

Project Report (17MBAPR407)

“A Study on Market Perception of Rurban Consumer for Innovative Dairy Based Drink”

BY
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1AZ17MBA38
Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

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March 2019



KAIRA DISTRICT CO-OPERATIVE MILK PRODUCERS' UNION LTD, ANAND.

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This is to certify that Mr./Ms. **Valeja Rashmi N.**
Student of **Acharya Institute of Technology** *has completed his/her Industrial*
Training at Amul Dairy, Anand during the year **3rd Jan 2019 - 16th Feb 2019**
as partial fulfillment of **MBA**

He/She also has submitted his/her project report on **Market Perception of Russian Consumer for Innovative Dairy based drink**
We wish him/her success in future endeavors.

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Date: 27/03/2019

CERTIFICATE

This is to certify that **Ms. Roshni Valeja** bearing **USN 1AZ17MBA38** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Market Perception of Rurban Consumer for innovative Dairy Based Drink, Anand, Gujarat**” is prepared by her under the guidance of **Prof. Arundathi K L**, 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, **Roshni Valeja**, hereby declare that the Project report entitled “**A Study On Market Perception Of Rurban Consumer For Innovative Dairy Based Drink.**” with reference to “AMUL, Gujarat” prepared by me under the guidance of “**Arundathi K L**”, faculty of M.B.A Department, Acharya Institute of Technology and external assistance by “**Dr. Gopal Shukla**, Marketing and Sales Manager , Kaira District Co-Operative Milk Producers Union LTD(AMUL), Gujarat.” I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgavi. I have undergone a summer project for a period of 6 weeks. I further declare that this project is based on the original study undertaken by me and not been submitted for the award of any degree/diploma from any other University /Institution.

Place: Bengaluru

Date: 08/04/2019


Signature of the student

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I would like to thank **Prof. Arundathi K L**, Asst. Professor, Department of M.B.A of Acharya Institute of Technology, Bengaluru and external guide **Dr. Gopal Shukla**, Marketing & Sales Manager, Kaira District Co-Operative Milk Producers Union LTD(AMUL), Gujarat, who gave me golden opportunity to do this wonderful project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of M.B.A department of AIT for their valuable suggestions in completing this Project Report.

Place: Bengaluru

Roshni Valeja

Date:08/04/2019

USN: 1AZ17MBA38

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EXECUTIVE SUMMARY

The project report during MBA programme for 6 weeks. The main objective of research is to study on “Market Perception of Rurban Consumer for Innovative Dairy Based Drink” among the people with respect to Anand city of Gujarat. The project was taken into consideration for the promotion and the marketing of the Amul new product i.e., “Innovative dairy based drink”.

The main task assigned by external guide (Marketing & Sales Manager). To conduct the study to identify customer perception place to make the product availability, price of product, varieties in a product. It also focus on the competitors product like fresh juices, Frooti, Mazza etc. To know products already available in the market resembling same as that of the Amul’s innovative dairy based drink.

The research conducted on consumer perception of innovative dairy based drink at Rurban. Rurban consumer means the people are under in semi-urban & semi-rural.

The project starts with an introduction to the company and then on the topic what it is all about with various factors involved in it. This project really provided me with an opportunity to correlate my theoretical learning into practical business situations.

At the end of the data analysis, it can be interpreted that most of the respondents are agree with they will prefer dairy based drink. It is suggested that dairy based drink should be available at everywhere. At last it constitute conclusion which describes the final decision, determination or result that meets research needs.

1.1 INTRODUCTION

The internship is a place from where anyone can gain experience how the actual workplaces. Internship is a good opportunity for student to learn, to gain experience and also to make decisions.

By doing my internship in a real working environment, it encourages me to know and find myself from various points. It likewise encourages me to control and build up my disposition and conduct in managing diverse sorts of individuals and circumstances.

Through the temporary position, I additionally have discovered that I am as yet missing as an individual and representative. Temporary job encourages me to recognize my shortcomings and furthermore mine qualities. "Understanding without hypothesis is visually impaired, however hypothesis without encounter is unimportant scholarly pay". The other motivation behind taking the temporary job course is a readiness for all the more difficult workplace and circumstances.

1.2 INDUSTRY PROFILE

Dairy Industry – Global Scenario And Indian Scenario

Within the year 2014-2015, the largest milk producing state is India, the milk production expected of 146.5 million tonnes. The percentage in all over the world milk manufacturing stands at 18.5%. The predicted of milk production of 146.3 million tonnes which extended with the aid of 6.2% ordinary the preceding year, India is sustained to be an biggest milk generating state in all around the global. As consistent with the per capita the provision of milk has been elevated through 322 grams in line with day was greater than the world average.

The key status:-

- The milk production is 146.3 million.
- The per capita availability is 322 grams per day.
- The milk collection by dairy cooperatives is 13.9 million tonnes of milk.

The dairy cooperative is gathering procured 13.9 million of tonnes of milk registering a increase is round 11% in comparison to preceding year. Liquid milk advertising and

marketing of cooperatives stood at 11.7 million tonnes which is expanded by means of round 6.1% over the previous year. Imports of milk & milk merchandise which accelerated nominally even as Export has been declined through 50-60%. Export of milk powder is declined from the 1.38 lakh tonnes during the year 2013-2014 to 0.36 lakh tonnes during the prevailing year. The average price of skimmed milk powder has been declined from 297 in step per kg in April 2014 to March 2015, 213 consistent per kg in the home marketplace. The decline in both global & home expenses brought about considerable growth in the milk procurement by way of the cooperatives which multiplied the shares of conserved commodities. The modern scenario within the dairy enterprise within the united states, there's actually some pressure. The dairy cooperatives had determined that but persisted to aid the dairy farmers that giving make sure to them rate could be paid to the farmers in order to be no longer reduced. The end result too many farmers deliver of milk to the dairy cooperatives resulting in accumulation of big amount of skimmed milk powder with them. As consistent with the a few reviews, the private groups has reduce there costs at very low degrees, it will likely be without delay affecting farmers profits and to continue to exist small holder of dairy farms. there are numerous non-public dairy plant life they may be typically in the powder and other fee added products from the higher attention, Has to closed down there operations of dairy farmers. Dairy zone, is mainly in agriculture area of India is an shape of an enterprise in a huge way today. The socio- monetary fabric of rural person in India, has performed a crucial role in providing dietary to the hundreds of thousands of households. it'll be an essential for our economy all along supplementing family earning and generated the gainful employment in the rural zone.

International Scenario:-

Meals agriculture organization record that 3.1% has been increased milk manufacturing from 765 million tonnes in 2013 and within the year 2014 is 789 million tonnes, because of the favourable weather conditions and fluctuations fees. main exporters of milk production-european Union, New Zealand and the usa of america has grow at better fee. the largest milk powder importer is China, has decreased to purchases the dairy commodities after mid of 2014. Russia is the most important dairy importing u . s . , which has imposed to full ban on import of milk and cheese due to the fact 2014 August. That development has brought about imbalance inside the international dairy exchange. The dairy products of global expenses remain low for the whole year. The 12 months 2014-2015 among fee of the skimmed milk powder has been declined by 30%, whole milk powder has been declined by 23%, butter has

been declined by means of 5% and cheese has been declined by means of 25% The milk producer prices has dropped by 25% to 50% within the foremost exporting international locations and in few nations touched their lowest level in for the reason that 2007. The coins flow has been turned in negative in the dairy about 3% of cows in primary exporting nations are stated to have been discarded at some stage in the year. In few countries of exporting, about the 2/3 loans are given for agriculture to dairying and the prices will be less which will be direct bearing on financial institution and national economy.

Amul is also into the bakery and confectionary sector as well but pre dominantly they are into dairy.

1.3 COMPANY PROFILE

The Kaira District Cooperative Milk manufacturers Union confined changed into a longtime inside the December 14, 1946 as a reaction to exploitation of marginal milk manufacturers in the Anand town of Gujarat with the aid of retailers of present dairies. The producers has to journey for lengthy distance for supply milk simplest, the dairy which is thought by Polson is located in Anand- the milk went bitter in flavor , in the course of inside the summer time, so the producers had to convey milk in individual containers. The agent has to decided the fees had to off-take from the farmers by means of the season. The commodity that become gathering milk two times an afternoon from every cow/buffalo. at some stage in wintry weather, changed into has to left their surplus unsold milk or needed to promote at very low value. The government had given monopoly rights at that time to Polson Dairy to accumulate milk from Anand and deliver milk to Bombay metropolis in Maharashtra which become round four hundred kilometers away. No in which ranked given to India among milk generating international locations inside the world in 1946. The producers has taken recommendation from nationalist leaders, Sadar Vallabhbhai Patel & Moraji Desai. they had given advice to the farmers to from a cooperative and deliver without delay to Bombay Milk Scheme has alternatively for promoting it to Polson. The Kaira District Cooperative become hooked up for to acquire and method milk within the district of Kaira. Milk series turned into additionally decentralized, the maximum producers had been marginal farmers who might supply 1-2 litres of milk in keeping with day. the level of village cooperatives has been established for arrange the in each of these villages for marginal milk producers. the 1st present day Dairy of the Kaira Union changed into mounted in Anand. Which became popularly got here to be called AMUL after its logo name. The studies and development and generation improvement on the cooperative has were given the a hit in manufacturing of

skimmed milk powder from the buffalo milk. the first time on commercial scale anywhere inside the global.inside the contemporary dairy industry in India has been led for the biggest buffalo populace of the world. inside the 12 months 2000, the dairy industry in India and specific in the country of Gujarat looks very different. the arena biggest milk producing united states of america is India. Gujarat is referred to as the most a hit kingdom in term of milk and milk product production thru the cooperative dairy motion. The Kaira District Cooperative Milk manufacturers Union restricted, the metropolis Anand have become the focal point of dairy development within the entire area and the AMUL have turn out to be as referred to as the widely recognized brands in India. The Gujarat motion grow to be spread everywhere in the India and a comparable shape changed into replicated. The photo of AMUL says many things like they offer ensures to the member of farmers who're confident that dairy will purchase milk from them that produce at predetermined costs. The extraordinary of product can be immoderate and product is probably sold in the affordable prices to the clients.

1.3.1 PROMOTERS OF AMUL

Founder	Dr. Verghese Kurein
Founder	Tribhuvandas Kishibhai Patel
CEO	R.S. Sodhi
Chairman	Shri Ram Sinh Parmar
Vice Chairman	Shri Rajendra Sinh Parmar
Manging Director	Shri Amit Vyas

Table 1.3.1 showing promoters of AMUL

1.3.2 VISION MISSION AND QUALITY POLICY

VISION:- Main vision of Amul is development of farmers which can be directly or indirectly. it will work for under the objective of giving highest possible prices to the milk producers & lowest price to the consumers.

MISSION:- Dairy cooperatives of Gujarat turnover of rupees 27000 crore by the year 2020. The main mission is to expansion of distribution network and creative marketing, consumer education and product innovation.

QUALITY POLICY:- dairy advanced, committed, dedicated and influenced people to skilled and make sure continuous to supply of safe and good first-rate of milk and milk merchandise to acquire the highest degree of the customer satisfaction. AMUL is achieving by way of continuous tracking and upgrading the producers and system making use of clinical innovation and state of the artwork era and stay esuriently.

QUALITY ASSURANCE

AMUL is believing in total quality management which take cares about to provide the best quality of milk and milk product to the customers.

ACTIVITIES OF QUALITY ASSURANCE

- To test the specific raw materials
- To provides the suggestion to the production department for producing products as per parameters tested.
- to check the parameters of finished product before packaging

The parameters are tested in quality assurance lab

Proteins, SNF, Fat, Acidity, Neutralisation, Colour, Smell, Additives, Bacterial percentage, Moisture percentage, Flavour, Mold.

1.3.3 PRODUCTS OF AMUL:-

- **Bread spreads:-** Amul Butter, Amul Lite Low fat Butter, Amul Medium fats Butter, scrumptious Margraine, Amul Garlic & Herb Butterly unfold.
- **Cheese products:-** Amul Pasteurized Processed Cheddar Cheese, Amul Processed Cheese unfold, Amul Pizza Cheese, Amul Gouda Cheese, Amul Malai Paneer.
- **Mithai products:-** Amul Shrikhand, Amul Mithaee Mate, Amul Basundi, Amul Rashmalai, Amul Avsar Kaju Katri.

- **Milk Range:-** Amul Shakti, Amul Taaza, Amul Gold, Amul slender-N- Trim, Amul Diamond, Amul Double Toned, Amul T- special, Amul Moti, Amul Cow Milk.
- **Pure Ghee:-** Amul natural Ghee, Amul Cow Ghee, Amul Brown Ghee.
- **Milk Powders:-** Amulaya Dairy Whitener, Amul Spray Infant Milk Powder, Amul Skimmed Milk Powder, Amul entire Milk Powder, Amul Whey Powder.
- **Curds Products:-** Amul Masti Dahi, Amul Lite Dahi, Amul Probiotic Dahi, Amul Buttermilk, Amul Jeera Buttermilk, Amul Laasi, Amul Flaavyo Yoghurt.
- **Milk Drink;-** Amul Kool Flavoured Milk, Amul Kool Café, Amul Cool Koko, Amul pro, Amul Milk Shake.
- **Chocolate:-** Amul Dark, Amul Milk, Amul Fruit And Nut, Amul Tropical Orange, Amul Craker, Amul Bitter, Amul Bindazz And Fundoo, Amul Rejoice Pack, Amul Almond Bar, Amul Energy Bar.
- **Brown Beverage:-** Nutramul Malted Milk foods, Amul seasoned Malted Milk foods.

1.3.4 INFRASTRUCTURAL FACILITIES

- Restroom
- Canteen facilities
- Wifi facility for all employees
- 24 hours emergency facility
- Drinking water facilities
- Surveillance

1.3.5 OPERATIONS PLANTS OF AMUL

AMUL-1

this plant is first plant of Amul dairy was started in Amul dairy road for storing raw materials

AMUL-2

when Amul started procuring more and more milk Amul-1 was small so Amul-2 united was started. Today many products are made in that building

AMUL-3

Amul spray powder is being produced in amul-3

MOGAR PLANT:

It is established in national by father of white revolution. In this plant produce cheese, whey powder and paneer. highway no.8 in this plant production of bread spread, chocolate, malted food. It was established at 1974. AMUL bakery plant and sweet manufacturing plant is also located here.

KHATRAJ PLANT:

It was established in 1996 and it is known cheese plant, the plant name was given on the name of father of white revolution. This plant production of cheese , paneer and whey powder.

1.4 COMPETITORS IN THE MARKET

- Britannia:- It is established in 1892, its private company. The product manufactures bakery products, one of the India's biggest brand and headquarters are in Kolkata.
- Nestle:- It is established in 1961, its multinational company. The product bakery products, coffee, baby food, dairy products and ice-cream and headquarters are in Switzerland.
- Cadbury:- It is established in 1824, its private company. The product manufactures chocolates one of the World's biggest brand and headquarters are in Uxbridge in United Kingdom
- Mother Dairy:- It is established in 1973, its private company, parent company is National Dairy Development Board, the products manufactures by the company is milk products, flavoured milk and beverages and headquarters in Noida.
- Hul:- It is established in 1933, it is private company. Its manufactures food, ice-cream, one of the biggest well known brand and headquarters are in Mumbai.
- Kwality Walls:- it is established in 1956, the parent company is Hindustan Unilever Limited. The product manufactures by the company is Ice-cream and frozen desserts, the headquarters are in Mumbai.

- Regional Dairy Players:- Vijay dairy, Chorasiya, Milky Mist and Ksheer.
- Heinz:- It is established in 1869, It is an multinational company. The product manufactures by the company is baby food, the headquarters are in United States.
- Vadilal:- It is established in 1991, it is an private company, The product manufactures by the company is ice-cream and flavoured milk. The headquarters are in Ahmedabad.
- Havmor:- It is established in 1994, The product manufactures by the company is ice-cream. The headquarters are in Ahmedabad.

