flavored milk. Cheese, Milk powder, Ghee
Cadbury	Bourvita	Malted food

❖ Heritage Milk Private Limited:

- Situated at: Hyderabad
- Established: 1992
- Turnover: Rs.211.27 million (During the year 2008-09)

- Products: Branded sachets milk, Ghee, Flavored milk, Butter, Lassi, Curds, Butter Milk.
- Market: all over south India.
- Production capacity: This plant handles about 50000 liters milk per day.

❖ **Arokya milk:**

- Hatsun Company, India's major private milk.
- Hatsun started marketing clean milk in pouches from 1993.
- Hatsun is a USD 250 million business, listed in the Mumbai stock Exchange.
- • Beginning in 1970, this is a fantastic dream: Nana's Arun Ice Cream.
- • Hatsun handled a total of 1.8 million liters per day.
- Arokya milk is equipped with 4.5% butterfat.

1.10 SWOT ANALYSIS:

STRENGTH:

- ❖ Good procurement and enslaved sources of raw materials.
- ❖ Nandini products have excellent brands in the market.
- ❖ Better quality of raw milk.
- ❖ Geographical location of co-operatives/ Dairies.
- ❖ Extensive range of operation- 12 taluks covered in 2 Districts of milk shed area.
- ❖ Insulated delivery vehicles.
- ❖ Multiple products were produced in a single plant.

WEAKNESS:

- ❖ Extensive time gap between procurement and sales.
- ❖ Deficiency of separate products block.
- ❖ Poor advertisement and promotion.
- ❖ Lacking of technical training and development programs for employees.
- ❖ The standard is not up to World Trade Organization standards.

OPPORTUNITIES:

- ❖ Trapping lose in milk sales.
- ❖ Increasing demand for full cream milk.
- ❖ The Milk Union can make still more products of KMF.
- ❖ Milk Union can go for technological advancements.

THREATS:

- ❖ Private milk rivalry in procurement and sales
Increased lose in milk sales.

1.11 FUTURE GROWTH AND PROSPECT:

FUTURE PROSPECTS:

India is the most important milk producer in the world and will become the world's leading food factory. To celebrate, the Indian dairy sector is now ready to invite NRI and foreign investors to find this country for this huge investment project. Whether it is investors, researchers, entrepreneurs or the only curious person - the Indian dairy industry benefits everyone.

India contributes to an increase in world milk production from 12-15%, and by 30-35% in 2020.

1.12 FINANCIAL STATEMENT:

PARTICULARS	AS ON 31-03-2014				AS ON 31-03-2015				AS ON 31-03-2016			
	AMOUNT				AMOUNT				AMOUNT			
<u>SOURCES OF FUNDS:</u>	Rs.	Ps.	Rs.	Ps.	Rs.	Ps.	Rs.	Ps.	Rs.	Ps.	Rs.	Ps.
Share capital			339879000.00				339956000.00				340894100.00	
Reserves & Surplus			632969913.66				829793892.63				1003823066.08	
Loans			57170097.00				47576432.00				164694666.00	
GOK Plan Funds			51642217.91				26140616.58				382309863.50	
Profit & loss a/c			22546388.6				38430873.1				15419555.14	
Total			1104207617.17				1281897814.31				1907141250.72	
APPLICATION OF FUNDS:												
Fixed Assets:												
Gross Block	1106006765.96				1291455994.96				1469990997.96			
Less- Depreciation	656569018.89				724173448.73				796496976.18			
-Net Block			449437747.07				567282546.23				673494021.78	
Investments			198612486.53				285446806.53				135189144.53	
Current Assets:												
a. Stock	275897205.85				315440471.38				477632382.79			
b. Trade Debtors	443085972.14				36441543.78				457842415.88			
c. Cash & Bank Balances	168582612.47				209233676.33				539663229.92			
d. Loans & Advances	86911039.21				107038904.21				208722465.03			
Total(a)	974476829.67				996128505.70				1683860493.62			
LESS: Current Liabilities & Provisions (b)												

	518319446.10		566960044.15		585402409.21	
Net Working Capital(a-b)		456157383.57		429168461.55		1098458084.41
Total		1104207617.17		1281897814.31		1907401250.72

CHAPTER 2. CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORITICAL BACKGROUND OF THE STUDY:

Introduction of dealer

A dealer is a person or company that occupies in commercial purchases and sales. Dealers may point out companies that buy or resell products on a retail (or wholesale) basis. Producers cannot sell his products directly to consumers. He must rely on mediators to promote his products. A dealer is an intermediary who helps promote the products available to consumers. The dealer may be a wholesaler or retailer or any agent.

The degree of sales depends on the efficiency of the dealers evaluating consumer psychology and taking appropriate steps to sell the product. Dealers recommend creating suitable advertising media and other promotional tools. Dealers are looking for new marketing strategies to attract customers.

Dealers include all activities involving the purchase of goods and services for resale or commercial purposes. Distributors often buy manufacturers, mainly for retailers or industrial consumers.

Dealers expect manufacturers to obtain high marginal returns. The main purpose of the dealer is to make a profit. Dealer business is different from other businesses. Dealer's payment of commissions received from the manufacturer depends on the sales value of cash and credit.

The demand for Nandina milk is increasing every year. Manufacturers cannot directly cover all consumers. With the help of dealers, only they can reach consumers. Dealers expect revenue from the business because there is a guarantee that they will receive more commissions from the business and cover the entire market in the region. They also sell milk to ordinary customers.

There are 2 types of dealer such as:

- 1) Registered dealer
- 2) Casual dealer

Wholesaler

Wholesalers purchase large quantities of goods from their manufacturers or importers, then sell smaller retailers to retailers, and retailers resell them to the public.

Many stores are part of a sequence: Some namesake stores sell the same goods in different locations. A company may own these stores, or there may be a franchise company that signs a concession agreement with the owner of the store.

Retailer

Retailers purchase large quantities of goods or products from manufacturers or importers, either directly or through wholesalers, and then typically sell single items or small items to general public or end-user customers at stores (also referred to as stores). Retailers are at the end of the supply chain.

Dealer SATISFACTION:

People's satisfaction with the state of the company's products is related to people's prospects. Satisfaction is a function of the difference between perceived performance and foreground. The company strives to succeed in today's market. Must track their announced expectations; sense company performance and dealer satisfaction. When assessing the level of performance, the company cannot obtain a complete picture of dealer satisfaction and dissatisfaction through simple complaints and suggestions.

In some cases, dealers may feel that their complaints are small (or) they will feel stupid, or will usually be submitted, the result is that the company needs Leslie to lose the dealer.

Therefore, as an alternative to using complaint levels as a measure of dealer satisfaction, obtaining a direct measure of dealer satisfaction with timely investigation will provide more appropriate measures. The questionnaire can be randomly selected from its current customers.

Learn how they fall in different aspects of company performance. They can also consult dealers' views on the behavior of competitors.

Respondents can be asked to list the problems they encounter and list suggestions for improvements they may recommend. The company also asks respondents to score the importance of each element and the company's health.

Elite dealers need to bring dealer satisfaction. Many dealers seem to develop exclusive channels for their products. The plan that manufacturers allow only certain concepts to carry their products is called exclusive design. When manufacturers require that these dealers should not blame their products for being called exclusive deals, both parties benefit from exclusive understanding.

DEALER'S RELATION:

Big manufacturers depend on dealer to sell their products as a result good relation are most important to them. Every manufacture thus wants to inspire his distribution channel to sell more of their own products. Here the manufacturer must understand that dealers are themselves business persons and must be viewed as customers and human beings somewhat than mechanical entities for flow of his products

The dealers concerned in maximizing their profits thus good dealer relations can be promoted in the manner fair to his dealers in his performance for example- sales clerks of some manufactures put products on dealer through destructive selling. after that, the dealer finds stocks are lying at huge on his hands and he cannot sell those products by sufficiently. Advertising products in the area concern the manufacturer should give his dealers with promotional copy; he should correspond as frequently as necessary to show that the manufacturer is there to help the dealer to sell. He may offer enough trade discount, provided display facilitate and even assemble contests among the dealer to inspire them towards better results. The manufacture should understand that the company dealers are more assets that are important. If they are assisted with promotional help, they will be grateful for effort and would be more in demand to carry the company campaigns in advertising.

DISTRIBUTION CHANNEL:

The channel for the transfer of goods and services from suppliers to consumers is called distribution channels. The payment of these products is transferred from the consumer to the supplier, and the distribution channel may be short because the direct business from the supplier to the consumer occurs. Or it may include some uniform middlemen, such as wholesalers,

distributors, agents, and retailers. Each agent receives the goods at a pricing point and takes them to the next higher pricing point until it arrives. In the end, the buyer did not reach the consumer without involving the former, exporters, importers, distributors and retailers.

