



INSTITUTE OF MANAGEMENT NIRMA UNIVERSITY

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Summer Internship Interim Report For GCMMF-AMUL

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Project

Go-To-Market Strategy for Amul Mithai Range
and Business Development

DECLARATION

I hereby declare that this report titled **GCMMF-AMUL** is an original work done by me under the guidance of **Prof. Khyati Desai**. This report is being submitted to Institute of Management, Nirma University, Ahmedabad, as partial fulfilment of academic requirement for the award of degree of Master of Business Administration (MBA). I also declare that this report has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate ship or any other similar title.

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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 honour to work with such prestigious organization named GCMMF-AMUL. It has helped me to understand the market and increase the other relevant skills required for a management student. For this, I will be forever grateful to the organization for giving me this opportunity to work under their Summer Internship Programme.

I am thankful to Mr. Ishaan Gupta, Senior Executive and for his continuous support throughout the internship. He was always available for the guidance and made sure that we were provided with ample resources and valuable advices when required. Even though he was busy with his schedule, he made sure to give us enough time so that we can work smoothly during the project.

I extend my gratitude to my mentor Prof. Khyati Desai for her regular guidance and support. Lastly, I am thankful to Institute of Management, Nirma University for providing me such a wonderful opportunity. It was a great learning experience for me.

EXECUTIVE SUMMARY

Amul is a FMCG company which produces and supplies various dairy products across the nation, the company's USP is its quality and prices. During my internship, I worked on framing a Go-to-Market Strategy for Amul's Mithai range. During the project I studied about the markets where Amul has already launched its mithai range which provided me with the foundation to frame a GTM Strategy for a new market. From developing the marketing strategy of Amul mithai range to suggesting suitable ideas for implementation of the project, I have tried to cover all the points in this project.

The second role that is the Business Development role involved assisting the distributors to get acquainted with the Amul Cart App and ensuring that they download & place orders through the application. Another task involved was query handling where I as an intern was responsible for communicating information and resolving queries regarding the Amul Preferred Outlets.

PART A- PROFILE OF THE ORGANISATION

Name: GCMMF-Amul

Sector: FMCG

Project: Go-to-Market Strategy for Amul Mithai Range

INDUSTRY OVERVIEW

FMCG INDUSTRY:

Fast moving consumer goods (FMCG) is India's fourth largest sector (FMCG). The sector is organized into three main segments: food and beverages, which account for 19 percent of total revenue; healthcare, which accounts for 31% of total revenue; and household and personal care, which accounts for the remaining 50% of total revenue.

From October to December 2020, the FMCG market grew by 7.1 percent, thanks to food items, health, hygiene, and rural areas. E-commerce is anticipated to account for 5% of FMCG sales, or \$4 billion, by 2022. The Indian online grocery market is anticipated to reach Rs. 22,500 crore (US\$ 3.19 billion) in 2020, representing a 76 percent rise over the previous year. In India, the online grocery industry's gross merchandise value (GMV) is expected to increase 18 times in the following five years, reaching US\$ 37 billion in FY25. As of February 2021, 22 Mega Food Park projects are operational, 15 are under development, and two have obtained in-principle approval. Several FMCG companies cooperated with e-commerce platforms such as Dunzo, Flipkart, Grofers, and BigBasket to deliver products to consumers' doorsteps during the COVID-19 pandemic. In order to benefit society and save money in the long term, companies in the fast-moving consumer products business are aiming to invest in energy-efficient facilities.

The rural network of Dabur India has grown from 44,000 villages in March 2019 to more than 52,000 villages in March 2020. By 2020-21, the business hopes to have established 60,000

communities. The sector received significant FDI inflows of US\$ 17.8 billion during April 2000 to September 2020.

In January 2021, Udaan raised US\$ 280 million (about Rs. 2,048 crore) from existing and new investors, including Lightspeed Venture Partners and Tencent. Since the present capital infusion, Udaan has earned a total of US\$ 1.15 billion.

Despite the fact that the company did not reveal the price, sources suggest that the deal was worth more than \$3 billion.

Dairy is a key contribution to India's economy and one of the country's most important agricultural businesses. It is the most significant single agricultural commodity, accounting for 4% of the GDP. India is the world's largest dairy producer, producing 188 million MT in 2019-20. A major contributor has been the growth of private dairy firms, which now account for more than 60% of the country's dairy processing capacity. The Indian dairy industry has grown by 12% in the last five years, with value-added products driving market development. Dairy farming employs more than 70 million people and is a significant source of income for farmers.

