



GALGOTIAS
UNIVERSITY

SCHOOL OF FINANCE AND COMMERCE.
GREATER NOIDA

Research Report

On

Study of Consumer Satisfaction of Mother Dairy's
Flavoured Drinks and Ice-Creams in Nainital,
Uttarakhand

**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE
OF
B.Com. (Hons) (2017-20)**

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Prof. Nitin Huria**

DECLARATION

I TANVEER SINGH, hereby declare that this project work is the result of my own research and no part of it has been presented for any other degree in this university or elsewhere. I am solely responsible for any error found in this work.

Date:

Place:

Student Signature:

ACKNOWLEDGEMENT

It is with a deep sense of gratitude; I acknowledge the efforts of all the hosts and well-wishers who have in some way or other contributed to the success & completion of this Research Report on “**Study of Consumer Satisfaction of Mother Dairy’s Flavoured Milk and Ice-Cream in Nainital**”

This would not have been possible without the goodwill and support of people around. I would like to express my sage sense of gratitude & indebtedness to my immediate supervisor **Prof. Nitin Huria, Galgotias University** from the bottom of my heart, for his immense support and faith in my work.

I hope that I can build upon the experience & knowledge that I have gained & make valuable contribution towards this industry in coming future.

Certificate from the Faculty Guide

This is to certify that the project titled “**Study of Consumer Satisfaction of Mother Dairy’s Flavoured Milk and Ice-cream in Nainital**” has been done under my supervision by **Tanveer Singh** of B. Com (Hons.), 6th semester.

Name and Signature of the Faculty guide

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EXECUTIVE SUMMARY

My research work was a great exposure for me and I got to learn and know about various new things about the planning and functioning of a Dairy cum FMCG Company. With the arrival of spring and summers thereof, no one is happier than the ice-cream manufacturers who are already filling their ice-boxes with dollops of new, mouth-watering flavours.

MOTHER DAIRY



Mother Dairy, which was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDB). Mother Dairy manufactures markets and sells milk and milk products including cultured products, ice cream and cheese. The company has a diversified portfolio with products in edible oils, fruits & vegetables. Frozen vegetables, pulses, processed food like fruit juices, jams, etc. to meet the daily requirements of every household.

It was an initiative under Operation Flood, the world's biggest dairy development program launched to make India a milk sufficient nation. Within 5 years, Mother Dairy's sale progressed three times. Mother Dairy targets strategic thrust areas with logical extension. The plus point for this co-operative society is its brand equity, large procurement base of raw material, having processing technical know-how, 180 milk co-op networks and plans to convert ice-cream into a mass product.



The agencies like, DD Enterprises, Himansh Enterprises and Shree Samrath Food Galley and many more are examples of such distributors to Mother Dairy for Uttarakhand region. Their representatives must visit all the regions to check the possibility of opening of new outlets and need to maintain the DSR on daily basis. In DSR, the name, address and the reaction of the retailers which are visited in a day is maintained. Normally they visit more than thirty to forty stores in a day. Apart from calling, they are also required to ask the retailer's perception and customer's reaction about the Mother Dairy flavored Milk and then this information is passed on to the agency especially the problem of existing retailers.

Despite, Mother Dairy not having a big market share in Uttarakhand region is a very rejoiced and recognized brand in the region. It has been measured by the survey conducted which clearly brings out the demand and supply ratio of the Mother Dairy products over other brands.

Particularly, talking about Nainital, it has been concluded in the report that people are willing to enjoy more products from Mother Dairy and are willing to spend extra rupee just for the sake of brand trust other Dairy has created over years.

The thing to focus is the distribution network that falls weak which eventually leads to irregular supplies and thus stand a chance of losing their valuable customer.

It has also been observed that Mother Dairy has a considerable market share which indicates that it has been able to carve a niche for its products. Further innovations and improvements can lead to a bigger market capture in many other parts of the India.



INTRODUCTION

Mother Dairy sells milk and milk products (Milk, cultured products, Ice creams, Paneer and Ghee) at a national level through its sales and distribution networks for marketing food items.

Mother Dairy sources significant part of its requirement of liquid milk from dairy cooperatives. It is Mother Dairy's constant endeavour to ensure that milk producers and farmers regularly and continually receive market prices by offering quality milk, milk products and other food products to consumers at competitive prices and uphold institutional structures that empower milk producers and farmers through processes that are equitable.

Mother Dairy markets approximately 3.2 million litres of milk daily in the markets of Delhi, Mumbai, Saurashtra and Hyderabad. Mother Dairy milk has a market share of 66% in the branded sector in Delhi where it sells 2.5 million litres of milk daily and undertakes its marketing operations through around 1400 retail outlets and over 1000 exclusive outlets of Mother Dairy.

The company derives significant competitive advantage from its unique distribution network of bulk vending milk booths, retail outlets and mobile units. Mother Dairy ice creams launched in the year 1995 have shown continuous growth over the years and today boasts of approximately 62% market share in Delhi and NCR.

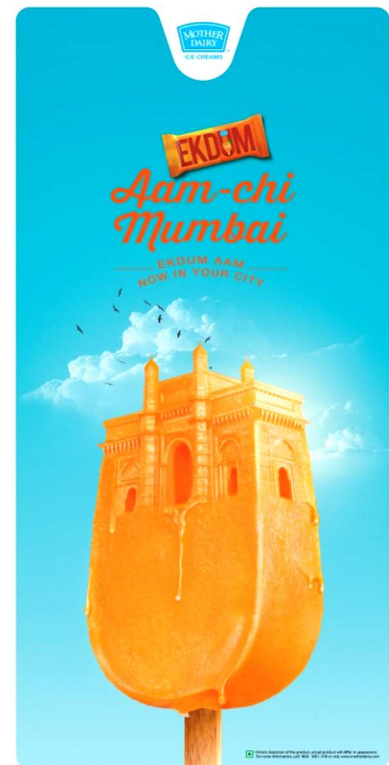
Today Mother Dairy is a supreme model of efficiency combined with marketing expertise-has been identified as the change agent for transforming the dairy co-operative sector across the country. NDDB through the state cooperative has provided a steady source of livelihood for millions of rural households and ensured supply of healthy and hygienic milk-hallmark of its success – to consumer across the country.

The organization is also preparing to expand its production amenities beyond NCR to serve all other parts of India. Mother Dairy Ice-cream are now being enjoyed across the markets of Delhi /NCR, Mumbai, Kolkata, Punjab, Rajasthan, U.P, & Uttarakhand.

Stay fit with every sip...

Mother Dairy ice cream #LifeIsRealGood

Mother Dairy takes home range campaign...



INDUSTRY AND COMPANY PROFILE

FLAVORED MILK

Flavored milk is the second-most preferred liquid dairy product in India, after liquid milk. The popularity of flavored milk is a recent phenomenon in country. New research from global market intelligence agency Mintel reveals that flavored milk products accounted for 43% of dairy drink introductions in India in 2016, up from just 20% in 2012.