5 important factors affect manufacturing companies to choose distribution channels

(a) Consideration related to product

When a manufacturer chooses some channels for distribution, he/she should consider these factors. These factors are related to the quality and nature of the product as follows:

1. Unit value of the product

When a product is very expensive, it is best to use a small distribution channel. The former industrial machinery is a very expensive product, which is why they use a small distribution channel. on the other hand. For lower cost products, use long distribution channels.

2. Standardized or customized product:

Standardized products are pre-determined products and there is no room for change. Custom products are products that give consumers pleasure, and there is room for change.

3. Perishability:

Manufacturers should choose to have minimal or no mediation as a distribution channel for such perishable items. On the other hand, you can choose to expand distribution channels for durable goods.

4. Cost:

Manufacturers should choose such a distribution channel. From other angles, this kind of distribution channel is cheap and useful.

5. Availability:

If availability is usually easy, you can choose another distribution channel if it is not available.

6. The possibility of sales:

You should choose a channel with a large number of sales possibilities. Because sales are part of any business.

2.2. LITERATURE REVIEW WITH RESEARCH GAP:

1. Andreu Blesa, and Enrique in 2005 (department of business administration and marketing, jaume university, castellon Spain), “the result of market orientation on reliance and satisfaction in dyadic relationship” marketing intellect and planning.

Purpose-The document seeks to examine the effort of manufacturer direction on dealer dependence and satisfaction with the relationship and how this reliance affects dealer satisfaction.

2. Amit k. Gosh Cleveland State University. Beno Joseph. "Background, results and impact on manufacturers' satisfaction with supplier transactions.

3. DAVIS L. Dissertation abstracts international. a humanities and social sciences 1990.

The connection was examined among behavioral dimensions of the distribution channel in the brewing industry. A countrywide survey i.e industrial dealers showed that anticipation of benefits from relationship with a center supplier and the outcomes of that relationship are important background of dealer satisfaction with a relationship.

4. Rely on the influence of dealer satisfaction: the comparison of dealer-supplier relationships
Jule B Gassenheimer, Rosemary Ramsey-Journal of Retailing 70 (3), 253-266, 1994 This assignment expands previous research on the relationship between buyers and sellers by checking the level of interdependence and power dependency imbalances among buyers (dealers). Using the strength of key support services and mandatory impact attempts, the results show that the end of the imbalance of interdependence and power dependency will have an impact on dealer satisfaction, but the impact will depend on whether the supplier is the primary supplier, the secondary supplier or the Level suppliers.

5. Supplier Participation and Dealer Satisfaction: Suggestions for Enhancing Channel Relationships-Jule B Gassenheimer, Roger J Calantone, Joseph I Scully-Journal of Business & Industrial Marketing 10 (2), 7-19, 1995 Dealers use various strategies to gain a favorable position in the dealer's supply network. The distributor distributes purchases among several suppliers in order to obtain the maximum benefit from the supplier's competitive exercise and avoid being controlled. The use of business cost analysis and extension of the contract law provides an empirical analysis of the relationship between suppliers and distributors in the dealer supply network. It also provides a simple and powerful supplier mechanism to enhance the connection strength.

6. Chi-Shiun Lai-Industrial Marketing Management 36 (4), 518-527, 2007

The study of influence methods in channel relations focuses on Western individualistic countries. This study aims to expand the empirical findings of the automotive industry in Taiwan to clarify the differences between different environments. The results show that the commitment strategy must be separated from the enforcement method. In the Taiwan auto industry context, the strategy must be separated from the non-mandatory strategy. In addition, the difference between economic and social satisfaction helps relations.

7. Jose Bloemer, Hans Kasper, JGAM Lemmink-Journal of Consumer Satisfaction, Displeasure and Complaining Behavior 3, 42-47, 1990. Supplier involvement and dealer satisfaction: implications for enhancing channel relationships. Jule B Gassenheimer, Roger J Calantone, Joseph I Scully-Journal of Business & Industrial Marketing 10 (2), 7-19, 1995. Dealers use various strategies to get a preferred position in the dealer's supply network. Distributors allocate purchases among numerous suppliers in order to obtain the maximum benefit from the supplier's competitive strategy and avoid being controlled. Using transaction cost analysis and contract law extensions, provide empirical analysis of supplier-distributor relationships within the dealer supply network. It also proposes simple and influential mechanisms for suppliers to increase the strength of the relationship..

8. Communication flows in supply channels: Impact on assessments of communication quality and satisfaction-Author links open overlay panelJakki J.Mohr* University of Colorado USA
Author links open overlay panelRavipreet S.Sohi* University of Nebraska USA-We tested the

relationship between: (1) the relationship between information sharing norms and dissemination of traffic, two-way and formality; (2) evaluation of these communication processes and dealers' satisfaction with communication quality and communication. .

9. A Meta-Analysis of Gratification in Marketing Channel Relationships-Inge Geyskens, Jan-Benedict E. M. Steenkamp and Nirmalya Kumar Vol. 36, No. 2 (May, 1999), pp. 223-238

The author developed a conceptual model of channel member satisfaction and distinguished economic satisfaction from non-economic satisfaction. Subsequent models were then tested using meta-analyses. Meta-analysis allows empirical studies of a model that involves multiple ideas that have not been tested in separate studies. More specifically, the author unifies the research flow on the use of electricity - this is the focus of many satisfaction studies in the 1970s and 1980s - related to more current work on trust and commitment, and they often explore beyond electricity use. Antecedents. The results show that economic satisfaction and non-economic satisfaction are different structures, and there are differences between several factors. In addition, this study shows that satisfaction can be separated conceptually and empirically from related trust and commitment structures.

10. Correlates of Franchisee Satisfaction: The Case of Saudi Car Dealers

Author(s): Ugur Yavas (East Tennessee State University, USA)

Acknowledgements: The authors gratefully admit the research support of University of Petroleum and Minerals in this study.

CHAPTER 3. RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM:

“A Study on dealer satisfaction towards KOMUL PRODUCTS”

3.2 NEED FOR THE STUDY:

To learn the dealer satisfaction levels towards Nandini milk concerning promotional behavior, Supply, quality and quantity of Nandini milk and to know demand stage of Nandini milk in the marketplace by the dealer.

3.3 OBJECTIVES:

- . To locate the dealer's Satisfaction stage with Nandini milk.
- To come across the factors influencing the dealer to contract with Nandini milk.
- To learn various areas that needs progress in Nandini milk from dealer point of view.
- To learn the impact of sales promotion on sales.

3.4 SCOPE OF THE STUDY:

- This research is limited to selected dealers in Kolar District.
- Understand the dealer's acceptable level of quality, supply, packaging, service and company promotion strategies for Nandina milk.
- Research can determine the dealer's expectations and determine the customer's expectations.
- This project shows the future improvement of the future of scale.

3.5 RESEARCH METHODOLOGY:

Research Design:

Kolar city will be chosen for the study. Descriptive research design will be used for this study.

Sampling plan:

Sampling unit: Kolar district dealer will be chosen as target sampling element to carry out the survey.

Sampling size: 120 dealers.

Sampling method: The technique of sampling used is convenience sampling as the name imply, the sample chosen based on the convenience. This non-probabilistic technique is often used in preliminary research to obtain a rough approximation of the results without the cost or time required to select random samples.

Sources of Data:

Primary Data

Primary data were extracted using questionnaire. The research panel interviewed 120 respondents in the region of KOLAR city. An individual interview method was adopted with the help of a questionnaire. The questionnaire includes 21 questions with both open ended and close ended question. The respondents were requested to give their view on all the questions in the questionnaire.

Secondary Data

Secondary data were gathered using various sources such as newspapers, journals, magazines, books and internet.

Data Collection Technique

Structured questionnaires are used for primary data collection, with both open ended and close ended question.

Data Analysis Plan

The primary data will be collected based on basic statistical techniques such as classification, tabulation, analyze, interpretation and percentile analyses.

3.6. LIMITATIONS:

LIMITATIONS OF THE STUDY:

- Given that the survey is conducted only in the KOLAR region, the results may not be considered as general recommendations.
- The quality of information is very dependent on the facts of the interviewee.
- The results may be inaccurate because the investigation was conducted at the NANDINI MILK dealership and therefore there may be prejudice in the response.

