



Institute of Management, Nirma University

Summer Internship Final Report



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MBA (FT) 2019 – 2021

Submitted to:

Prof. Shahir Bhatt

Title of the Project:

Sales of Amul Ice-cream Through E-commerce Platforms like Swiggy/Zomato

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Purpose of the report: Report for the fulfillment of the Summer Internship 2020 for the MBA FT 2019-2021 program at Nirma University

Prepared for: Institute of Management Nirma University, Ahmedabad.

Submitted to: Prof.Shahir Bhatt, Institute of Management Nirma University, Ahmedabad

Declaration

I, Vijay Dalal, hereby declare that the project report titled “Sales of Amul Ice-cream Through E-commerce Platforms like Swiggy/Zomato” is an authentic work done by me. It is to the best of my knowledge and belief. This is to declare that all my work indulged in the completion of this Project Report such as research, analysis and sales promotion is a profound and honest work of mine.

Signature:
Vijay Dalal

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Acknowledgement

I was always interested in working for a big organization. Also, marketing is my area of interest and it was my honor to work with such prestigious organization of GCMMF-AMUL. It has helped me understand the market and increase my other relevant skills. For this, I will be forever grateful to the organization for giving me this opportunity to work with them for my summer internship.

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Executive Summary

The project allotted to us was to increase Sales of Amul Ice-cream Through E-commerce Platforms like Swiggy/Zomato. Amul started selling on e-commerce platform in 2020, mainly due to the effect on sales because of Covid 19 pandemic. The project was started with analyzing the no. of amul outlets available in each region of Ahmedabad w.r.t latitude & longitude of it.

After that the daily collection data of 5L ice-cream was done on daily basis related to the stock availability & sales happened on that particular day.

Then the Sales of Amul Ice-cream Through E-commerce Platforms like Swiggy/Zomato was started by registering amul outlets on swiggy in which various step were followed like registering, updating the data, maintaining the stocks, timely delivery etc.

With the weeks of efforts, lots of learning was initiated which include both individual learning as well as the key factor identification/learning for the company.

Indian Dairy Industry

India has been the largest producer and consumer in the world of dairy products since 1998, with the availability of milk and dairy products constantly increasing. Dairy activities are an integral part of the Indian rural economy as an important source of employment and income. India also has the largest cattle in the world. However, milk production per animal is significantly lower than that of the other main milk producers. Furthermore, almost all dairy products are consumed in India, most of which are sold as liquid milk. The Indian dairy industry therefore has enormous potential for value creation and development. According to the latest report of the IMARC group entitled "Cheese industry in India, number 2019: market size, growth, prices, segments, cooperatives, private dairies, purchases and distribution", the milk market in India has reached the value of 9.168 billion rupees per year.

The Indian dairy industry not only offers profitable business opportunities, but is also a tool for social and economic development. In this context, the Indian government launched a number of programs and initiatives to develop the dairy sector. For example, the "National Milk Program (Phase I)" aims to increase animal productivity and milk production, develop milk supply infrastructure in rural areas and provide farmers with better market access. In addition, private participation in dairy products from India has increased in recent years. National and international players are turning to the dairy sector, which has attracted the size and potential of the Indian market. The focus is on value-added products such as cheese, yogurt, probiotic beverages and so on. They also present innovative products that meet the specific needs of consumers of India. These actors are contributing to the development of the dairy industry in India. In future, the market is expected to reach 21 971 million Indian Rupees in 2024, approximately 16%, with an average annual growth rate of 2019-2024.

Co-operatives Unions

The upward integration of the process prompted cooperatives to develop in the field of animal husbandry and veterinary practice. The system has been particularly successful because it offers a safe market for milk production at competitive prices and acts as a channel for promoting a production improvement program. In addition, it does not interfere with farmers' agri-food systems. It also provides consumers with access to high-quality milk and dairy products. Unlike the traditional system, when intermediaries returned the company's profits, the system ensured that the profits were paid to the participants for their socio-economic growth and welfare.

Recently, the Indian cooperative movement conducted a much-needed reconstruction. In the midst of competition, the sector, still regulated by unclear laws, is included in a special provision of the Companies Act of 1956. All cooperative associations renamed cooperatives; they are registered in the commercial register instead of the register of cooperatives.

Dairy cooperatives make up the majority of processed liquid milk sold in the country. Milk is processed and sold by 170 cooperatives of milk producers, which are combined into 15 state cooperatives for the sale of milk.

The programs and activities of the Dairy Council are aimed at strengthening the activities of dairy cooperatives, such as producer organizations and controlled organizations. BNDD supports the development of dairy cooperatives by providing financial support and technical expertise to ensure a better future for Indian farmers.

Over the years, brands created by cooperatives have become synonymous with quality and value. Brands like Amul (GCMMF), Sanchi (MP), Vijaya (AP), Verka (Punjab), Saras (Rajasthan), Nandini (Karnataka), Milma (Kerala) and Gokul (Kolhapur) are among those that have earned customer confidence. Following are the list of Co-operatives:

- **Andhra Pradesh Dairy Development Co-operative Federation Ltd(APDDCF)**

- **Bihar State Co-operative Milk Producers Federation Ltd(COMPFED)**
- **Gujarat co-operative Milk Marketing Federation Ltd(GCMMF)**
- **Haryana Dairy Development Cooperative Federation Ltd.(HDDCF)**
- **Himachal Pradesh State Cooperative Milk Producers Federation Ltd(HPSCMPF)**
- **Karnataka Cooperative Milk Producers Federation Ltd(KMF)**
- **Kerala State Cooperative Milk Marketing Federation Ltd(KCMMF)**
- **Madhya Pradesh State Cooperative Dairy Federation Ltd(MPCDF)**
- **Maharashtra Rajya Sahkari Maryadit Dugdh Mahasangh(Mahasangh)**
- **Orissa State Cooperative Milk Producers Federation Ltd (OMFED)**
- **Pradeshik Cooperative Dairy Federation Ltd (UP)(PCDF)**
- **Punjab State Cooperative Milk Producers Federation Ltd(MILKFED)**

The Dairy Cooperative Network

- Includes 170 milk unions
- Operates in over 338 districts
- Covers nearly 1, 08574 village level societies

- Is owned by nearly 12 million farmers.

The Organization

Introduction & History:

In 1946, the first milk union was founded. This association started with 250 liters of milk a day. AMUL was founded in 1955. In 1946, the union became known as KAIRA DISTRICT CO-OPERATIVE MILK PRODUCERS' UNION. This alliance decided in 1955 for the brand name 'AMUL'

The brand Amul means -AMULYA. This word comes from Sanskrit-AMULIA, priceless. Ananda's quality control expert proposed the AMUL brand. Amul products have been used in millions of homes since 1946. Amul butter, Amul Ghee, Amul powder, Amul spray, Chocolate, Amul Shrikhand, Amul PRO, Ice, Amul, Milk and Amulya have made Amul the market leader. (Total sales in 2005 amounted to Rs 6 billion). Today, Amul is a synonym of many things, such as high quality products sold at reasonable prices, the emergence of a vast network of cooperatives, the triumph of technology and the local marketing capabilities of a peasant organization.

In the early 1940s, agriculture and the sale of milk were the main sources of income for farmers in the Kaira region. This time in Bombay, the demand for milk was high. The main supplier of milk was Polson Dairy Limited, a private company that held the monopoly of milk supply in Bombay, in the Kaira region. This system leads to the exploitation of poor and uneducated farmers by private entrepreneurs. Traders were close to the price of milk and farmers were forced to accept it without saying a word. When the farm became unbearable, the farmers were frustrated.

They all turned to Sardar Vallabhbhai Patel, one of the main activists of the movement for freedom. Sardar Patel advised farmers to sell milk themselves and create a cooperative rather than supply milk to private traders. Sardar Patel sent farmers to Sri Morarji Desai for their cooperation and help.

Sri Desai met on 4 January 1946 in the village of Samarkh near Anand. He recommended that farmers set up a milk collection business.

These rural societies collected milk and set the prices at which they could sell milk. A regional association for the collection of milk from these rural cooperatives and the sale was also founded. It has also been decided that the government proposes to buy milk from the union.

However, the government. It does not seem to have helped farmers. He reacted negatively and rejected the demand for milk. In response to government action, farmers in the Kaira region went on strike in the dairy sector. For a fortnight, not a drop of milk was sold to sellers. As a result, the milk production program in Bombay has been seriously affected. The Bombay Dairy Commissioner visited Anand to assess the situation. With one condition, we decided to meet the demand of farmers.

As a result, their village and district cooperatives were forced to collect and sell milk together without government intervention. KurienVergese showed great interest in creating a union with the support of Sri Tribhuvandas Patel, which led farmers to set up village level cooperatives. Thus, for ANAND was officially registered December 14, 1946 Association of milk producers of Kaira region. As the farmers sold all the milk to Ananda through a cooperative, it was decided to sell the milk, Milk with the mark AMUL.

During the initial phase, only 250 liters of milk were collected per day. But with the growing awareness of the benefits of collaboration, milk collection has increased. Today, Amul collects 11 lakhs of milk a day. Since milk is a perishable product, it is difficult to keep it longer. In addition, if milk was to be collected in remote locations, they feared that the milk would spoil. To solve this problem, the union has considered creating a refrigeration unit in several unions that collect and cool the milk to keep it longer. Amul now has more than 150 cooling centers in different villages. Milk is collected from nearly 1073 companies.

Amul Dairy was declared open on November 20, 1955 with the help of the government of New Zealand under the Prime Minister, Shri Pandit Jawaharlal Nehru.

GCMMF Overview:



The Cooperative Milk Marketing Federation of Gujarat (GCMMF) is the largest food marketing organization in India. It is a group of dairy cooperatives at the head of the state of Gujarat, which have set themselves the goal of offering farmers profitable returns and serving the interests of consumers with products of high quality and value.