Of these flavored milk drinkers, a significant portion drink flavored milk for emotional reasons; some 30% consume flavored milk as a treat, while over a quarter (27%) do so to satisfy a sweet craving. Meanwhile, a quarter (23%) enjoy flavored milk as a dessert. Looking for more choices, 14% of Indian regular milk drinkers feel that there are not enough varieties of flavor in flavored milk. “Flavored milk is still not a category that enjoys mainstream consumption in India. Instead, it is typically consumed on impulse, with a sizeable population of flavored milk drinkers consuming it as a treat or dessert. Brands can look to reposition flavored milk as a product that allows for permissible indulgence to increase its appeal among Indian consumers.

ICE CREAMS

The Indian ice cream industry is one of the fastest growing segments of the dairy or food processing industry. India has a low per capita ice cream consumption of ice cream at 400 ml as compared with per capita consumption of ice cream of 22,000 ml in the United States and 3,000 ml in China.

With the improving cold chain infrastructure in the country coupled with increasing disposable income and the changing lifestyle, the sector has great potential for growth. The ice cream industry in India generated revenue of more than USD 1.5 billion in 2016 and is projected to generate revenue of approximately USD 3.4 billion by 2021.

Another report found that the market of Ice cream grew at a CAGR of 14.1% during 2014-2019. Also, in accordance to that study, the market is suspected r expected to reach a value of INR 441.8 Billion by 2025.



COMPANY PROFILE: MOTHER DAIRY

Following is a complete range of Mother Dairy Products under their 3 major brands-

- **Mother Dairy**

1. **Milk**

Bulk Vended Milk

Poly Packed Milk

Ultra-Heat Treatment Milk

Milk Powder (Dailycious)

2. **Dairy**

Dahi

Mishti Doi

Lassi

Chaach

Probiotic Drink

Flavoured Milk

Paneer

Butter

Fruit Yogurt

Cheese

Ghee

Cream

Milk Shake

Aam Doi

3. **Ice Creams**

Fruit Classics

Indian Classics

Western Classics

Bricks and super saver packs

Bars

Cones

Ice Candies

Kulfis

Cups
Cassata Bars
Sugar-Free
Fruity Licks
Ice Cream Cakes
Novelties

- **Dhara**

- 1. Refined Oils**

Dhara refined vegetable oil
Dhara refined health sunflower oil
Dhara fit & fine refined soyabean oil
Dhara life refined ricebran oil
Dhara refined groundnut oil

- 2. Filtered Oils**

Dhara Kacchi Ghani Mustard oil
Dhara filtered groundnut oil
Dhara mustard oil

- **Safal**

- 1. Product Range**

Frozen Vegetables
Frozen Snacks
Tomato Puree
Unpolished Pulses
Honey

- 2. Fresh Fruits and Vegetables**

Fresh Fruits
Fresh Vegetables

MOTHER DAIRY PROMOTIONAL CAMPAIGNS AND MARKETING STRATEGIES



The 'Mother Dairy Ice-cream' strategy stands well on its punch line, 'Real milk, Real ice-cream' 'Mother Dairy Flavored Milks' are tastier and creamier than its opponents as fat used is pure milk, which is expensive than the rest. Mother Dairy has goals to take these products nationwide and they believe to make them "available all over the country".







MOTHER DAIRY
100% MILK ICE CREAM*

EATING ICE CREAM DOES NOT CAUSE COVID19

as stated by WHO AND UNICEF

For more details, visit the websites www.who.int and www.unicef.org

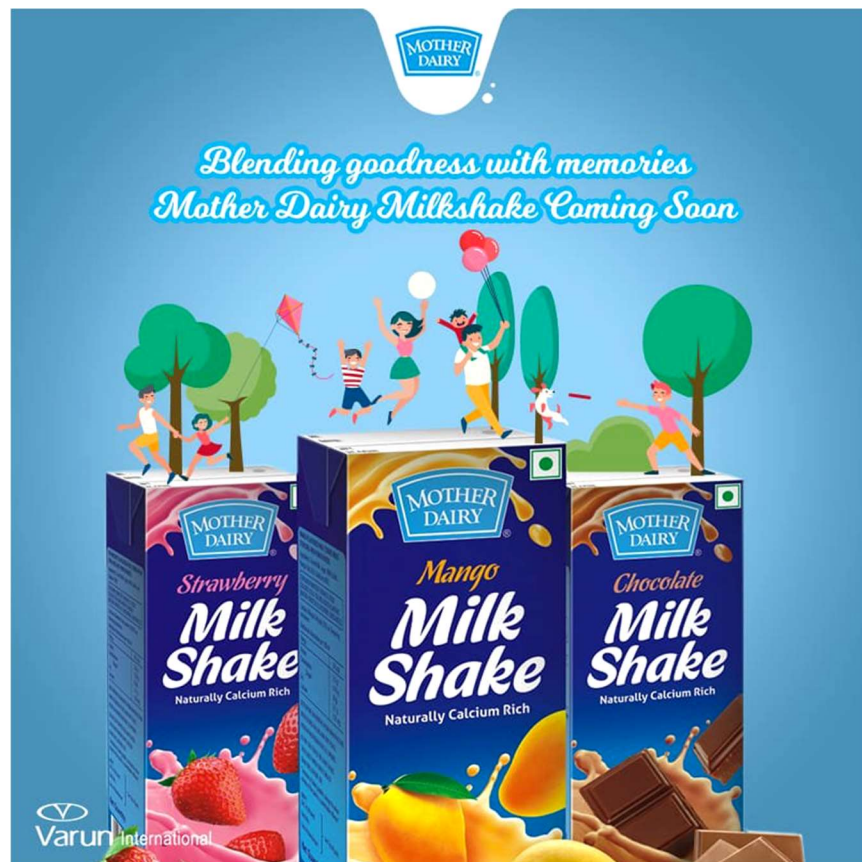
TO PROTECT YOURSELF

- 
Wash your hands with soap and water

- Cover your mouth with your bent elbow when you cough or sneeze
- 
Maintain atleast 1 metre distance


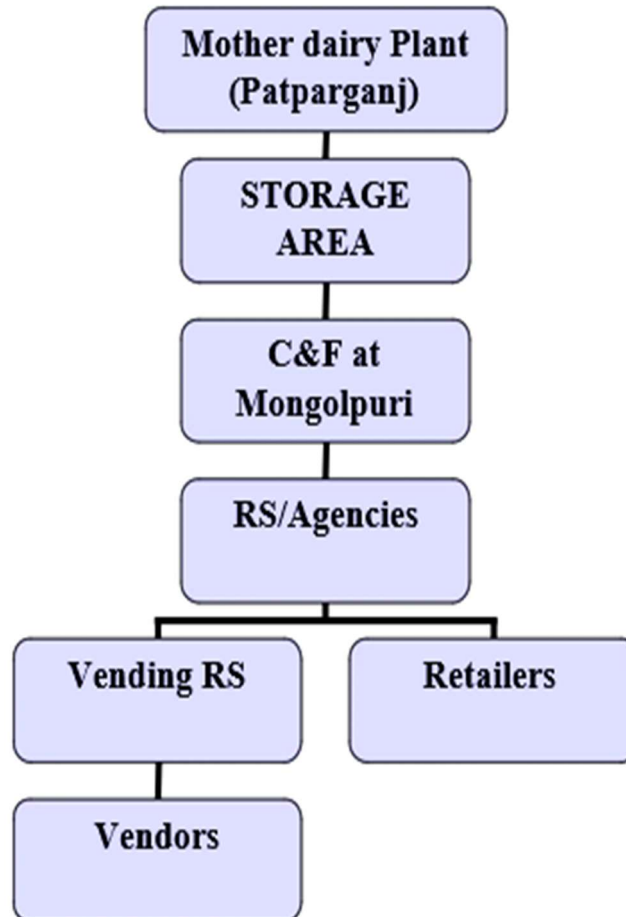
*For visual depiction only

* Made with Milk and Milk Constituents.