CHAPTER.4

ANALYSIS AND INTERPRETATION

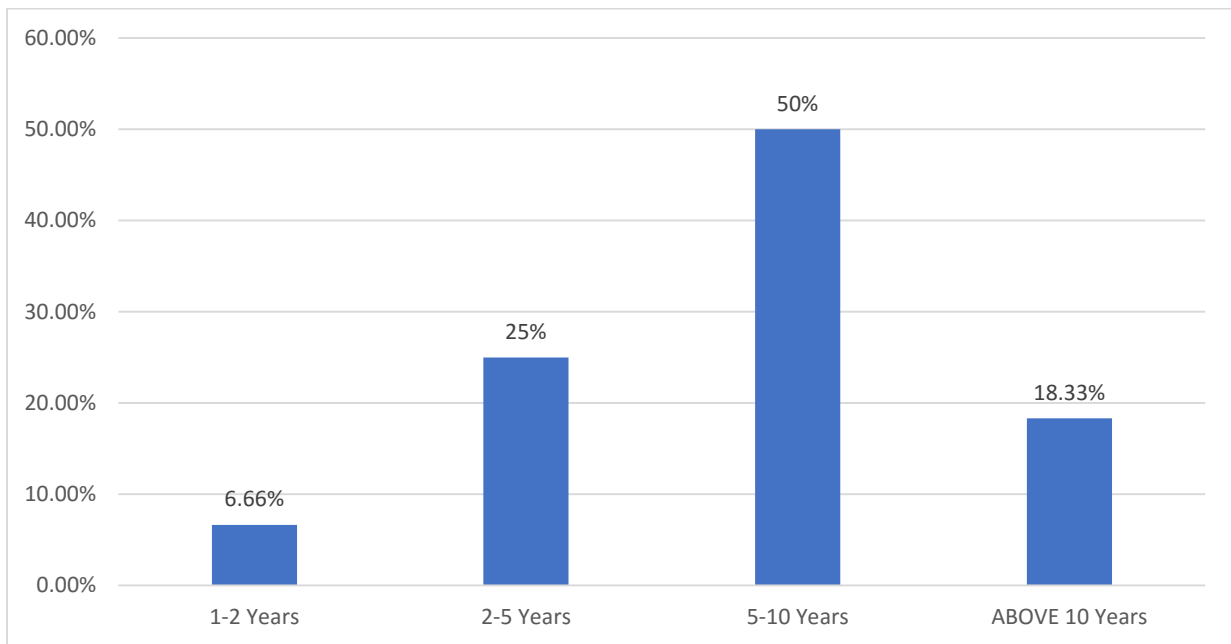
4.1 TABLE SHOWING YEARS IN BUSINESS OF DEALERSHIP:

SL NO	CRITERIA	NO OF RESPONDENTS	% OF RESPONDS
1	1-2 Years	08	6.66%
2	2-5 Years	30	25%
3	5-10 Years	60	50%
4	ABOVE 10 Years	22	18.33%
	Total	120	100%

Analysis:

Of about 120 dealers 18% are having above ten years of experience and 50% are in the business of about 5-10 years. The other 25% have 2-5 years of experience and the rest 6.66% of the dealer have 1-2 years of experience.

4.1 GRAPH SHOWING YEARS IN BUSINESS OF DEALERSHIP:



Interpretation:

The table clearly shows that the dealers wish to maintain the long-term relationship with the business organizations so they had a long future vision.

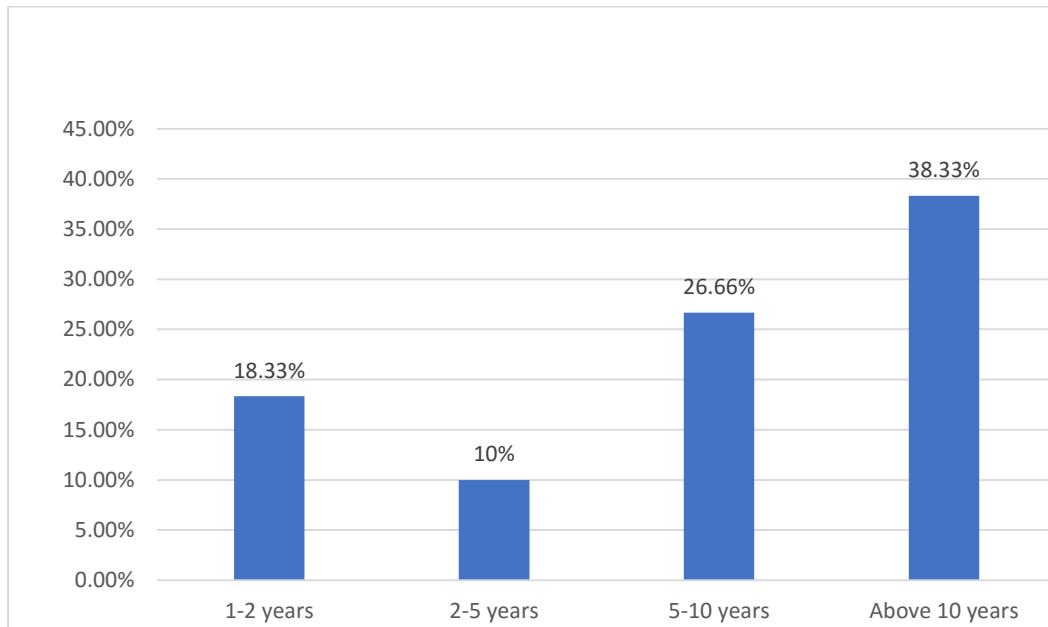
4.2 TABLE SHOWING DEALERS CONNECTION WITH NANDINI MILK.

SL.No	Criteria	No. of respondents	% of respondents
1.	1-2 years	22	18.33%
2.	2-5 years	20	10%
3.	5-10 years	32	26.66%
4.	Above 10 years	46	38.33%
	Total	120	100

Analysis:

38.33% of the dealer has NANDINI MILK dealership for above 10 years. 5-10 years experienced dealer are up to 26.66% and 19% have 2-5 years experienced and the rest 19.33% have up to 2 years of experience.

4.2 GRAPH SHOWING DEALERS CONNECTION WITH NANDINI MILK.



Interpretation:

This table shows the involvement of the dealer in dealing with NANDINI MILK. Most of the dealer, who has experience in their dealership, has the experience in dealing with NANDINI MILK. The dealers are willing to maintain long term relationship with Nandini.

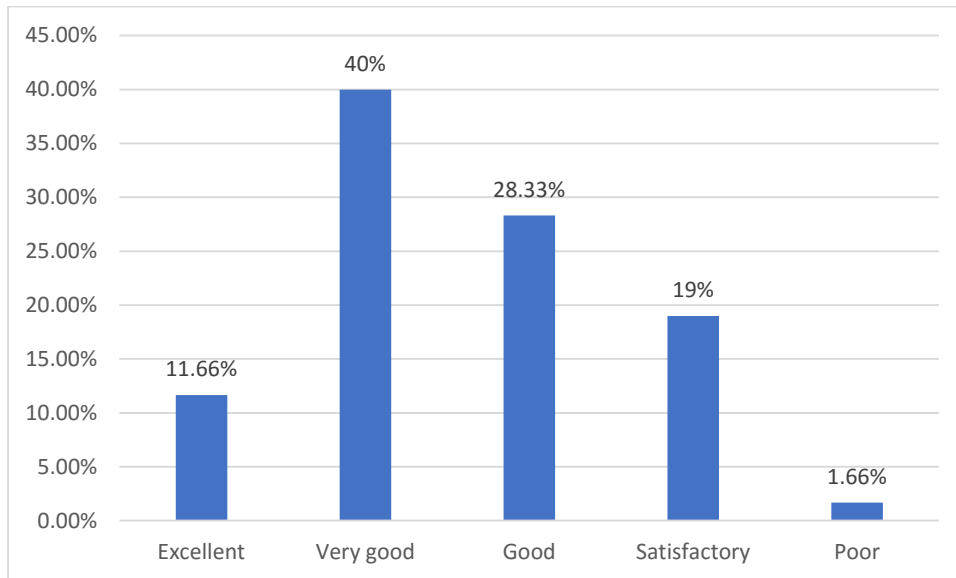
4.3 TABLE SHOWING DEALERS SATISFACTION TOWARDS QUALITY OF NANDINI MILK.

Sl no	Criteria	No of responds	% of responds
1	Excellent	14	11.66%
2	Very good	48	40%
3	Good	34	28.33%
4	Satisfactory	22	19%
5	Poor	2	1.66%
Total		120	100%

Analysis:

About 11.66% of the dealer rated Excellent towards the quality of NNDINI milk,40% of dealer rated very good,28.33% of dealer rated good. 19% rated satisfactory. Remaining 1.66% rated poor toward quality of Nandini milk.

4.3 TABLE SHOWING DEALERS SATISFACTION TOWARDS QUALITY OF NANDINI MILK.



Interpretation:

this is clearly shows that the dealers have a good opinion towards the quality of Nandini products.