The Federation of Gujarat Milk Marketing Cooperatives (GCMMF) is the largest staple food organization specializing in the marketing of milk and dairy products under the brands AMUL and SAGAR. Its annual turnover exceeds 5000 crore. GCMMF is a unique organization. It is a farm-led, expert-led organization that obtains a very competitive and challenging consumer market. It is a real witness of a synergistic national development through the application of modern management methods

Amul is established in December 1946, to fight against the exploitations of the rights of the farmers and traders to the unfair trade practices of the Polson dairy. The government has given monopoly rights to Polson to collect the milk and sell it.

The angered farmers of the different villages, mainly Kaira approached to Sardar Vallabhbhai Patel, who advised them to form a cooperative milk union and instead of selling to Polson at a lower rate, sell the milk at a higher rate to the market directly.

The co-operative, firstly known as Kaira District Co-operative Milk producer Union Ltd, began with just two village dairy co-operative societies and 274 liter of milk and is today better known as Amul Dairy. Within a year or two, the cooperatives were formed for each village. The co-operative, later known as Gujarat Co-operative Milk Marketing Federation (GCMMF).

Later with the vision to provide the milk to every home, Amul becomes one of the biggest FMCG Company in India. With the core values of focusing on cow and customer as they believe that both of them are very important for them, they are the market leaders of the Industry.

Amul is India's largest exporter of Dairy Products. It exports many products to the different countries around the world which are as foll



Member Union:

1. Kaira District Cooperative Milk Producers' Union Ltd.,Anand
2. Mehsana District Cooperative Milk Producers' Union Ltd,Mehsana
3. Sabarkantha District Cooperative Milk Producers' Union Ltd.,Himatnagar
4. Banaskantha District Cooperative Milk Producers' Union Ltd.,Palanpur
5. Surat District Cooperative Milk Producers' Union Ltd.,Surat
6. Baroda District Cooperative Milk Producers' Union Ltd.,Vadodara
7. Panchmahal District Cooperative Milk Producers' Union Ltd.,Godhra
8. Valsad District Cooperative Milk Producers' Union Ltd.,Valsad
9. Bharuch District Cooperative Milk Producers' Union Ltd.,Bharuch
10. Ahmedabad District Cooperative Milk Producers' Union Ltd.,Ahmedabad
11. Rajkot District Cooperative Milk Producers' Union Ltd.,Rajkot
12. Gandhinagar District Cooperative Milk Producers' Union Ltd.,Gandhinagar
13. Surendranagar District Cooperative Milk Producers' Union Ltd.,Surendranagar
14. Amreli District Cooperative Milk Producers Union Ltd., Amreli
15. Bhavnagar District Cooperative Milk Producers Union Ltd.,Bhavnagar
16. Kutch District Cooperative Milk Producers' Union Ltd.,Anjar

17. Junagadh District Cooperative Milk Producers' Union Limited, Junagadh

18. Porbandar District Cooperative Milk Producers' Union Limited, Porbandar

Amul Model

Amul has 3 tiered structures and it is the main reason for the success of Amul Story. As Amul has direct linkage between milk producers (farmers) and consumers by eliminating middlemen.

The Amul model is a cooperative structure with three levels. This structure also belongs to the dairy company, which is associated with the district dairy association, which is then united into a union of state-owned dairies. The structures of the previous three levels have been configured to delegate various functions. The activity is carried out in a dairy company that processes milk and milk purchases in dairy areas. Dairy products in the state dairy association. It's not just internal competition. As the structure described above was replicated at the national level after Amul's death in Gujarat and was developed by Operation Dann's flood control programs, it is known as the "model of Amula "or" Ananda's model "in dairy cooperatives. , Milk Marketing Manage dairy products, responsible for the purchase of milk and processing, responsible for the collection of milk, responsible for the production of milk.



Village Dairy Cooperative Society (VDCS):

The village milk producers with an excess of milk depending on their consumption, the local dairy cooperative (VDCS). The village dairy cooperative is the main company in a three-stage structure. The United States is an elected member. The village company also appoints a secretary of the day-to-day management committee. He also has several staff members who assist the secretary in his daily activities. The features of VDCS are as follows:

- ☐ Collect excess milk from the city's milk producers and pay for quality and quantity.
- ☐ Participant support such as veterinary ambulance, artificial insemination, sale of animal feed, sale of mineral combinations, sale of animal feed and seed for animal feed, reproduction and dairy products, etc.
- ☐ Sale of liquid milk to local consumers in the city.

Therefore, the VDCS is an independent organization, run by milk producers and supported by the Milk County Union.

District Cooperative Milk Producers' Union:

The village society of a district (between 75 and 1653 for the Gujarat milk union) having excess milk joined after being sold locally in the district's dairy industry. The Milk Union is the second phase of the three-tier structure. He is a member of the Village District Dairy Society and chairs a council. The Milk Union also appoints a professional general manager (salaried employee and secretary of the board) to manage daily activities. He also works with the manager to carry out his daily tasks. The main features of the Union that you have created are

- Procurement of milk from the Village Dairy Societies of the District ← Arranging transportation of raw milk from the VDCS to the Milk Union.
- Providing protection services to manufacturers, such as veterinary assistance, artificial insemination, sale of animal feed, sale of mineral mixtures, sale of food and feed, etc.
- Organize training on cooperative development, improvement and implementation of daily tasks.

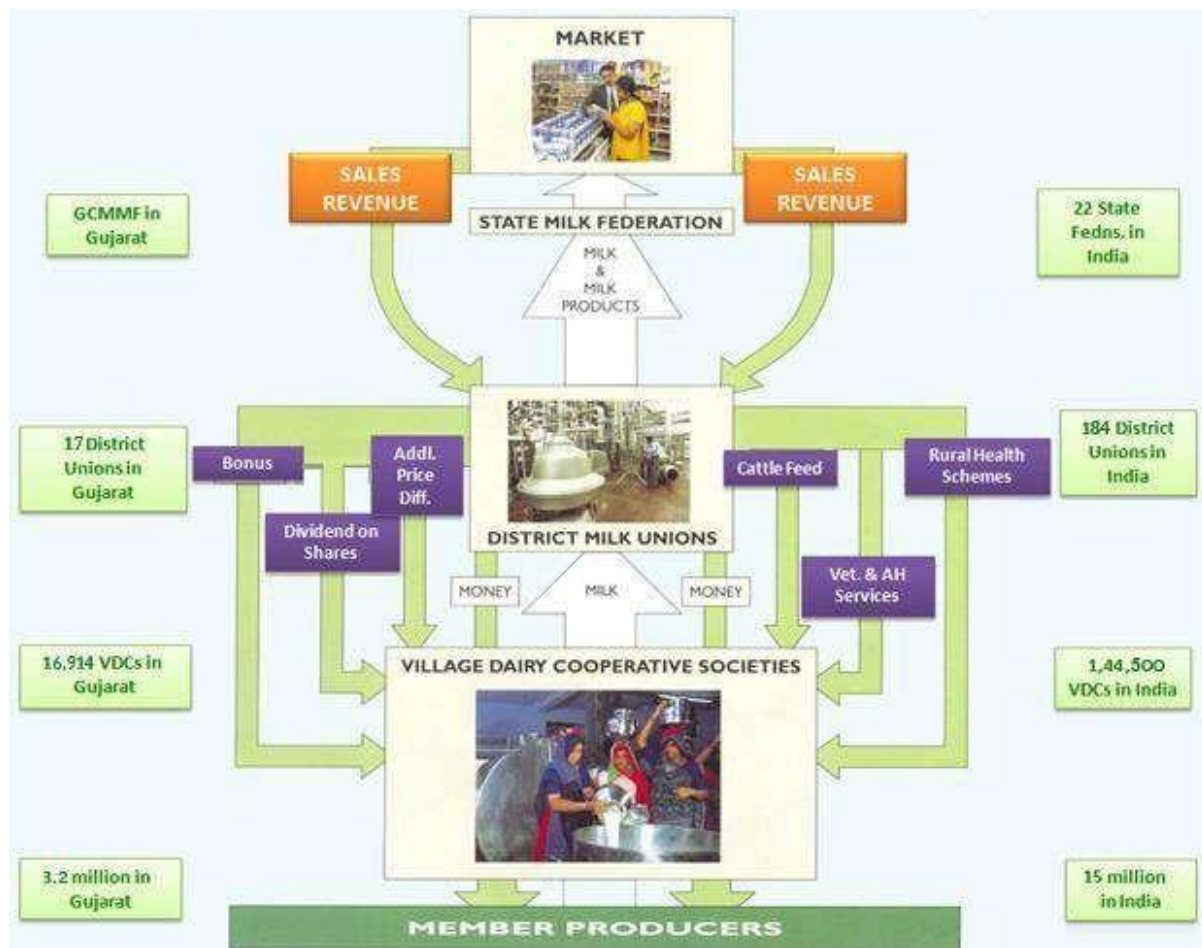
The features of VDCS are as follows:

- Collect excess milk from village milk producers and pay for quality and quantity.
- provide member support services, such as veterinary first aid, artificial insemination, sale of animal feed, sale of mineral combinations, sale of animal feed and animal feed .Livestock and dairy products, etc.
- The sale of liquid milk to local consumers in the village, which supplies milk to milk in the Union VDCS district, is therefore an independent enterprise run by milk producers and supported by the District Milk Union.