**A delicious taste, that leaves everyone yearning for more.
That's the absolute thrill of Mother Dairy Flavored Milks.
From a captivating range to a refreshing taste.
There's something for everyone - check it out!**



DISTRIBUTION NETWORK



Mother Dairy manufactures its flavored Milk in Patparganj plant. It supplies its most important ingredient like milk from many places of NCR, Haryana, Rajasthan and U.P to Patparganj. When flavored Milk is completely arranged and packed then it's shifted to Storage area. The C&F agents store it in big deep freezer rooms. From C&F the flavored Milk is distributed to various distributors and they further, give the flavored Milk to many retailers and sub retailers for their assigned regions. As a result, consumer gets the product from retailers for its consumption.

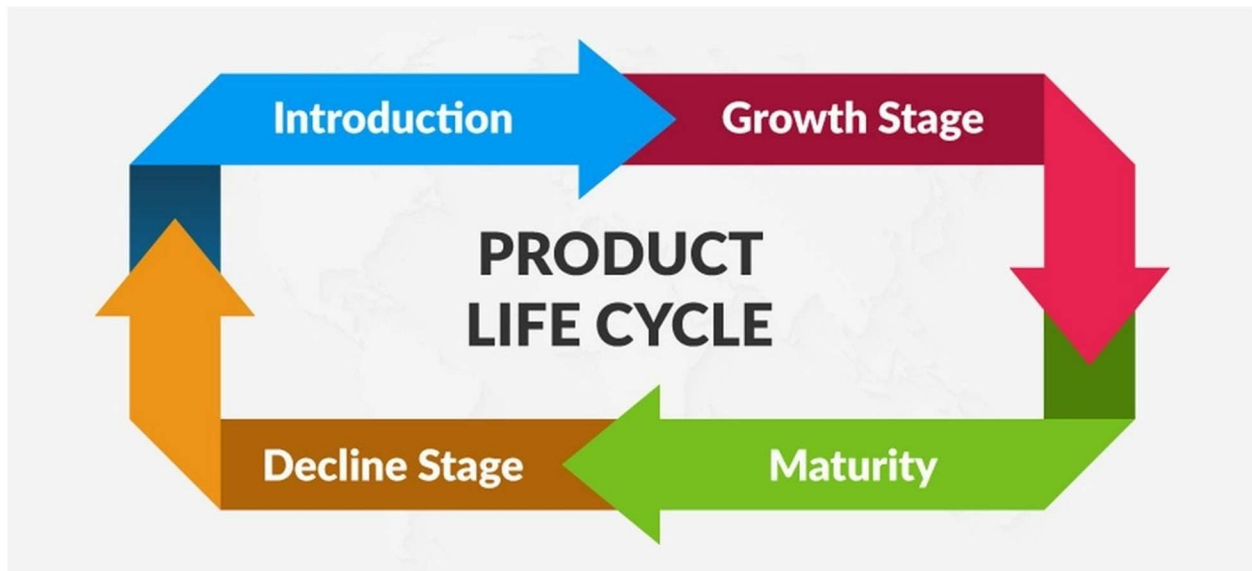
This kind of distribution is done in Delhi and NCR, Uttar Pradesh, Haryana, Uttarakhand and few other states and regions of India.

Retailers are one of the most important affiliate of the distribution network. They are the ones who keep the product for direct purchase by the customer. Since, they have the direct touch with the customers or consumers, they play a vigorous role in persuading the purchasers' choices. The company must try to deliver services to the retailers in a manner that they can suffice to the needs of consumers and organization both.

FOUR P's OF THE PRODUCT

PRODUCT: Mother Dairy flavored Milks has extensive array of variety that consists of many flavours accessible in the souk. As flavored Milk is an impetuous procurement item so, its sale relies majorly on readiness and variation. Mother Dairy is efficient enough to provide the variety to make the flavored Milk widely available, especially in North India.

PRICE: The price of Mother Dairy flavored Milk is very less equated to its opponents. In creative product the price of the flavours varies from very low to high. The pricing stratagem of Mother Dairy is, to envisage each income group of the society. The inexpensive price of flavored Milk is meant for targeting the people with low earning also. Amul is also focussing on the similar lines with Mother Dairy along with the first-class segment by producing diverse flavours at unlike prices.



PLACE: The supply of the flavored Milk in Nainital is completed through retailers and many other distributors over many locations. For Nainital, Mother Dairy has many distributors who supply flavored Milk to more than 3000 outlets in Nainital and neighbouring regions. These suppliers are accountable for their corresponding extents.

PROMOTION: Mother Dairy is a deep-rooted brand of NDDB. For promotion of the flavored Milk the company puts up commercials in tabloid and publications. Mother Dairy uses their punch line --- India Jama Denge for the advancement of their brand.

SWOT ANALYSIS

STRENGTHS:

- a) One of the major procuring base for milk and various dairy products in India.
- b) India 's one of the best-known National Brand in all product categories.
- c) Near to half, 40% market share is captured by Mother Dairy in Flavored Milk segment.
- d) Existing of a firm distribution and delivery network for its dairy products to the district.
- e) Competitive pricing strategy – Mother Dairy is the price champion in the Flavored Milk market and currently enjoying competitive edge of ‘value for money’.
- f) Mother Dairy was Delhi NCR brand earlier, but now it has stretched across many neighbouring states and even in Southern and Eastern parts of India.
- g) Purchaser is utmost contented buying Flavored Milk in the Value for Money section and Mother Dairy is delightfully present to cater to the needs of every income group.
- h) Mother Dairy has been able to strengthen its brand equity in all these years with customers placing their trust so sturdy in their products for every reason. With this Mother Dairy can enjoy privileges of a well-established brand and seek undivided attention while introducing new product launches.