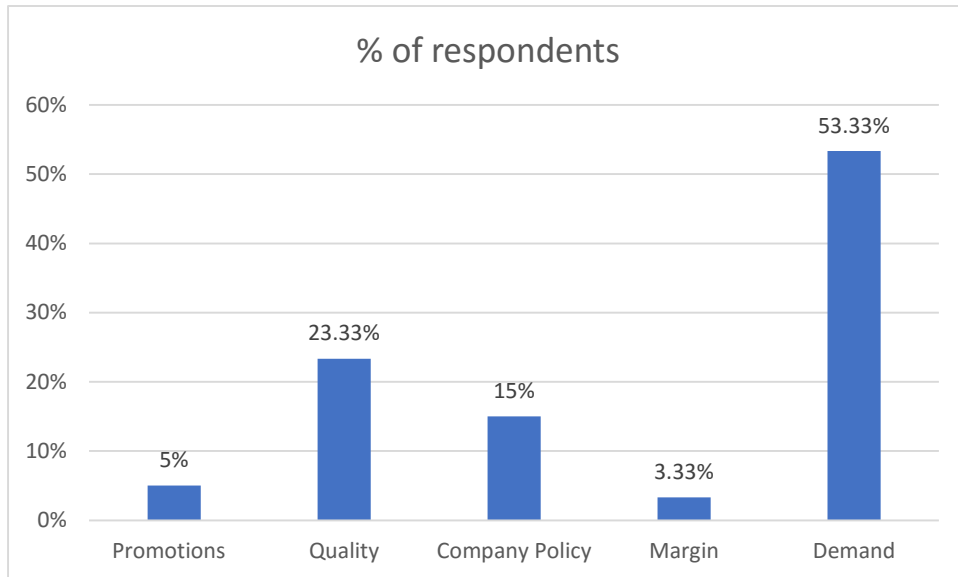
4.4 TABLE SHOWING THE FACTOR THAT MOTIVATED THE DEALERS TO BE A PART OF NANDINI.

S.No	Criteria	No. of respondents	% of respondents
1.	Promotions	06	5%
2.	Quality	28	23.33%
3.	Company Policy	18	15%
4.	Margin	04	3.33%
5.	Demand	64	53.33%
	Total	120	100

Analysis:

About 53.33% of the dealer are connection with Nandini milk for its demand, 23.33% for quality, 15% for company policy, 3.33% of dealer are dealing for promotional activities and remaining 5% are dealing by seeing Margin.

4.4 TABLE SHOWING THE FACTOR THAT MOTIVATED THE DEALERS TO BE A PART OF NANDINI.



INTERPRETATION:

This shows the more demand of Nandini milk influences to be a dealer of Nandini milk, so that mainly the dealers that is more than 50% of them are influenced because of demand.

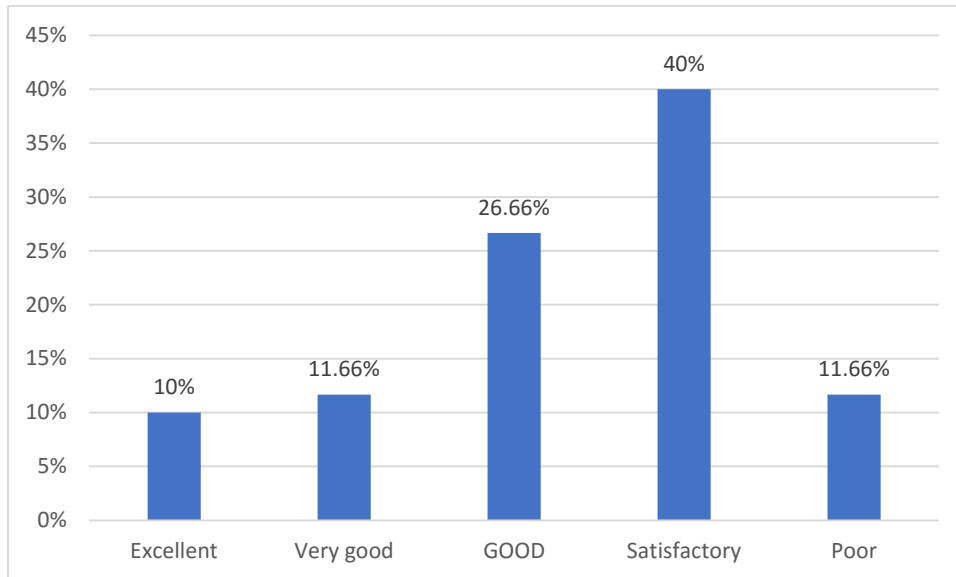
4.5 TABLE SHOWING DEALERS SATISFACTION TOWARDS CREDIT PERIOD GIVEN BY THE NANDINI MILK.

SL NO	Criteria	No of responds	% of responds
1	Excellent	12	10%
2	Very good	14	11.66%
3	GOOD	32	26.66%
4	Satisfactory	48	40%
5	Poor	14	11.66%
Total		120	100%

Analysis:

About 10% of the dealer rated excellent toward the Credit period of NANDINI MILK, 11.66% of dealer rated very good, 26.66% of dealer rated good.40% of the satisfactory and remaining 11.66% rated poor toward Credit period of NANDINI MILK.

4.5 GRAPH SHOWING DEALERS SATISFACTION TOWARDS CREDIT PERIOD GIVEN BY THE NANDINI MILK.



Interpretation:

This shows more number of dealer just satisfy for the credit period of NANDINIMILK.so the union should think about to extend the credit period in favor of dealers.

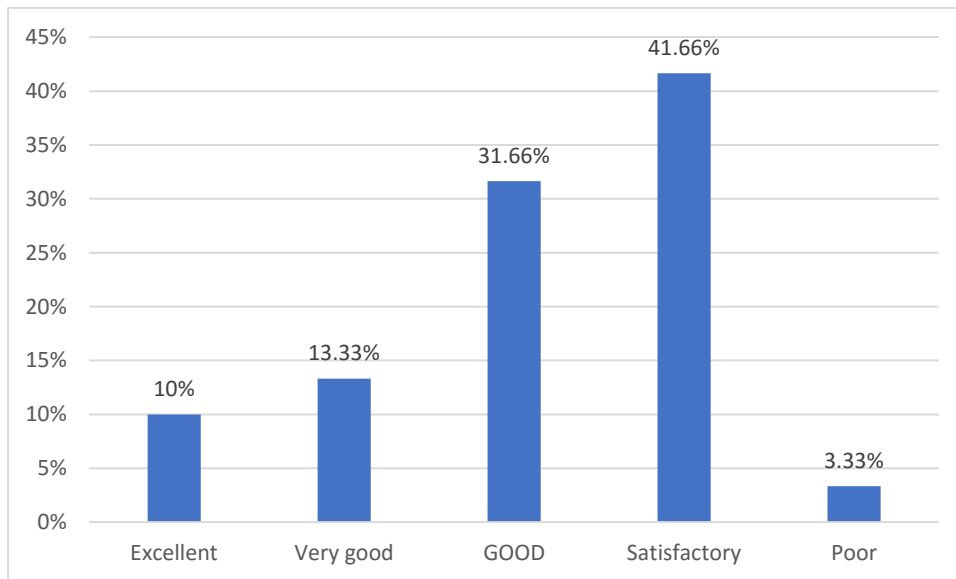
4.6 TABLE SHOWING DEALERS SATISFACTION TOWARDS THE PROMOTIONAL ACTIVITIES OD NANDINI MILK.

SL no	Criteria	No of responds	% of responds
1	Excellent	12	10%
2	Very good	16	13.33%
3	GOOD	38	31.66%
4	Satisfactory	50	41.66%
5	Poor	4	3.33%
TOTAL		120	100%

Analysis:

The promotion actions carried out by NANDINI MILK is found to be. About 10% of the dealer Rated Excellent. 13.33% of the dealer found are very good. 31.66% dealer are good. 41.66% of the dealer are reporting satisfactory .and remaining 3.33% rated poor. The promotion activities are can be still improved according their opinion.

4.6 GRAPH SHOWING DEALERS SATISFACTION TOWARDS THE PROMOTIONAL ACTIVITIES OD NANDINI MILK.



Interpretation:

This demonstrates the promotion activity of NANDINI MILK will not much inspire to the dealer. They just please for the promotion activity.

