



Institute of Management, Nirma University

MBA-FT (Batch 2019-21)

Summer Internship Report

Phase- II

On

**Sale of Amul Ice Creams through E-Commerce Platforms
like Swiggy and Zomato.**

For

Gujarat Cooperative Milk Marketing Federation



Submitted To: Dr. Tejas Shah

Submitted By: Tanya (191258)

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ACKNOWLEDGMENT

I would like to express my deep gratitude to my mentor, **Mr. Sohel Sachora**, Officer in Charge, Frozen Line, GCMMF Ltd., Ahmedabad. He gave me the opportunity to work on this project. Sir provided me with invaluable guidance, recommendations, comments, and suggestions in the 8 weeks duration of this project and throughout that time he let me explore horizons on my own as well, which enhanced my learning, shortened my learning curve and helped me achieve the results of the project successfully.

I would also like to express my gratitude towards **Mr. Darshil Thadesar**, Sales Manager, Swiggy, Ahmedabad, who helped me regularly in learning how to use the Swiggy app and track performances of Amul outlets.

Lastly, I would like to thank my faculty mentor at IMNU, **Dr. Tejas Shah**. He was always a call away and answered to all my queries very promptly. He also guided me during the project whenever I felt lost. His vast industry experience helped me successfully achieve the objectives of the project.

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PROJECT TITLE:

Sale of Amul Ice-Creams through E-Commerce platforms like Swiggy and Zomato.

I. OBJECTIVES

- To segment Ahmedabad into different clusters based on different wards.
- To find out the longitude and latitude of all the distributors of Amul Products for Locate Amul app.
- To study 'Locate Amul' app and give suggestions for its betterment.
- To understand and improve visibility and availability of Amul Ice Creams on E-commerce platforms like Swiggy and Zomato.
- To track orders and available stock for Amul 5 L pack on Swiggy and Zomato.
- To determine various sales promotion strategies for Amul ice cream 5 L packs.
- To maintain constant communication with Amul distributors in Ahmedabad in order to determine consumer demand for Amul Ice Cream and keep them informed about latest Amul offers.
- To pitch and promote Amul 5 L Ice Cream Packs among distributors in Ahmedabad.
- To monitor the sales performance of the distributors using Swiggy Performance Metrics.

II. INTRODUCTION:

Amul ice-creams are one of the premium products of Amul. The main USP of Amul ice-creams is that it is made from milk. So it is not a frozen dessert. It is an ice-cream which is way ahead of its competitors. Today the market share of Amul ice cream is 40%. Its closest competitor is HUL, whose market share is 8%. This makes Amul 5 times ahead of its closest competitor. The company has not only grown at an exemplary and astonishing rate, but over the years the company has also added many new flavours to its portfolio. Amul has also added a range of lactose free ice-creams and sugar free ice-creams for the people who are health conscious. The ice-creams come in the form of cones, cups, sticks, tubs, family packs and bulk packs.

III. PRICE STRUCTURE

Table 4: Different Flavours of 5L Ice-Creams Bulk Pack

Flavour Name	Pack Volume	MRP
Rajbhog	5	1000
Vanilla	5	560
Strawberry	5	560
Alphonso mango	5	610
Tutti Frutti	5	610
Butter Scotch	5	650

Cookies n Cream	5	620
Pan Nawabi	5	600
Chocolate	5	650
Choco Chips	5	740
Shahi Anjir	5	780
Roasted Almond	5	860
Morrocan Dry Fruit	5	780
Afgan Dry Fruit	5	730
Creamy Almond	5	750
Black Current	5	700
Kaju Draksh	5	800
American Nuts	5	800
Chocolate Brownie	5	800
Kesar Pista Royale	5	1000
Spanish Saffron 7 Cream Balls	5	1000
Coffee	5	660

IV. List of Distributors Contacted

Table 5: List of Distributors Contacted

WD AREA	WD NAME
Bapunagar	Radhe Ent/Smit Mkt
Bopal	Sheladia Tradecom
Bopal	Milky Cream Enterprise
Chandkheda	SHREE SOMNATH SALES
Chandkheda	KHODIYAR SALES
Ghatlodiya	TANVI ENTERPRISE
Gota	Asha Sales
Gota	Laxmi Enterprise
Isanpur	A D Sales
Maninagar	Shri Umiya Laxmi
Naranpura	Laxmi Enterprise
Naroda	Radhe Ent/Smit Mkt
Navrangpura	Ashok Marketing
Paldi	SHREE NARAYAN ENTERPRISE
Prahlad Nagar	Maan Enterprise
Ranip	Asha Sales
Sarkhej	N Y Tradelink
Sarkhej	M N Sales
Science City	Rudra Enterprise
Shahibag	Radhe Ent/Smit Mkt