WEAKNESS:

- i) Association amid distributor and organization is less operative.
- j) Distribution network is not of superlative level.
- k) Unavailability of all type of variety of ice cream is a menace.
- l) Advertising section need to show up more and creative, as compared to its current lag.
- m) Kwality Walls on the flip is constantly advertising and as an outcome, is prevalent.
- n) As per our investigation, consumers brought to fore a numerous feedback points that stand high on their expectation list.
- o) The customers would be willing to make further purchase from the brand which offers quality and healthy products.

OPPORTUNITY:

- a) Nainital market is well saturated with a lot of ice cream and flavored milk brands. The customers are looking out for new flavours this season. Seeing this, it can be made out that Mother Dairy has tremendous chance to launch its new products in the market to have a strong viable edge.



- b) Nainital is a hill station and many tourists visit every year which creates a room for all type of price segment, and this is where Mother Dairy can strongly stand out. The mouth-watering Ice creams and thirst quenching flavoured milks can make up for all type of people in the district.
- c) Mother Dairy can bring in the more grown young adults and children who are ready to welcome new and refreshing products provided they meet their expectations in quality, quantity and price.
- d) Distributorship of many other companies is somewhere dissatisfying is extremely irregular and there is a gap to be bridged. Hence Mother Dairy can reach out to masses in Nainital and Uttarakhand.

THREAT:

- a) Many new SME's are incoming in the ICE-CREAM and Flavoured Milk industry.
- b) Home grown manufacturers are mounting at an outrageous rate in Nainital.
- c) Other companies are advertising their products very well.
- d) The consumers have wholeheartedly welcomed Kwaliti Wall's product differentiation strategy and Amul, Creambell etc are also improving their advertisements. Mother Dairy will have to cope with their low advertising to compete healthily.

RATIONALE & SCOPE

RATIONALE:

The SWOT helped fairly understand the opportunities utilised and lying ahead for Mother Dairy. The market share of Mother Dairy flavored Milk has increased by three times in just Four years. The Mother Dairy Flavored Milk seizes nearly 40% of the total market share in Nainital and can further reach the level like that of Delhi in terms of financial gain. There is an enormous chance for the firm to spread their market portion in Nainital. The expansion project in Uttarakhand will create the opportunity for the business to grab major chunk of the market of Uttarakhand before any other Brand.

SCOPE:

The SWOT also helped understand the scope for Mother Dairy in Nainital region of Uttarakhand. The study is to recognize the issues faced by the corporation to capture higher market share in Nainital. Mother Dairy must observe and study the pricing tactic of its rivals. This study will aid the company to seek relevant information about their current market position in Nainital and thrive in accordance to the competitive advantage they enjoy in the market.

Also, the company as per studies, can advertise in a manner that it taps the right audience.

With the above SWOT Analysis conducted, it can be fairly seen that Mother Dairy has tremendous potential and can become a leader in the market of flavoured milk in Uttarakhand also.

Mother Dairy can cope with its weaknesses and exploit its opportunities and prove its competitive edge over other brands successfully.

LITERATURE REVIEW

Since ages now, food products and their quality have been a matter of grave concern, realising its effects on health of the human beings. With evolution of mankind and emergence in preferences and choices of human beings, the demand for desserts and other sweet items has constantly increased. Catering to the need of consumers and seeing the ever-growing competition, it became a matter of research for every organization. Keeping this in mind, several researchers researched about the brands, its products variety and taste and its quality vis a vis pricing and its effectiveness in the market.

The previous studies conducted show that consumption of ice cream in India was way less than in the western and other European Nations. Different brands were launched and made available to public for consumption. Ice creams are liked by all segments of people, from children to old age people. The Ice cream segment in India saw growth in 1978 and later it went way ahead. Earlier they had only one flavour, vanilla and later came with strawberry, tutti-fruity, chocolate etc to name a few. Furthermore, Ice cream segment turned to manufacturing of more exotic ice cream flavours naming- Tango with Mango, chocolate drizzle, pista greens, brownie nuts and what not. This took people by stride and Ice cream sector today is enjoying its plush share.

Ice cream madness has come on more on surface with time. Exclusive dedicated Ice cream brands have showed up, some claim of selling natural ice creams, some claim of producing real milk ice creams. With the rise in need of flavours and quality, many dairy brands are competing for big market share in market. With raising consumer consciousness, companies must focus on a lot of parameters like- Quality, Quantity, Pricing and its regular availability etc.

With summers having arrived, it's evident that the businesses for Ice creams going to hike tremendously, and for that all organizations will start to manufacture dollops of mouth-watering flavours for people to have amazing ice cream moments. Ice cream in our nation is consumed in every household, parties, ceremony functions, conferences etc. It's a widely consumed product in India already and is growing at a rapid pace. From a special occasion treat to daily consumption, Ice cream industry has come a far way and intends to reach the untapped potential also.

Flavoured milks are a recent affair in India and are growing rapidly. Manufacturers are taking pains to dive deep in this segment also and make it a daily consuming item.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES:

1. To study the consumer preference about Mother Dairy flavoured milk and ice creams in Nainital.
2. To find out the competitive advantage of Mother Dairy over other Dairy competitors in Nainital.

SECONDARY OBJECTIVES:

1. To study distribution channel of Mother Dairy.
2. To analyse the market size of flavoured milk of Mother Dairy. retailers' perception about Mother Dairy flavoured Milk.
3. To find out the factors responsible for the increase in the number of outlets of Mother Dairy Flavoured Milk.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

The research design has been formulated with utmost care keeping in mind the research objectives.

RESEARCH APPROACH:

The research has been conducted through market survey. The data collection is qualitative and quantitative both. The data has been collected by means of questionnaire filling from various segments of people. Few retailers also have been questioned in form of unstructured interactive questions. Secondary research was conducted by studying past and present reports on the existing Mother Dairy 's schemes and by analysing its current market share. Also, underwent comprehensive study of the competitors of Mother Dairy and know their market share in Nainital thereof.

RESEARCH INSTRUMENTS:

The primary data for this study has been collected through questionnaire.

The secondary data has been collected through Company website, Internet and insights provided by company employees, etc.

Archival Study

SAMPLE PROCEDURE:

The Random sampling technique has been used for the sample collection of this study.