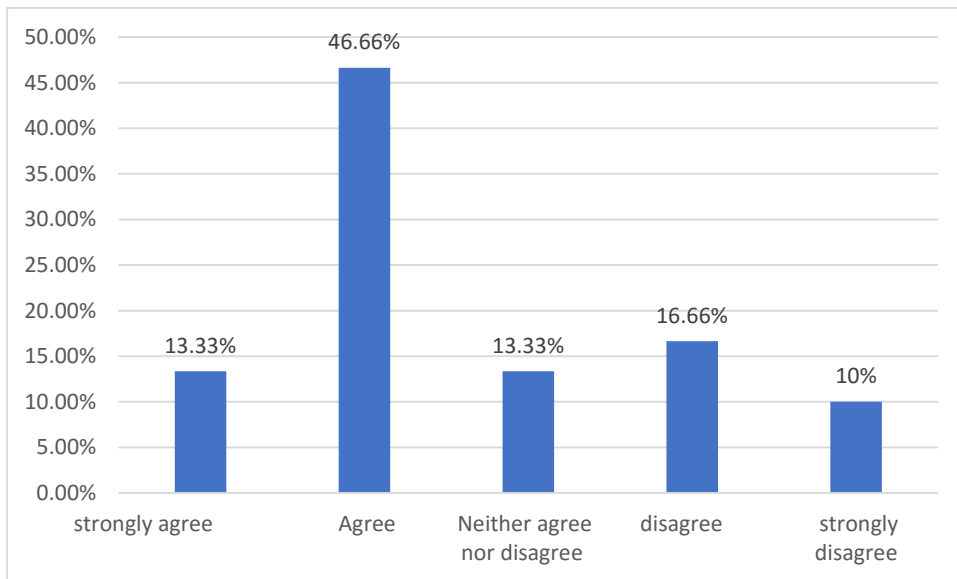
4.7 TABLE SHOWING DEALERS VIEW TOWARDS THE DISCOUNTS AND INCENTIVES GIVEN BY THE KOMUL.

SL NO	Criteria	No of responds	% of responds
1	strongly agree	16	13.33%
2	Agree	56	46.66%
3	Neither agree nor disagree	16	13.33%
4	disagree	20	16.66%
5	strongly disagree	12	10%
TOTAL		120	100%

Analysis:

From the above graph 15% of dealer strongly agree with the discounts and incentives .42% was agree. 15% neither agree nor disagree. 19% dealer was disagreeing.9% was strongly disagreeing.

4.7 GRAPH SHOWING DEALERS VIEW TOWARDS THE DISCOUNTS AND INCENTIVES GIVEN BY THE KOMUL.



Interpretation:

In this dealer are agree for their discounts and incentives given by Nandini milk.

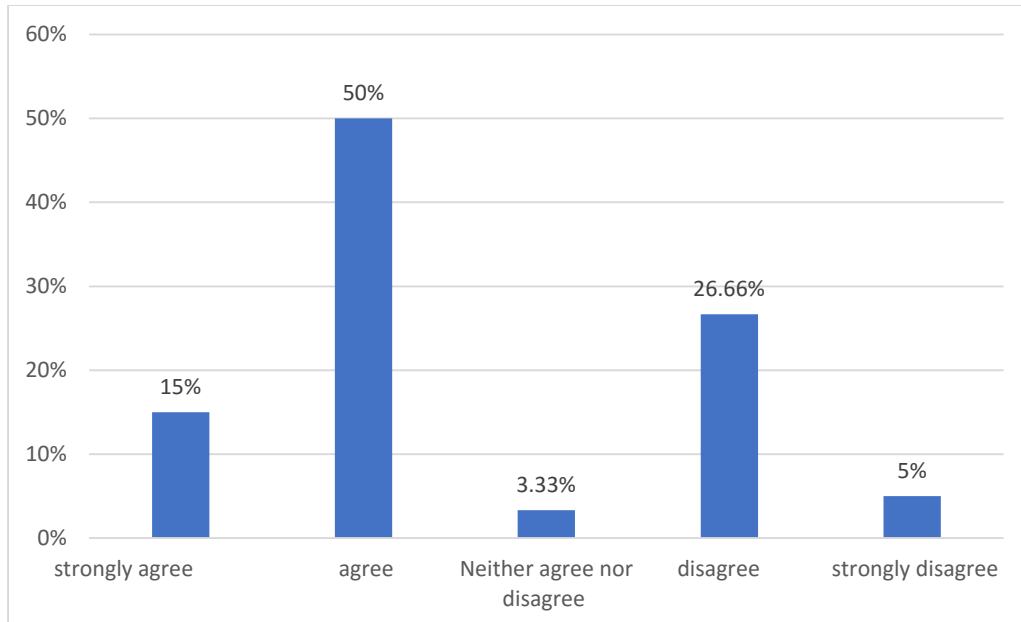
4.8 TABLE SHOWING DEALERS VIEW TOWARDS THE PRICES OF NANDINI MILK PRODUCTS.

SL NO	criteria	No of responds	% of responds
1	strongly agree	18	15%
2	agree	60	50%
3	Neither agree nor disagree	4	3.33%
4	disagree	32	26.66%
5	strongly disagree	6	5%
TOTAL		120	100%

Analysis:

From the above 15% dealer is strongly agreed for reasonable price .50% agrees for reasonable price. 26.66% disagree for that. remaining 5 % they are strongly disagree.

4.8 GRAPH SHOWING DEALERS VIEW TOWARDS THE PRICES OF NANDINI MILK PRODUCTS.



INTERPRETATION:

In this majority of dealer are agreeing for the reasonable price. t the prizing is the attraction for the dealers as the customers can buy with them.

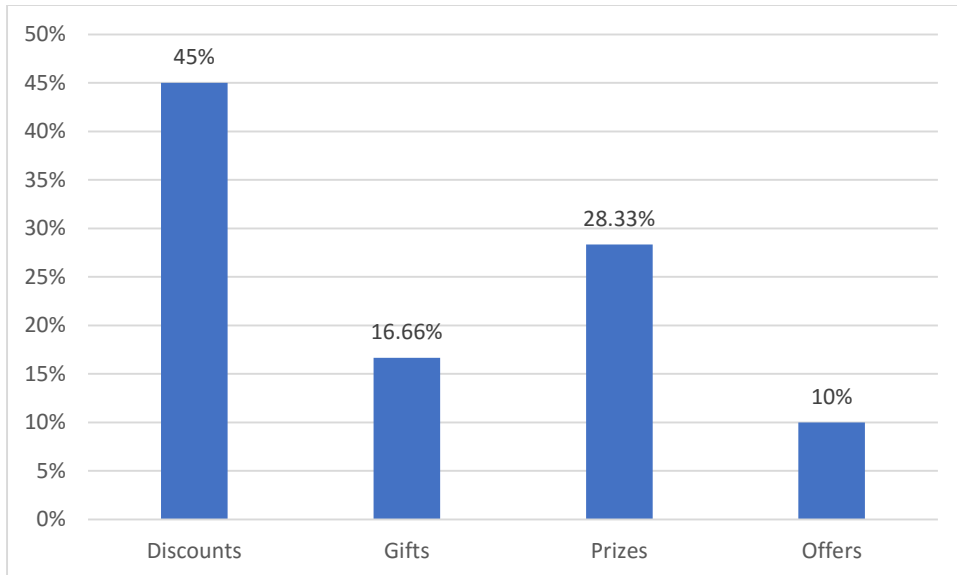
4.9 TABLE SHOWING HOW DEALERS SUGGEST FOR BETTERMENT OF PROMOTIONAL ACTIVITY.

Sl. no	Promotions	No. of respondents	% of respondents
1.	Discounts	54	45%
2.	Gifts	20	16.66%
3.	Prizes	34	28.33%
4.	Offers	12	10%
	Total	120	100

ANALYSIS:

Maximum number of the dealers are influenced by the discount offering to them. Hence the 45% of the dealers are influenced by Discounts, 28.33% are motivated by Prizes, 16.66% are influenced by Gifts, and 10% are influenced by Offers provided by NANDINI MILK.

4.9 GRAPH SHOWING HOW DEALERS SUGGEST FOR BETTERMENT OF PROMOTIONAL ACTIVITY.



INTERPRETATION:

The most number of the dealers are preferring for discounts and price promotion Activity.

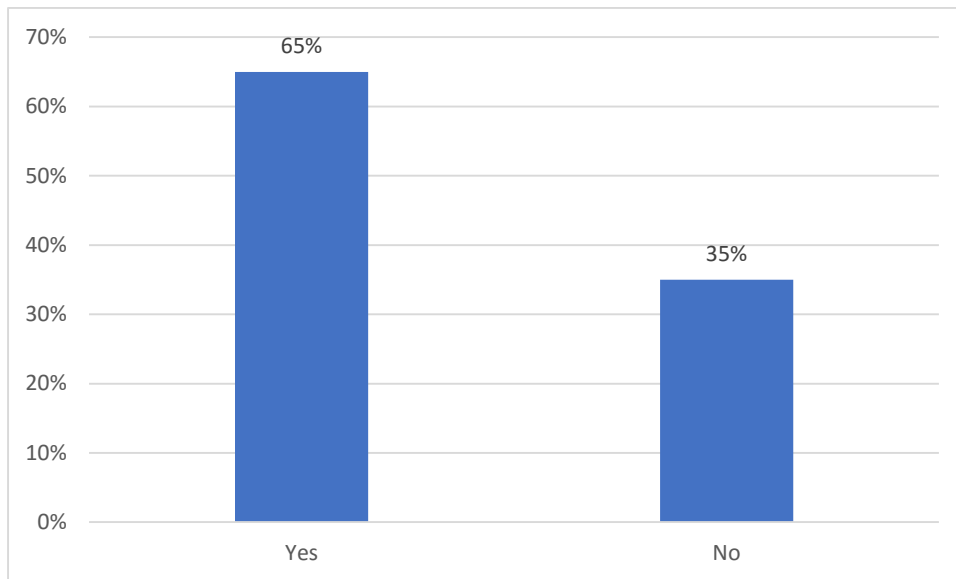
4.10 TABLE SHOWING DEALERS INVESTIGATION WITH OTHER DEALERS ABOUT THE MARGIN GIVEN BY THEIR COMPANIES.