1.5 SWOT ANALYSIS

STRENGTH:-

- **Very high market share :-** The top market share AMUL has in product segment which will helpful for the future market.
- **Excellence brand equity:-** The most trusted brand from long years and the advertisement which they had contribution of Amul girl, which specifically mentioned.
- **Excellence quality management:-** The Amul has this type of wide and large distribution network, rarely Amul get any first-rate lawsuits.
- **Strong distribution network:-** Amul is the only enterprise which have city and rural distribution. Everywhere product is available.
- **Rural presence:-** Amul products are available at everywhere it is plus point. This rural presence give Amul a robust competitive gain.

WEAKNESS

- **Cost of operations:-** Amul operation is huge so its costly. To hold the margin is to tough each day. for that reason face the global gamers, the Amul must want to keep operations fee. at some stage in the summers, the emblem faces serve scarcity of supply.

- **Drinks:-** to growth in market for Amul drinks has failed and hardly ever any made of Amul drinks selling inside the marketplace. Amul need to amplify its product line and increase bottom line
- **Life of product:-** The shelf life of dairy product is limited.

OPPORTUNITIES

- **Export:-** The Amul is exporting there products in different countries. It will be increasing the turnover and marginal exponentially.
- **Concentrates more on market:-** Amul has no commercial policy which creates a trouble for its foray into additional merchandise. Amul is specializing in increasing product line such products.

THREATS

- **Increasing competition in dairy based drink segment:-** There are many Players, like nearby and global players are entering the dairy based drink marketplace there via doing away with share of wallet from Amul. There are few companies like Mazza, Frooti, MTR milk, herbal juice and so on are a few few brands who are without delay giving opposition to Amul.

1.6 FUTURE GROWTH AND PROSPECTS

- The employer has plans to boom its milk processing functionality by way of 90 lakh litres within the coming years and developing with ten new milk processing gadgets throughout the united states of america. Amul to become the first Indian dairy firm to export to Russia.
- Amul plans is to achieve rs.30,000 crores turnover by 2018-2019.
- Several expansion of projects are also in pipeline in existing plant which will be eventually help to manage the rising quantity of milk and help Amul to tap untouched market.

- Topping the rising demand for new value-added product.
- Growth of distribution community, creative advertising, and innovation of latest products.

**CHAPTER:- 2 CONCEPTUAL BACKGROUND AND
LITERATURE REVIEW**

2.1 THEORETICAL BACKGROUND

‘MARKET’ DEFINITION

The market is a place where the product is presented by the manufacturer's organization in front of the consumer to buy it, by the reason of the sale of the product. This is where one must be the buyer and the other the seller, and some transactions or transactions must take place between them. Different approaches on the market.

An organization that wants to operate in a large market understands that it is difficult to interact and provide services to all its customers on the ground. The seller can therefore adopt three approaches of the market, namely:

Mass Marketing: Under this mass production and mass distribution of a product is made to attract any type of buyer.

Merchandise range Marketing: This approach aims to offer various products to its end consumers. It aims to strengthen the clientele.

Board Marketing: This approach differentiates between special groups that build a market in order to widen the balance between the products and the marketing of each market.

Today, the seller adopts targeted marketing as it is useful for localized marketing opportunities and to increase the products and market mixes pleasing. The main stages of board marketing are market segmentation, market targeting and product positioning.

MARKETING:

The American Marketing Association (AMA) gives the following definition: "Marketing is a function of the company but also a complete set of processes to create, communicate and create value for all its customers, as well as managing and building relationships brings goodwill and benefits stakeholders and the organization "

MARKETING MIX:

For any organization, the most important factor is to know its marketing mix, but also to develop and improve it. The Marketing Mix is linked to the 4 Ps, namely the price, the product, the promotion and the place.

PRODUCT:

Amul is one of the main manufacturers of dairy products in India. Amul offers a totally diverse variety of products in its advertising-blend. It particularly concerns all dairy merchandise to be had. Amul uses the milk obtained from its essential source after which converts it into exclusive merchandise after unique approaches. The listing of merchandise that Amul consists of is: Milk of Amul, Amul Taaza, Milk of nice amulet, and so forth. Amul kool flavored milk, Amul masti buttermilk), Amul ice cream, Paneer sweets, Dahi, Ghee, Amul, crème fraîche, butter milk in sachets. Amul has always been known for offering progressive new merchandise for one of a kind client segments. Among the above products, we can see how he classified his products in different niches according to the demand or needs of the consumers. Amul cheese, butter and ice cream are products that undoubtedly have a very large market share and contribute a lot to Amul's annual revenues. The consumption of Amul Dahi milk and Paneer milk has also increased satisfactorily. For each product line, there are many competitors but no one has been defeated Amul because of its highly diversified and innovative dairy products.

PRICE:

Amul only started when there was no national player, as its competitors were committed to providing the highest first-rate dairy merchandise at a very low price to consumers in all economic segments. With the equal initiative, they determined the low charge method in their marketing combination. To comply with this method, they segmented their very very own merchandise. merchandise that cover a large market section and are used each day inclusive of milk, ghee, ice cream, cheese and butter have been supplied to consumers at a decrease rate than their competitors, while the price of products belonging to to a niche segment like Amul spray, prolite, milk powder were geared towards finishing. Amul mainly follows a more market-oriented strategy. In Amul, GCMMF defines the price range of different products based on various factors such as raw materials, labor cost, distributor margins, producer profits, general and administrative expenses, demand and supply of products, competitor prices, transportation costs, govt costs. taxes, etc. With rising transportation costs in the Indian economy, storage costs have accumulated, but Amul still provides quality products at a fair and affordable price compared to others.

PLACE:

One of the main reasons why Amul is at the top of such a volatile and overly competitive market is its huge distribution channel spanning almost every region of our country. The complete Amul model strives to collect the raw material en masse and then divide it into small and small sizes, which are ultimately grouped together as a whole for the client. there are wonderful channels thru which the distribution takes place in Amul. One is the purchase chain in charge of accumulating milk thru dairy co-sellers. the other is the distribution channel that is answerable for distributing the product to cease customers. In the acquisition channel, Amul works with the farmers, then in the village cooperative society, then in the manufacturing units, then in the depots of the companies, the wholesalers and finally at the retailers. There is also another channel that involves transporting and sending specialists who help reduce administrative and transportation costs. Amul is able to deliver its products to consumers at an affordable price compared to its competitors, even after a considerable increase in transport costs.

PROMOTION:

Amul is one of the few companies to support one of the longest and most successful campaigns of a promotional nature: the Amul girl. Amul generally uses the current news scenario in his promotion, but also in a somewhat sarcastic way that connects the user. most of their promotion is mainly butter. Amul has always been in the vanguard and therefore devotes no more than 1% of its revenue to the promotion, as this would have a direct influence on the value of the product. With an growth within the variety of e-trade users recently, Amul has also turned to the e-commerce platform with an online application Amul through which it could provide products to e-commerce users. This app has also helped Amul promote its brand through various social media sites, for example through digital marketing. Therefore, this completes the Amul marketing mix.

MARKETING STRATEGIES:

Definition: "The marketing strategy positions the target market and its approach to connect individuals, motivate them and transform them into potential customers of the particular

product provided by the company." The value proposition that will be proposed based on an analysis of better market opportunities. "(Philip Kotler & Kevin Keller, Marketing Management, Pearson, 14th Edition)

Brief history of strategic marketing:

- 1) Budget Control: Focusing on quantification and methodical modeling, reduce work to the smallest unit available and assign the work to the expert. Budget control is about allocating fair and accurate budgeting to different resources or departments and effectively monitoring it.
- 2) Long-term planning: the administrative authorities had to predict their expansion and manage their activities in an increasingly complex world of commerce.
- 3) Strategic Planning: Organizations must discover the exact fit to organizational training; take advantage of changes resulting from the attention paid to manufacturers and market authority; the company must strive for control or near monopoly; successful businesses should be able to erect barriers to entry.
- 4) Strategic Marketing Management: Every business is different and there can be no method to get an aggressive profit; Businesses must maintain and have a flexible arrangement and review process that aims to manage intentional surprises and quickly develop fear.

Marketing Strategic Planning:

The marketing strategy is to map the organizational process for the future planning period; it can be 3 years, 5 years or sometimes 10 years. This includes conducting a comprehensive review of the company's operating environment with the goal of identifying new business opportunities. Then the company can easily take advantage of a competitive advantage for the company. Strategic planning can also explain the market threats that the organization may have to take into account in the long term. It also seeks to identify the strategic gap. This can mean the difference between an existing organization and one where it should evolve for long-term growth.

Advantages of Marketing Strategies:

Objectives

The organization can set marketing goals such as increasing a percentage of the organization's market share. They can also maximize cash flow or even try to maintain profitability by developing the organization. The only drawback to bear in mind is that you

may have chosen the wrong goal. An effective marketing strategy aimed at a wrong goal can be dangerous for the organization.

Costs

Each marketing strategy involves expenses that you must estimate based on your ability to use your money successfully. An e-mail promotion can be relatively inexpensive, but it may lose its marketing importance by getting lost in the spam filters of your customers. Thus, marketing strategies can help the company to properly place a product or service at a reasonable cost, likely to attract the attention of its customers.

Branding:

Your marketing strategy can create a sense of your business in terms of brand awareness and reinforcement of goodwill. If the approach of a particular product or service is ineffective, you can give your customers the feeling that you are not an achievable company. You have to decide which part of your marketing strategy should be put forward to promote the brand. If once the product has gained some impression in the minds of customers, they will certainly buy it.

Effectiveness:

Any marketing strategy that does not allow the organization to analyze its effectiveness is a disadvantage. To measure the effectiveness of the organization, it is very important to understand its evolution and growth. An organization can effectively build marketing strategies by upgrading its goals in terms of numbers.

2.2 LITERATURE REVIEW

Table No.: 2 Literature Review

Author/Researcher	Title of the Article/Study	Objectives, Outcome or Findings	Gap Identified
1.Di Benedetto, C. A. (1999)	"Identifying the key success factors in new product	To recent product launch in market product performance of product share and	This research has been done to compete with competitors they had not focused on how to

	launch."	sales share in terms of profitability product	increased the sales and innovation.
2.Lone bredahl (2000)	Three issues in consumer quality perception and acceptance of dairy products	The dairy products is health process related to quality are credence and dimensions	This research they had only focused on quality not for price and availability of products.
3.King tong (2012)	Young consumer view of infused soft drink innovation	They had focused on young consumer taste and preference of experience and mood and health of infused drink	This research it is found that target audience is only young consumer they had only focused on young generation.
4.Bathal vijaya kumar (2015)	Trends in dairy and non- dairy probiotic products as review	The consumer are health conscious they are mostly focusing on healthy probiotic product.	This research it is found that consumer needs originals flavours product
5.Iveta uhrovska (2009)	Children's impact on innovation decision marketing: a dairy study	The purpose of this is to analyze the children impact on innovation decision making empirically	This research is for differing effects on the parents purchasing behaviour
6.Rosa schieeabecker (2013)	Consumer perception of organic product characterstics	To provide the consumer there actual needs and wants of regarding to the organic product	The service which are value-added given with innovation which is untouched so far.
7.Singh, S. P.	The white	Organization to meet	This research the product

(1990).	revolution—How Amul brought milk to India.	the demand and opportunities which presented by development.	life cycle of new organization has discussed not focused much on the competitors.
8.Luis kluwe aguiar(2009)	Willingness to try innovative food product a comparision between british and Brazilian	Adoption of the innovation	Easily the had adopted innovation without any demonstration or trial.
9.Malik, G., & Guptha, A. (2014)	Impact of celebrity endorsements and brand mascots on consumer buying behaviour.	The celebrity endorsement have impact on customer perception and their purchase intentions	This research focus on the advertisement of the product to create awareness not focusing on other parameters.
10.John.j johnas(1974)	Impact of vegetables proteins on dairy product	The major human are focusing on human diets obviously with potential protein important for public and technology issues.	This research focus on dairy items are playing important roles on humanity, the future of dairy industry depends on the consumer.
11.Basu, P (2008)	Land, labor, and rural development: Analyzing participation in India's village dairy cooperatives.	To identify an influence for membership of Indians rural dairy cooperatives by comparing 2 villages which representing different degree of success.	This research used the animal for doing the dairying work and also have significant with household participation.

<p>12.Neal D. Barnard (2005)</p>	<p>Calcium, Dairy Products, and Bone Health in Children and Young Adults: A Re-evaluation of the Evidence</p>	<p>The dairy products are better for the bones intergenerality as compare to others calcium containing in food sources.</p>	<p>This research it is found that major focus on the children nutrition, not about the consumption quantity.</p>
<p>13.Marala Reicks (2003)</p>	<p>Applying the Theory of Planned Behavior to Predict Dairy Product Consumption by Older Adults</p>	<p>The study for the intention of consume dairy products and consumption by the older adult by using the theory planned behaviour. The factors are taken attitude, perceived behavioural control and subjective norms.</p>	<p>This research the nutrition should focus more focus for improving attitude and remove the barriers for consumption of dairy products for the older adult.</p>
<p>14.Dipankar gupta (2015)</p>	<p>The importance of being rural</p>	<p>A difference facing rough weather between urban & rural</p>	<p>The rural farmers are not satisfied with their villages.</p>
<p>15.Kubendran, Vanniarajan. (2009)</p>	<p>A study on the comparative analysis of rural and urban consumers on dairy based drink consumption.</p>	<p>The objective of the study was to identify the consumption pattern in dairy based drink consumption and its correlation with the same.</p>	<p>The socio-economic profile of the consumers namely income status, occupational position, educational level, sex, age and region are the major determinants of the consumption pattern of</p>

			milk.
16.Karmakar and banerjee (2002)	A study on Opportunities and challenges in the Indian dairy industry.	The emergence of World Trade Organization (WTO) and the imports and exports getting liberalized in the global economy.	There is immense scope for the broadening of the products range and some of the products, which are likely to have considerable demand in the coming decade, have been identified.
17.Ana Kapaj, Catherine Chan halbrend and Eda Deci (2000)	A study made an attempt to analyze the differences in the consumers' preferences in choosing Dairy based drink in the market.	The data were analyzed using Latent class approach to determine dairy based drink consumer classes based on the product attributes.	Conjoint choice experiment with latent class analysis indicated that the most important attribute for Indian consumer is "fat level".
18.Mangaleswaran Thampoe (2014)	A study aimed to find out the potentials, opportunities and challenges of dairy market in rurban.	The lack of availability, accessibility, and quality of local fresh milk.	The study also found that there is considerable willingness to buy or switch to local products when these constraints are addressed.
19.Vegara Mensur, Gjonbalaj Muje (2007)	The study ma65de an attempt to identify the effect of different variables on consumer purchase decision	The revealed that dairy based drinks were perceived differently at various types of purchasing places.	The most important socio economic variables like trust, gender of consumer, quality and price of the product show individual differences in consumer purchase

	of dairy based drink.		behaviours of dairy based drinks.
20.Anjan Kumar, Raj Veer Singh (2000)	The study importance of the development of the cooperative sector on dairy development attempted to identify the importance of co-operatives and the labour market in the dairy based drink.	It found that they adopted two strategies to expand output per worker of the dairy sector.	This show the evidence that co-operatives are important in those districts where the dairy sector is expanding through the use of improved technology in milk production.

CHAPTER:- 3 RESEARCH DESIGN

RESEARCH METHODOLOGY

Research Methodology states what procedures were employed to carry out the research study. The technical facts about the study are given below:-

Research Definition:-

“Research is careful inquiry or examination to discover new information and relationship and to verify existing knowledge.”

3.1 PROBLEM STATEMENT:-

- A new idea of the product has to be developed to generate more revenue and gain new market share for the company.
- To know the consumer perception in context of new product launch.
- Only 2 flavours are available during survey time.

Benefit if the problem is solved:-

When the new product has been launch, the company will gain more revenue and gain new market share. Hence the profit gained will be increased as well.