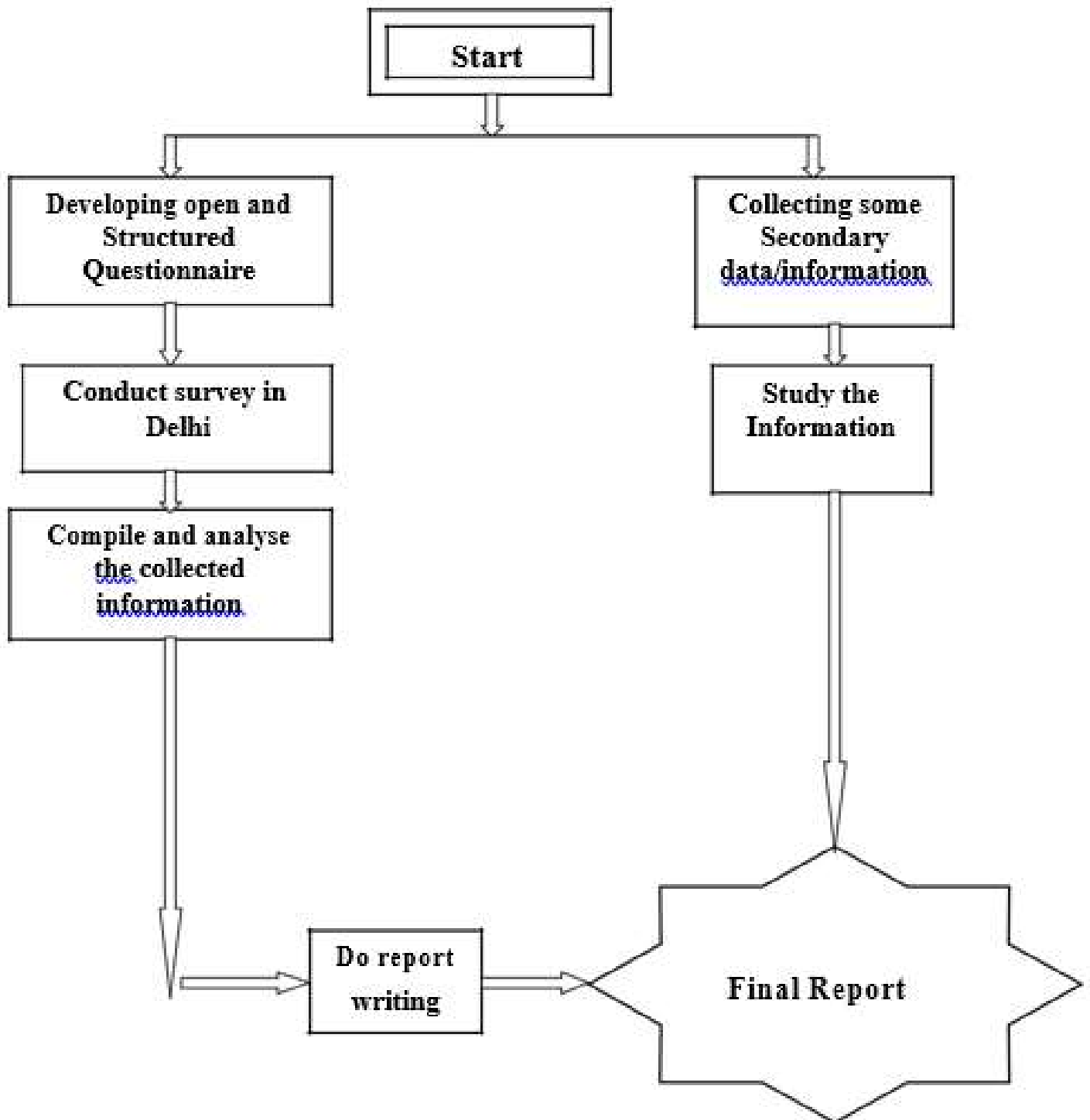
SAMPLE POPULATION:

The sample population for this study refers to the people of Nainital from all segments and few FMCG retailers.

SAMPLE SIZE:

The size for this study has been between 75-100 people and few retailers available nearb

PROJECT ACTIVITY SEQUENCING:

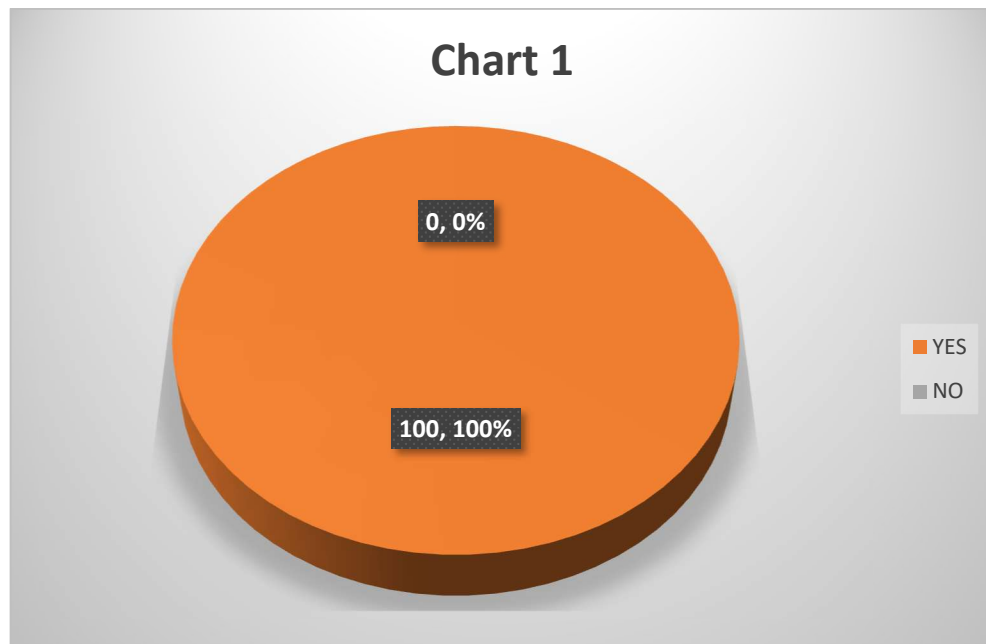


ANALYSIS & FINDINGS

Are You aware of different types of milk products and ice creams available in market?

YES 100%

NO 0%



Inference Drawn-

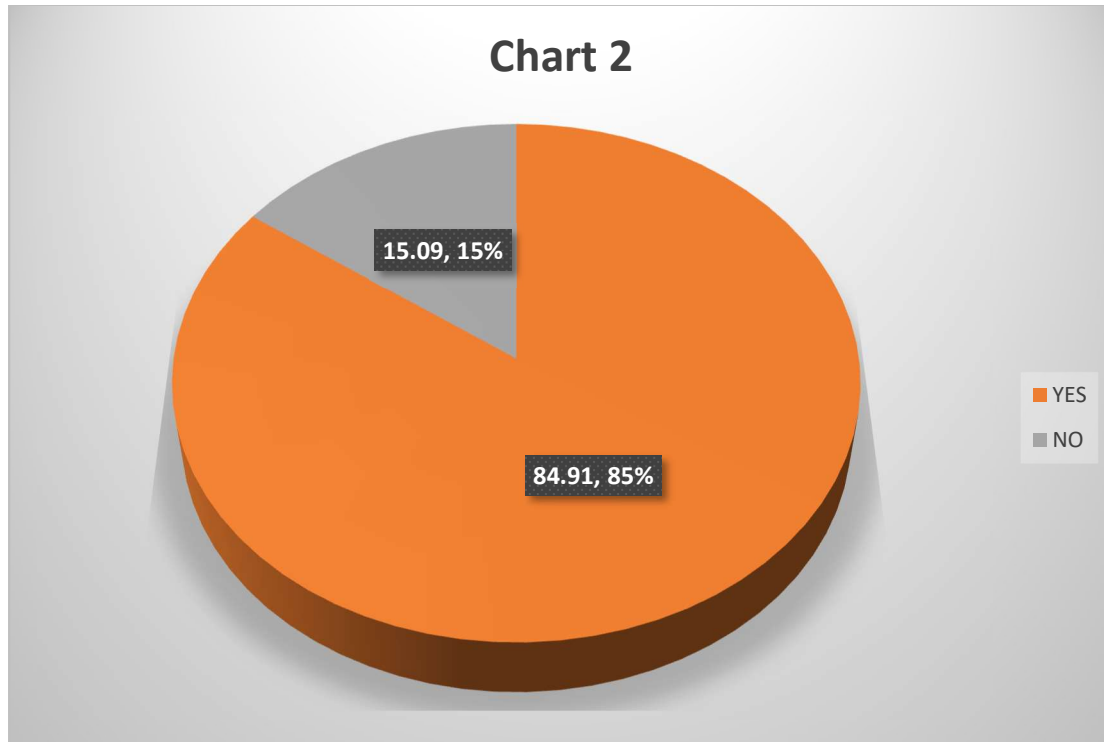
The pie chart clearly shows that everyone from the respondents knew the variety of milk products and ice creams from different brands are available in market.

