

EXECUTIVE SUMMARY

The study on “Customer Relationship Management in Kerala Co – operative Milk Marketing Federations Limited”

Marketing the word itself describes selling of goods and services to ultimate consumers through various ways of promotional activities like advertising, sales promotion and other activities with the main aim of increasing customer satisfaction that is an important element for an organization’s growth and future decision makings.

The Study was conducted for 6-week duration on Kerala Cooperative Milk Federations which are famous for dairy products (milk, butter, curd, ghee, payasam, and ice-creams) and the main aim was to understand the marketing aspects and customer relationship maintained in KCMMF. What all strategies and plans to be implemented, future growth aspects, objectives or resources to be maintained to achieve that goal...etc.

The average sample size for the study was around 100 respondents basically customer reviews was been obtained through way of properly developed questionnaires that described their view points for various products been sold in KCMMF. Various types of research been implemented in the study to evaluate the right response from the respondents because a customer is always an important driver for growth of any successful organization in India.

The study revealed that higher percentages of customers are in favour of products been manufactured by KCMMF like milks, curds, & butter due to their high value for money and long-lasting quality which are miles ahead of other competing brands. While some respondents were not in favour of KCMMF products at all especially in case of ice creams, cakes due to their high pricing that demotivated a whole group of customers into others substitute offerings. So it is in need of the firm to create a proper promotional appeal that can attract customers into various outlets with proper trained staff or employees who have to be paid adequate salary to reduce the employee turnover that in turn increases the profitability as well as the productivity of KCMMF in the future work environments.