When it comes to agricultural value chains that can simultaneously deliver on many development goals, few agri-products can match with dairy. Dairy boosts farmer incomes, creates jobs, aids agricultural modernization and commercialization, and promotes public health.

In the organized sector, private dairy businesses are investing in developing an effective milk procurement network as well as selling liquid milk and value-added products. It's worth mentioning that the commercial sector currently processes more milk than the cooperative sector. This ratio is anticipated to move even further in favor of the private sector in the coming years.

Some of the largest organized private enterprises are Amul, Britannia, Hatsun Agro, Parag Milk Foods, Schreiber Dynamix, Heritage Foods, Tirumala Milk Products, Sterling Agro, VRS Foods, Nestle India, and Prabhat Dairy. We see that production and consumption processes are updating as the market moves toward industrial packaged products and product diversity.

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.

ABOUT THE ORGANISATION



Amul is an Indian Dairy Co-operative society which is managed by Gujarat Co-operative Milk Marketing Federation Ltd. It is based in Anand, Gujarat. Having one of the largest network in India, Amul produces various products such as milk, milk powder, chocolates, cheese, ice-creams, paneer etc. With more than 3.5 million employees in the milk division, it is currently headed by Shree RS Sodhi who is the managing director of GCMMF AMUL sprung from the seeds planted operating at a profit soil of CHAROTAR, a region in the KAIRA locale of Gujarat, as an agreeable development to engage the milk makers. Around then POLSON Dairy was the greatest purchaser of the milk being delivered in KAIRA. Polson was based on giving better quality items than up-advertise buyers. Anyway Polson's items were not the explanation that prompted the ascent of AMUL, it was its exploitative practices that began the helpful unrest. For quite a while the KAIRA agreeable provided milk and united items without a conventional dissemination arrange take off alone a brand name. The name Amul was most likely proposed by a quality control master in Anand. It was gotten from "Amulya", which in Sanskrit, Gujarati and numerous other Indian dialects, implies extremely valuable, and infers supreme greatness. The name was short, significant and handily articulated. It could likewise fill in as an abbreviation for the association – the unusable KDCMPUL (Kaira District Cooperative Milk Producer's Union Limited) taken from Kaira Cooperative's complete name, could be subbed by AMUL, representing Anand Milk Union Limited. Despite the fact that AMUL items have been being used in a large number of homes since

1946, the brand AMUL was enrolled distinctly in 1957. As AMUL is perceived as the nation's biggest milk delivering helpful it has tied up with worldwide grocery store anchor WALMART to sell its scope of dairy items and have additionally tied up with Glaxo over the creation of child food in India. Amul included sweet buttermilk powder, a second brand of infant food and a high protein weaning food. It additionally offers its items to Nepal. Presently India is hoping to catch neighbourhood markets like Pakistan, Bangladesh and so forth. These nations import more than 50,000 tons of milk each every year and Sri Lanka is overflowed with an Indonesian brand, which is supposed to be of a mediocre quality and furthermore costs less. These nations import huge amounts of milk each year. Amul has rundown of items showcased to different nations not many of its items are Amul margarine, Amul cooking margarine, Amul cheddar spread, Amul pizza cheddar, Amul shrikhand, Amul new cream, Amul fat milk, Amul unadulterated ghee, Amulya dairy whitener, Sagar Tea and Coffee whitener, Amul spread milk, Amul frozen yogurts like cassata, cool sweets and frostik, Amul milk chocolate and Amul Eclairs. Amul has begun getting ready and selling pizza cuts that noticeably include liberal segments of Amul cheddar. Amul's pizza cuts are being sold through grocery stores and huge departmental stores that have nibble counters. Taking into account these growth trends and consumption patterns, Amul decided to re-assess its product launch pipeline. Amul, which usually launches 10-12 products every quarter, decided to triple the number the products reaching the market. Launches in the last few months included immunity beverages like 'Haldi Doodh' and even 'Panchamrit' along with a series of launches under the bakery, ice-cream and cheese category. The company is now looking beyond the dairy segment and plans to launch frozen foods and ready-to-eats. Amul is also looking at ramping up its presence in the packaged sweets segment. Amul already sells packaged sweets like Gulab Jamun and Rasmalai. The dairy major plans to roll out products like French Fries, Aloo tikki and even cheese and Paneer Parathas.