SL NO	Criteria	No of responds	% of responds
1	Yes	78	65%
2	No	42	35%
TOTAL		120	100%

Analysis:

Above the graph shows 67% dealer enquired with other dealers about margin. And 33% were not enquired.

4.10 GRAPH SHOWING DEALERS INVESTIGATION WITH OTHER DEALERS ABOUT THE MARGIN GIVEN BY THEIR COMPANIES.



INTERPRETATION:

It shows the dealers are highly informative and also concentrated on the margin.

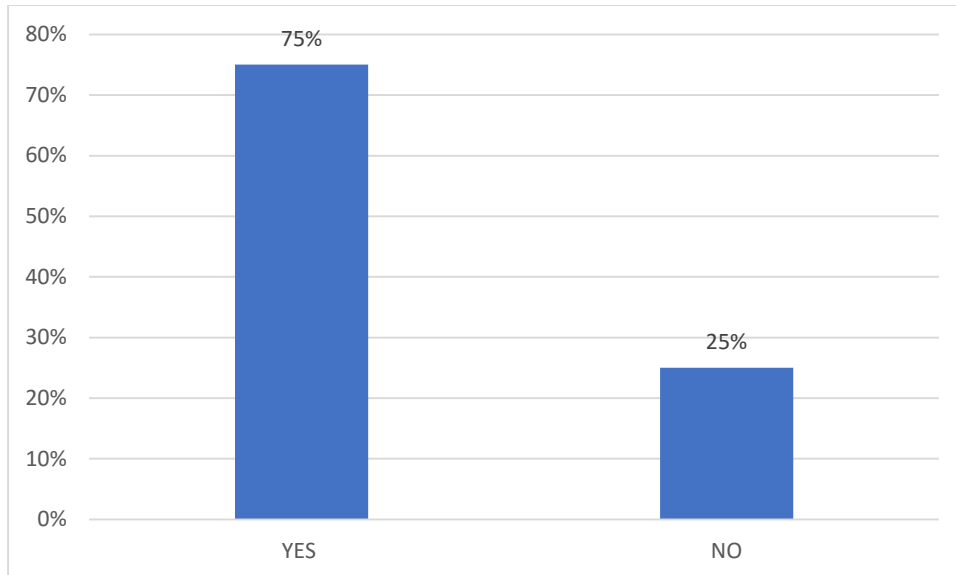
4.11 TABLE SHOWING HOW DEALERS THINK ABOUT THE ADEQUATE QUANTITY OF NANDINI MILK SUPPLY ON TIME.

Sl.No	Criteria	No. of respondents	% of respondents
1.	YES	90	75%
2.	NO	30	25%
	Total	120	100

Analysis:

about 60 dealers, 75% of dealer are satisfied with the supply of nandini milk with in time and remaining 25% are dissatisfied.

4.11 GRAPH SHOWING HOW DEALERS THINKING ABOUT THE ADEQUATE QUANTITY OF NANDINI MILK SUPPLY ON TIME.



INTERPRETATION:

it shows that Nandini has a good view in the minds of dealers with respect to the in-time supply of products.

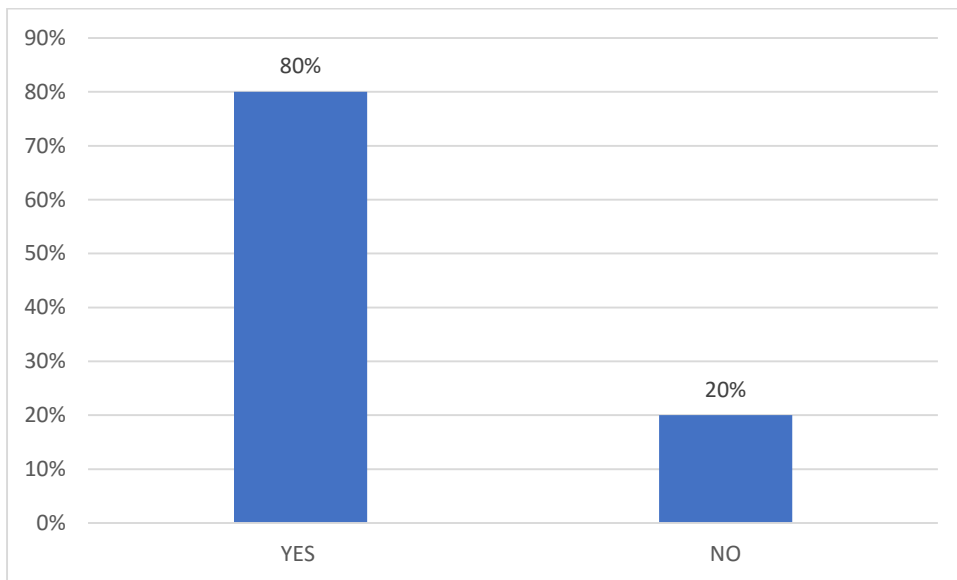
4.12 TABLE SHOWING DEALERS REALTIONSHIP WITH OTHER COMPANIES.

S.No	Criteria	No. of respondents	% of respondents
1.	YES	96	80%
2.	NO	24	20%
	Total	120	100

Analysis:

About 80% of the dealer are dealing with other companies and 20% of dealers only deals with NANDINI MILK.

4.12 GRAPH SHOWING DEALERS REALTIONSHIP WITH OTHER COMPANIES.



INTERPRETATION

It clearly shows that 80% of the dealers are having a connection with other companies

And only we can find 20% pure Nandini dealers among them.

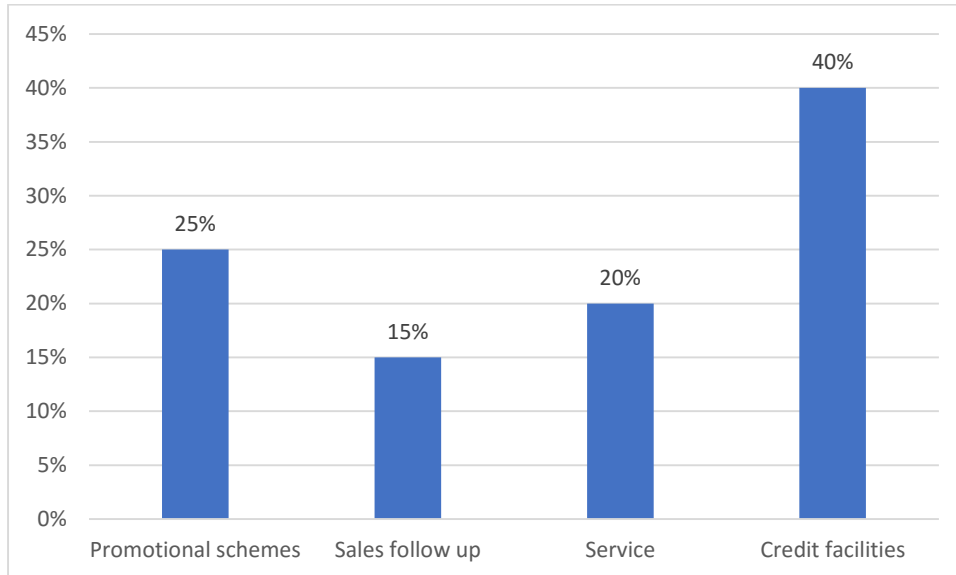
4.13 TABLE SHOWING THE DEALERS EXPECTATION FROM NANDINI MILK.

SL.No	Criteria	No. of respondents	% of respondents
1.	Promotional schemes	30	25%
2.	Sales follow up	18	15%
3.	Service	24	20%
4.	Credit facilities	48	40%
	Total	120	100

Analysis:

Many dealers want the support of promotional activities, about 25% of dealer want the support of promotional activities, 40% of dealer want the support of credit amenities, 20% of dealer want the support of Facility, and remaining 15% of dealer want the support of sales follow.

4.13 GRAPH SHOWING THE DEALERS EXPECTATION FROM NANDINI MILK.



INTERPRETION:

It is clear that dealers are expecting credit facility from the nandini milk rather than other facilities, if they were given extended credit period they will be very satisfied.