3.2 NEED FOR THE STUDY:-

- To determine the customer perception towards innovative dairy based drink.
- To know the consumer preference about the flavours of dairy based drink.
- To know the customer preference how much amount they can pay for the product.

3.3 RESEARCH OBJECTIVES:-

- To understand the perception of consumer towards whey drink.
- To know which packaging will be convenient for the consumer.
- To know that how much amount consumer can pay for this product.
- To know the flavour preferred by customer.
- To know similarity, to which product it resembles are already exists in market.

3.4 SCOPE OF THE STUDY

- The scope of the study limits to amul and market perception of rurban area for dairy base drink.

- This research will be helpful for the organization to conduct for further feasibility for dairy based product.

3.5 RESEARCH METHODOLOGY:-

Research design:-

Descriptive research design:- Descriptive research is a study designed to depict the participants in an accurate way. The three main ways to collect this information are: observational, defined as a method of viewing & recording the participants. Case study, defined as an in-depth study of an individual or group of individuals.

Data types

In context of the current study we have used both primary data and secondary data.

Data collection:-

There are two types of data collection

Actually data is two kinds, which are as following:

- **Primary Data:-** Primary data are those , which are collected afresh and for the first time and happen to be original in character
- **Secondary Data:-** Secondary data are those data which have already been collected by someone and which have already been as per required.

For carrying out these research both methods are employed wherein primary data have been collected with the help of structured questionnaire by respondent field survey method and secondary data through internet websites, journals, newspaper etc. For this study collected data has been processed with the help of Pie- Charts and Bar graph and tables.

Sample plan:-

- **Sample Unit:-**

It consists of general public that constitutes students, working professionals, households etc.

- **SamplingPeriod:-**

Tenure of data collection is 6 weeks. From 3rd Jan. 2019 to 16th Feb. 2019

- **Sample Size:-**It constitutes 100 respondents in total.

- **Sample area:-**

Amul parlours, vidhyanagar are different areas covered in Anand city.

- **Sampling Technique:-**

Here **convenient sampling** has been utilised where samples are collected on the basis availability and convenience.

Tools Used for Data analysis

a) Charts:-

- Pie-chart

- Bar graph

b) Tables:-

Statistical tools:-

After collecting the data from the survey, the data was edited, tabulated and arranged in a meaningful pattern. Then the data was presented in the form of tables, charts and graphs.

3.6 HYPOTHESIS FRAMEWORK

- H0= The association between acceptability of innovative dairy based drink and Brand name are insignificant
- H1= The association between acceptability of innovative dairy based drink and Brand name are significant

3.7 LIMITATION

- Due to time constraints research was limited to six weeks and covered selected areas of Anand.
- Research involved various kinds of costs like physical, financial and psychological.
- The time taken for the research is 6 weeks which may not be sufficient time for gathering proper information and to reach any conclusion and suggestions.
- There is limitation of geographical boundaries because survey conducted for the research is limited to general public of Anand city.
- Sample size of 100 respondents is quite short for gathering accurate and reliable information.

3.8 CHAPTER SCHEME:-

The project having 5 module which consists introduction, background of study and literature review, research methods, data analysis and their interpretation, conclusions and suggestion the chapter are shortly described.

Chapter 1:- Introduction:-

This chapter includes about the introduction of the internship, industry profile of Amul, company profile of Amul. In this chapter, SWOT analysis of the company included and also has been discussed about vision, mission and quality policy. The areas where company operates as well as information about the company, competitors, infrastructure facilities & future growth prospects are fully disclosed.

Chapter 2:- Background & Literature Review

This chapter includes 20 literature reviews about the study with citation details and also the theoretical background of study.

Chapter 3:- Research Design

This explains all topics related research. Whatever sample design, sample size is used included in the study. Objectives and scope are also discussed.

Chapter 4:- Data Analysis & Interpretation:-

It contains data of respondents and their analysis with interpretation. In this the hypothesis testing and results are also done.

Chapter 5:- Findings, Suggestions & Conclusions:-

This chapter includes the conclusion about the research. The conclusions are listed down on the basis of the research. It is also includes findings means what are the factors found from the study and suggestions for the company for improvements in future.

CHAPTER:- 4 ANALYSIS AND INTERPRETATION

Gender

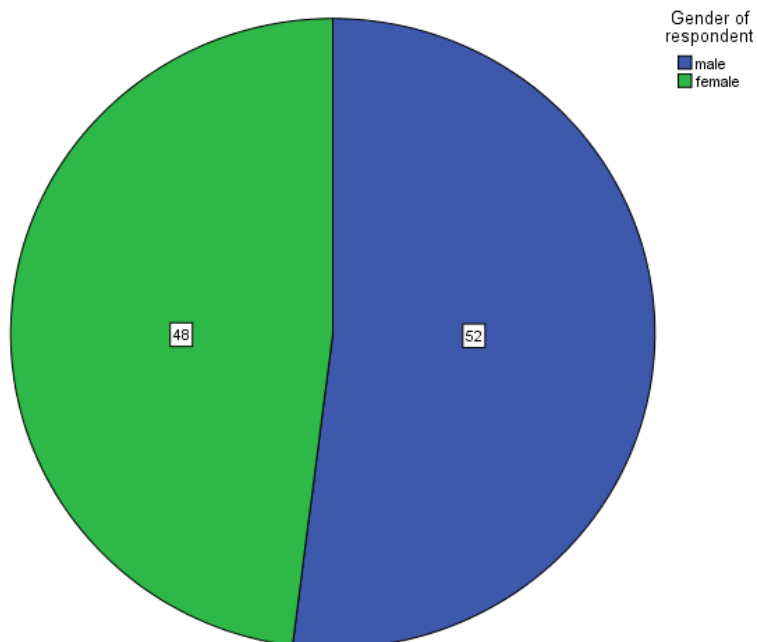
4.1 Table showing the gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	58	58.0	58.0	58.0
Valid female	42	42.0	42.0	100.0
Total	100	100.0	100.0	

Analysis:-

Above the table & chart depict that 52% (i.e.,) respondents belongs to the male category and remaining 48% (i.e., 48) respondent belongs to the female category.

4.1 Graph showing gender



Interpretation:-

As per survey it is found that male respondents are more as compare to female respondents.

Age

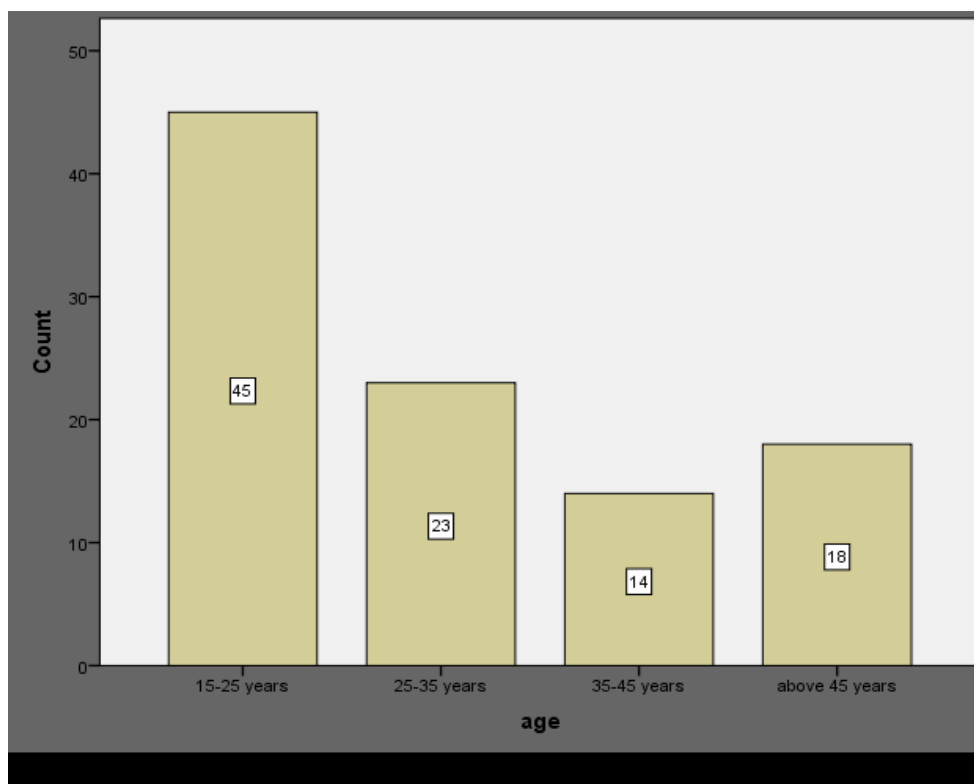
4.2 Table showing Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-25 years	45	45.0	45.0	45.0
25-35 years	23	23.0	23.0	68.0
35-45 years	14	14.0	14.0	82.0
above 45 years	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Analysis:-

Above table & chart, depicts that 45% (i.e., 45) respondents belong to the age category of 15-25 years, 23% (i.e., 23) respondents belong to the age category of 25 – 35 years, 14% (i.e., 14) respondents belong to the age category of 35-55 years and remaining 18% (i.e., 18) respondents belong to the age category of above 45 years.

4.2 Graph showing age



Interpretation:-

As per the survey it is found that age of 15-25 years respondents more.

4.3 Table showing occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid housewife	9	9.0	9.0	9.0
student	31	31.0	31.0	40.0
business	18	18.0	18.0	58.0
employee	33	33.0	33.0	91.0
retired	9	9.0	9.0	100.0
Total	100	100.0	100.0	

Analysis:-

Above the table and chart depicts that 9% (i.e.,9) respondents belongs to the housewife category, 31% (i.e.,31) respondents belongs to the student category, 18% (i.e.,18) respondents belongs to the business category, 33% (i.e.,33) respondents belongs to the employee category, remaining 9% (i.e.,9) respondents belongs to the retired category.

4.3 Graph showing occupation



Interpretation:-

As per the survey it is found that major respondents are from employee category.

Q1 Do you prefer the cold drink?

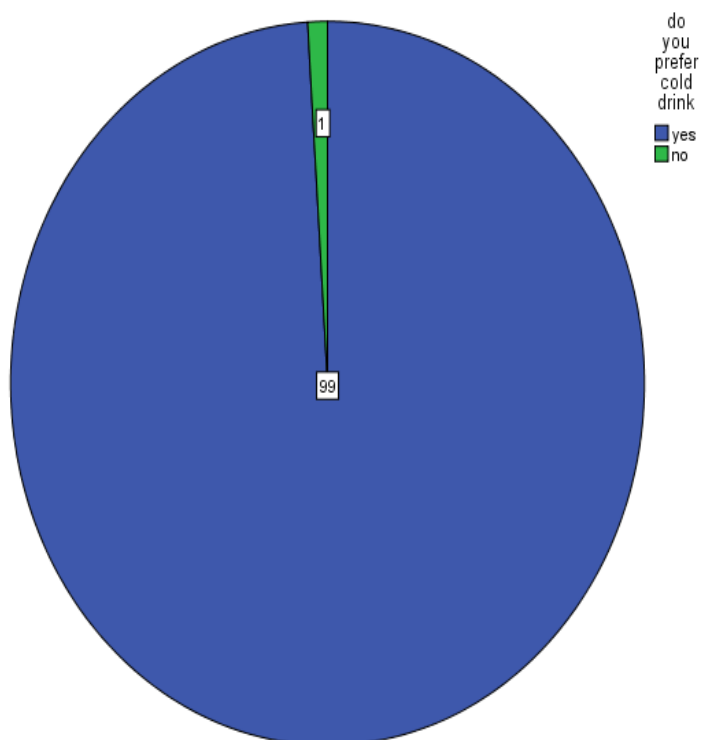
4.4 Table showing do you prefer cold drink

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	99	99.0	99.0	99.0
Valid no	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Analysis:-

Above the table and chart depicts that 99% (i.e.,99) respondents are belongs to yes they are preferring cold drink, remaining 1% (i.e.,1) respondents belongs to the no category they are not preferring cold drink.

4.4 Graph showing do you prefer cold drink



Interpretation:-

As per the survey it is found that almost respondents are preferring cold drink.

Q2 which type of cold drink do you prefer?

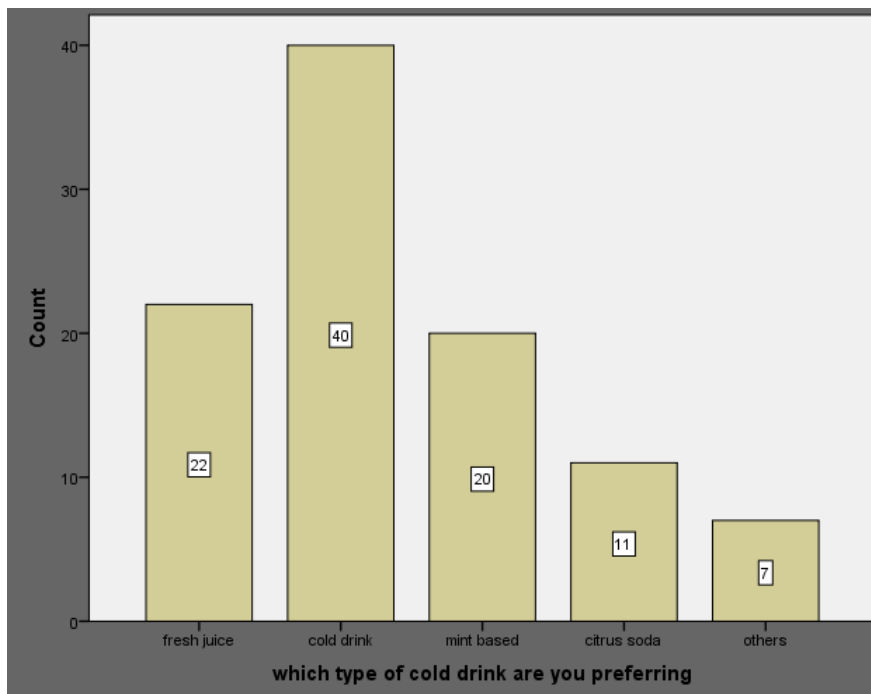
4.5 Table showing which type of cold drink do you prefer

	Frequency	Percent	Valid Percent	Cumulative Percent
fresh juice	22	22.0	22.0	22.0
Cold drink	40	40.0	40.0	62.0
Valid mint based	20	20.0	20.0	82.0
citrus soda	11	11.0	11.0	93.0
others	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Analysis:-

Above the table and chart depicts that 23% (i.e.,23) respondents are preferring fresh juice in cold drink, 40% (i.e.,40) respondents are preferring cold drink, 20% (i.e.,20) respondents are preferring mint based cold drink, 11% (i.e.,11) respondents are preferring citrus soda in cold drink, remaining 7% (i.e.,7) respondents are preferring other cold drink.

4.5 Graph showing which type of cold drink do you preferring



Interpretation:-

As per the survey it is found that respondents are preferring cold drink in drinks.

Q3 which of the following brand are you preferring?