AMUL PRODUCTS:

Amul has a wide range of products under different segments shown below:

- Amul Milk
- Bread Spreads
- Cheese
- Paneer
- Dahi
- Beverage Range
- Ice Cream
- Ghee
- Milk Powders
- Chocolates
- Fresh Cream
- Mithai Mate
- Bakery Products
- Amul Peanut Spread
- Amul Puffles
- Mithai Range
- Roti Softener
- Happy Treats- Frozen Snacks

PART B- PROJECT WORK

PROJECT OVERVIEW

Task 1

- The project is aimed at preparing a Go-To-Market strategy (GTM Strategy) for Amul Mithai Range. A go-to-market strategy (GTM strategy) is a plan that outlines how a business will reach out to its target customers and gain a competitive edge. A GTM strategy's goal is to establish a roadmap for delivering a product or service to the end customer, taking into account aspects like pricing and distribution.

Task 2

- Business Development – Assisting the sales manager by bridging the gap between the company and the retailers by educating the retailers about Amul Cart. Amul cart allows the retailers to organise their ordering process and make the process easier and convenient for them.
- Taking queries and briefing for opening of a new Amul Preferred Outlets. Explaining what are the prerequisites and the investments required to open an APO.

OBJECTIVE:

- This Project aims to establish the presence of Amul Mithai range in a new market. During the time of this project, the focus will be on assessing the right audience for the product and positioning the product in the market so as to provide maximum value to the consumer by creating a unique value proposition. This project will help to study and analyse the perception of the stakeholders including the retailers, consumers and distributors to ensure an effective and successful product launch in the concerned location.
- Increasing the number of conversions in respect to operations of the “Amul Cart App” and on-boarding of APO, scooping and Garden parlours.

EXPECTED OUTCOMES:

- Go-to-market Strategy of Amul mithai range.
- Suggestions and ideas for Amul mithai range.
- Understanding and analysis response of Amul mithai range.
- Helping and assisting Amul distributors in using Amul cart app.
- Assisting the company in handling APO enquiries.

SWOT ANALYSIS

SWOT- AMUL MITHAI RANGE

STRENGTHS

- A trusted brand in terms of quality, hygiene and taste
- The demand for hygienic and untouched products during Pandemic
- Longer Shelf life of the product so that it can stay fresh for a good number of days or months
- Strong distribution channel so that the product can be made easily available
- Affordable prices

OPPORTUNITIES

- Promoting the product through various social media platforms
- Leverage the presence of Amul parlours in almost all the cities in India
- Packaged sweets are preferred the most during festive times.

WEAKNESS

- Strong competition from the unorganised sector
- Inability to satisfy the healthy dietary habits during the time of a pandemic
- Availability of Mithai range in limited locations only

THREATS

- Change in the consumption and dietary habits of people due to the pandemic
- Cut down on unnecessary expenditure to promote saving habits during the pandemic
- Competitors entering the market with similar kind of products like Mother Dairy

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COMPETITOR IN THE PACKAGED SWEETS SEGMENT

HALDIRAMS

Product

Haldirams has been an established brand since a very long time in the food and snack manufacturing sector. It is also the most preferred brand for packaged sweets. Haldirams offer a wide variety of sweets such as Milk Cake, Motichoor Laddoo, Besan Laddoo, Kaju Barfi etc. It focus on the toothsome taste of the sweets. The products are made available through Haldirams stores, Restaurants and Dine in & Webiste.

Price

Haldirams believes in the competitive pricing strategy in order to compete with the unorganized food and sweets sector in India. As the brand follows the competitive pricing strategy, the margin charged for the premium packaging is slight so that the consumers do not mind to pay a little extra in order to avail the premium packaged sweets. They try to keep their prices a little lower than the competitors like Bikano and Bikaji.



Promotion

It focuses more upon the presentation of the product using lively packaging to provide a premium feel and entice consumers towards the premium range. They do not follow a very aggressive marketing strategy but intend to create a loyal consumer base. They also promote their products through social media platforms like Instagram and Youtube.

Place & Distribution

Haldirams owns three manufacturing facilities- Haldirams Manufacturing in Delhi, Haldirams Bhujawala in Kolkata and Haldirams Foods in Nagpur. The Haldirams Snacks and Ethnic Foods in Delhi had earnings of Rs.2,000+ crores from the northern region. Haldirams also has restaurants at Nagpur and in Delhi. The three restaurant formats under which they operate are casual dining, quick service restaurants (QSR) and kiosks. There are more than 40 restaurants in Delhi and Delhi NCR alone and all of them are hugely successful. Overall, It has a strong distribution channel.

BIKAJI

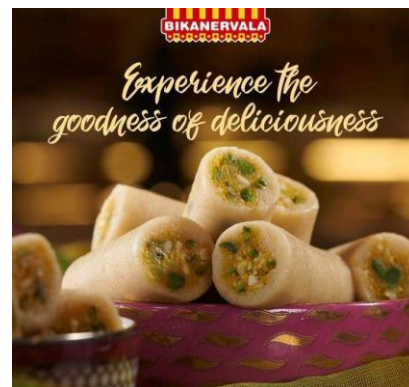
Bikaji is a brand which offers a rich variety of sweets and is spread across various parts of India. Bikaji connects with the customers through its multiple stores and online presence. The products are available on various E-commerce websites such as Amazon, Flipkart, Big Basket etc as well as its own website.