State Cooperative Milk Federation (Federation):

State Federations of Dairy Products have joined a state dairy cooperative. The SCMF is the highest level of a three-level structure. It is a member of all operators of state-owned co-operative dairy cooperatives and is governed by a board composed of elected representatives of each dairy union. The State also appoints a director general (salaried staff and secretary of the board) in charge of daily tasks. He also calls on various people to help the General Manager carry out his daily tasks. The main functions of the Union are:

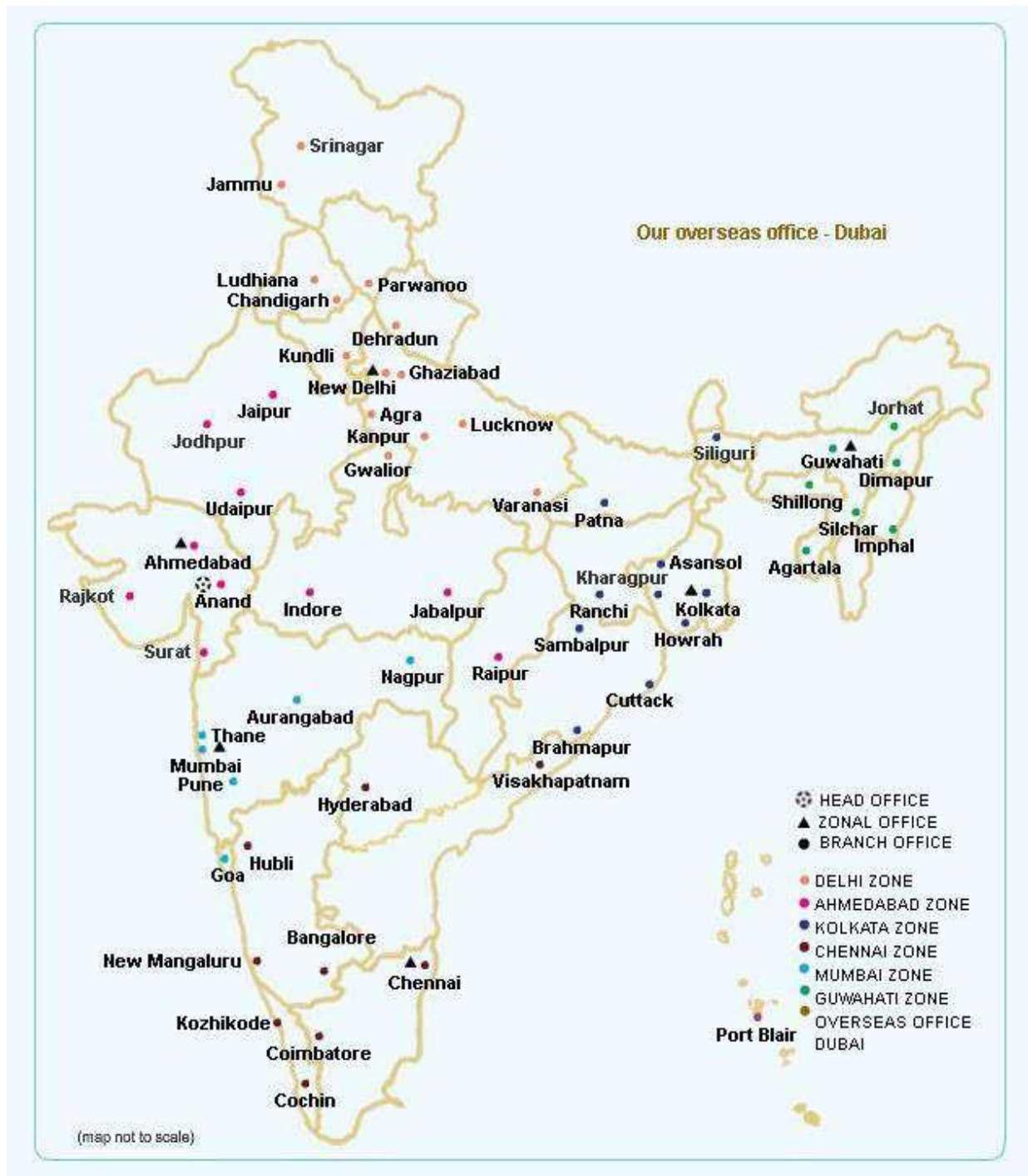
- Marketing of milk and dairy products manufactured / manufactured by dairy consortia. Create a distribution network for the sale of milk and dairy products.
- Start moving milk and dairy products to the market.
- Establish and monitor the brand for the marketing of dairy products and dairy products (brand development)
- Provide support services to dairy associations and their members, for example. For example, technical resources, administrative support and consulting services.



Amul Sales Turnover

Sales Turnover	Rs (million)	US\$ (in million)
1994-95	11140	355
1995-96	13790	400
1996-97	15540	450
1997-98	18840	455
1998-99	22192	493
1999-00	22185	493
2000-01	22588	500
2001-02	23365	500
2002-03	27457	575
2003-04	28941	616
2004-05	29225	672
2005-06	37736	850
2006-07	42778	1050
2007-08	52554	1325
2008-09	67113	1504
2009-10	80053	1700
2010-11	97742	2172
2011-12	116680	2500
2012-13	137350	2540
2013-14	181434	3024
2014-15	207330	3410
2015-16	229720	3500
2016-17	270850	4100
2017-18	292250	4500
2018-19	331500	4800
2019-20	385500	5100

Office:



Growth Story of Amul

Phase 1: Establishment of Amul

The Kaira District Cooperative Milk Producers' Union Ltd., Anand, was formally registered on December 14, 1946 with five dairy cooperatives. With the formation of the Dairy Cooperative Union (DCU), milk producers ceased being exploited as the monopoly rights for the supply of milk was now given to farmers. In the mid-1940s, when the milk producers in Kaira asked for a proportionate share of the trade margins, they were denied even a modest raise. In 1946, under the guidance of Morarji Desai (Ex-Prime Minister of India) and Tribhuvandas Patel (local farmer leader and also the first Chairman of Amul Dairy), the group of farmers from two villages formed their own cooperative now known as Anand Milk Union Limited—AMUL. Initially, it was known as Kaira District Cooperative Union and later on Kaira District Cooperative Union became AMUL. They started supplying milk directly to Bombay and vertically integrated their business by removing the middlemen (Polson). Milk producers started receiving lucrative prices for their produce.

Initially, the business model of AMUL focused on efficiently managing the milk value chain. The variables/components were only two—people, i.e., milk producers, and product, i.e., milk. The basic objective of the model was to make milk reach to the dairy cooperatives by the farmers without compromising on its quality.

Phase 2: Setting Up and Expansion of Production Facilities and Establishment of Anand Model

The union had no processing facilities until 1948. By the end of 1948, the union was handling 5,000 litres of milk per day. The number of affiliated village DCSs and their milk producer-members kept increasing. To cope with the increasing milk collection, the union purchased a new pasteurizing plant. From here the business model changed from just collection of milk to milk processing. The company had integrated its business backward (by collecting milk from milk producers) as well as forward (by supplying milk to the Bombay Milk Scheme).

Between 1946 and 1952, AMUL's policy was directed towards obtaining monopoly rights for the sale of milk to the Bombay Milk Scheme. In 1952, government cancelled the contract with Polson Dairy and handed over the entire business of supplying milk to Kaira union. By 1955, the union had 107 village cooperatives with 27,000 producer members supplying about 39,000 litres of milk per day. The union acquired the necessary machinery from the United Nations Children's Education Fund (UNICEF) for pasteurization, butter and powder manufacture. The union also started manufacturing condensed milk from buffalo milk in 1958. The products were then sold under the new brand name AMUL. With the expansion of activities, there was simultaneous increase in the business model components. Apart from people and product, other components like process, firm infrastructure, services and technology also became an integral part of the business model.

Phase 3: Replication of Anand Model to Other States, Establishment of GCMMF, Promotion and Product Diversification by Amul

Replication of Anand Model: As Amul grew, it kept investing in facilities for providing support services to milk producers through the village cooperatives. As a part of this scheme, it started a cattle feed factory in 1964. The then Prime Minister who inaugurated the plant was impressed with the performance of Anand Pattern Dairy Cooperatives (APDCs). He desired 'Anand' to be replicated throughout India. He encouraged the general manager of the union to work on replicating the Anand Pattern elsewhere in the country. This marks the genesis of the National Dairy Development Board (NDDB), and the Indian Dairy Corporation (IDC) .

Operation Flood (OF): In 1970's National Dairy Development Board (NDDB) launched Operation flood, which was one of the World's biggest dairy development program. It was aim to improve milk production. The replication of the Anand Model made this movement successful. This move was so successful that it was launched in phase-II and phase-III in 1985 and 1996 respectively. It made India as world's largest milk producer, leaving USA behind in 1998.

Establishment of GCMMF: Anand model became quite successful in the 1970s. While milk collection was undertaken through various village level dairy cooperatives, milk products distribution and marketing was organized through a single entity—the Gujarat Cooperative Milk

Marketing Federation (GCMMF) that was setup in 1973, in which all cooperative dairies of Gujarat state were members. GCMMF is today, India's largest food product marketing organization with a turnover of US\$2.2 bn (2010-2011). The important business model components that we can observe in this phase are people, product, process, firm infrastructure, services, technology, business strategy, customer relationship, channel management, revenue and cost management.

Phase 4: Expansion of Anand Model

In 1992, the Government of India had promulgated the Milk and Milk Product Order (MMPO) under the provisions of Essential Commodities Act, 1955 consequent to delicensing of Dairy Sector in 1991. The MMPO reintroduced licensing that required private players to set up their own zones of procurement (milk sheds) that were beyond the existing milk sheds of cooperatives. This was done to check private players from poaching on milk sheds of the cooperative sector.

However, swept by the wave of liberalization, the government again amended the MMPO in 2001 and allowed State governments to grant a onetime license to the private sector. In 2003, restrictions on setting up milk processing and milk product manufacturing plants were eliminated. Instead the amended order emphasized sanitation, hygiene, quality and food safety of milk and milk products.