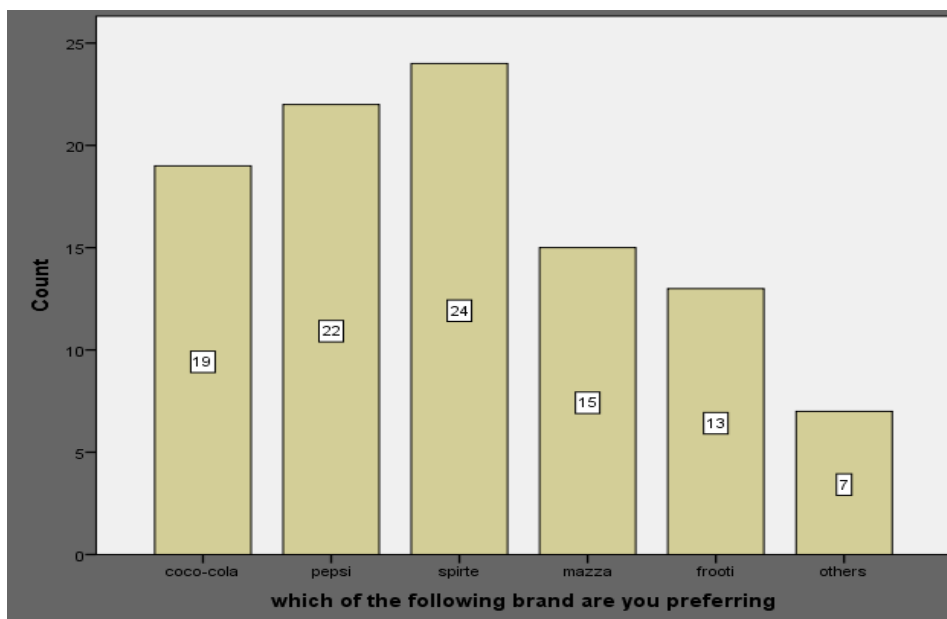
4.6 Table showing which of the following brand are you preferring

	Frequency	Percent	Valid Percent	Cumulative Percent
coco-cola	19	19.0	19.0	19.0
pepsi	22	22.0	22.0	41.0
spirte	24	24.0	24.0	65.0
Valid mazza	15	15.0	15.0	80.0
frooti	13	13.0	13.0	93.0
others	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Analysis:-

Above the table and chart depicts that 19% (i.e.,19) respondents are preferring coco-cola brand, 22% (i.e.,22) respondents are preferring pepsi brand, 24% (i.e.,24) respondents are preferring sprite brand, 15 (i.e.,15) respondents are preferring mazza brand, 13 (i.e.,13) respondents are preferring frooti brand, remaining 7% (i.e.,7) respondents are preferring others brand.

4.6 Graph showing which of the following brand are you preferring



Interpretation:-As per the survey it is found that respondents are preferring sprite brand.

Q4 which flavour are you preferring in a drink?

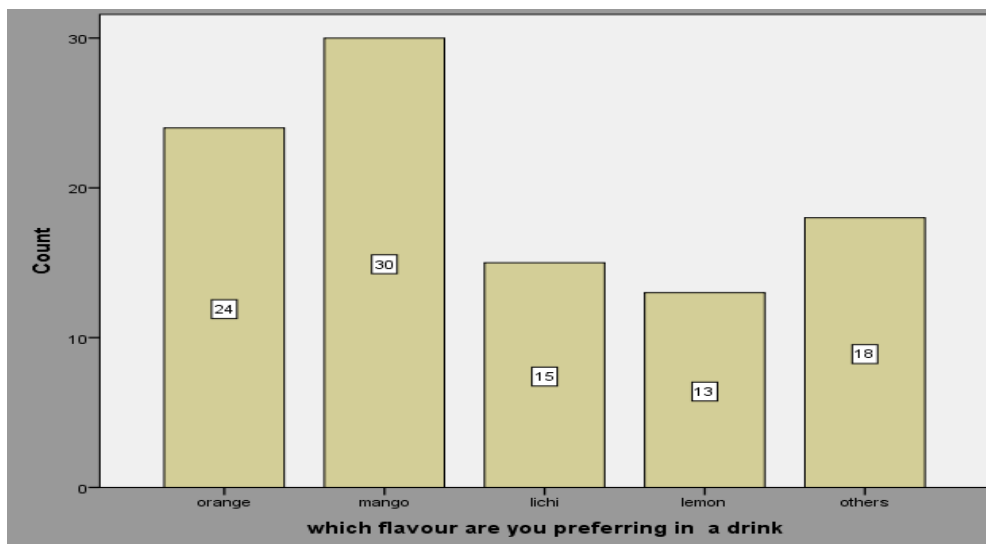
4.7 Table showing which flavour are you preferring in a drink

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid orange	24	24.0	24.0	24.0
mango	30	30.0	30.0	54.0
lichi	15	15.0	15.0	69.0
lemon	13	13.0	13.0	82.0
others	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Analysis:-

Above the table and chart depicts that 24% (i.e., 24) respondents are preferring orange flavour in a drink, 30% (i.e.,30) respondents are preferring mango flavour in a drink, 15% (i.e.,15) respondents are preferring lichi flavour in a drink, 13% respondents are preferring lemon flavour in a drink, remaining 18% (i.e.,18) respondents are preferring other flavour in a drink.

4.7 Graph showing which flavour are you preferring in a drink



Interpretation:-

As per the survey it is found that respondents are preferring mango flavour.

Q5 Give the rating to the flavours?

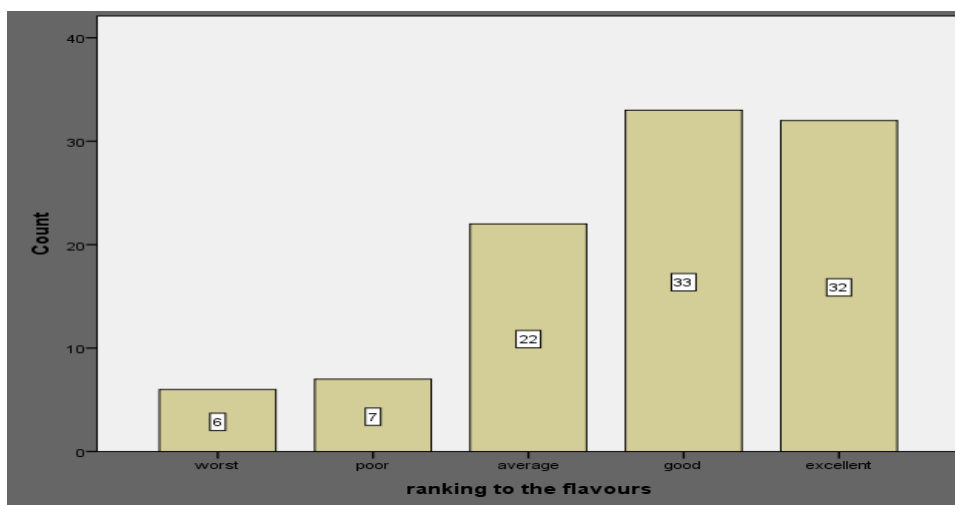
4.8(A) Table Showing Rating To The Flavours Orange

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	worst	6	5.9	6.0	6.0
	poor	7	6.9	7.0	13.0
	average	22	21.6	22.0	35.0
	good	33	32.4	33.0	68.0
	excellent	32	31.4	32.0	100.0
	Total	100	98.0	100.0	
Missing	System	2	2.0		
Total		102	100.0		

Analysis:-

Above the table and chart depicts that 6% (i.e.,6) respondents think that orange flavour is worst, 7% (i.e.,7) respondents think that orange flavour is poor, 22% (i.e.,22) respondents think that orange flavour is average, 33% (i.e.,33) respondents think that orange flavour is good, remaining 32% (i.e.,32) respondents think that orange flavour is excellent.

4.8(a) Graph showing rating to the flavours orange



Interpretation:-As per the survey it is found that orange flavours is good.

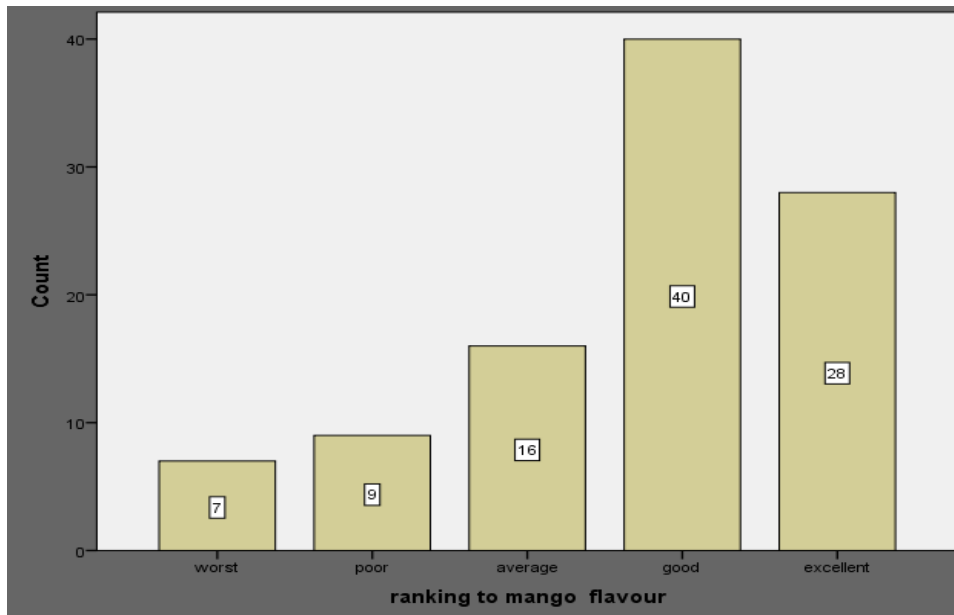
4.8(b) Table showing rating to the flavours mango

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid worst	7	6.9	7.0	7.0
poor	9	8.8	9.0	16.0
average	16	15.7	16.0	32.0
good	40	39.2	40.0	72.0
excellent	28	27.5	28.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 7% (i.e.,7) respondents think that mango flavour is worst, 9% (i.e.,9) respondents think that mango flavour is poor, 16% (i.e.,16) respondents think that mango flavour is average, 40% (i.e.,40) respondents think that mango flavour is good, remaining 28% (i.e.,28) respondents think that mango flavour is excellent.

4.8(b) Graph showing rating to the flavours mango



Interpretation:-

As per the survey it is found that mango flavour is good.

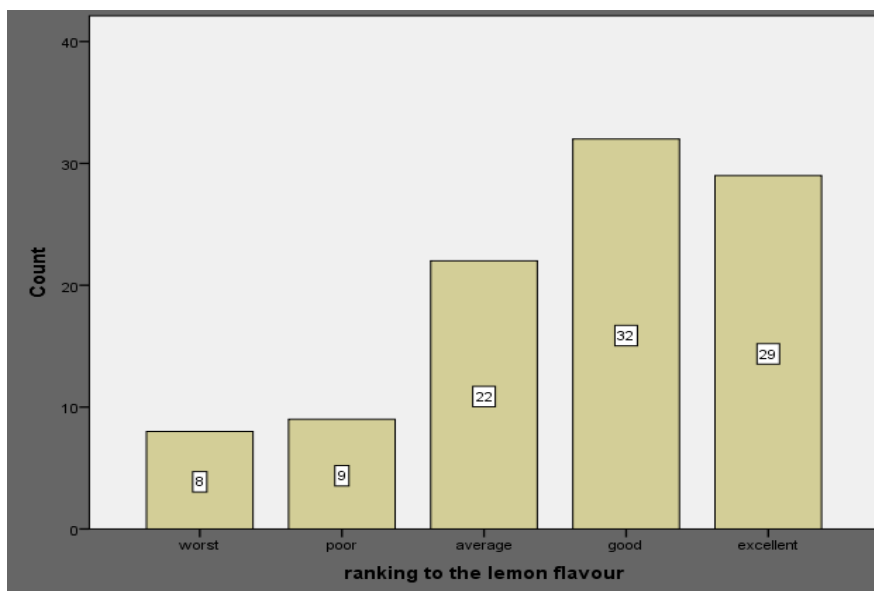
4.8(c) Table showing rating to the flavours lemon

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid worst	8	7.8	8.0	8.0
poor	9	8.8	9.0	17.0
average	22	21.6	22.0	39.0
good	32	31.4	32.0	71.0
excellent	29	28.4	29.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 8% (i.e.,8) respondents think that lemon flavour is worst, 9% (i.e.,9) respondents think that lemon flavour is poor, 22% (i.e.,22) respondents think that lemon flavour is average, 32% (i.e.,32) respondents think that lemon flavour is good, remaining 29% (i.e.,29) respondents think that lemon flavour is excellent.

4.8(c) Graph showing rating to the flavours lemon



Interpretation:-

As per the survey it is found that lemon flavour is good.

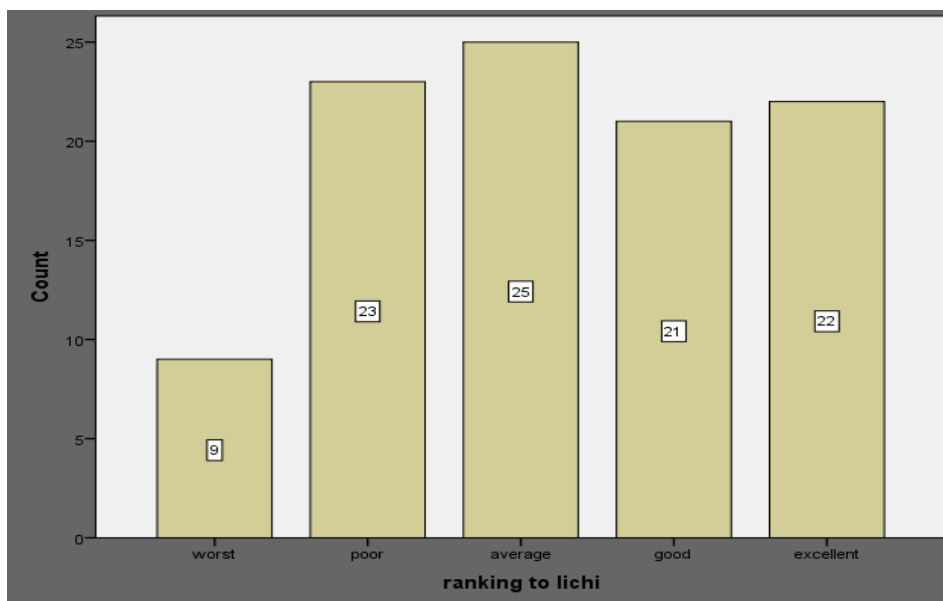
4.8(d) Table showing rating to the flavours lichi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid worst	9	8.8	9.0	9.0
poor	23	22.5	23.0	32.0
average	25	24.5	25.0	57.0
good	21	20.6	21.0	78.0
excellent	22	21.6	22.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 9% (i.e.,9) respondents think that lichi flavour is worst, 23% (i.e.,23) respondents think that lichi flavour is poor, 25% (i.e.,25) respondents think that lichi flavour is average, 21% (i.e.,21) respondents think that lichi flavour is good, remaining 22% (i.e.,22) respondents think that lichi flavour is excellent.

4.8(d) Graph showing rating to the flavours lichi



Interpretation:-

As per the survey it is found that lichi flavour are average.

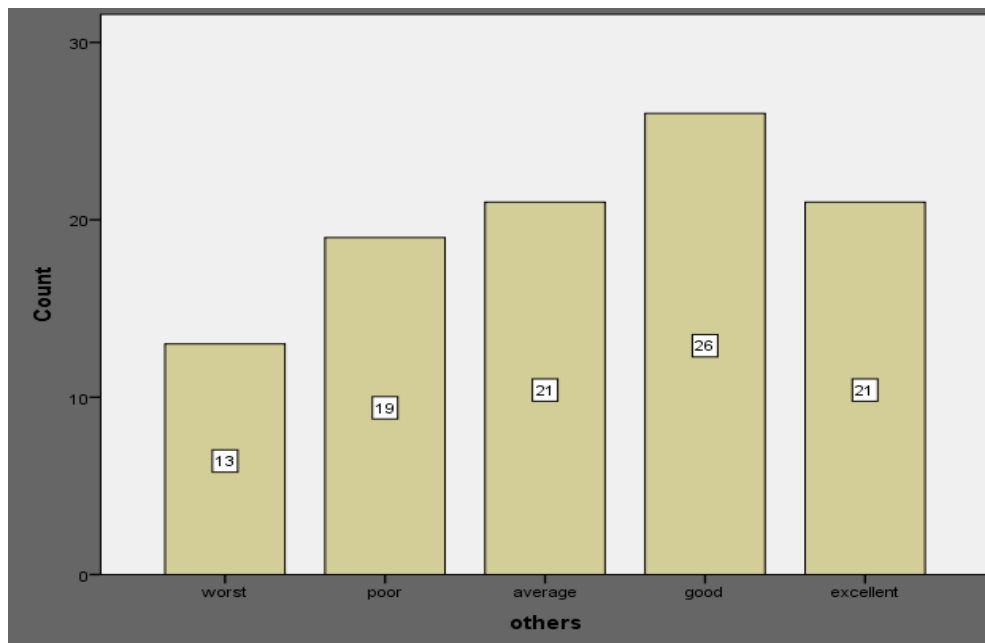
4.8(e) Table showing rating to the flavours others

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid worst	13	12.7	13.0	13.0
poor	19	18.6	19.0	32.0
average	21	20.6	21.0	53.0
good	26	25.5	26.0	79.0
excellent	21	20.6	21.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 13% (i.e.,13) respondents think that others flavour is worst, 19% (i.e.,19) respondents think that others flavour is poor, 21% (i.e.,21) respondents think that others flavour is average, 26% (i.e.,26) respondents think that others flavour is good, remaining 21% (i.e.,21) respondents think that others flavour is excellent.