BIKANERWALA:

Bikano is the packaged product brand of Bikanervala Foods Pvt Ltd. Bikano is a leading packaged foods manufacturer in India. Bikano also has a growing presence in the international market with exports to major countries and availability within major organized trade channels . The product range is vivid ranging from Indian sweets, namkeens, snacks, papads and going all the way to syrups and ready to eat (RTE) foods.

Bikanerwala is offering sweets like Kaju Katri, Gulabjamun, Chakkar Pista, Khoya Kesar Barfi etc. It has also started producing sugar free sweets for the diet conscious segment and fitness enthusiasts.



COMPETITIVE ADVANTAGE OF AMUL MITHAI RANGE

- Manufactured in House of Amul which symbolize Purity.

The Amul mithai range is manufactured in the manufacturing plants of Amul which is automated and has a high-class technology which ensures consistency and high class quality of products.

- Highly convenient packing.

Amul mithai range comes which highly convenient packing which is easy to open and store at the same time. The Amul Gulab jamun comes in a tin pack which ensures freshness and quality of product and at the same time ensures easy storage of the product. The quality of material used in packing is also safe and high in quality.

- Available in various pack sizes.

The amul mithai range is available in different pack sizes which is very convenient for the customers as the customers can choose the size of pack which is need or required by them which ensures less wastage of products and open more options to the customers.

- Pure & Fresh traditional Sweet – untouched by human hands.

Amul has highly automated machines and technology in their manufacturing plants situated throughout the country which ensures automatic manufacturing and packing of the sweets, therefore it is not touched by and human hands which further ensures hygienic and quality of the amul mithai range which is specially requires in the time of pandemic where quality and hygiene is the number one priority of the consumers.

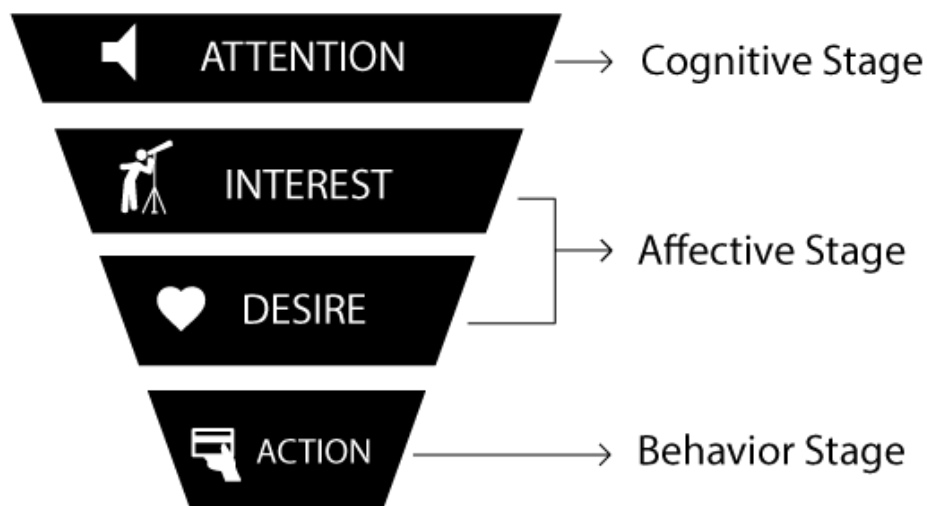
- Highly Nutritious with necessary carbohydrates, proteins & vitamins.

The Amul mithai range is made of Amul high quality milk and ingredient's which further ensures high quantity of required protein's, carbs, vitamin's in the products of Amul. Therefore, Amul mithai range is highly nutritious in nature which ensures consumer gets required nutrients from the products.

UNDERSTANDING THE BUYER'S JOURNEY USING "AIDA MODEL"

The AIDA model stands for Attention, Interest, Desire and Action. It is a phenomenon used in marketing that describes through what stages a consumer has to go while making a purchase decision for the product. The model is majorly used in the field of marketing, communication and public relations.