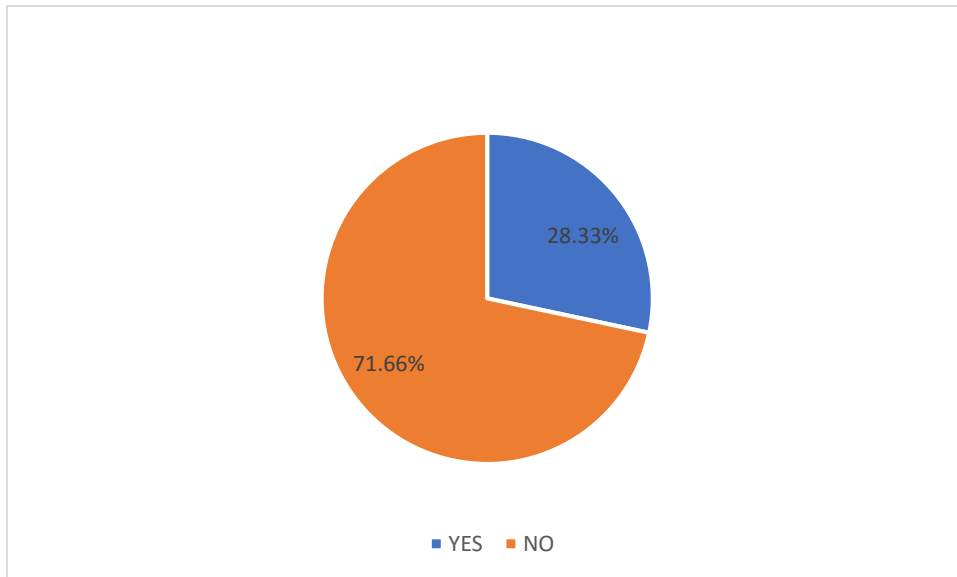
4.14 TABLE SHOWING WHETHER DEALERS HAVING ANY PROBLEM WITH THE KOMUL.

S.No	Criteria	No. of respondents	% of respondents
	YES	34	28.33%
2.	NO	86	71.66%
	Total	120	100

ANALYSIS:

About 71.66% of dealers are not having any grievances with NANDINI MILK and remaining 28.33% or dealers are having some complaints with NANDINI MILK.

4.14 GRAPH SHOWING WHETHER DEALERS HAVING ANY PROBLEM WITH THE KOMUL.



INTERPRETATION:

It shows that the dealers are very happy with Nandini milk products, as they don't have much problems with respect to the same.

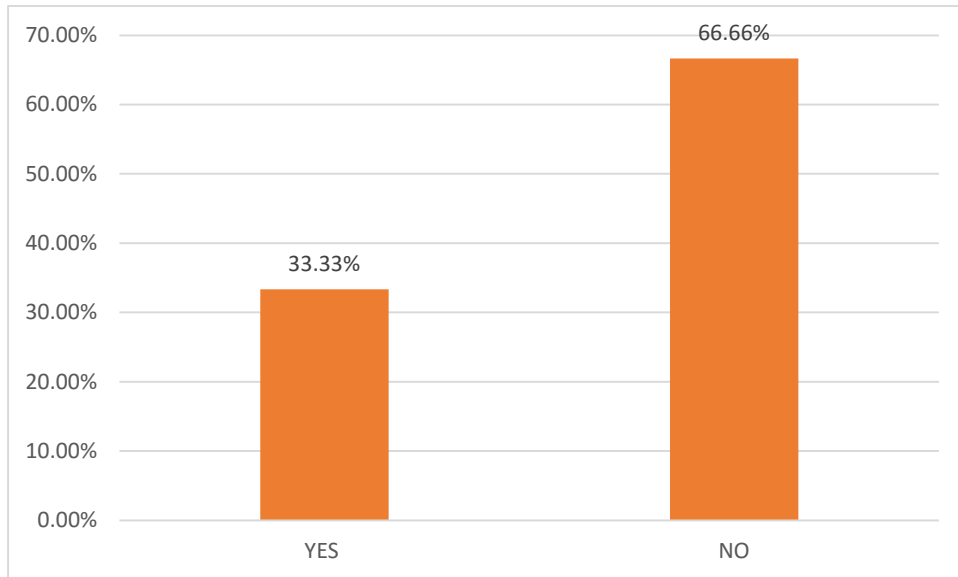
4.15 TABLE SHOWING DEALERS SUGGESTION TO IMPROVE THE PACKING OR PROMOTIONS.

S.No	Criteria	No. of respondents	% of respondents
1.	YES	40	33.33%
2.	NO	80	66.66%
	Total	120	100

ANALYSIS:

About 33.33% of the dealers have suggestions to improve their packing. The remaining 66.66 % of the dealer are satisfied with what they are offering in NANDINI MILK.

4.15 GRAPH SHOWING DEALERS SUGGESTION TO IMPROVE THE PACKING OR PROMOTIONS.



INTERPRETATION:

Their suggestions are wider about promotional activities, gifts, special offers, in time delivery of NANDINI MILK, it is better to take the suggestion of remaining 33.33% of dealers.

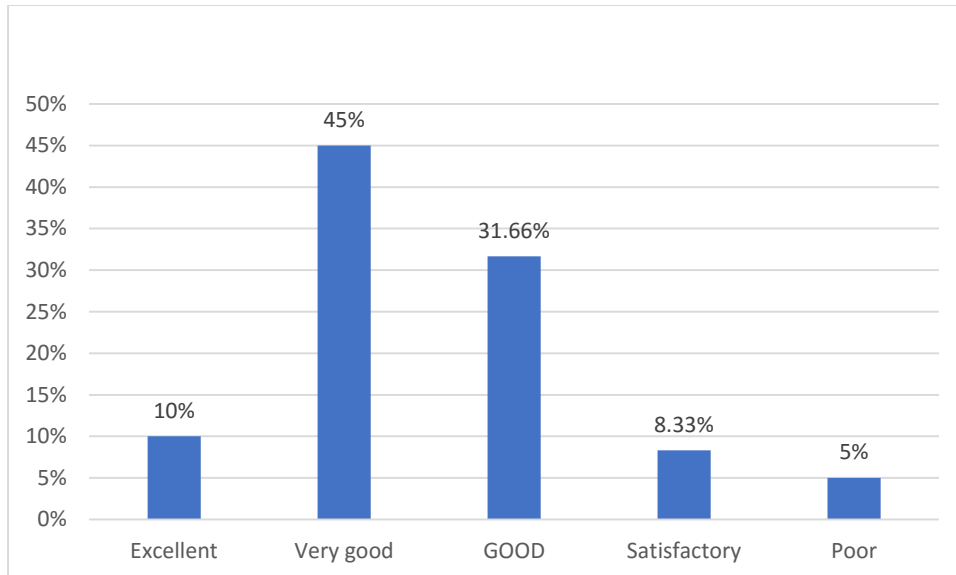
4.16 TABLE SHOWING DEALERS RATING TOWARDS THE NANDINI MILK TRANSPORTATION.

SL NO	Criteria	No of responds	% of responds
1	Excellent	12	10%
2	highly satisfied	54	45%
3	Satisfied	38	31.66%
4	moderate	10	8.33%
5	Dissatisfied	06	5%
TOTAL		120	100%

ANALYSIS:

About 10% of the dealers are rated Excellent toward the Transportation of nandini milk, 45% of dealer are highly satisfied, 31.66% of dealers are satisfied .10% of dealers are moderate and remaining 05% are dissatisfied towards Transportation of NANDINI MILK.

4.16 GRAPH SHOWING DEALERS RATING TOWARDS THE NANDINI MILK TRANSPORTATION.



INTERPRETON:

By seeing this we can say that Transportation facility make high satisfy to the dealers. Which is a major requirement in the collection and dispatch of milk.