Phase 5: Journey in Millennial

In 2016, Government banned ₹500 and ₹1000 notes. This made the payment to milk producers difficult, as most of the payment was made in bigger denomination notes. This move came at time when Amul was trying to go cashless. This move by government strengthened the vision of Amul to cashless and this has helped Amul to reduce the cost and improve its channel management. (Das, 2016) (PTI, 2016)

Amul subsequently diversified into a number of new areas. This was possible because they had adopted a dairy cooperative system that was highly conducive to increased milk production as well as marketing. Its approach to dairying, integrating milk production, procurement, processing and marketing made it self-reliant in more ways than one. The milk producers were happy with a guaranteed and lucrative price and other benefits all through the year while the consumers were highly

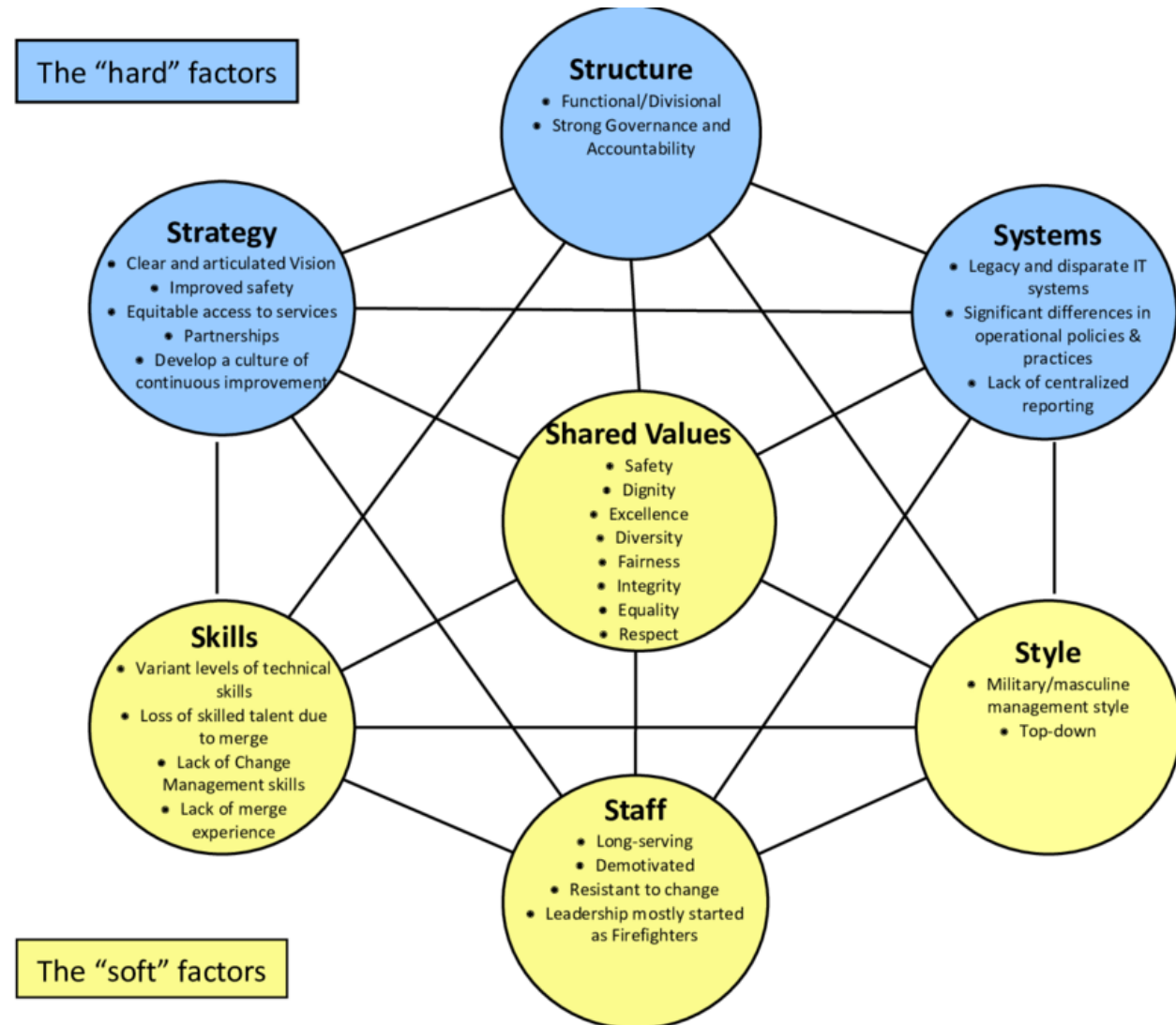
satisfied to receive good quality milk at reasonable prices. The union became the largest milk-handling unit in Asia. The business model components during this phase were people, product, process, firm infrastructure, services, technology, business strategy, customer relationship, channel management, revenue and cost management. All these components taken together were critical for the business model to succeed.

Achievements & Recognition of Amul:

- 3.1 million milk producer member families
- 15,760 village societies
- 15 District Unions
- 9.4 million liters of milk procured per day
- 150 million (US\$2.73 million) disbursed in cash daily
- GCMMF is the largest cooperative business of small producers with an annual turnover of 53 billion (US\$964.6 million)
- The Govt. of India has honored Amul with the “Best of all categories Rajiv Gandhi National Quality Award”.
- Largest milk handling capacity in Asia
- Largest cold chain network
- 48 Sales offices, 5000 wholesale distributors, 7 lakh retail outlets
- Export to 37 countries worth 150 crore (US\$27.3 million)
- Winner of APEDA award for eleven consecutive years

7-S Frame Work

Amul is one of the biggest dairy organization in the entire world. It has thousands of employees and is known for its distribution network. Let us look at the organization through Mckinsey's 7-s framework.

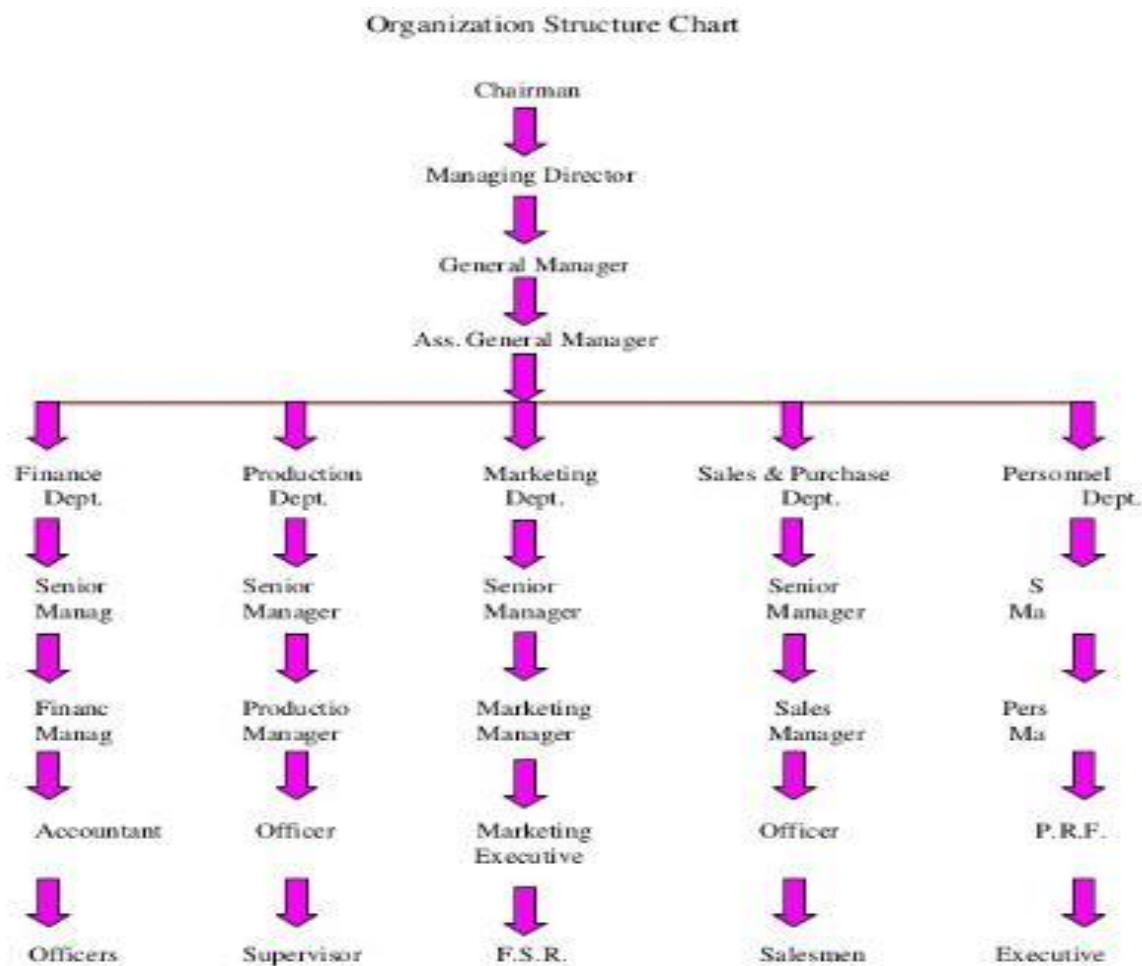


Hard Elements:

Strategy: GCMMF and AMUL follow the best cost strategy for all the products. Also, they use a single brand name for all the products. They believe the brand name AMUL is more effective as well as famous.

Structure: GCMMF follows a division of labor structure with two significant improvements, one for the marketing department and one for the state's production units. Part of the logistics and distribution commitments were offloaded in conjunction with the implementation of the three-level decentralized framework.

The Chairman is at the top followed by the Managing Director and General Manager. The detailed structure of the organization is as given below:



The association pursues a simple personal system that is limited by a solid IT backbone. The process begins with the accumulation of villages, focusing on collecting milk and paying directly to farmers.

Amul is a social association. 85% of their income is used to get milk from farmers. Eventually experience different dimensions to the creative unit, from where it goes directly to the marketing and exhibition teams. This involves the Amul model of the Milk Cooperative.

System: The Amul dairy development model is a three-tier structure, with village-level dairy cooperatives united at the regional level of dairy unions and member federation unions at the state level.

Amul creates a connection between the end users and the producers. Thus, eliminating the middlemen. Here, the dominant factor are the farmers. They control the marketing as well as processing. Also, Amul has led India to become the largest milk producer in the world. More than 15 million milk manufacturers poured milk into 1,44,500 social milk cooperatives across the country. Their milk is processed in 184 regional federations and displayed in 22 national marketing alliances, which guarantees a superior life for millions of people.