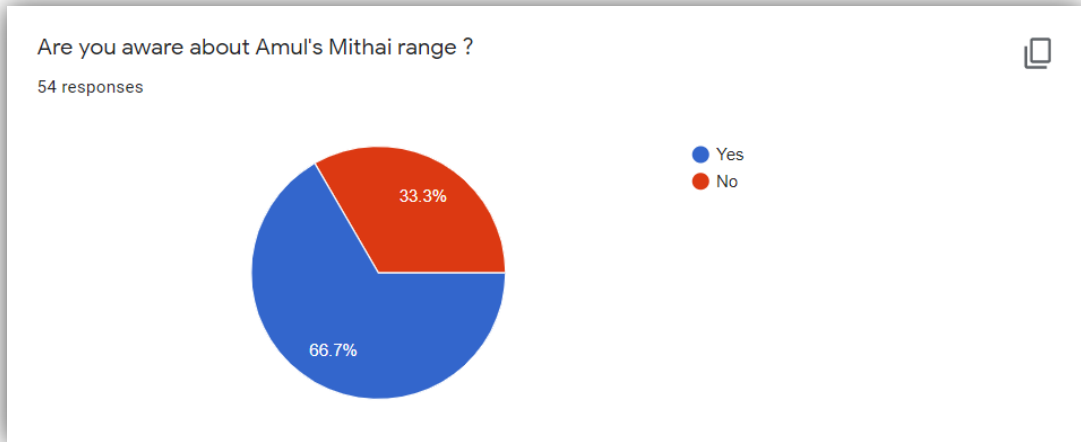
AIDA MODEL



ATTENTION

At this stage, the consumers are made aware about the product, brand or service. The potential target audience cannot be achieved till the time they know that the product or service exists. Advertisement through videos, podcasts and social media used to educate people about the product.

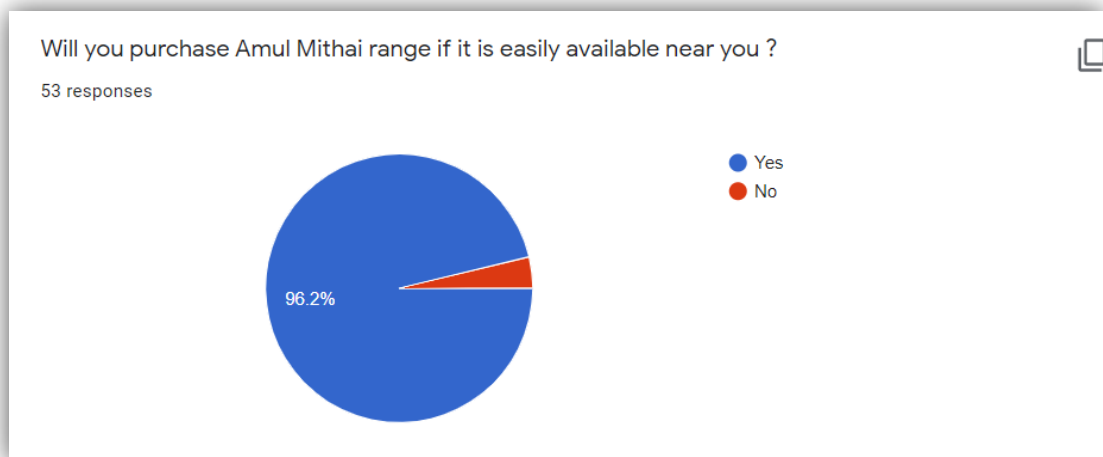
Amul's Mithai is a newly launched range of products and is available only in a few states. According to a conducted survey, only 66.7% people were aware about the Amul's Mithai range. There is a need to make people know about the existence of the Mithai range in order to drive their interest towards making a purchase.



INTEREST

Once the consumer is aware that the product or service exists, the business must work on increasing the potential customer's interest level. It is relevant to flow only the most relevant information about the product with focus on the Unique selling proposition (USP) of a product.

Amul has established the feeling of trust and loyalty in its consumers since years due to which the consumer's willingness to buy an Amul product is high. According to a survey, 96.2% people were willing to buy the Amul Mithai range if available near them. Therefore, if the consumers are aware about the existence of the product, their trust and loyalty towards the brand Amul will help us in boosting the sales.



DESIRE

At this stage, the goal is to change the consumer's perception from "I like it" to "I want it". Interest and Desire can be achieved simultaneously. So immediately after interest is generated, it is important to convey to the audience why they need it. If a customer might not actually NEED that product, the brand can try to create the WANT for it. Usually, the desire stage is achieved during the time a consumer is comparing the product with other competitors' offerings. In that case, the brand needs to prominently highlight its outstanding features which the consumer won't get in other products.

ACTION

Finally, when the consumer has had a positive disposition towards the brand, he/she will be willing to try it or buy it. At this stage, schemes like early-bird discounts, free trials, one-on-one offers, referral systems, etc. can give that one final push to the consumer to go ahead and buy it.