Mother Dairy is not the monogamy player in segments of milk products and ice creams.

Are you aware of different Dairy Brands available in Market?

YES 84.91%

NO 15.09%



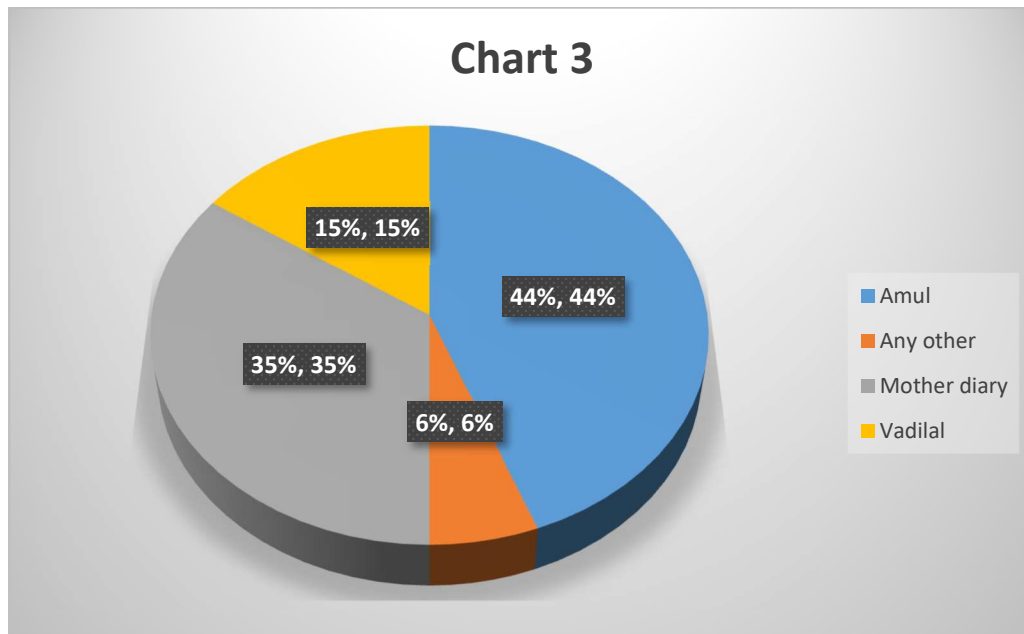
Inference Drawn-

It can be clearly seen that a very people from the set of respondents are not much aware of the different Dairy brands in Nainital.

It can also be inferred from the above that some people from the set of respondents are aware of the different brands existing, which indicates a cut-throat competition.

Which Brand of Ice Cream You prefer most?

Amul	44%
Mother Dairy	35%
Vadilal	15%
Any Other	6%



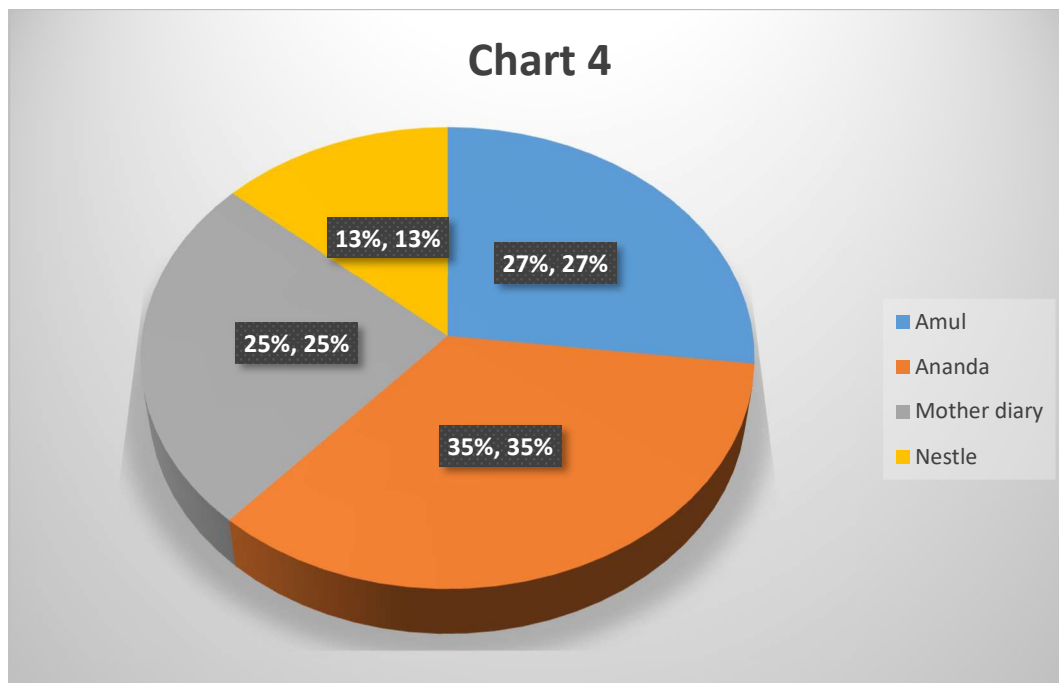
Inference Drawn-

From the above chart it can be clearly seen that Mother Dairy is only behind of Amul and with a very close margin.

It can be stated with respect to the study conducted in the research that with more effective distribution system, Mother Dairy can give a tuff competition to Amul in Nainital also.

Presently, brand of milk you are using?