Soft Elements

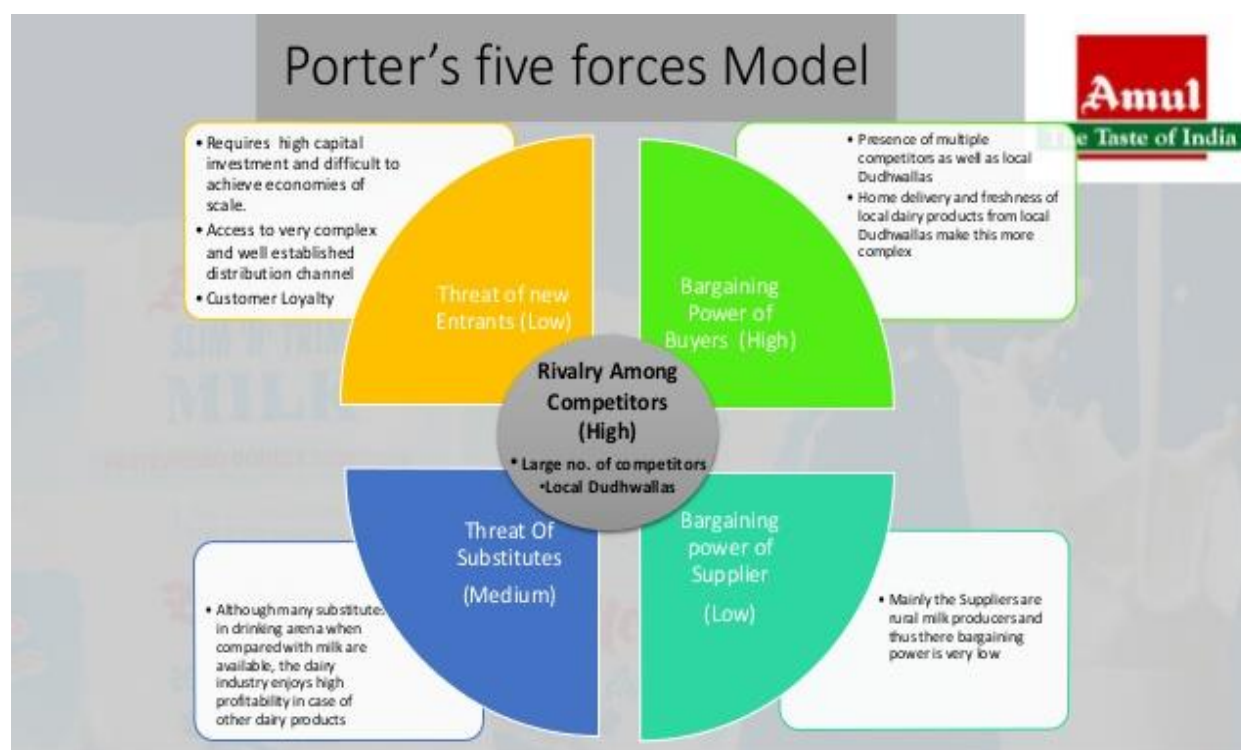
Shared Values: Amul and GCMMF have been strengthened through normal estimates of cooperation and assistance to farmers in the country. Every action of the association takes into account the progress of the milk producer and also considers the progress of the buyer. It is one of the association's board members and is one of the associations of suppliers and farmers.

Skills: Amul and GCMMF are high-level examples of talented people who handle rural production because this is milk. The marketing department consists of individuals from different disciplines. On the comparison line, the production team consists of a series of designers, experts and researchers.

Style: Amul has been the market leader for numerous articles and classifications, and the Amul Center approach gives the basic knowledge of milk from an optimistic perspective, for which they have the best cost technology. For items such as UHT bagged milk, it has minimal centrality in creating benefits, and it still shows energy similar to other items. This is to achieve the vision of the association, giving each young man a glass of milk every morning.

Staff: With staff from different sources, GCMMF combines the expertise of executives with the capabilities of designers and researchers, and continues until the last mile. The staff is prepared and equipped with more than 750 GCMMFs and is one of the best dairy associations in terms of personnel.

Porter's Five Force Model for Amul



1). Threat of New Entrants:

Economies of Scale:

GCMMF enjoys economies of scale, which is difficult to match by any other competitor. It is because of this reason that no regional competitor has grown to a national level.

Cost and Resource Analysis:

Amul dairy is co-operative society. That means “cooperation among competitive” is the fundamental principle. Amul dairy is managed under the norms of GCMMF and market the products under the brand name ‘Amul’, which has a very good reputation at domestic and international level. Here, the raw material procurement is very difficult for the new entrants. Consequently, capital requirement is also high. Still new entrants are emerging such as domestic and international players. So, the threats of new entrants are moderate.

Brand Preferences and Consumer Loyalty:

There is an immense level of brand preference of Amul in the minds of the people. The level of preference specifically in the liquid milk sector is that they would go to their retailer if the retailer does not have milk.

Access to Distribution Channels:

The distribution channel of GCMMF is a very planned and perfect one. For any new entrant to enter it would be a very difficult task. For GCMMF the result is years of hard work and its investment in its employees as well as at different levels in the distribution network.

Capital Requirements:

The total investment required in the industry is huge and is a decision worth considering even for MNC’s. The investment decisions cover the processing costs as well as the marketing costs. To compete with the brand Amul in India is difficult as Amul is synonymous to Quality.

2). Bargaining Power of Suppliers:

The objective of Amul dairy is not profiting. As it is a part of co-operative society, it runs for the benefit of farmers those are the suppliers of milk and users of milk products. According the concept of the cooperative society supplier has bargaining power to have a good return on his or her supply. However, supplier has limited rights to bargain with the cooperative society because it is made and run for the sake of mass and not for individual benefit. But it is made sure that the supplier gets his fair share of return.

There is appropriate bargaining power of the supplier. Earlier there were not any kind of cooperative societies as the farmer was exploited. But now the farmer's rights are protected under the cooperative rules and regulations, which ultimately results in moderate power of bargaining from the supplier.

3). Bargaining Power of Buyers:

- Many competitors are there in this market, as well as local Doodhwaals are also there is huge numbers in cities and rural part of India, which improves bargaining power of buyers.

Product	Competitor of Amul
Butter	Britannia
Cheese	Britannia, Nestle
Ice creams	HUL
Chocolates	Cadbury
Curd	Mother Dairy, Nestle
Paneer	Britannia

- Freshness of milk, which is sold by local doodhwaala's, makes it more difficult for the companies who sell milk by packing it and storing it for days. Indians mostly having agricultural background if available would always choose to fresh buy milk from these local doodhwaalas.

- **Cost of switching:**

Brand switching is most commonly seen in products like curd, ice cream, milk powders, milk additives etc. Consumers can easily switch between these products. In liquid milk category, this switching is uncommon. Because Amul is considered as good a good quality producer of milk and milk products.

Another factor that affect favours Amul is that, once customer develop taste for certain product and they grow accustomed to it, and customer try not to change such product. And Amul was able to become that product which describe itself by saying taste of India.

- **Large number of buyers:**

In country like India, milk is a necessity product. Milk and its other by-products are consumed in large amounts in every Indian household. So buyers are present in huge numbers.

4). Rivalry Among Competitors:

Today AMUL is market leader in the dairy industry. AMUL having brand name, technology, complex distribution channel, marketing strategy, financial support and horizontal and vertical huge product line. AMUL's product line starting with milk and milk products to the ice-creams, chocolates, cookies and food courts. Other market competitors like Mother Dairy in north India and various players in south India having comparatively strong market in region. But AMUL become the brand of all over India.

AMUL getting the advantage of its economy of scale over other competitors and the huge advantage of its product lines interlinked with each other. Some competitive statistics of AMUL are as follow:

Category	Market share	Market Position	Competitors
Butter	87%	1	Britannia , Nestle
Milk Powder	40%	1	Britannia ,
Cheese	50%	1	Britannia
Ice-Cream	38%	1	Kwality Walls, Mother Dairy
Sweets/condensed Milk	50%	1	Nestle
Chocolate Drink	90%	1	Nestle
Chocolate	10%	3	Cadbury , Nestle
Curd	61%	1	Mother Dairy

5). Threat of Substitutes:

- There are some substitutes, which are available for different category of products. Some low-price substitutes are also there. With improving quality of these substitutes, it is going to become more and more difficult for Amul to establish clear advantage over these substitutes.
- Indian market is very price sensitive. So main competition between firms happens mainly on price level of their products. Customers will also start to consider these substitutes as possible options. Customers are starting to consider these substitutes as equal on the basis of quality, to the main products of Industry.
- Rate of switching is very high in these cases. Hence, the rate of customers switching to the substitutes is very high. Moreover, the sellers of these substitute product are also continuously upgrading according to the customer needs.
- So, we can say distant substitutes are present in most of the categories of products of GCMMF and threat of these substitute is High.

Part B

1ST Phase:

Firstly, I was given the task based on research in which I have to find out the no. of amul parlors present in Ahmedabad region ward wise.