MARKETING STRATEGY

A Marketing strategy can be defined as the action plan which takes place over a long period of time and is used by different companies and firms in order to gain a competitive advantage over the rivals that they tend to have in the business industry. Products such as sweets are based on mixed demographics and are enjoyed by all age groups. Distribution and brand equity are two major factors to acquire a competitive edge for products such as sweets. The availability of sweets across the market from pops & moms shops to high end departmental stores is only possible with an extensive distribution channel. It is also important to address the need of every individual customer from childhood to maturity in order to establish a brand equity.

Another element to the recipe of an effective marketing strategy is the effective advertising and communication of the product to educate and increase awareness about the existence of the product as well as generate supporting feeling for any business. To reach out to the consumers, communication plays an important. For the marketing of any product, advertisement and promotions are the best means of communication about the product to the end user.

AMUL'S EXISTING MARKETING STRATEGIES



Amul's Branding as the "The Taste of India"

The major chunk that led to the Success of Amul is its Branding strategies. We are all aware of Amul's tagline- 'The taste of India'. The tagline banished the notion that bread and butter are a staple of only the British breakfast and pulled nationalism in. The never-aging girl who wore a polka-dotted dress, with blue hair and an orange face was the company's icon. Amul

marketed all of its products under a single name, which led to advertising merely costing one percent of its revenue.

Amul's low cost pricing strategy:

It is one of the best promotional strategies adopted by Amul. It opted for a low-cost pricing strategy for products that are consumed regularly. This pricing strategy of Amul made it affordable for its target audience. Increasing the price of goods proportional to their audience's increase in income helped them retain their customer base. A competitive pricing strategy, such as a one-on-one offer, was adopted for products facing heavy competition.

Amul's advertising strategy:

We reached the final aspect of Amul's marketing strategy, 25 percent of Amul's advertising strategy. Without advertising, the target audience wouldn't be aware of the existence of the product. Amul was (and still is) in the Guinness record for running the longest-ever advertising campaign. The butterfly girl is thirty-nine years old now, though she certainly didn't appear to be! Top of the mind positioning was achieved by Amul, meaning Amul was first thought of when it came to dairy. The butterfly girl appeared in hilarious topical representations involving butter and current affairs.

Amul also came up with several taglines such as- 'Amul Doodh Peetha Hai India', 'Har Ghar Amul Ghar', 'Pehla Pyaar Amul Pyaar' and so on in its short advertisement videos. Every advertisement was guaranteed to make you chuckle appreciatively at its wit, warm your heart, or tickle your funny bone.

Digital Marketing strategy of Amul:

While not as big a presence in television ads as it used to be, the advertising strategy of Amul through digital marketing made the most of it through platforms such as Facebook, Twitter, Instagram, and others. Amul's digital marketing strategy also made it a point to connect with its customers and take care of any and every complaint rigorously.

SEGMENTATION, TARGETING, POSITIONING AND DISTRIBUTION OF AMUL SWEETS (STPD ANALYSIS)

Customer Segmentation

The marketing concept asks for understanding customers' requirements and satisfying their requirements and needs better than the others do. But many customers have different requirements and it hardly chance to satisfy all customers by treating them same just like. Market segmentation is the searching of part of the market that are not similar from other. Segmentation provides the firm to good satisfy the needs of its major customers.

1. Clearer understanding of the requirements and needs of selected customer groups.
2. More effective positioning in this place.
3. Greater precision in selecting promotional Transportation vehicles and techniques.

Target Marketing

Market segmentation reveals the firm's market opportunities. Then the firms sort market targeting by evaluating the many types market segments and deciding which and in which quantity segments it will target.

Although sweets are liked by everyone regardless of the age or gender, there are certain reasons which can affect the consumer preference about sweets. Amul can target its customers by providing them with the type of product they want. For example, A consumer above 35-40 years of age might avoid sweets due to the probability of health issues such as diabetes. This segment of consumers can be served by providing healthy sugar-free sweets.

Positioning

The motive behind the concept of positioning is to create an identity of the product in the minds of the consumer. It refers to how a consumer perceives the product or how a product is positioned in the mind of the consumer. Amul has successfully positioned its products with the Amul girl as the face and calling it "The Taste of India". Amul Mithai range can also be positioned in a similar way as the must have for the celebrations and occasions. As it is preferred

by all the age groups, it can be associated with the fact life is incomplete without the sweetness in it.