Amul	27%
Mother Dairy	25%
Nestle	13%
Aanchal	35%



Inference- Drawn-

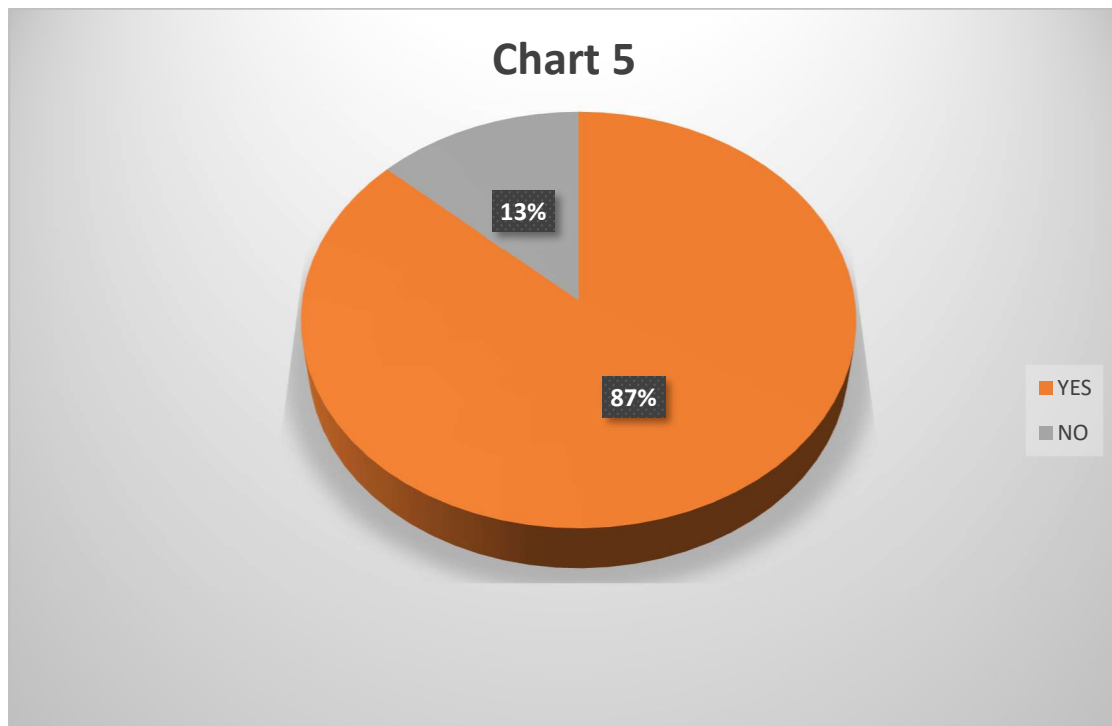
It can be clearly seen that Ananda is the leader in Milk Segment and ahead of all other brands, including Amul and Mother Dairy.

Mother Dairy already has a built-up trust in Milk Segment, it can thus open a good market share for flavoured milks of Mother Dairy in Nainital also.

Are you satisfied with the Dairy Products of Mother Dairy?

YES 87%

NO 13%



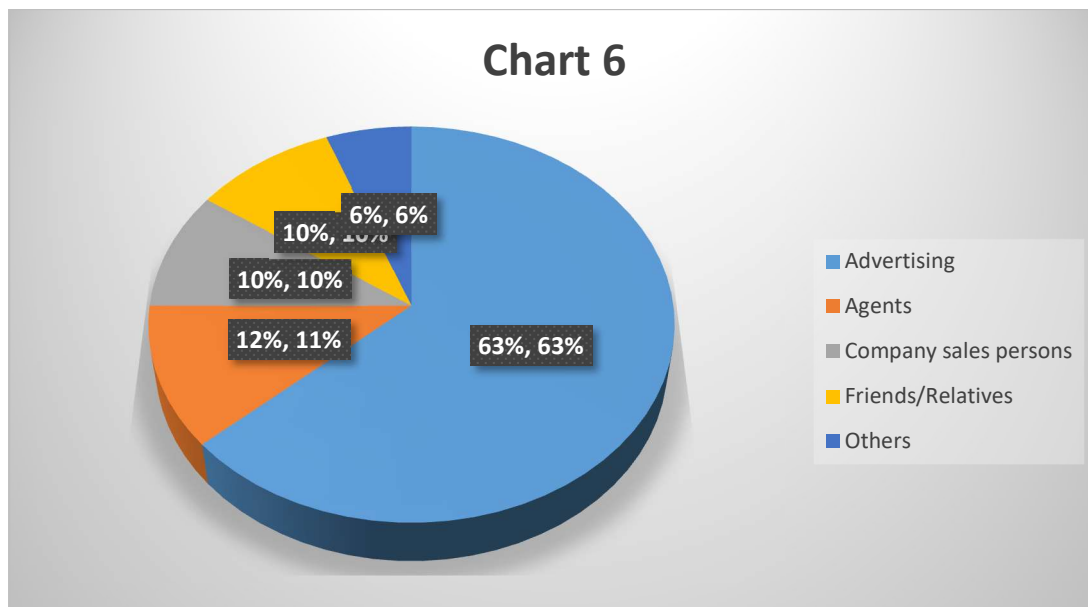
Inference Drawn-

It can be made out that most of the population from respondents seem to be satisfied with the available dairy products from different brands.

For the remaining, it becomes important for brands to know the loopholes in form of feedbacks such that they can immediately get hold on the remaining and potential market share of Nainital.

How are you aware of the Brands?

Advertising	63%
Agents	12%
Company Sales Persons	10%
Friends/Relatives	10%
Others	6%



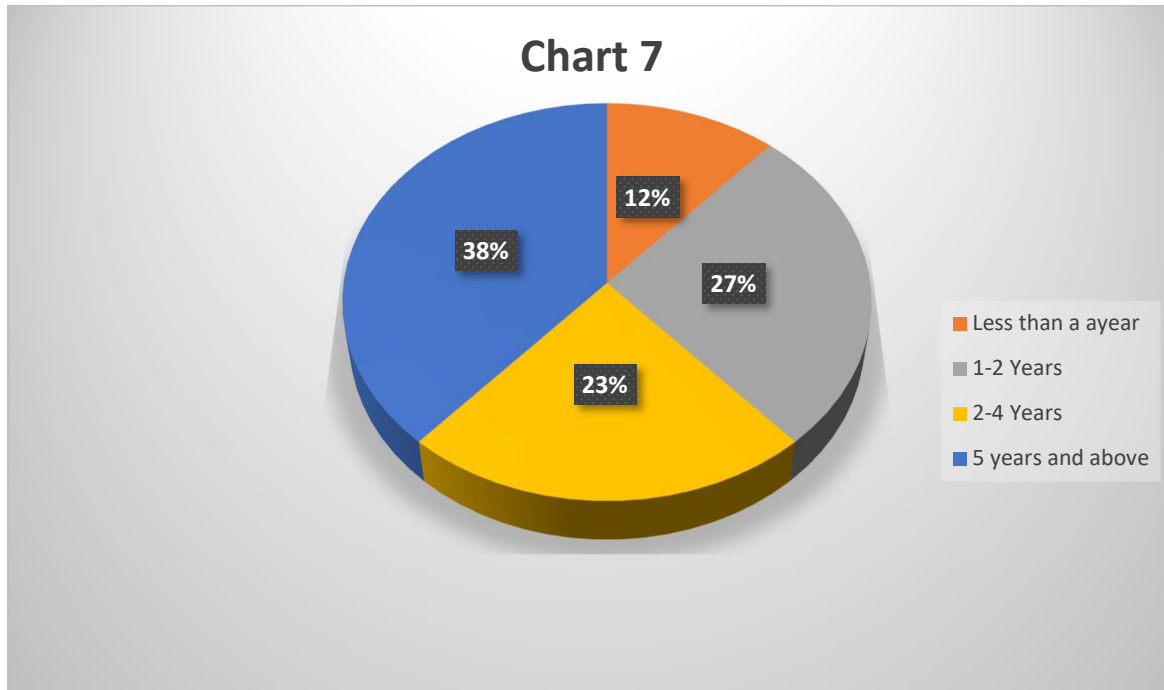
Inference Drawn-

As per the figure it can be concluded that advertising looks out to be the most impactful in creating brand equity.