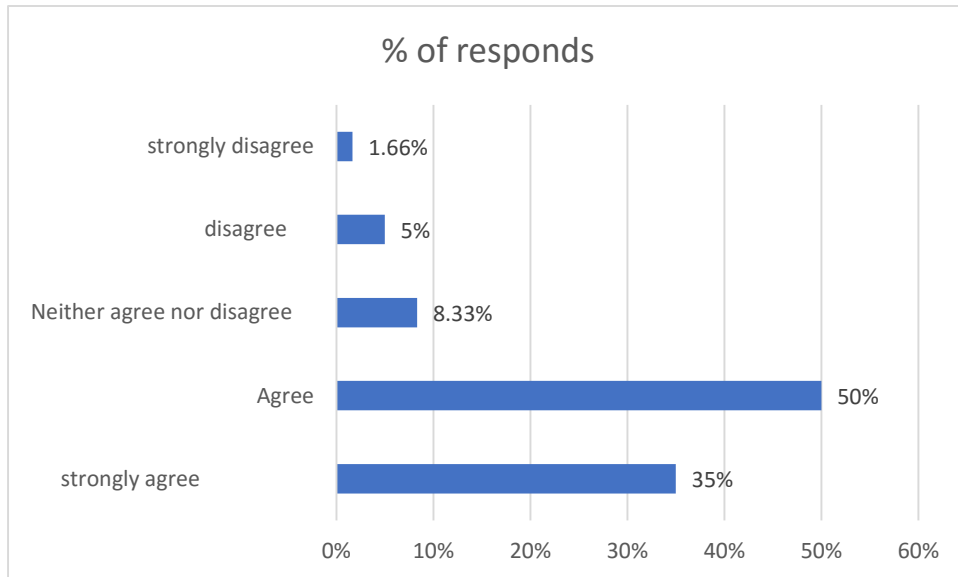
4.17 TABLE SHOWING BEING A DEALER OF NANDINI MILK AND MILK PRODUCT WHETHER DEALERS ARE HAPPY OR NOT.

SL NO	Criteria	No of responds	% of responds
1	strongly agree	42	35%
2	Agree	60	50%
3	Neither agree nor disagree	10	8.33%
4	disagree	6	5%
5	strongly disagree	2	1.66%
TOTAL		120	100%

ANALYSIS:

From the above table it shows 35% of the dealers are strongly agree for the being dealer of nandini milk. 50% them are happy to be a part of Nandini milk, around 15% of dealers are not happy.

4.17 GRAPH SHOWING BEING A DEALER OF NANDINI MILK AND MILK PRODUCT WHETHER DEALERS ARE HAPPY OR NOT.



INTERPRETION:

Most of the dealers are very happy being a part of Nandini milk products.it creates a good brand image in the minds of dealers.

CHAPTER. 5

SUMMARY OF FINDINGS, SUGGESTION AND CONCLUSION.

5.1 FINDINGS:

- Maximum number of the dealers has 5-10 years of involvement in dealership among that they are dealing with NANDINI MILK Above 10 years.
- Most of the dealers' rated that the Quality of NANDINI MILK is very good.
- The major factor is DEMAND, which influenced the dealers to choose NANDINI MILK.
- Most of the dealers also taken a part with other brands to satisfy the need of various customers.
- According to dealer's outdoor advertisement and electronic media are consider most efficient to promote NANDINI MILK.
- The major supports required to dealers is credit period expansion and promotional service from the KOMUL.
- Overall 85% of the dealers ranked NANDINI MILK as Good.

5.2 CONCLUSIONS:

NANDINI MILK is one of the fast-moving brand in Karnataka. The KOMUL having a good market share, which is the result of hard work made by the KOMUL management and the executives.

From the market survey we can conclude that:

- Supply and quality factors are attractive factors for Nandini milk brand.
- The KOMUL is holding a good dealer network and also maintaining good relations with them i.e., the service rate of the KOMUL is respectable.
- The price of NANDINI MILK is corresponding with the quality of the MILK.
- With the perfect promotional tactics and increasing the satisfactory level of the dealers, the KOMUL can grow and become a market leader in the future.

5.3 SUGGESTIONS:

- Dealers should be motivated through arranging special meetings.
- Promotional services should be improved like discounts, gifts, prizes etc.
- Credit period expansion is required for dealers.
- As media impact is more, so business should go for more advertisements in mass media and outdoor advertisements to promote its brand.
- on time delivery (service) should be improved.
- Improve awarding the dealers who make the highest gross revenue annually.
- frequent feedback should be collected.
- Most of the dealer's stated price is below the satisfactory level for the product.

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2. Amit k. Gosh Cleveland State University
3. DAVIS L. Dissertation abstracts international
4. Rely on the influence of dealer satisfaction
5. Chi-Shiun Lai-Industrial Marketing Management
6. Jose Bloemer, Hans Kasper, JGAM Lemmink-Journal of Consumer Satisfaction
7. A Meta-Analysis of Gratification in Marketing Channel Relationships-Inge Geyskens
8. Correlates of Franchisee Satisfaction: The Case of Saudi Car Dealers

WEBSITES:

- Chapter 1. www.businessdictionary.com
- Chapter 2. www.kmfnandini.com
- Chapter 3. www.kmfnandini.coop/index.php?option=com_content
- Chapter 4. www.kmfnandini.coop/
- Chapter 5. www.kmfnandini.org/html/unions-kolar.htm

OTHER REFERENCES:

- Previous year study report.
 - Progress report of KOMUL for the year 2016.
- Other data sources from different departments.

Annexure

Questionnaire on “Dealers satisfaction to words the KOMUL products”

I am Guruprasad M V pursuing MBA at Acharya Institute of Technology as I am conducting survey on dealer’s satisfaction towards KOMUL products.

My request is to fill the below questionnaire

NAME:

PLACE:

1. Practice of dealership

- | | |
|---------------|-------------------|
| a) 1- years | b) 2-5 years |
| c) 5-10 years | d) above 10 years |

2. How long are you connected with NANDINI MILK.

- | | |
|---------------|-------------------|
| a) 1-2 Years | b) 2-5 Years |
| c) 5-10 Years | d) Above 10 Years |

3. Do you satisfy with the quality of Nandini milk?

- | | |
|--------------|-----------------|
| a) Excellent | b) very good |
| c) Good | d) satisfactory |
| e) Poor | |

4. Which factors motivated you to be the dealer of NANDII MILK?

a) Promotional scheme

b) Quality

c) Company Policy

d) Margin

e) Demand

5. how much do you satisfy by Period given by NANDINI MILK?

a) Excellent

b) very good

c) Good

d) satisfactory

e) Poor

6. how do you feel about promotion activities of NANDINI MILK?

a) Excellent

b) very good

c) good

d) Satisfactory

e) poor

7. Do you satisfied for the discounts and incentives given by the company?

A) Strongly agree

b) agree

C) Neither agree nor disagree

d) disagree

e) strongly disagree

8. what do you think price of the Nandini milk is reasonable?

A) Strongly agree

b) agree

C) Neither agree nor disagree

d) disagree

e) strongly disagree

9. What do you suggest as promotional activity with NANDINI MILK?

a) Discount

b) Gift

c) Prize

d) Offers

10. Have you investigated with other dealers about the margin given by their companies?

a) Yes b) no

11. do you think the adequate quantity of NANDINI MILK supplied to you

In time?

a) Yes b) No

12. do you have dealership with other companies?

a) Yes b) No

13. What are the features that you expect from NANDINI MILK?

a) Promotional scheme b) Sales follow up
c) Service d) Credit facilities

14. Do you have any grievances about NANDINI MILK?

a) Yes b) No

15. Do you suggest to improve the packing or promotions?

a) Yes b) No

16. How do you often rate the nandini milk transportation?

a) Excellent b) highly satisfied
c) Satisfied d) moderate
e) Dissatisfied

17. are you happy being a dealer of NANDINI MILK AND MILK PRODUCT?











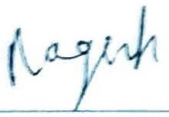

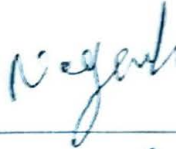

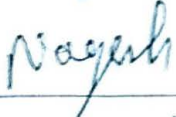

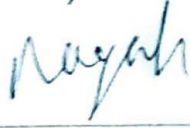

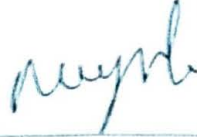

A) Strongly agree

b) agree

C) Neither agree nor disagree

d) disagree

e) strongly disagree

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
16-01-2018 to 22-01-2018	Orientation with the company. Collection of secondary data relating to industry and Organization.		
23-01-2018 to 29-01-2018	Study of the different operations and products and services of KOMUL.		
30-01-2018 to 5-02-2018	Finalization of problem area of the study and finalization of research objectives and Methodology.		
6-02-2018 to 12-02-2018	Finalization of data collection questionnaire instruments and formats. Etc...		
13-02-2018 to 19-02-2018	Collection of primary data from the customers by administrating the questionnaire.		
20-02-2018 to 26-02-2018	Discussion with the external guide and internal guide. Formation of hypothesis. Classification and analysis of collected data.		
27-02-2018 to 5-03-2018	Compilation of research data and data analysis.		
6-02-2018 to 12-03-2018	Interpretation of the data gathered during the survey		
13-03-2018 to 19-03-2018	Finalization of project report and approval of draft by company and college guide.		
20-03-2018 to 26-03-2018	Final report preparation and submission		



Handwritten signature in blue ink.

Signature of HOD

Head of the Department
Department of MBA
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Solvadanahlli, Bangalore-560 107