Differentiation:

It involves how well can a product be differentiated as compared to the other products in the market. It is the process of distinguishing to make it more attractive to a particular target market. Amul sweets can be differentiated by adding the most preferred flavours and making it available in different sizes and trial packs. For the health-conscious segment, sugar free sweets can be introduced. Celebration packages can be introduced with a variety of sweets in one box so that it provides customers with a taste of variety of sweets.



Sales Promotion Strategy:

A sales promotion strategy, also referred to as a discounting strategy, is a marketing approach to motivating customers to take a specific, pre-determined action through sales discounts, incentives, or offers. Promotions strategy isn't just the marketing campaigns to run and it's not limited to discounts and holiday promotions. While those are part of the strategy, overarching plan needs to take into account dynamic, evergreen, and personalized promotions as well.

Sales promotion, a key ingredient in marketing campaigns, consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade.

A decade ago, the advertising to sales-promotion ratio was about 60:40. Today, in many packaged-food companies, sales promotion accounts for 65% to 75% of the combined budget. Sales promotion expenditures have been increasing as a percentage of combined budget expenditure annually for the last two decades. Several factors contribute to this rapid growth, particularly in the consumer markets.

Sales Strategy for Amul

- **Leveraging Amul's online presence:**



Going online means your promotions can be more targeted, easier to run and track and can give you a better understanding of who your customer is. Amul has been ranked No. 1 brand by Campaign Magazine in its list of Top 1000 brands of Asia. From struggling with the exploitation of middlemen to being every Indian household's mandatory product, Amul has come a long way.

By creating amazing strategies that could touch every Indian's heart, Amul made its way towards success. Subtle placements of "Amul Girl" with current affairs and then posting the same on every social media platform, Amul was able to create its strong presence in the minds of the customers. It has been gathering the attention of a lot of customers with the help of digital marketing and has adapted consumer-friendly strategies. Considering this current global pandemic situation, we all should act realistic and choose the online mode to market our product.

Amul Mithai range can be promoted online in a way that it drives awareness and engagement with the product for Amul. Customers can be requested to share their experience of purchase to earn rewards which in turn can be redeemed.

- **Incentivise stores to increase sales:**

As an FMCG brand, we are often reliant on stores to push the products in the right way, so offering stores an incentive to sell more can be a great way to get our product prioritized over others in the category. Tailored rewards to stores who achieve growth targets or complete certain activities, like adding more products to their range or utilizing in-store displays can be an effective way for promotion.



- **Generate Word-of-Mouth promotion:**

To make the consumers aware, a campaign can be organized on social media which makes the consumers talk about the product to their friends, families and relatives. Such campaigns can increase the sales through word of mouth.

- **Print advertising**

Print advertising is a form of marketing that uses physically printed media to reach customers on a broad scale. Ads are printed in hard copy across different types of publications such as newspapers, magazines, brochures, or direct mail.



- **‘Try me free’ for brand awareness**

Everybody loves a freebie, and they are a great way of showcasing your brand, encouraging product trial and building a customer base. A clever promotion that invites customers to try your product for free can also be an opportunity to capture their valuable feedback. It’s a win-win for both Amul and the customer.

Amul Mithai range samples can be distributed as complimentary or trial samples to ensure that the consumers can experience the taste and deliciousness of the Amul Mithai. This would enable Amul to retain the taste of sweets in the consumer’s mind and will eventually affect his purchase of sweets in future.

MEASURING PRODUCT PERFORMANCE THROUGH KEY PERFORMANCE INDICATORS (KPI’S)

AVERAGE TIME TO SELL:

This FCMG metric is all the more important in the fast-moving consumer goods industry. Speed being an inherent part of this sector, that deals with a lot of fresh products, the Average Time to Sell is a crucial KPI to measure. According to the type of items (food and beverages, personal care, household care etc.), the freshness varies and has to be respected to avoid poisoning and observe the law. Evaluating how long it takes for the products to be sold will give material for the procurement strategies, but will also help in the inventory management. Holding items in inventory incurs costs, such as labour, storage, or freight costs.

Performance Indicators

Ideally, the time to sell to be as low as possible, meaning that the seller manages to sell most of the inventory within the short deadlines.

ON-SHELF AVAILABILITY

On-shelf availability (OSA) measures the percentage of time an item is visibly accessible for sale on shelf by consumers, where they expect it and at the time they want to buy it. This can be performed by a physical audit or an inventory data analysis. If shoppers are repeatedly facing out-of-shelves items in the same store, they will move to another one. An item that isn't on shelf might however be available somewhere else in the store, or in the warehouse: to avoid losing customers who won't ask for the item, implementing good staffing measures that reduce out of shelves situations are important.