V. Activities Performed during the Internship-

Week I- Week III: Market Research

Phase I of the internship was based on market research. I had to carry out Primary as well as Secondary research to understand the market standing of various Amul products. Amul has a vast product portfolio and the company keeps adding more to its portfolio. Therefore, it was important to understand the market performance of all the products of the company. Upon carrying out the secondary research and spending weeks to study research papers and news articles, I found that most of Amul's products are market leaders in their respective categories. Also, having a strong supply chain network gives Amul the advantage to be a market leader nationally. There are local players that give tough competition to Amul. For instance, Mother Dairy has a higher market share in the Delhi NCR region when compared to Amul. However, if seen nationally, Amul products have captured a larger chunk of the market. Using primary research, I looked into the products that Amul offers to its niche markets. I found that there is a growing market for Amul Dark Chocolates. However, there was a low response for demand of camel milk. Thus, the first phase of my internship was very productive and I learnt about the company history, its structure, how it works, its products, its competitors, its strategies etc.

Week IV: Study Locate Amul App

Amul recently launched **Locate Amul** App for consumers, distributors and its Employees to locate Amul Stores around their current location. The task for my fourth week of internship was to study the app. At first, we were asked to divide Ahmedabad into different clusters. I used geographical clustering and divided Ahmedabad into different wards. After doing so, we were asked to find the outlet density in different wards. I used google maps and created an excel file with the details of all the Amul outlets in different wards. The next step was to find the longitude and latitude of all the outlets to update it in the app. While studying the app, I had to login both as an employee and as a customer. I have reported my findings in learnings and recommendations section of this project.

Week V- Week VIII: Increase the Visibility and Sale of Amul Ice-Creams through Swiggy

From week five we were given a task to increase sale and visibility of Amul Ice-Creams through e-commerce platforms like Swiggy and Zomato. For that the first thing to do was to convince as many distributors as possible to register themselves with Swiggy. My task was to call every distributor in Ahmedabad and get them registered with Swiggy. For this purpose, I had to collect various documents like FSSAI Licence, Cheque, PAN card, Menu, Bill copy, E-mail and Restaurant timing from the distributors and submit it to Mr. Darshil Thadessar, Sales Manager, Swiggy. After getting the distributors registered with

Swiggy, my task was to train them to use Swiggy Partner App. For this I learnt how to use the app myself first then called every distributor and taught them how to use the app, how to add products to the menu, how to give discounts and other Sales promotion tools etc. After this my task was to convince the distributors to stock more flavours of Amul Ice-Creams 5L packs. Then I had to use performance metrics from the Swiggy App to measure the performance of our distributors. For this I was given a central access to the app where I could monitor the daily, weekly and monthly Sales of the distributors. As per the performance metrics, my task was to explain to the distributors, how they could improve their ratings and visibility on the Swiggy App. I later motivated distributors to add more flavours of Amul 5L Ice-Creams to their menu. One of the distributors, Laxmi Enterprises, added 10 new flavours to their menu. I had to call all the distributors daily. While making these calls, I got the chance to get accustomed with the WD, understand his needs and requirements and then solve the issue that he may have eventually. Thus, it was a great learning experience for me.

VI. Methodology

- 1) **Secondary Research**- Secondary research data involves study of existing data and research work which is previously analyzed and filtered to increase the overall effectiveness of the project. It will includes analysis of various research papers, websites, government data and existing surveys related to marketing and sale of coal products. The phase I of my internship was based on secondary report. I read several newspaper articles, research papers and journals to understand the market standing of various Amul products. I also watched ‘Manthan’ movie to understand the history of the company.
- 2) **Primary Research**- Primary research is a methodology which is used to collect data directly from the respondent. While conducting research for Amul products, I used primary research methodology of conducting Telephonic **Interview** with residents of Ahmedabad. The sample size of this interview was a 100 people. There was no target demographic as Amul products do not target a specific market segment. It helped in extracting qualitative and quantitative insights from it.
- 3) **Ethnographic Study**- Ethnographic methods are a research approach where you look at people in their cultural setting, with the goal of producing a narrative account of that particular culture. At GCMMF, I realised that the company has a taller span of control. It means that there are fewer subordinates per manager. It builds a good working environment for the subordinates as the manager has more time for guidance and mentorship of the subordinate. The company follows high degree of standardization as far as processes are concerned. There is a systematic flow of instructions from top to bottom. However the decision making is decentralized. All decisions taken and implemented are verified and approved at every level of hierarchy. Communication at the organization is informal.

VII. Weaknesses

During the entire project, the only weakness that I felt was the reluctance of distributors towards selling Ice-Creams from e-commerce platforms. This was mainly because they did not receive any training from Swiggy owing to COVID-19 lockdown. Due to this lack of training, they were unaware about how to use the

app. Also, it was difficult to train them over a phone call. Also, the distributors felt that it was a lot of extra work to maintain the inventory record on Swiggy app separately and keep updating it every now and then. This reluctance on the part of the distributors led to them turning off the app and cancelling orders which they received. Thus, it hampered the sales as well as the company's image in the minds of the customer.