4.8(e) Graph showing rating to the flavours others



Interpretation:-

As per the survey it is found that others flavours are good.

Q6 Give the reason for preference the drink?

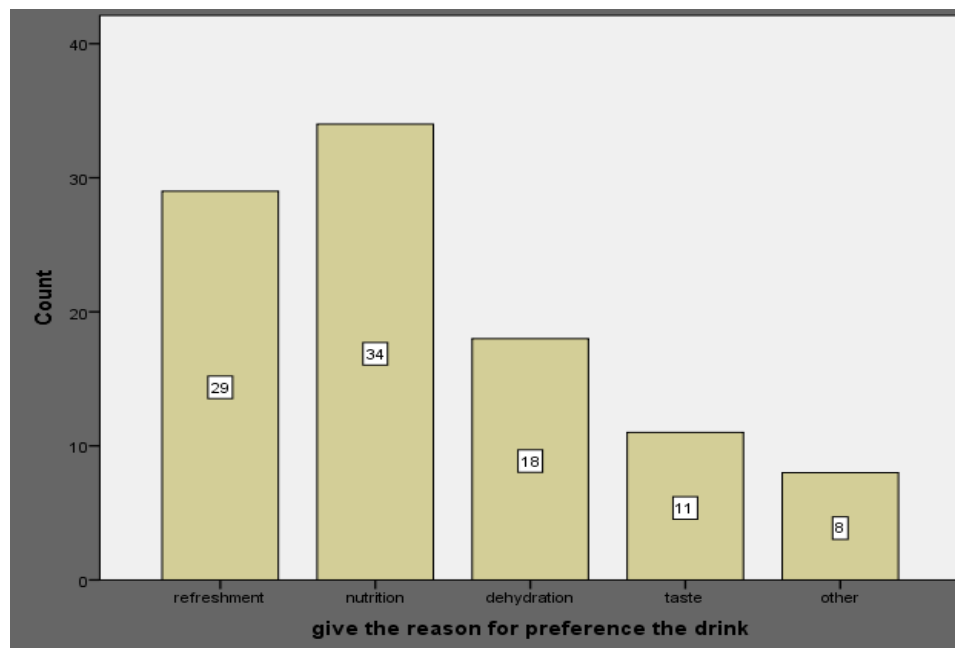
4.9 Table showing give the reason for preference the drink

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid refreshment	29	28.4	29.0	29.0
nutrition	34	33.3	34.0	63.0
dehydration	18	17.6	18.0	81.0
taste	11	10.8	11.0	92.0
other	8	7.8	8.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 29% (i.e.,29) respondents are preferring drink for refreshment, 34% (i.e.,34) respondents are preferring drink for nutrition, 18% (i.e.,18) respondents are preferring drink for dehydration, 11% respondents are preferring drink for taste, remaining 8% (i.e.,8) respondents are drink for other reason.

4.9 Graph showing give reason for preference the drink



Interpretation:-

As per the survey it is found that respondents are preferring cold drink for nutrition.

Q7 what quantity usually buy for the drink?

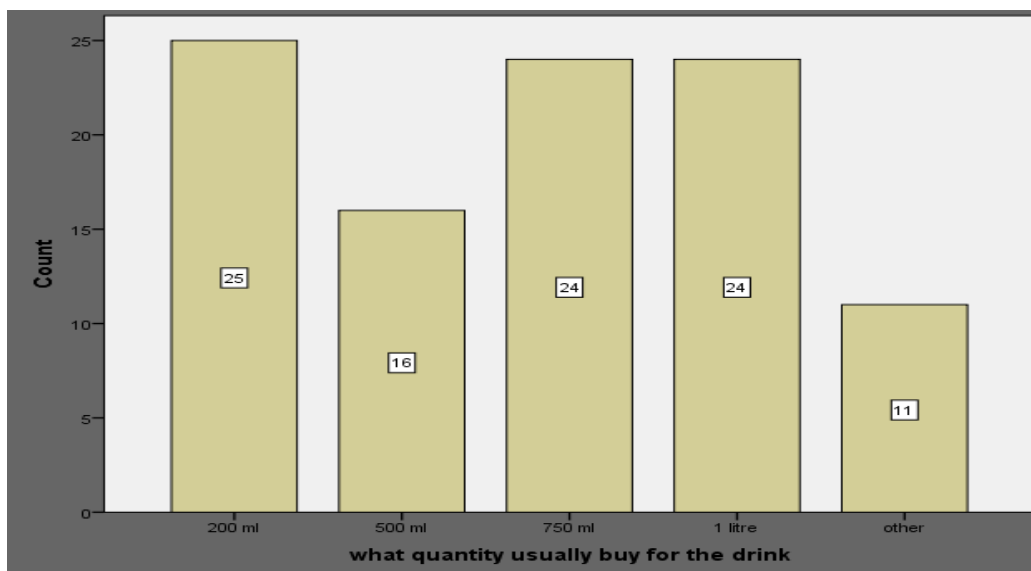
4.10 Table showing what quantity usually buy for the drink

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 200 ml	25	24.5	25.0	25.0
500 ml	16	15.7	16.0	41.0
750 ml	24	23.5	24.0	65.0
1 litre	24	23.5	24.0	89.0
other	11	10.8	11.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 25% (i.e.,25) respondents are preferring 200 ml quantity for the drink, 16% (i.e.,16) respondents are preferring 500 ml quantity for the drink, 24% (i.e.,24) respondents are preferring 750 ml quantity for the drink, 24% respondents are preferring 1 litre quantity for the drink, remaining 11% (i.e.,11) respondents are preferring other quantity for the drink.

4.10 Graph showing what quantity usually buy for the drink



Interpretation:-

As per the survey it is found that respondents are usually buying 200 ml quantity for drink

Q8 When would you prefer to have a drink?

4.11 Table showing when would you prefer to have a drink

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
ocassionally	16	15.7	16.0	16.0
more often	40	39.2	40.0	56.0
regularly	44	43.1	44.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 16% (i.e.,16) respondents are preferring drink occasionally, 40% (i.e.,40) respondents are preferring drink more often, remaining 44% (i.e.,44) respondents are preferring drink regularly.

4.11 Graph showing when would you prefer to have a drink



Interpretation:-

As per the survey it is found that respondents are preferring regularly drink.

Q9 How much amount are you paying for drink?

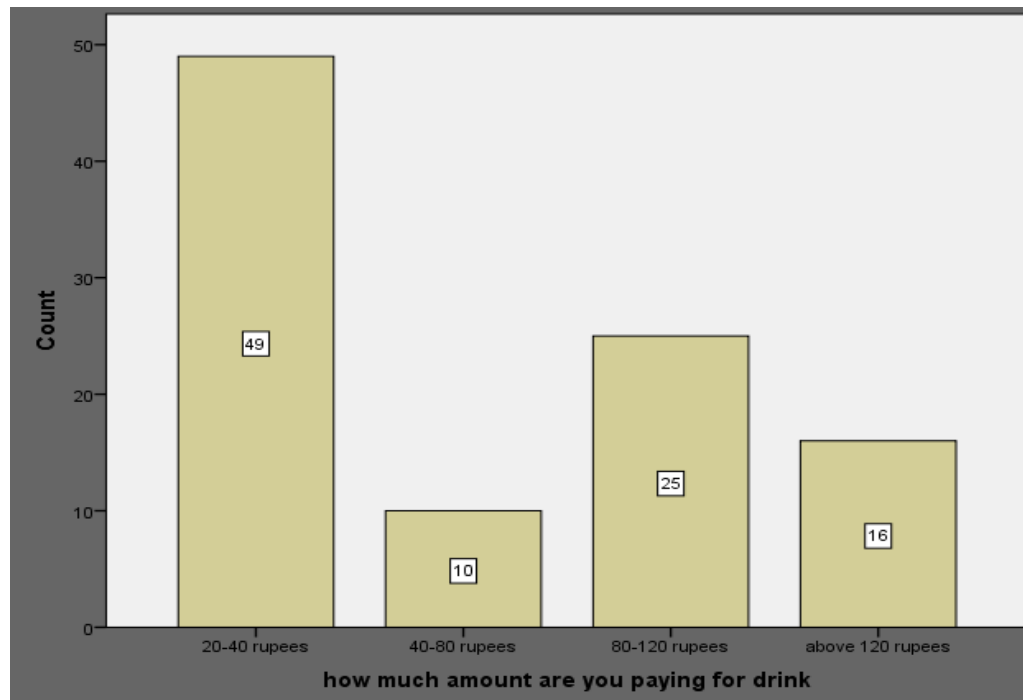
4.12 Table showing how much amount are you paying for drink

	Frequency	Percent	Valid Percent	Cumulative Percent
20-40 rupees	49	48.0	49.0	49.0
40-80 rupees	10	9.8	10.0	59.0
Valid 80-120 rupees	25	24.5	25.0	84.0
above 120 rupees	16	15.7	16.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 49% (i.e.,49) respondents are paying 20-40 rupees for drink, 16% (i.e.,16) respondents are paying 40-80 rupees for drink, more often, 25% (i.e.,25) respondents are paying 80-120 rupees for drink, remaining 16% (i.e.,16) respondents are paying above 120 rupees for drink.

4.12 Graph showing how much amount are you paying for drink



Interpretation:-

As per the survey it is found that respondents are paying 20-40 rupees for drink.

Q 10. From where are you purchasing drink?

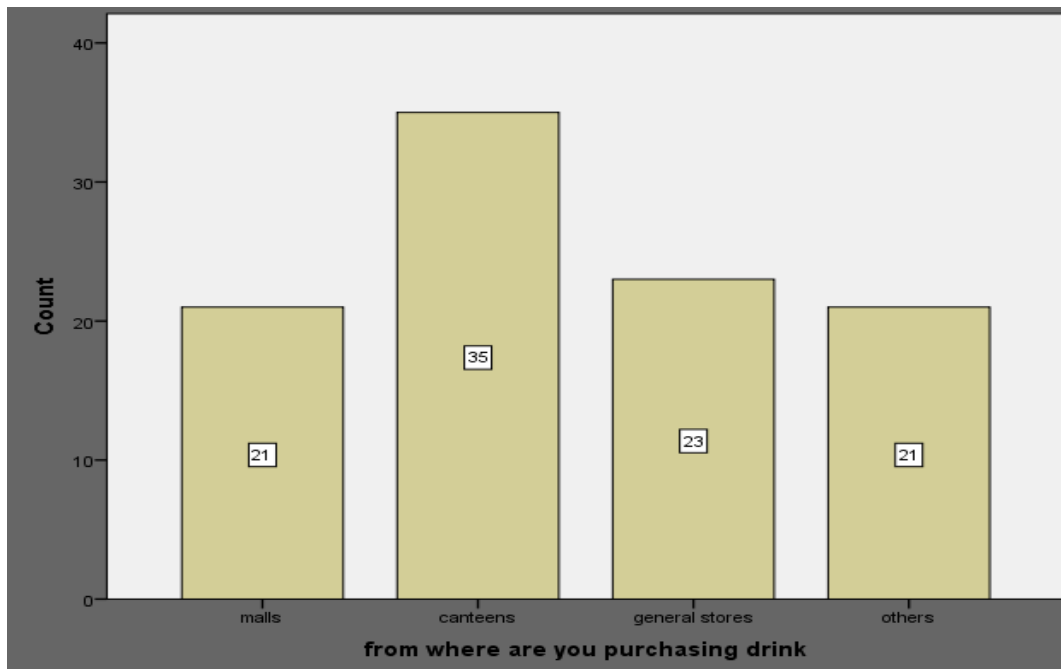
4.13 Table showing from where are you purchasing drink

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid malls	21	20.6	21.0	21.0
canteens	35	34.3	35.0	56.0
general stores	23	22.5	23.0	79.0
others	21	20.6	21.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 21% (i.e.,21) respondents are purchasing drink from malls, 35% (i.e.,35) respondents are purchasing drink from canteens, 23% (i.e.,23) respondents are purchasing drink from general stores, and remaining 21%(i.e.,21) respondents are purchasing drink from others.

4.13 Graph showing from where are you purchasing drink



Interpretation:-

As per the survey it is found that respondents are purchasing drink from canteens.

Q 11 do you think cold drink is good for health?

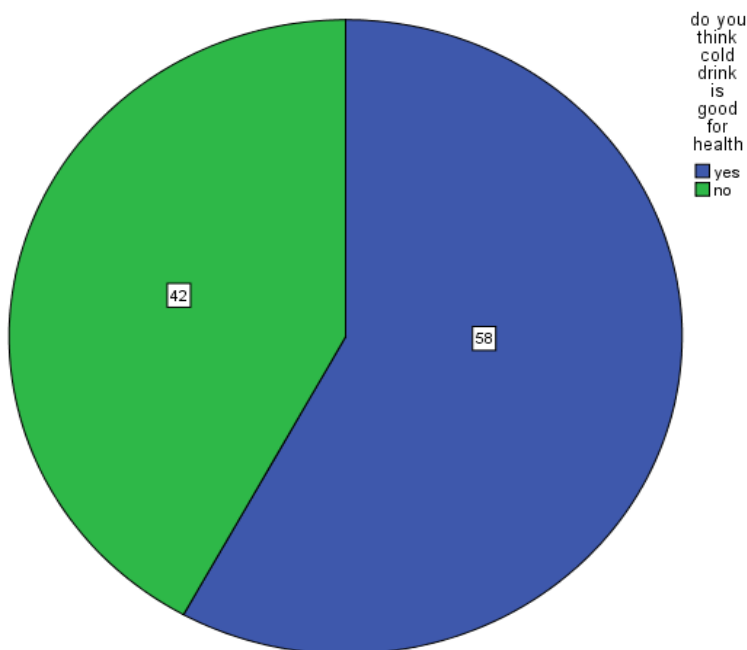
4.14 Table showing do you think cold drink is good for health

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	58	56.9	58.0	58.0
Valid no	42	41.2	42.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 58% (i.e.,58) respondents are belongs to yes they are think cold drink is good for health, remaining 42% (i.e.,42) respondents belongs to the no category they think cold drink is not good for health.

4.14 Graph showing do you think cold drink is good for health



Interpretation:-

As per the survey it is found that respondents think cold drink is good for health.

Samples are given to the respondents the quantity of dairy base drink is 200 ml.

Q12 if AMUL, introduces the new drink in the market acceptability of a new drink from you?