In six zones of Ahmedabad namely North region, South region, East region, West region, Central region & North-West region there are 48 wards. In each ward there are different no. of amul parlors are there so my task was to find out exact no. of parlor present with their address & along with this provide the exact location of all the amul parlors with respect to latitude & longitude of it. This information will be used by them for improving & cross checking their parlor location data present in their Locate Amul App. Region wise example:

1). North region:

Area	Latitude & Longitude	Address of Amul Outlet
Naroda	23.0674345,72.6493037	Nr Madhav Udhyan, Naroda, Ahmedabad
	23.0634948,72.6499097	B-67, Nikol Canal Rd, Krishnanagar, Nava Naroda, Ahmedabad
	23.0657642,72.6530992	Naroda Rd, Naroda, Ahmedabad
	23.0661473,72.6621979	13, Naroda Kathawada Rd, New India Colony, Nava Naroda
	23.0708922,72.6691001	Payal Nagar, Vasant Vihar 2, Nava Naroda, Ahmedabad

2). South region

South Region	Latitude & Longitude	Address of Amul Outlet
Godasar	22.9873195,72.6071007	Chandola Canal Garden Rd, Bhadwatnagar, Ghodasar, Ahmedabad
	22.9753473,72.6087116	36, Anandtenament, Opp. New Smrutimandir, Ghodasar Canal Road, Gokul Dham Society, Ghodasar, Ahmedabad
	22.979379,72.6129653	Narol - Naroda Rd, Near Cadila Bridge Road, Ghodasar, Ahmedabad
	22.9849099,72.6101728	380008, Ghodasar, Ahmedabad
	22.9805497,72.6087718	22, Ghodasar Canal Rd, Hari Om Nagar, Chandralok Society, Ghodasar, Ahmedabad

3). East region

Area	Latitude & Longitude	Address
Bapunagar	23.0353201,72.6174094	Bapu Nagar Rd, Bapunagar, Ahmedabad
	23.0374194,72.6243409	Bapunagar, Ahmedabad
	23.0320967,72.6300486	Police Station, Amar dairy products, near Bapunagar, beside Oxygen park, Bapunagar, Ahmedabad
	23.0288538,72.6195293	505/528, Municipal Industrial Estate, Kailash Nagar, Bapunagar, Ahmedabad
	23.0412063,72.635462	Hinglaj Mata Mandir Rd, Surjit Society, Shaktinagar Society, India Colony, Ahmedabad

4). West region

West Region	Latitude & Longitude	Address
Paldi	23.0096707,72.5554266	Paldi, Ahmedabad
	23.0099455,72.561532	Freniben Desai Marg, Bhagwan Nagar No Tekro, Paldi, Ahmedabad
	23.0121811,72.5492745	2, New Sharda Mandir Rd, Sukhipura, Sharda Nagar, Paldi, Ahmedabad

5). Central region

Area	Latitude & Longitude	Address
Khadia	23.0247014,72.593935	Kalupur Railway Station, Gandhi Rd, Khadia, Ahmedabad

6). North-West region

Area	Latitude & Longitude	Address
New Ranip	23.0894433,72.5575455	L-202, New Ranip Rd, New Ranip, Ahmedabad, Gujarat
	23.0931951,72.5691906	New Ranip, Ahmedabad
	23.087032,72.5626173	Gf/18 Sukan City Opp Yogeshwar Kutir, GST Rd, New Ranip, Ahmedabad

Along with this I have to study about the functioning of Locate Amul app & suggest further improvement which can be done in it:

The **Locate Amul** App is made for consumers, distributors and its Employees to locate Amul Stores around their current location.

1). Locate Nearby Stores

Stores nearby your vicinity are plotted on map based on your current locations and distance selection. The list is updated on daily basis.

2). Distance selector

Tap on distance button and set the distance in increment of 0.5 km to get nearby Amul stores. This app search any amul outlet from 500m to 3 km from current location.

3).Store overview

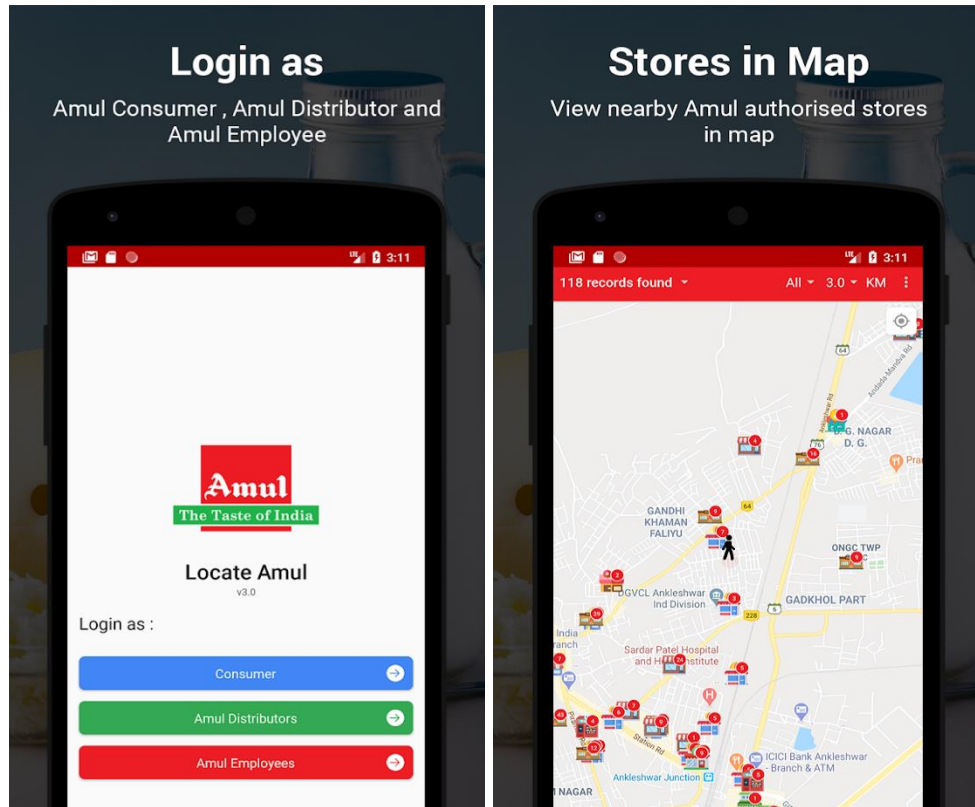
- Tap on “Store” icon located in the map to get detailed overview (store name, address, store type, distance and directions on google map etc.)
- Tap on “View Detail” button to get complete details about the store along with product availability.
- Tap on “Get Direction” button to get the direction from your current location to selected store’s location on google maps.

4). Product Detail

- User can find contact details and available product list of selected Amul store.

5). Filters

Additional filters are provided for Distributor and Retailer selection. Additional filters are available for other users.



Limitations:

- 1). The distance up to which it can locate the amul outlets is of 3km.
- 2). If a customer is in particular state or area then he/she couldn't access the outlets of different area. For eg, if a customer from delhi wants to see the outlets present in Ahmedabad, then he will not be able to get the information.

2nd Phase:

In this phase I have assigned task to collect the data of 5 L amul ice-cream stock available of every flavour at every outlet in Ahmedabad.

The Amul products are mainly divided into 3 divisions:

1). Dairy – It has 24 product groups. A few are listed below:

- Butter
- Cheese
- Ultra-Heat-Treated Milk (Taaza and Gold)
- Cream
- Chocolates
- Beverages

2). Frozen – It has 3 segments.

- **Ice-Cream**
- Sweets
- Snacks (Happy Treats)

3). Fresh – It contains the following products.

- Milk
- Buttermilk
- Dahi

Flavours available in 5 Ltr Amul ice-cream:

1. Rajbhog
2. Vanilla
3. Med Fat Vanilla
4. Strawberry
5. Alphonso Mango
6. Tuti Frutti
7. Butter Scotch
8. Cookies n Cream

9. Pan Nawabi
10. Chocolate
11. Choco Chips
12. Shahi anjir
13. Roasted Almond
14. Morrocan Dry Fruit
15. Creamy Almond
16. Black Current
17. Afgan Dry Fruit
18. Kaju Draksh
19. American Nuts
20. Chocolate Browne
21. Kesar Pista Royale
22. Spanish Saffron 7 Cream balls
23. Coffee
24. Fresh Guava

Price comparison with respect to Tubs/Combo					
Sr. No.	Name of Product	Pack Vol (Ltr)	Amul MRP 5 ltr	Selling Price @10% less than MRP (Except	% perceived discount comapre to 1 ltr pack/combo
1	Rajbhog	5	1000	900	28
2	Vanilla	5	560	504	37
3	Strawberry	5	560	504	24
4	Alphonso Mango	5	610	549	45
5	Tutti Frutti	5	610	549	25
6	Butter Scotch	5	650	475	50
7	Cookies n Cream	5	620	558	44
8	Pan Nawabi	5	600	540	42
9	Chocolate	5	650	585	24
10	Choco Chips	5	740	666	33
11	Shahi Anjir	5	780	702	22
12	Roasted Almond	5	860	774	38
13	Moroccan Dry Fruit	5	780	702	40
14	Afghan Dry Fruit	5	730	657	34
15	Creamy Almond	5	750	675	22
16	Black Current	5	700	630	21
17	Kaju Draksh	5	800	720	20
18	American Nuts	5	800	720	20
19	Chocolate Brownie	5	800	720	28
20	Kesar Pista Royale	5	1000	900	18
21	Spanish Saffron 7 Cream Balls	5	1000	900	24
22	Coffee	5	660	594	

Amul ice-cream price w.r.t flavor having volume of 5 ltr.

For the above flavours, I was assigned to contact the distributors on daily basis & collect information from them about the availability of stock with them for 5L ice-cream. In case if there is less or no stock is there with the distributor then I have to contact to the amul manager & make him aware about the situation.

Sr.No	Category	Material	SAP Code	MRP per Box/Unit
1	Tubs	IC TUB MOROCCAN DRY FRUIT 1 L (3X6)	ICPPMDF100	220
2	Tubs	IC TUB CHOCO CHIPS 1 L (3X6)	ICPPCCH98	200
3	Tubs	IC TUB FRUIT N NUT FANTASY 1 L (3X6)	ICPPFNF97	200
4	Tubs	IC TUB RAJBHOG 1 LIT (1X18)	ICPPRJB101	235
5	Tubs	IC TUB CHOCOLATE BROWNIE 1	ICPPCHB99	200