VIII. Learnings

The employees at Amul were very committed to their roles as well as at guiding and mentoring their interns. Every task carried during the internship was backed up by whatever I have learnt during my first year in college. Be it segmentation, targeting and positioning lessons from MM-I or how to pitch sales and monitor sales performances from MM-II, the sound theoretical knowledge helped me in carrying my tasks efficiently.

- While working with different distributors, I learnt about their daily routine, the number of orders they get in a day, how they process their orders and how they maintained their inventory level. I also learnt how to document those inventories and when to place order to re-stock inventory. Knowledge about inventory management studied in OM-II really helped during this phase.
- I learnt what the regulations are, that a distributor has to follow to get them registered on an e-commerce platform.
- There was a time when I had to train the distributors regarding how to use the app. So I learnt how to train other people. For this, I had to learn how to use Swiggy Partner App and Swiggy Stores App myself.
- I also used the concepts of introducing new market offerings which I learnt in MM-I. AMUL launched the 5L ice cream packs that were a new addition to the Ice-Cream line. Since the bulk pack was a new addition to the ice-cream line, it was difficult initially to convince the WDs to keep stock of atleast 10 flavours of the Amul 5L packs. However, using the techniques which I learnt in MM-II on how to pitch sales, I was able to convince a WD to add 10 new flavours of Amul 5L packs to his menu. Thus, it was a great learning experience for me.
- I also learnt how to segment the market and target customers. I learnt how to use Google Maps tool to segment the market and how to map territories. I had to check cluster wise outlet density and file it in excel.
- I learnt how to measure sales performances of different distributors and how to keep track of the sales and inventory levels of every distributor. To measure the performances of the distributors, three parameters were used- sale amount, order cancellation rate, order acceptance time.
- While launching Amul Ice Creams through Swiggy, I also learnt how Amul use sales promotion techniques to capture a wider market. I learnt how to design Sales Promotion using techniques like discounts and freebies on e-commerce platform while still maintaining profit margins.
- I also learnt how to use technical software like Excel to maintain sales records and Google Maps to map territories.

- I also developed various soft skills during the entire process of Summer Internship. I developed confidence to talk to people and interview them. This in turn developed my communication skills. I also learnt how to work efficiently in a team. This entire process boosted my interpersonal skills.

IX. Recommendations and Conclusion

My recommendations to the company are as follows-

1. **Locate Amul App:** While studying the app I realized that there is no provision of entering the location manually. The app picks up the current location using GPS. There are people who would like to know about a nearby Amul outlet for their old parents. Thus, it becomes impossible to do that with the location feature missing. Also, Amul has a wide product portfolio. The app should allow people to locate stores based on the products that they want to buy. For example, if a customer wants to buy butter, he should be able to search the nearest outlet that sells butter and the nearest outlet as per geography even if it is an ice cream parlour.
2. **Swiggy:** While working with WDs, I realized that they were not properly trained. This led to them missing sales and not being able to accept orders on time which eventually affected their ratings on the app. Thus, it is my recommendation that all the WDs must be given training regarding how to use the app. If Swiggy is not able to send anyone personally, they should arrange a video call with all the WDs to train them regarding how to use the app.

After thoroughly researching about the company, I can conclude that Amul successfully implemented its three-tier model. Owing to its spectacular supply chain, it has been able to mark its footprint nationally. Almost all the products in its portfolio are market leaders. The products like chocolate which are not market leaders seem to be doing well in its niche category. Amul dark chocolate is continuously growing and giving tough competition to Lindt and Cadbury. Amul has an umbrella marketing strategy. It eliminates the stressful task of maintaining different brand names. Also, the decision of giving the marketing agency the complete autonomy has proven to be a boon for the company as we can see prompt comments from Amul Girl on every issue of national importance. Amul has recently launched Amul Ice-Creams through e-commerce platforms like Swiggy and Zomato. It will take some time for seamless delivery to start, but owing to lockdown, it would surely gain momentum. It is a good initiative on the part of Amul to launch an app like Locate Amul.

Certificate



Gujarat Co-Operative Milk Marketing Federation Limited, Ahmedabad Branch

GCMMF/AHM/SP13

Date : July 4, 2020

To Whomsoever It May Concern

This is to certify that **Ms.Tanya**, student of Institute of Management – Nirma University, Ahmedabad has successfully undertaken her Summer Internship Program (SIP) with us at Ahmedabad from 01st May to 30th June 2020 for the Project Titled "Sale of Amul Ice-Creams through E-Commerce platforms like Swiggy/Zomato"

We wish her all the best in her future endeavors.

For, Gujarat Co-operative Milk Marketing Federation Limited

(Ikchhanshu Vishen)
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