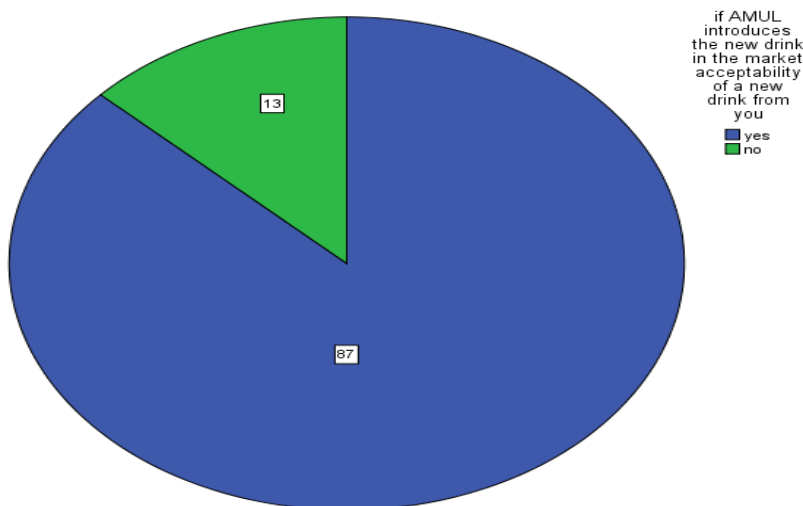
4.15 Table showing if AMUL introduces the new drink in the market acceptability of a new drink from you.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	87	85.3	87.0	87.0
	no	13	12.7	13.0	100.0
	Total	100	98.0	100.0	
Missing	System	2	2.0		
Total		102	100.0		

Analysis:-

Above the table and chart depicts that 87% (i.e.,87) respondents are belongs to yes they are prefer AMUL drink, remaining 13% (i.e.,13) respondents belongs to the no category they will not prefer AMUL drink.

4.15 Graph showing if AMUL introduces the new drink in the market acceptability of a new drink from you.



Interpretation:-As per the survey it is found that yes they will accept the new drink of A

Q 13 If yes, drink is unique in taste?

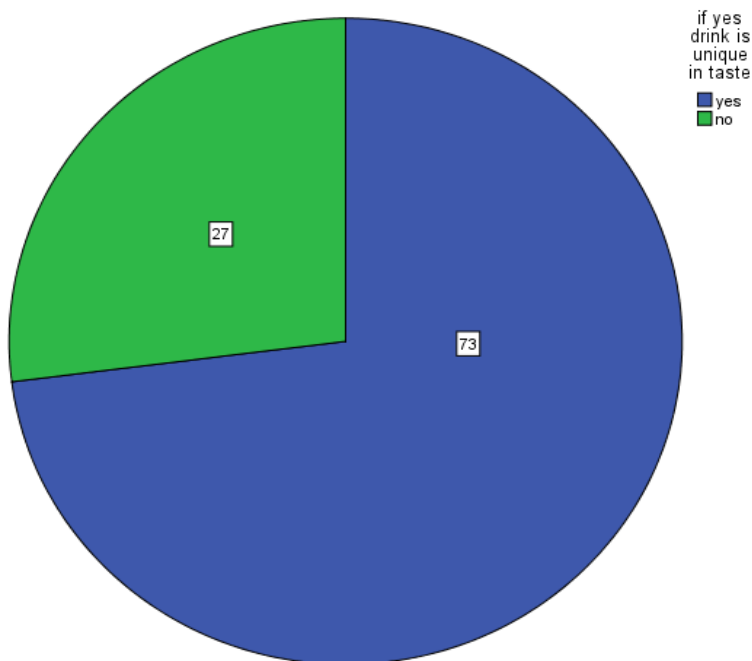
4.16 Table showing if yes drink is unique in taste

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	73	71.6	73.0	73.0
Valid no	27	26.5	27.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 73% (i.e.,73) respondents are belongs to yes that drink is unique in taste, remaining 27% (i.e.,27) respondents belongs to the no category that drink is not unique in taste.

4.16 Graph showing if yes drink is unique in taste



Interpretation:-

As per the survey it is found that respondents feel it is unique in taste.

Q 14 if no, resembling to which product?

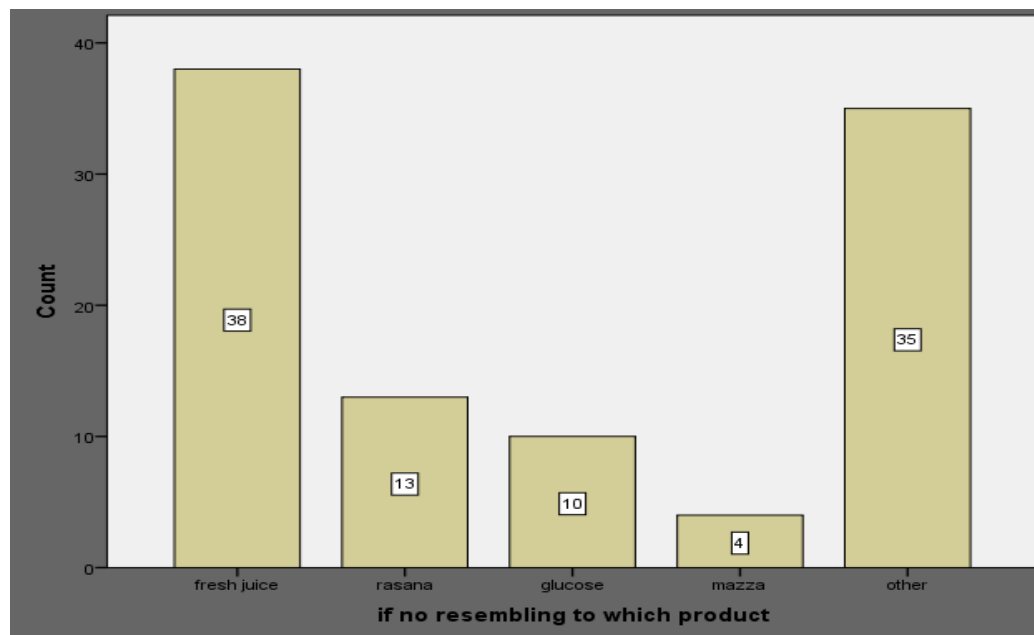
4.17 Table showing if no resembling to which product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid fresh juice	38	37.3	38.0	38.0
rasana	13	12.7	13.0	51.0
glucose	10	9.8	10.0	61.0
mazza	4	3.9	4.0	65.0
other	35	34.3	35.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 38% (i.e.,38) respondents are resembling product to fresh juice, 13% (i.e.,13) respondents are resembling product to rasana, 10% (i.e.,13) respondents are resembling product to glucose, 4% (i.e.,4) respondents are resembling product to mazza, remaining 35% (i.e.,35) respondents are resembling product to others.

4.17 Graph showing if no resembling to which product



Interpretation:-As per the survey it is found that respondents think products is resembling with fresh juice.

Q 15 how frequently you purchase AMUL drink?

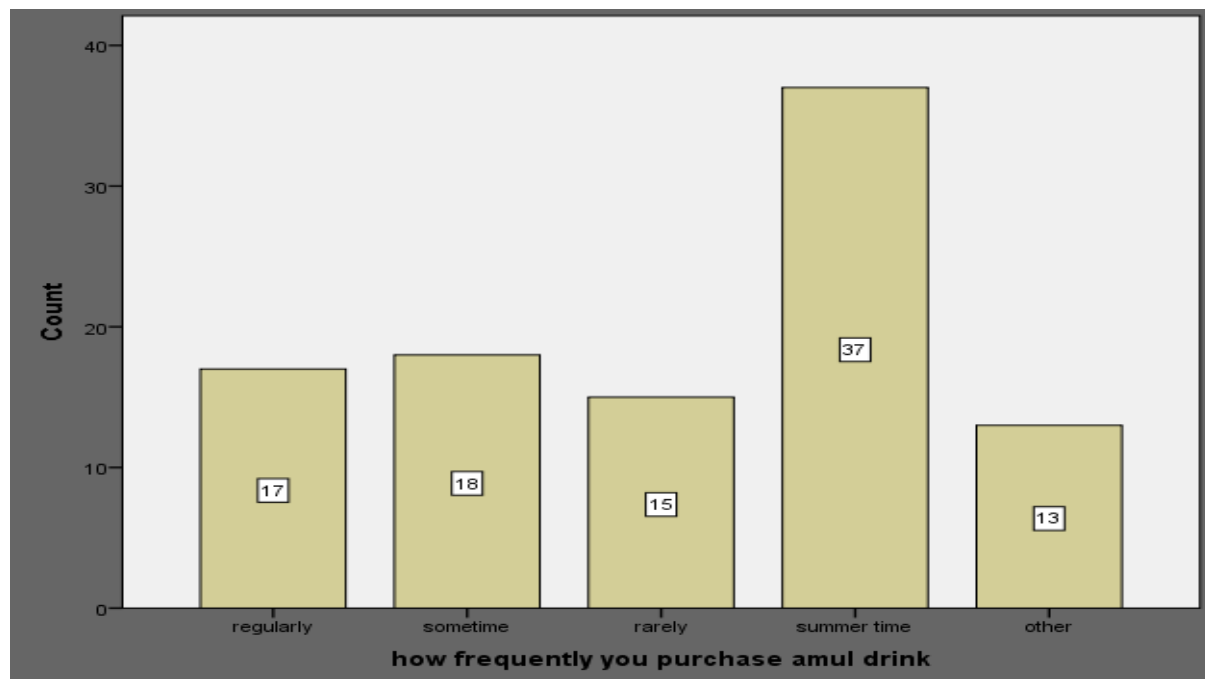
4.18 Table showing how frequently you purchase Amul drink

	Frequency	Percent	Valid Percent	Cumulative Percent
regularly	17	16.7	17.0	17.0
sometime	18	17.6	18.0	35.0
rarely	15	14.7	15.0	50.0
summer time	37	36.3	37.0	87.0
other	13	12.7	13.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 17% (i.e.,17) respondents regularly purchasing AMUL drink, 18% (i.e.,18) respondents sometimes purchasing AMUL drink, 15% (i.e.,15) respondents rarely purchasing AMUL drink, 37% (i.e.,37) respondents summer time purchasing AMUL drink, 13% (i.e,13) respondents others purchasing AMUL drink.

4.18 Graph showing how frequently you purchase amul drink



Interpretation:-As per the survey it is found that respondents will prefer this drink during summer time.

Q 16 what quantity do you usually prefer for AMUL drink?

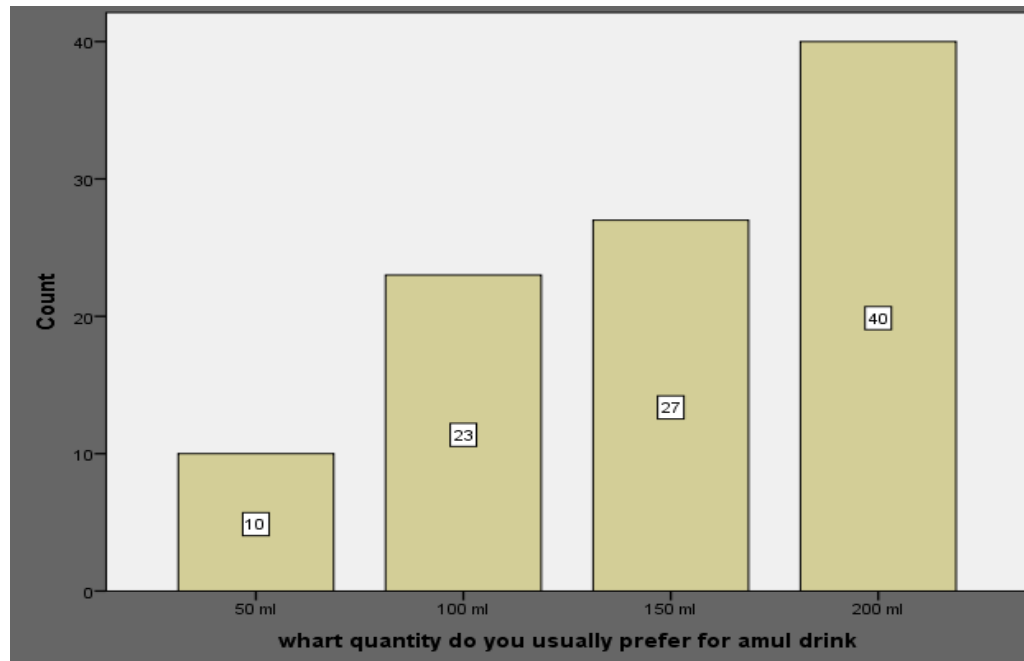
4.19 Table showing what quantity do you usually prefer for Amul drink

	Frequency	Percent	Valid Percent	Cumulative Percent
50 ml	10	9.8	10.0	10.0
100 ml	23	22.5	23.0	33.0
Valid 150 ml	27	26.5	27.0	60.0
200 ml	40	39.2	40.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 23% (i.e.,23) respondents are preferring 50 ml quantity for AMUL drink, 27% (i.e.,27) respondents are preferring 100 ml quantity for AMUL drink, 40% (i.e.,40) respondents are preferring 150 ml quantity for AMUL drink, remaining 10% (i.e.,10) respondents are preferring 200 ml quantity for AMUL drink.

4.19 Graph showing what quantity do you usually prefer for amul drink



Interpretation:-As per the survey it is found that respondents will prefer 200 ml quantity for AMUL drink.

Q 17 Which flavour would you like to prefer in AMUL drink?

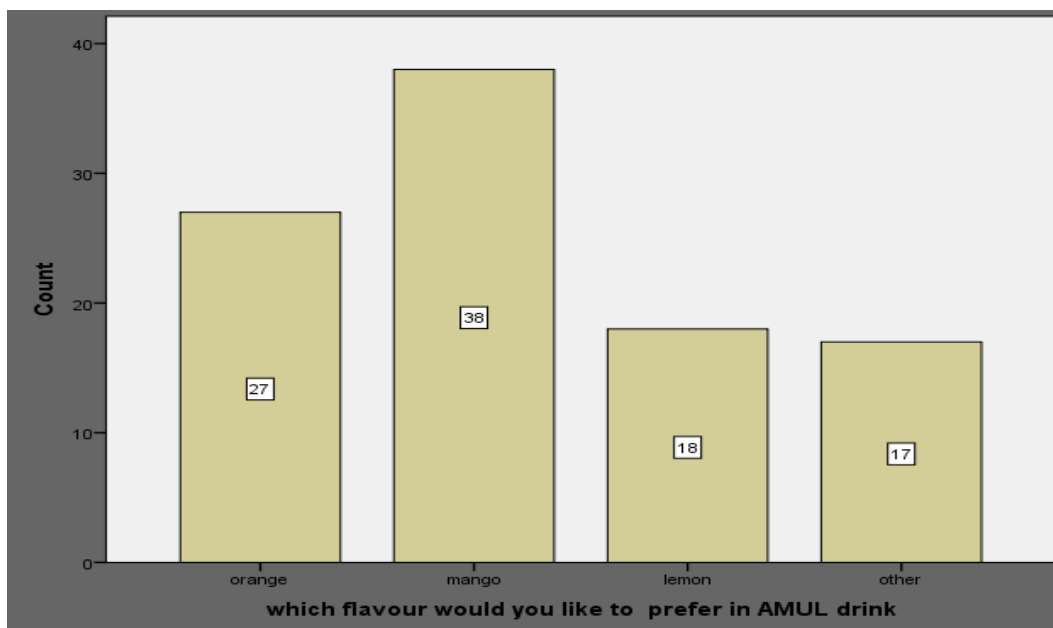
4.20 Table showing which flavour would you like to prefer in AMUL drink

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid orange	27	26.5	27.0	27.0
mango	38	37.3	38.0	65.0
lemon	18	17.6	18.0	83.0
other	17	16.7	17.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 27% (i.e.,27) respondents they would like to prefer orange flavour in AMUL drink, 38% (i.e.,38) respondents they would like to mango flavour in AMUL drink, 18 (i.e.,18) respondents they would like to prefer lemon flavour in AMUL drink, remaining 17% (i.e.,17) respondents they would like to prefer other flavour in AMUL drink.

4.20 Graph showing which flavour would you like to prefer in AMUL drink



Interpretation:-

As per the survey it is found that respondents like to prefer mango flavour in AMUL drink.

Q 18 How much amount can you pay for this product?