Performance Indicators

An increase in OSA can impact sales significantly. We can measure the availability over time via audit and improve it as much as possible.

MARKET SURVEY AND RESEARCH

Once the product is launched, a general weekly or fortnightly survey can be conducted by physically visiting the stores and taking a feedback on customer demand, on-shelf availability, customer expectations and feedback. This will help Amul to identify the scope of improvement and catering the demands of the customers more precisely. This help Amul to ascertain how the product is performing in the market (Gwalior).

CONCLUSION OF GTM STRATEGY

Amul is a brand with consistently well-performing products across the cities. From our research about the Go To Market Strategy, we can conclude that there are a few pain points which can be focused upon in order to launch the product successfully in the Gwalior market.

Consumers need to be more aware about the existence of the product and variety so that they can make a purchase over the competitor's product. Use of Social Media to increase awareness and engagement for the product using several campaigns can be an effective way of increasing awareness about the Mithai Range.

Amul Mithai Range should also be made easily accessible to the consumers of Gwalior. Timely availability at the nearest stores and online delivery system can be an effective way of doing so. Due to the extremely fine quality, taste and Amul's brand image, the product has the potential of performing well Gwalior's market. Not much competition prevails in the market so it can be feasible for Amul to capture a good market share for the mithai range.

PROJECT 2- AMUL CART APP AND AMUL PREFERRED OUTLETS

Amul Cart App:

The supply chain integration system was the most affected during the lockdown, resulting in limited supplies and little cooperation between wholesalers and retailers of Amul. To address this issue, Amul developed the Amul cart app, which integrated the entire process and aided in the smooth operation of the supply chain. The Amul Cart app enabled the retailers to order their inventory using the app and avail inventory on time and also following the Covid-19 norms.

Challenges:

- Lack of information regarding the Amul Cart app.
- Resistance from the retailers in accepting an app-based model of ordering inventory.
- Lack of technical know-how which makes it difficult for the retailers to order.
- Retailers already comfortable with the physical mode of delivery.
- Difficulty faced by the retailers in downloading or registering on the Amul Cart.

Role as an Intern:

As an Intern, I was responsible for informing the retailers about the existence of Amul Cart app, assist them in successfully downloading and registering on the app. I was also responsible for getting the retailer acquainted with the working of the app which involved keeping track of the inventory, adding the products in the cart and generating & saving the order invoice.

As feedback plays a very crucial role when a new product or technology is implemented, I was responsible for taking regular follow-ups from the retailers regarding their experience of using the app. Any loophole or difficulty in registering, ordering or delivery had to be resolved.

Amul Preferred Outlets:

Amul Preferred Outlets are exclusive outlets which sell entire range of Amul and Sagar products like Milk, Butter, Ice Creams, Milk Beverages, Lassi, Butter Milk, Cheese, Chocolates, Paneer, Mithai, Ghee, UHT Milk, Curd, Milk Powders etc.

The Outlets are Spread Over 100 to 200 Sq. Ft in markets, premier educational institutes, hospitals, railway stations, bus stations, municipal Corporations gardens etc. where there are high footfalls.

Challenges:

- Investment
- The location constraints given by Amul
- Return policy of products
- Attract customers
- Competition from the other Amul Franchise stores

Role as an Intern

As an intern, I had to take up the query put in by any person willing to open an APO. I had to explain the procedure, the investment required, the perquisites for opening an APO. As there is a fixed format of an APO so I had to explain them all the requirements like number of refrigerators and freezers and the investment for them, the cost of the setting up of the parlour which includes the layout and the furniture required and the requirements which company has set for stock keeping. I also had to explain the paper work to be taken care of in this procedure and elaborated on the benefits the company provides and the margins which they will get on the products. explained them the norms that company has set for the location of the outlet. Once this task was done, the interested requests were forwarded to the manager.

LEARNINGS FROM THE PROJECT

Working as an Intern under Amul, I have learned that product research is a vital step of new product development as well as releasing the existing product in the market. Through every stage of the product development process, product research can be conducted, which helps in identifying key issues and thus avoiding costly mistakes. The initial product research helps us to evaluate the idea for a product or service and see if there is a need for it and what it is that the potential customers are looking for. For already existing product or service, product research helps us to know whether the available options in the market are meeting the needs and expectations of existing customers. This way we can learn what we can do differently, to meet the needs and expectations but also to exceed and outdo the competition in the market.

Working for the Amul Cart app and Amul Preferred outlets and having a conversation with various people with different perceptions on a daily basis made me understand the importance of consumer perception about a product or service. It also made me understand the role of consumer's willingness to purchase a product or avail a service and how important it is to make the product or service a success.

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