		L (3X6)		
6	Tubs	IC TUB VANILLA MAGIC 1 LIT(1X18)	ICPPVAN94	160
7	Tricone	IC TRICONE BUTTER SCOTCH 100ML (20X6)	ICTRBSC24	400
8	Tricone	IC TRICONE BUTTER SCOTCH 120ML (20X6)	ICTRBSC22	500
9	Tricone	IC TRICONE CHOCOLATE 120ML (20X6)	ICTRCHO23	600
10	Tricone	IC TRICONE CHOCOLATE 100ML (20X6)	ICTRCHO25	500
11	Sticks	IC STK FROSTIK 70ML (20X8)	ICSTFRS53	600
12	Sticks	IC STK MANGO DUETZ 60ML (20X8)	ICSTMDO55	300
13	Sticks	IC STK PROLIFE CHOCOBAR 60ML (20X8)	ICPBCHB17	300
14	Sticks	IC STK PISTA MALAI KOOLFI 60ML (20X8)	ICSTKOS59	400
15	Sticks	IC STK KOOLFI RAJ BHOG 60ML (20X8)	ICSTKRB64	400
16	Sticks	IC STK KOOLFI MAWA MALAI 60ML (20X8)	ICSTKOM62	400
17	Sticks	IC STK PROLIFE CHOCOBAR 40ML (20X14)	ICSTCHB61	200
18	Sticks	IC STK KOOLFI RABRI (RURAL) 50ML (20X8)	ICSTKOR66	200
19	Sticks	IC STK PUNJABI KULFI MAWA EL 60ML (20X8)	ICSTPME69	400
20	Party Packs	IC FP AMERICAN NUTS 750ML (1X38)	ICFPAMN30	130
21	Party Packs	IC PP FRUIT N NUT 2 LIT. (1X15)	ICPPFNF58	290
22	Party Packs	IC PP GOLDEN PEARL 2 LITRE (1X15)	ICPPGPL88	290
23	Party Packs	IC PP VANILLA ROYALE 2 LIT. (1X15)	ICPPVAN60	230
24	Novelties	IC CAKE MAGIC NEAPOLITAN 1.5 LIT (1X4)	ICNVCMN24	400
25	Novelties	IC CAKE MAGIC GOLDEN FANT. 1.5 LIT (1X4)	ICNVCMS25	400
26	Health Segment	IC SUGAR FREE SHAHI ANJIR 125ML (8X9)	ICSFANJ21	280
27	Health Segment	IC LACTOSE FREE VANILLA 125ML (8X9)	ICHSLFV01	240
28	Frozen Sweets	Frozen Sweets Ras Malai Pista 24x500g	FSRMPST01	190

29	Cups	IC CUP VANILLA 65ML (16X9)	ICCUVAN108	160
30	Cups	IC CUP KAJU DRAKSH 100ML (16X9)	ICCUKDR96	400
31	Cups	IC CUP AMERICAN NUTS 100ML (16X9)	ICCUAMN93	320
32	Cups	IC CUP AFGHAN DRY FRUIT 100ML (16X9)	ICCUADF94	320
33	Cups	IC JUMBO CUP RAJBHOG 125 ML (8X9)	ICCURBJ124	280
34	Cups	IC JUMBO CUP SHALIMAR 125 ML (8X9)	ICCUSHM126	240
35	Cups	IC JUMBO CUP FRUIT N NUT F. 125 ML (8X9)	ICCUFNF123	240
36	Cups	IC JUMBO CUP CHOC BROWNIE 125 ML (8X9)	ICCUCHB127	240
37	Combos	IC COMBO VANILLA 750ML (1+1F)X19)	ICCOVAN21	180
38	Combos	IC COMBO RAJ BHOG 750ML (1+1F)X19)	ICCORAJ01	320
39	Combos	IC COMBO KAJU DRAKSH 750ML (1+1F)X19)	ICCOKDR05	260
40	Combos	IC COMBO AFGHAN DRY FR. 750ML((1+1F)X19)	ICCOADF01	240
41	Combos	IC COMBO COOKIES N CR. 750ML ((1+1F)X19)	ICCOCCM01	220
42	Combos	IC COMBO BUTTER SCOTCH 750ML (1+1F)X19)	ICCOBSC13	220
43	Combos	IC COMBO CHOCO CHIPS 750ML (1+1F)X19)	ICCOCH26	230
44	Combos	IC COMBO KESAR PISTA 750ML (1+1F)X19)	ICCOKPI02	320
45	Combos	IC COMBO CHOCOLATE 750ML (1+1F)X19)	ICCOCHO08	220
46	Bulk Packs	IC BP VANILLA 5 LIT. (1X6)	ICBPVAN01	525
47	Bulk Packs	IC BP AFGHAN DRY FR. 5 LIT. (1X6)	ICBPADF16	680
48	Bulk Packs	IC BP CHOCOLATE 5 LIT. (1X6)	ICBPCHO02	600

Stock available at Amul of Ice-cream with price

	A	B	C	D	E	F	G
1	IC BP Afghan Dry Fr. 5 lit. (1x6)	730	0	1			
2	IC BP American Nuts 5 lit. (1x6)	740	0	4			
3	IC BP American Nuts 5 lit. (1x6)	800	1	0			
4	IC BP cookies n cream 5 lit. (1x6)	620	0	1			
5	IC BP Chocolate 5 lit. (1x6)	650	1	0			
6	IC BP Kaju Draksh 5 lit. (1x6)	750	0	5			
7	IC BP Kesar Pista 5 lit. (1x6)	950	0	2			
8	IC BP Kesar Pista 5 lit. (1x6)	1000	0	1			
9	IC BP Moroccan Dry Fruit 5 lit. (1x6)	720	0	2			
10	IC BP Pan Nawaabi 5 lit. (1x6)	600	0	1			
11	IC BP Roasted Almond 5 lit. (1x6)	820	0	2			
12	IC Catering Vanilla 4 lit. (1x6)	430	0	4			
13	IC Med Fat Afghan DF 4 Lit(1x6)	460	1	3			
14	IC Med Fat Butter Scotch 4 Lit(1x6)	410	0	5			
15	IC Med Fat Vanilla 4 Lit(1x6)	360	4	5			
16							
17							
18							
19							
20							

Stock available at Rakeshbhai amul outlet of 5L ice-cream on a particular day

List of Amul distributors in Ahmedabad with which I have to co-ordinate regarding stock availability, total sales value, notifying them about the latest offer on 5L Ice-cream pack or any other problem if they are facing.

WD ARE A	WD NAME	LINE HANDL ED	OWNER NAME	NO	EMAIL ID
Bapun agar	Radhe Ent/Smit Mkt	Dairy+ I/c	Pranav Bhai/Gaurangbhai	99253 43736 / 98245 41309	patelpranav6219@gmail.com / smitmktg@gmail.com
Bopal	Sheladia Tradecom	Dairy+ I/c	Virbhadrasingh Jadeja	94263 69852	sheladiatradecom@gmail.com
Bopal	Milky Cream Enterprise	Frozen	Gaurang Chavda	93287 84625	milkeycream.2019@gmail.com
Chand kheda	SHREE SOMNATH SALES	Dairy	Hardik h patel	91040 41302	shootingstarsster@gmail.com
Chand kheda	KHODIYAR SALES	Frozen	PARESH JAYANTILAL	98244 22832	khodiyarsales2901@gmail.com

			PATEL		
Gandhinagar					
Ghatlodiya	TANVI ENTERPRISE	Dairy+ I/c	Rakesh Patel	87330 59636	rakesh_d120@yahoo.co.in
Gota	Asha Sales	Dairy+ I/c	Swapanal s shah	98241 96665	swapanalshah.ss@gmail.com
Gota	Laxmi Enterprise	Dairy+ I/c	Hemangini Patel	91737 73377	laxmient1969@yahoo.in
Isanpur	A D Sales	Dairy+ I/c	Urvil Patel	99252 31027	urvilpatel81090@gmail.com
Lal Darwaja					
Maninagar	Shri Umiya Laxmi	Dairy+ I/c	Chintu Patel	98255 78466	chintupatel2811@yahoo.co.in
Naranpura	Laxmi Enterprise	Dairy+ I/c	Hemangini Patel	91737 73377	laxmient1969@yahoo.in
Naroda	Radhe Ent/Smit Mkt	Dairy+ I/c	Pranav Bhai/Gaurangbhai	99253 43736 / 98245 41309	patelpranav6219@gmail.com / smitmktg@gmail.com
Navrangpura	Ashok Marketing	Dairy	Mihir Shah	98256 89479	ashokmarketingmihir@yahoo.co.in
Paldi	SHREE NARAYAN ENTERPRISE	Dairy+ I/c	Ravi Bhatt	97120 14394	shreenarayan.enterprise2019@gmail.com
Prahlaad Nagar	Maan Enterprise	Dairy+ I/c	Varunsinh Dhummad	93767 67000	maanenterprise07@gmail.com
Ranip	Asha Sales	Dairy+ I/c	Swapanal s shah	98241 96665	swapanalshah.ss@gmail.com
Sarkhej	N Y Tradelink	Dairy	Mohammad Arshad Shaikh	97220 57277	nytradelink@gmail.com
Sarkhej	M N Sales	Frozen	Samir Bhai Belim	90168 14414	mnsales711@gmail.com
Science City	Rudra Enterprise	Dairy+ I/c	Yogesh Bhai Joshi	98795 13080	rudra.enterprise7747@gmail.com
Shahibag	Radhe Ent/Smit Mkt	Dairy+ I/c	Pranav Patel/Gaurangbhai	99253 43736 / 98245 41309	patelpranav6219@gmail.com / smitmktg@gmail.com
Vaishnodevi	Asha Sales	Dairy+ I/c	Swapanal s shah	98241 96665	swapanalshah.ss@gmail.com

Vastra l	Rushabh Marketing	Dairy+ I/c	Ashok Bhai /Kunal Bhai	78781 06101 / 97250 44464	rushabhmarketing07@gmail.com
Vastra pur	TANVI ENTERPRISE	Dairy+ I/c	Rakesh Patel	87330 59636	rakesh_d120@yahoo.co.in

3rd Phase:

This phase was related to the

1). Registration of Amul outlets on Swiggy/Zomato-

I was assigned a task to make sure of the registration of outlets on swiggy as soon as possible by providing the information & clearing of any doubt if distributors are facing related to it.

Requirements to Register on Swiggy & Zomato:

1. GST certificate
2. FSSAI certificate
3. Menu (Have attached the required format below)
4. Cheque
5. Pan card
Would also be requiring the respective details:
1. Company Name
2. Address
3. Store Logo
4. Store Contact number
5. Lat Long
6. Manager name, email & contact
7. Owner name, email & contact

After that I have to provide daily update about the status of the outlets about going online on swiggy or not to amul manager in form of Excel sheet.