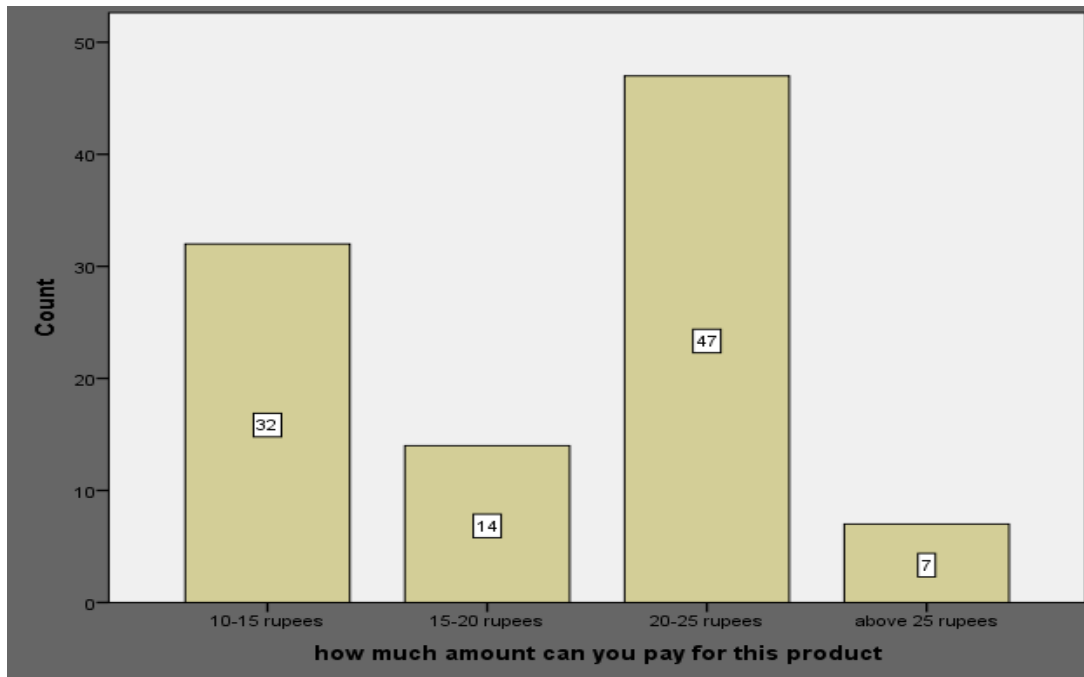
4.21 Table showing how much amount can you pay for this product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 10-15 rupees	32	31.4	32.0	32.0
15-20 rupees	14	13.7	14.0	46.0
20-25 rupees	47	46.1	47.0	93.0
above 25 rupees	7	6.9	7.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 32% (i.e.,32) respondents can pay 10-15 rupees for this drink, 14% (i.e.,14) respondents can pay 15-20 rupees for this drink, 47% (i.e.,47) respondents can pay 20-25 rupees for this drink, remaining 7% (i.e.,7) respondents can pay above 25 rupees for this drink.

4.21 Graph showing how much amount can you pay for this product



Interpretation:-

As per the survey it is found that respondents can pay amount 20-25 rupees for this drink.

Q 19 Give the reason for preferring this drink?

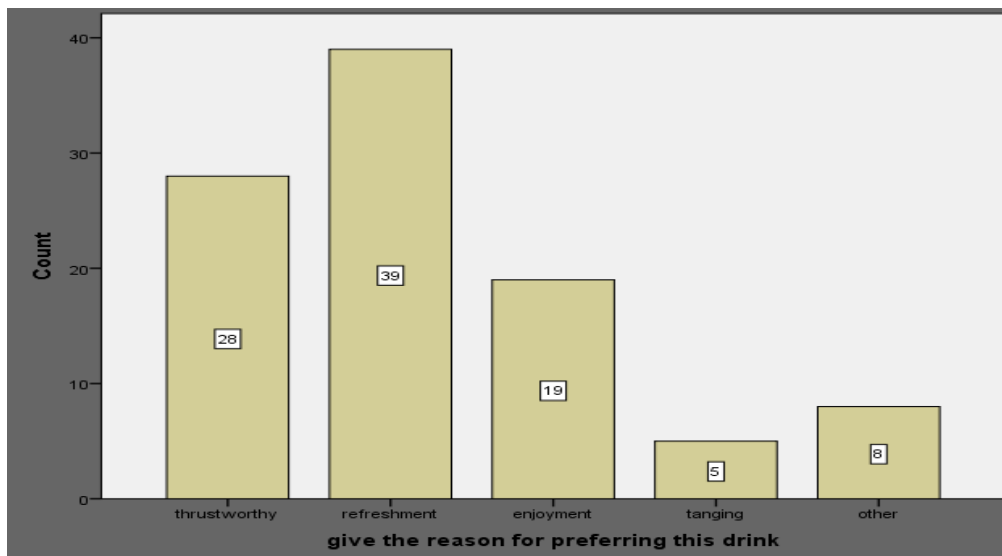
4.22 Table showing give the reason for preferring this drink

	Frequency	Percent	Valid Percent	Cumulative Percent
thrustworthy	29	28.4	29.0	29.0
refreshment	39	38.2	39.0	68.0
Valid enjoyment	19	18.6	19.0	87.0
tanging	5	4.9	5.0	92.0
other	8	7.8	8.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 29% (i.e.,29) respondents are preferring this drink for thrustworthy, 39% (i.e.,39) respondents are preferring this drink for refreshment, 19% (i.e.,19) respondents are preferring this drink for enjoyment, 5% (i.e.,5) respondents are preferring this drink for tanging, remaining 8% (i.e.,8) respondents are preferring this drink for other reason.

4.22 Graph showing give the reason for preferring this drink



Interpretation:-As per the survey it is found that respondents are preferring drink for refreshment.

Q 20 Which packaging will be convenient for you?

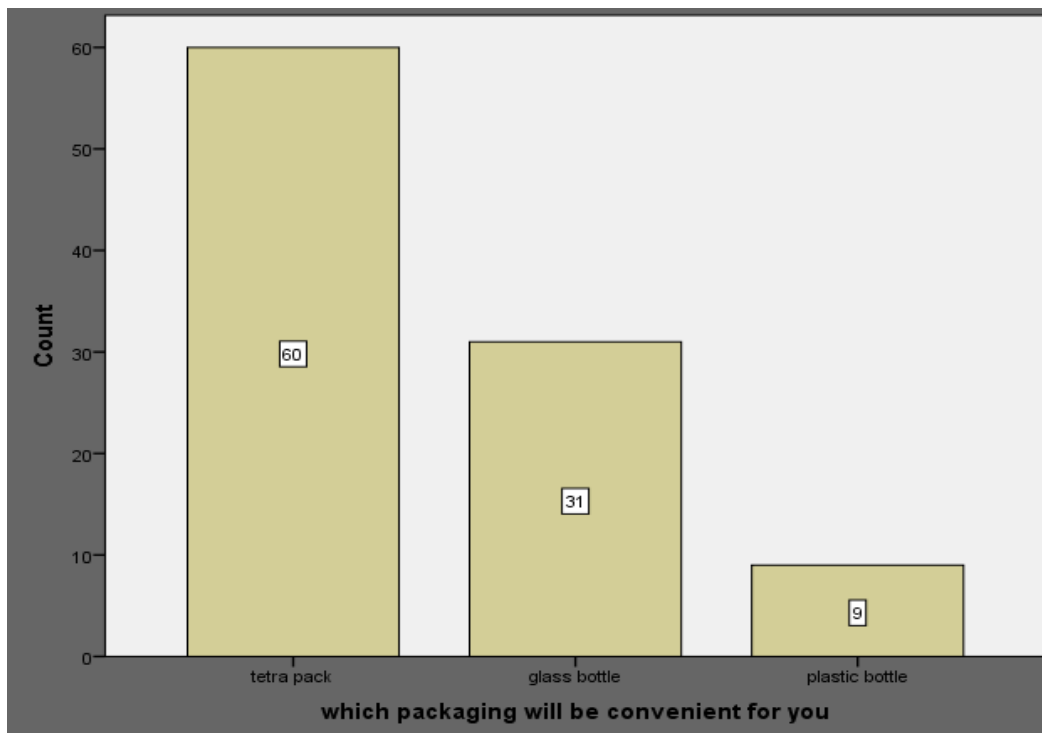
4.23 Table showing which packaging will be convenient for you

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tetra pack	60	58.8	60.0	60.0
Valid glass bottle	31	30.4	31.0	91.0
Valid plastic bottle	9	8.8	9.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 60% (i.e.,60) respondents think tetra pack packaging will be convenient, 31% (i.e.,31) respondents think glass bottle packaging will be convenient, remaining 9% (i.e.,9) respondents think plastic bottle will be convenient.

4.23 Graph showing which packaging will be convenient for you



Interpretation:-

As per the survey it is found that respondents will be convenient with tetra pack for packaging.

Q 21 From where would you like to purchase a drink?

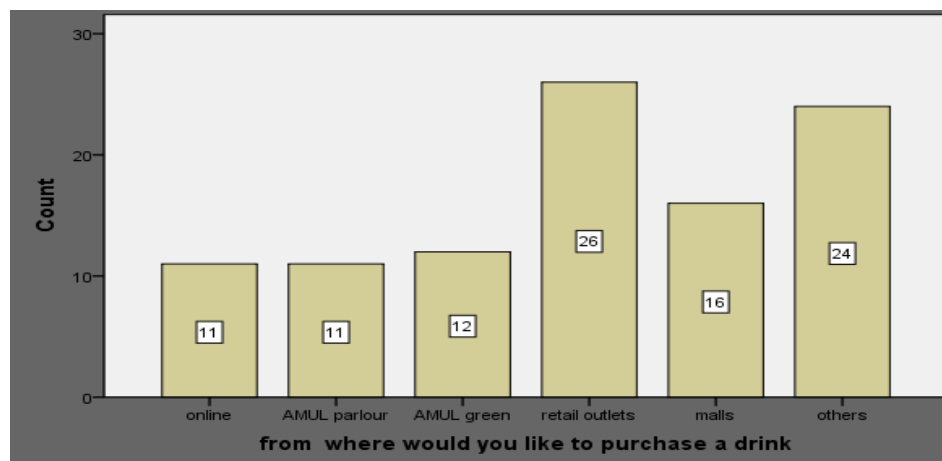
4.24 Table showing from where would you like to purchase a drink

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid online	11	10.8	11.0	11.0
AMUL parlour	11	10.8	11.0	22.0
AMUL green	12	11.8	12.0	34.0
retail outlets	26	25.5	26.0	60.0
malls	16	15.7	16.0	76.0
others	24	23.5	24.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 11% (i.e.,11) respondents are like to purchasing drink from online, 11% (i.e.,11) respondents are like to purchasing drink from AMUL parlour, 12% (i.e.,12) respondents are like to purchasing drink from AMUL green, 26% (i.e.,26) respondents are like to purchasing drink from retail outlets, 16% (i.e.,16) respondents are like to purchasing drink from malls and remaining 24%(i.e.,24) respondents are like to purchasing drink from others.

4.24 Graph showing from where would you like to purchase a drink



Interpretation:-

As per the survey it is found that respondents would like to purchase drink from retail outlets.

Q 22 Why do you prefer this product? (rank according to your opinion)

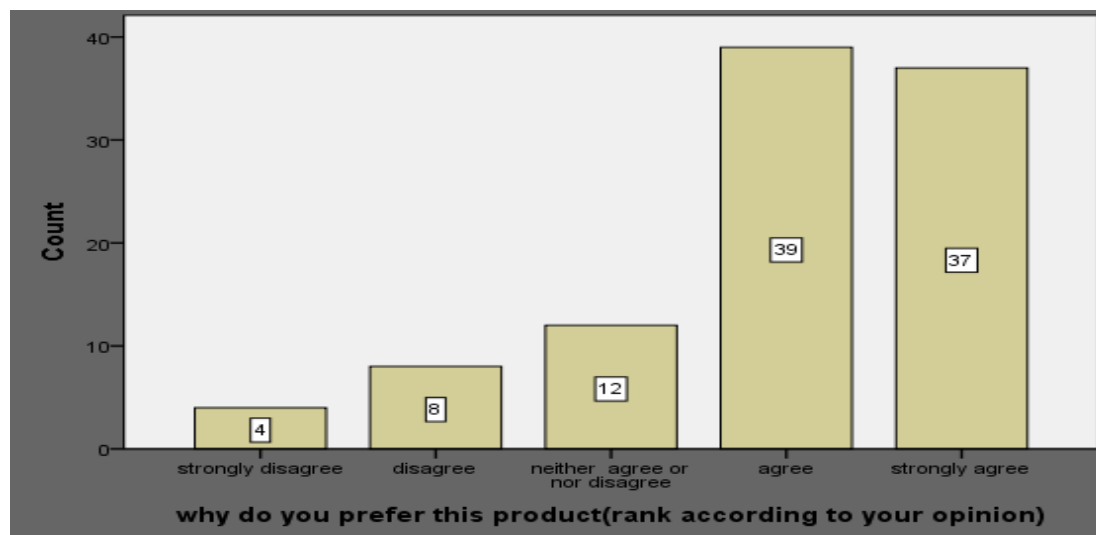
4.25.(a) Table showing why do you prefer this product for quality

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	4	3.9	4.0	4.0
disagree	8	7.8	8.0	12.0
neither agree or nor disagree	12	11.8	12.0	24.0
Valid agree	39	38.2	39.0	63.0
strongly agree	37	36.3	37.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 4% (i.e.,4) respondents are strongly disagree with quality, 8% (i.e.,8) respondents are disagree with quality, 12% (i.e.,12) respondents are neither agree or nor disagree with quality, 39% (i.e.,39) respondents are agree with quality, remaining 37% (i.e.,37) respondents are strongly agree with quality.

4.25.(a) Graph showing why do you prefer this product for quality



Interpretation:-

As per the survey it is found that respondents are strongly agree with the quality of AMUL

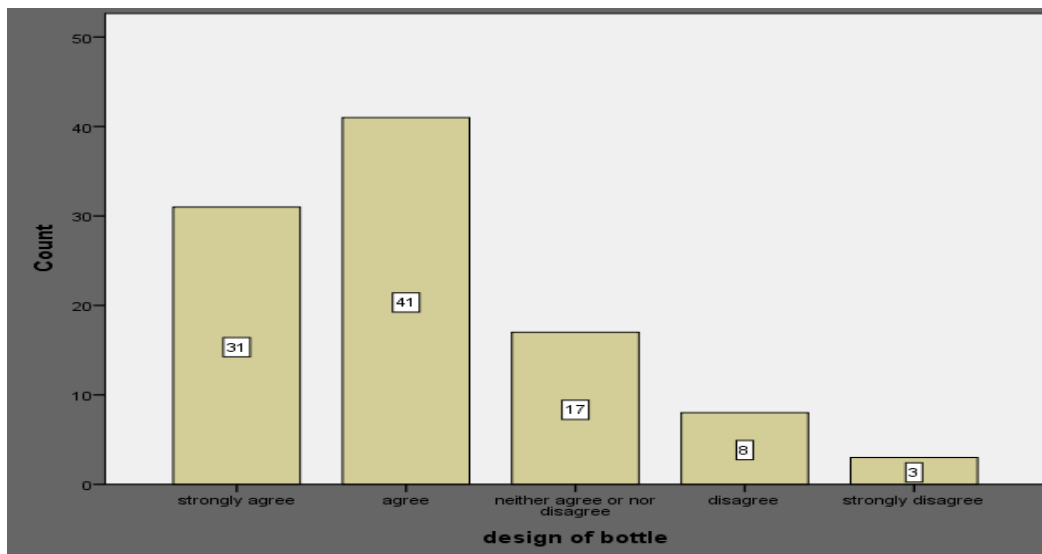
4.25. (b) Table showing design of bottle

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	31	30.4	31.0	31.0
agree	41	40.2	41.0	72.0
neither agree or nor disagree	17	16.7	17.0	89.0
disagree	8	7.8	8.0	97.0
strongly disagree	3	2.9	3.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 3% (i.e.,3) respondents are strongly disagree with design of bottle, 8% (i.e.,8) respondents are disagree with design of bottle, 17% (i.e.,17) respondents are neither agree or nor disagree with design of bottle, 41% (i.e.,41) respondents are agree with design of bottle, remaining 31% (i.e.,31) respondents are strongly agree with design of bottle.

4.25.(b) Graph showing design of bottle



Interpretation:-As per the survey it is found that respondents are agree with the design of bottle.

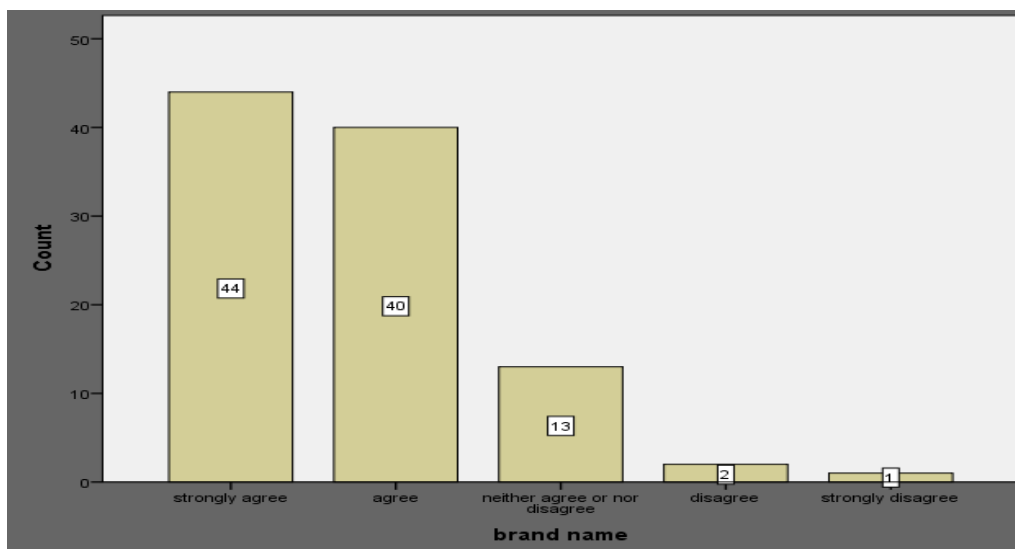
4. 25.(c) Table showing brand name

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	44	43.1	44.0	44.0
agree	40	39.2	40.0	84.0
neither agree or nor disagree	13	12.7	13.0	97.0
disagree	2	2.0	2.0	99.0
strongly disagree	1	1.0	1.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 1% (i.e.,1) respondents are strongly disagree with brand name, 2% (i.e.,2) respondents are disagree with brand name, 13% (i.e.,13) respondents are neither agree or nor disagree brand name, 40% (i.e.,40) respondents are agree with brand name, remaining 44% (i.e.,44) respondents are strongly agree with brand name.

4. 25.(c) Graph showing brand name



Interpretation:-

As per the survey it is found that respondents are strongly agree with brand name AMUL.

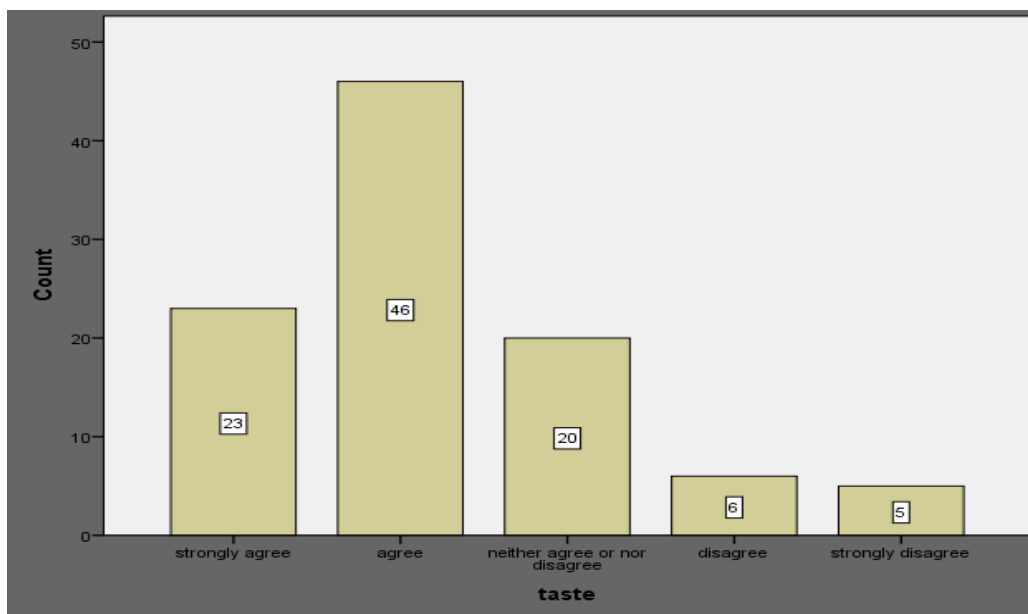
4.25.(d) Table showing taste

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	23	22.5	23.0	23.0
agree	46	45.1	46.0	69.0
neither agree or nor disagree	20	19.6	20.0	89.0
disagree	6	5.9	6.0	95.0
strongly disagree	5	4.9	5.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 5% (i.e.,5) respondents are strongly disagree with taste, 6% (i.e.,6) respondents are disagree with taste, 20% (i.e.,20) respondents are neither agree or nor disagree with taste, 46% (i.e.,46) respondents are agree with taste, remaining 23% (i.e.,23) respondents are strongly agree with taste.

4.25.(d) Graph showing taste



Interpretation:-

As per the survey it is found that respondents are agree with the taste.

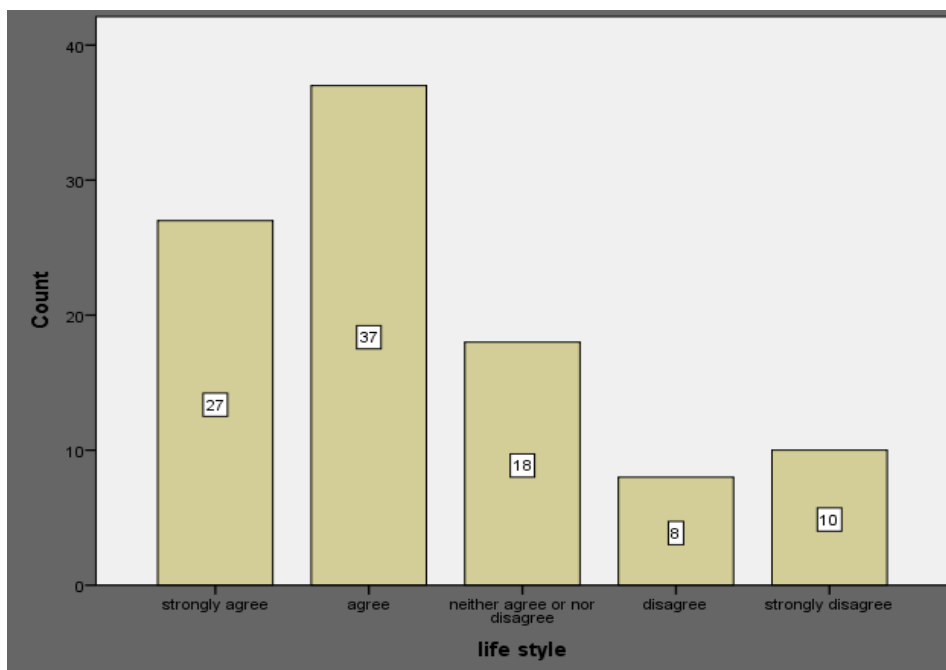
4.25.(e) Table showing life style

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	27	26.5	27.0	27.0
agree	37	36.3	37.0	64.0
neither agree or nor disagree	18	17.6	18.0	82.0
disagree	8	7.8	8.0	90.0
strongly disagree	10	9.8	10.0	100.0
Total	100	98.0	100.0	
Missing System	2	2.0		
Total	102	100.0		

Analysis:-

Above the table and chart depicts that 10% (i.e.,10) respondents are strongly disagree with life style, 8% (i.e.,8) respondents are disagree with life style, 18% (i.e.,18) respondents are neither agree or nor disagree with life style, 37% (i.e.,37) respondents are agree with life style, remaining 27% (i.e.,27) respondents are strongly agree with life style.

4.25.(e) Graph showing life style



Interpretation:-As per the survey it is found that respondents are agree with life style.

Hypothesis

26 Table showing hypothesis

Correlations			
		if AMUL introduces the new drink in the market acceptability of a new drink from you	brand name
if AMUL introduces the new drink in the market acceptability of a new drink from you	Pearson Correlation	1	.220 ⁺
	Sig. (2-tailed)		.028
	N	100	100
brand name	Pearson Correlation	.220 ⁺	1
	Sig. (2-tailed)	.028	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

Analysis: There is positive correlation between Brand Name and Acceptability of new drink with the correlation value of 0.220.

Interpretation: It is interpreted that the relation between the new drink acceptability and the brand name are positively correlated and the significant value is found 0.02 which is less than the significant value 0.05. It means there is relation between the new drink acceptability and brand name which is effective.

CHAPTER 5:- FINDINGS, CONCLUSION AND SUGGESTION

SUMMARY OF FINDINGS

From the whole procedure of research survey, it is found that

- The major respondent are belongs to male category as comparison to female category.
- There are high respondents they belongs to young age category.
- The major respondents are employee.
- Almost respondents are consuming cold drink.
- Mostly respondents like to prefer soft drinks.
- The major respondents are purchasing sprite brand in cold drink
- The mostly respondents are preferring mango flavour in a drink
- The main reason for preferring cold drink is for nutrition.
- It is founded that respondents are purchasing cold drink in 200 ml quantity.
- The major respondents are consuming cold drink regularly.
- The major respondents are paying 20-40 rupees for cold drink.
- The major respondents are purchasing drink from canteens.
- Major respondents think that cold drink is good for health.
- AMUL introduce the new drink in the market the consumer are accepting that new drink.
- The major respondents says that drink is unique in taste.
- It is founded that, respondents are resembling product with fresh juice.
- The major respondents will be purchasing AMUL drink during summer time.
- It is founded that, the respondents will prefer 200 ml quantity in drink.
- It is founded that, the respondents will prefer mango flavour in drink.
- The mostly respondent can pay 20-25 rupees for this new product.
- It is founded that, respondents feels after consuming drink refreshment.
- The major respondents says that tetra pack packaging will be convenient for them.

SUGGESTIONS

The study need some suggestion from the above study:-

- The flavour should provided in more varieties because the customer taste and preference is different.
- The packaging of product must be provided as per the demand and convenience of the customer.
- As per the customer review they think it is made up of milk, proteins & vitamins are available in this drink.
- The packaging must be innovative which pass the message regarding healthy life.
- The drink is good for health as compare to cold drinks.
- If the marketing strategies are good for this product, sales will be high at the introduction stage of product life cycle.
- The packaging must be attractive & innovative that can attract customers to buy a product.
- The sugar quantity must be needed to reduce.
- The flavour quantity must be needed to increase.
- The product should be available in every stores.
- The product shelf life is less they should need to increase shelf life of product.

CONCLUSION

Customers of anand city are happy with the AMUL new drink, the flavours must be increased. The customer will prefer this product during summer time. Few customers think that it is an fresh juice so company had launched this product “AMUL TRU” in 4 flavours apple, lichi, mango and orange. few customer think it is made up of water and milk so for that company had made the product “AMUL MAZZA” in 3 flavours orange, mango and lemon flavour.

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ANNEXURE

Questionnaire:-

This is a research questionnaire designed to conduct research on topic-“Market Perception Of Rurban Consumer For Innovative Dairy Based Drink” to meet under postgraduate (MBA) program needs, wherein the information collected will be strictly used for academic purpose and held confidential.

Name:- _____

Gender:-

- a) Male ()
- b) Female ()

Age :-

- a) 15-25 years ()
- b) 25-35 years ()
- c) 35-45 years ()
- d) Above 45 years ()

Mail id:- _____

Contact no:- _____

Occupation:-

- a) Housewife ()
- b) Student ()
- c) Business ()
- d) Employee ()
- e) Retired ()

1. Do you prefer the cold drink?

- a) Yes ()
- b) No ()

2. Which type of cold drink do you prefer?

- a) Fresh juice ()
- b) Soft drink ()
- c) Mint based ()
- d) Citrus soda ()

e) Others ()

3. Which of the following brand are you preferring?

- a) Coco-cola ()
- b) Pepsi ()
- c) Sprite ()
- d) Mazza ()
- e) Frooti ()
- f) Others ()-

4. Which flavour are you preferring in a drink?

- a) Orange ()
- b) Mango ()
- c) Lichi ()
- d) Lemon ()
- e) Others ()

5. Give the rating to the flavours?

Flavours	5 (excellent)	4 (good)	3 (average)	2 (poor)	1 (worst)
orange					
mango					
lichi					
Lemon					
others					

6. Give the reason for preference the drink?

- a) Refreshment ()
- b) Nutrition ()
- c) Dehydration ()
- d) Taste ()
- e) Other ()

7. What quantity usually buy for the drink?

- a) 200 ml ()
- b) 500 ml ()
- c) 750 ml ()
- d) 1 litre ()

e) Other ()

8. When would you prefer to have a drink?

a) Occasionally ()

b) More often ()

c) Regularly ()

9. How much amount are you paying for drink?

a) 20 -40 rupees ()

b) 40 – 80 rupees ()

c) 80 - 120 rupees ()

d) Above 120 rupees ()

10. From where are you purchase drink?

a) Malls ()

b) Canteens ()

c) General stores ()

d) Other ()

11. Do you think cold drink is good for health?

a) Yes ()

b) No ()

➤ Samples are given to respondent. The quantity of dairy base drink is 200 ml.

12. If AMUL, introduces a new drink in the market acceptability of a new drink from you?

a) Yes ()

b) No ()

13. If yes, the drink is unique in taste?

a) Yes ()

b) No ()

14. If no, resembling to which product?

a) Fresh juice ()

b) Rasana ()

c) Glucose ()

d) Mazza ()

e) Other ()

15. How frequently you will purchase AMUL drink?

a) Regularly ()

b) Sometimes ()

- c) Rarely ()
- d) Summer time ()
- e) Other ()

16. What quantity do you usually prefer for a drink?

- a) 50 ml ()
- b) 100 ml ()
- c) 150 ml ()
- d) 200 ml ()

17. Which flavour would you like to prefer in a AMUL drink?

- a) Orange ()
- b) Mango ()
- c) Lemon ()
- d) Other ()

18. How much amount you can pay for this product?

- a) 10 – 15 rupees ()
- b) 15 – 20 rupees ()
- c) 20 – 25 rupees ()
- d) Above 25 rupees ()

19. Give the reason for preferring this drink?

- a) Trustworthy ()
- b) Refreshment ()
- c) Enjoyment ()
- d) Tanging ()
- e) Other ()

20. Which packaging will be convenient for you?

- a) Tetra pack ()
- b) Glass bottle ()
- c) Plastic bottle ()

21. From where would you like to purchase a drink?

- a) Online ()
- b) AMUL parlour ()
- c) AMUL green ()
- d) Retail outlets ()
- e) Malls ()
- f) other ()

- 22. Why do you prefer this product?**
(Rank according to your own opinion)
5 = strongly agree
4 = agree
3 = neither agree or nor disagree
2 = disagree
1 = highly disagree

	5	4	3	2	1
Quality					
Design of bottle					
Brand name					
Taste					
Life style					



ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: VALEJA ROSHNZ

INTERNAL GUIDE: PROF. ARUNDATHI, K.L

USN: 1A217MBA38

COMPANY NAME: KAIRA DISTRICT CO-OPERATIVE MILK PRODUCERS UNION LTD, ANAND

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile		
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection		
18 th Jan 2019 – 25 th Jan 2019	Data collection		
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report		
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions		
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report		

Kaira District Co-operative
Milk Producers' Union Ltd.
Amul Dairy, Anand.
Company Seal



College Seal

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