Reply

Reply to All

Forward

Print

Hi Sohel bhai,
Please find the launch status of distributors:

Restaurant ID	Area	Distributor Name	Status
267867	Naranpura	Laxmi enterprise	Owner not turning the outlet ON from app
274013	Bapunagar	Rushabh Marketing	Owner not turning the outlet ON from app
275877	Paldi & Ambawadi	Shree Narayan Enterprise	FSSAI receipt Expired. Need FSSAI license
275964	Chandkheda	Khodiyar sales	Pending on Training from Swiggy team
275989	Isanpur	A D sales	FSSAI receipt Expired. Need FSSAI license
275991	Ghatlodia	Tanvi Enterprise	FSSAI receipt Expired. Need FSSAI license
275993	Maninagar	Shri Umiya Laxmi	Owner not turning the outlet ON from app
278038	Ranip	Asha Sales	Owner not turning the outlet ON from app
NA	Naroda/Shahibaug	Radhe Enterprise/Smit marketing	FSSAI pending
NA	Bopal	Sheladia Tradecom	Not receiving call for signing the MoU digitally
NA	Sarkhej	M N Sales	Docs Pending
NA	Bopal	Milky Cream Enterprise	Docs Pending

Swiggy Partner App:

The Swiggy Partner App aims to simplify the process of conveying orders to partners and streamlining the entire process of ordering in, from confirming to preparation to delivery. The app serves as a bridge between our partners and Swiggy for ordering. This ensures that everything runs on technology, making it simpler than ever before to manage a takeaway business.

After registering on swiggy my next task was to help the distributors if they are facing any problem related to the use of swiggy partner app like:

In case of managing their inventory on swiggy

facing any problem in opening account or receiving order

while doing basic setting for their outlets like setting processing or delivering time etc.

After all the process 8 outlets got registered on Swiggy which are:

Inventory

SELECT AN OUTLET

Ahmedabad - Amul Icecreams - Naranpura, Naranpura >

Ahmedabad - Amul Icecreams - Bapunagar, Bapunagar >

Ahmedabad - Amul Icecreams - Paldi & Ambawadi, Paldi & Ambawadi >

Ahmedabad - Amul Icecreams - Chandkheda, Chandkheda >

Ahmedabad - Amul Icecreams - Isanpur, Isanpur >

Ahmedabad - Amul Icecreams - Ghatlodia, Ghatlodia >

Ahmedabad - Amul Icecreams - Maninagar, Maninagar >

Ahmedabad - Amul Icecreams - Ranip, Ranip >

Before ending of my summer internship the business done by all 8 amul outlets on swiggy are:

Business

AMUL ICECREAMS

AHMEDABAD | 8 OUTLETS

TODAY'S SALES	WEEK SO FAR	MONTH SO FAR
₹0	₹1,260	₹1,060
0 orders	4 orders	3 orders

AHMEDABAD | ID: 267867

Amul Icecreams - Naranpura, Naranpura

★ 0

TODAY'S SALES*
from 12AM to 11:59PM

Yesterday ↺

TOTAL	DELIVERED ⓘ	CANCELLED ⓘ
₹0	₹0	₹0
0 orders	0 orders	0 orders

★ 👍 ★

Lost sales from 0 cancellations by you

★ 👍 ★

0 orders awaiting verification

← 1 of 3 →

VIEW OUTLET DETAILS

Business

Ratings

Orders

Growth

More

Suggestions & Recommendation:

Amul is the oldest & well-established brand in India as the process of selling its product is through

- General Trade (Retail Outlets)
- Moderate Trade (Supermarkets like Big Bazaar, Reliance Fresh etc.)
- Wholesale (Service the small retailers)
- Amul Preferred Outlets (APO)

But due to the Covid-19 pandemic the sales are decreasing & to deliver the products to people the best way is through online platform because of which Amul also decided to sell its products through online platforms like Swiggy/Zomato.

As they recently started this in Ahmedabad region most of the people doesn't aware about this step.

So, to develop any effective communication there are some steps which I studied in Marketing Management 2 subject of IMC i.e. Integrated Marketing Communication that can help Amul to get establish in Online sales segment & increase its sales of ice-cream, which are-

A). Identification of Target Audience- As the segment of target audience is huge as nearly everybody needs daily basic essential products. So,

- The top most priority segment will be all common people because right now everyone is concerned for the safety of themselves & their family members because of which if they came to know about the home delivery of products then they will buy it from there only.
- As many hospitals & organizations are re-opening, they can reach out to them also.

B) Set the Communication Objectives- There are important objectives that plays important role while formatting communication objective for any product-

- Establish need for category- We don't need to put much effort to generate need for the product because, people are already concerned for their safety, and this will naturally attract customers. We have to focus on telling the advantages and how this can help them.
- Build Brand Awareness- As it is a new entry in online field, they need to promote it so that it will reach out each Individual. Therefore, this will be our topmost objective to create awareness about online availability.
- Influence Brand Purchase Intention -To build brand attitude we need to portray this to customers as it is best to meet their current need. This brand need is negatively oriented as it is a problem removal so we will focus on advertising in such a way that it is a solution of their current problem.

C) Design Communication- While framing the communication to achieve desired response they have to keep three things in mind what to say, how to say and who should say it.

- Message Strategy- While promoting or advertising they have to use our point of difference while explaining why it is different and useful. After that they can tell the other advantages of our services and how it works, like if you want to save you & your family from Corona virus then you can trust on us.
- Creative Strategy- They can use informational appeal, benefits, showing working process. By telling the customers through their amul girl add campaign.

- **Message Source-** They can use real life experienced common people's reviews so that it will connect with many peoples because of which sales will be increased.

D) Select Channels-In broad there are two channels personal and non-personal, so to reach to large audience and gain maximum customers they can use both the channels by keeping large focus on non-personal channels. They can promote the product by help of advertising, sales & promotion, and publicity.

E) Decide on Media Mix- Most important for all communication is to decide correct media mix & deciding which media channel gets how much priority. In their case the channels they can use are as follows-

- **Advertisement-** Advertising of product will be done where we can reach out to maximum, online advertisement, advertising in b/w prime shows on tv, advertise on F.M., in newspapers, holdings etc.
- **Sales and Promotion-** They can give discount to the online buyers & can also distribute coupon to attract new customers.
- **Public relation and Publicity-** News articles on authentic sites or in popular newspaper will give huge amount of publicity to this process, so what they can do is to get features in live mint, economic times, The times of India newspaper and other authentic sites.
- **Online Marketing/ Digital Marketing-** This platform is the best place for campaigning by using Ad campaign to display ads, blogs to authentic articles, people will buy product after seeing its reviews.

Part C **Learnings**

The internship opportunity of the Gujarat Cooperative Milk Marketing Federation is a productive opportunity for me. The all-round learning was obtained by me as we were exposed to the retailers/outlet owners directly. We understood how consumer behavior works for them. Along with it, we also did market research. Thus, these two months with Amul were beneficiary and helped me enhance my skills.

Initially we were given the task of research and getting to know the e-commerce trends in the market. Once the second phase started, we got deeper insights in to the B-to-B marketing process for eg. even if everything fell into place there would be a minor issue that would delay the deal. While dealing with client's we experienced various techniques used in negotiations to get a favorable deal. However, since we had no authority to customize deals or make offers from our side, most of the negotiations were directed towards AMUL's executives. This was the only point where we felt that a little bit of freedom would have increased our success.

As we know that Amul is very big organization and market leader in dairy products. It has maximum market share in Ice-cream, Milk, Butter and Cheese, which are its main/core products. The organization needs to adapt to changing market practices and gear up to deal with new market entrants & the players that are already established in inline retail market.

I was glad to implement the strategies that I have learnt in first year during my entire project that I have gained through Marketing Management-I as well as Strategic Management course. Following are the characteristics that I experienced during my project:

- 1). One of the first and the most important learning I got is that customers love freebies or some kind of gifts. The freebies are attraction for the customers and through freebies, we can divert their attention towards actual product. Sometimes, the customer is happy with the product he is already using. In this case, freebies can play a vital role in attracting them.
- 2). Learned how the e-commerce platform like swiggy works for the distributor including from adding of products, approx time for order to ready, ordered received process. How owners knows all about the quantity of sales happened & of how much amount from his account on swiggy partner app.

- 3). I also learned that soft skills and interpersonal communication skills are one of the main factors affecting any sales effort. My project is completely sales oriented and sales arguments play a very important role. It gives me enough confidence to talk any potential customers.
- 4). Another main point is that the logistics as well as the operations management should be at the top. As FMCG requires products to be moved quickly, it is necessary that your back-end operations are efficient enough.
- 5). Learnt about the importance of supply chain in the FMCG business. It's one of the pillars on which FMCG business relies on. Therefore, the success is highly dependent on the distribution network and its sales team.
- 6). Since major part of the internship was involving talking to store managers, therefore it helped me polish my convincing skills, which I believe is very important for a marketer. There were different types of people whom I spoke to – some were easy to convince while others had their points ready for everything I said, hence it was not always a good experience, but all in all it was a great learning experience. One thing is very clear, grasp over the product and fluency and command over language is of utmost importance for getting the customer interested in the first place.
- 7). The customers are always price sensitive especially in the retail segment. They are always looking for lesser prices in order to increase their margins and hence pricing plays a paramount role in the sales of the products.
- 8). In the case of Ice Cream, I realized how important it is to provide a top-notch delivery process which prevents any damage through melting.
- 9). While talking to different distributors, I learnt about their strategy, schemes and policies that they wanted us to follow in getting deal done. Also, being an introvert, it was a great learning to me as I gained knowledge about how to plan the tasks. I had also learnt about how to deal calmly with different type of clients as behavior change was duly expected by each and every intern during their project. This was also one of the key factors that I experienced throughout my project.

Internship Completion Certificate



Gujarat Co-Operative Milk Marketing Federation Limited, Ahmedabad Branch

GCMMF/AHM/SP14

Date : July 4, 2020

To Whomsoever It May Concern

This is to certify that **Vijay Dalal**, student of Institute of Management – Nirma University, Ahmedabad has successfully undertaken his 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 him all the best in his future endeavors.

For, Gujarat Co-operative Milk Marketing Federation Limited

(Ikchhanshu Vishen)
Branch Manager



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