As far as study conducted, it can be concluded that Mother Dairy will have to increase its presence across media and Television for more and direct impact on consumers.

How long have you been using the current brand of milk and ice creams?

> a year	12%
1-2 years	27%
2-4 years	23%
5 years and above	38%



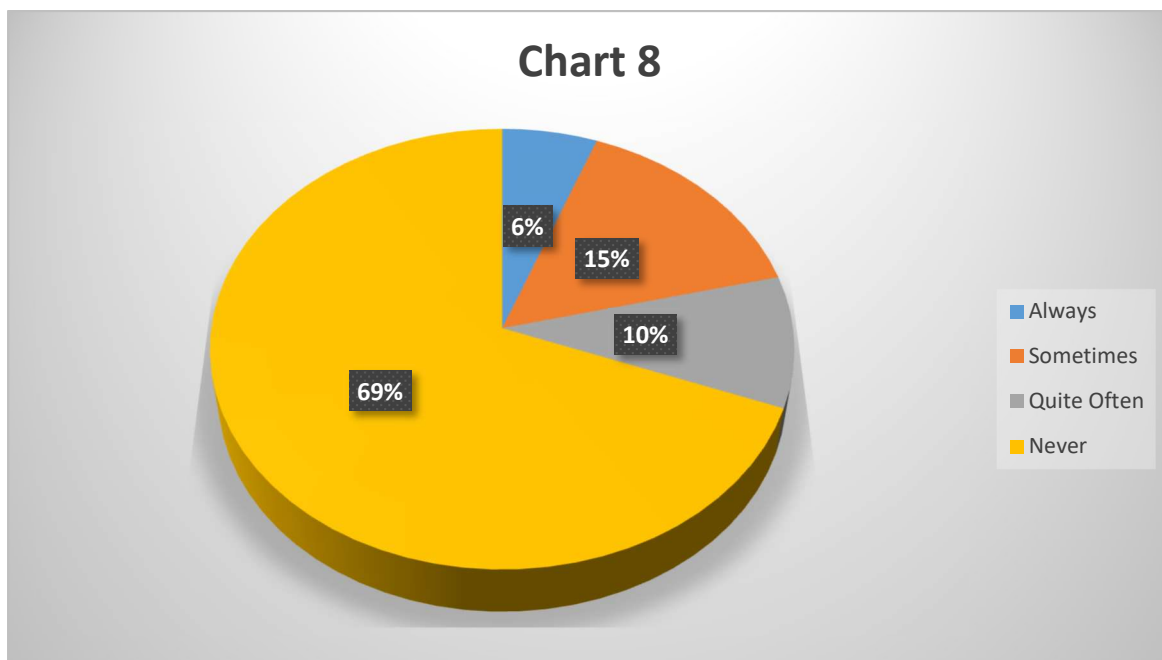
Inference Drawn-

It can be seen from the above figure that, maximum people are Brand loyal and are continuously using the same brand milk.

This loyalty can be taken advantage of and can be of great help in creating considerable market for flavoured milks and ice creams in Nainital.

Do you have issues like leakage of milk packets or molten ice creams with Mother Dairy?

Always	6%
Sometimes	15%
Quite Often	10%
Never	69%



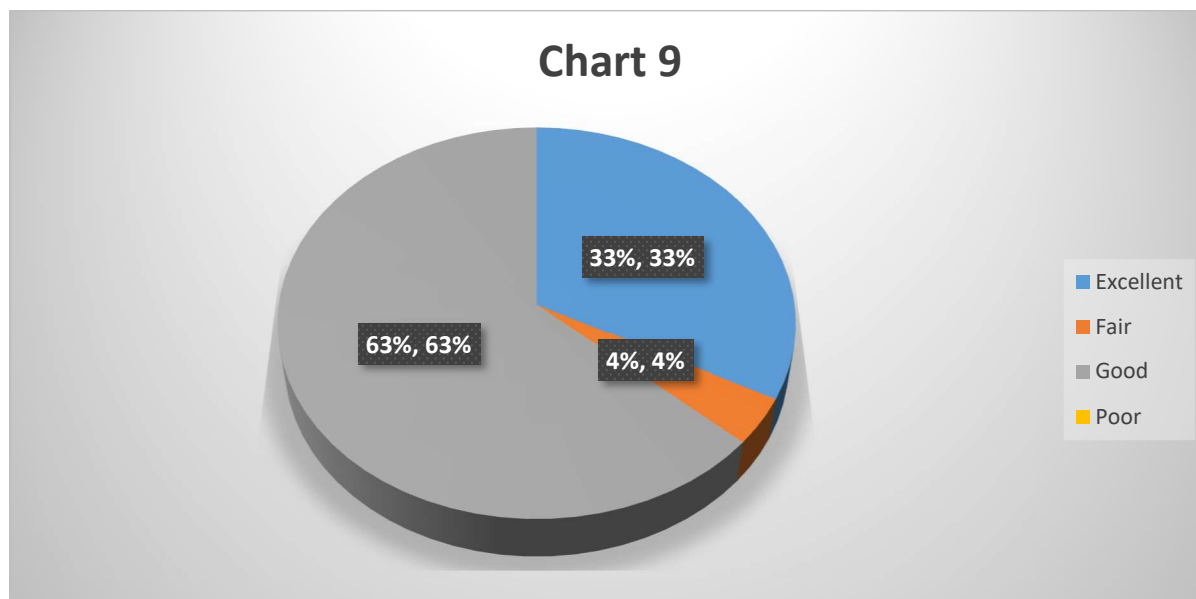
Inference Drawn-

It can be easily inferred from the figure above that maximum of the consumers are contented with the packaging of the Mother Dairy's products.

The loophole that may be in packaging design or keeping of the product, must be dealt with utmost sincerity and proper feedback.

What is your opinion about the quality of dairy products of Mother Dairy?

Excellent	33%
Good	63%
Fair	4%
Poor	0%



Inference Drawn-

From the above figure it can be concluded that most of the people from the set of respondents are happy with the dairy items of Mother Dairy.

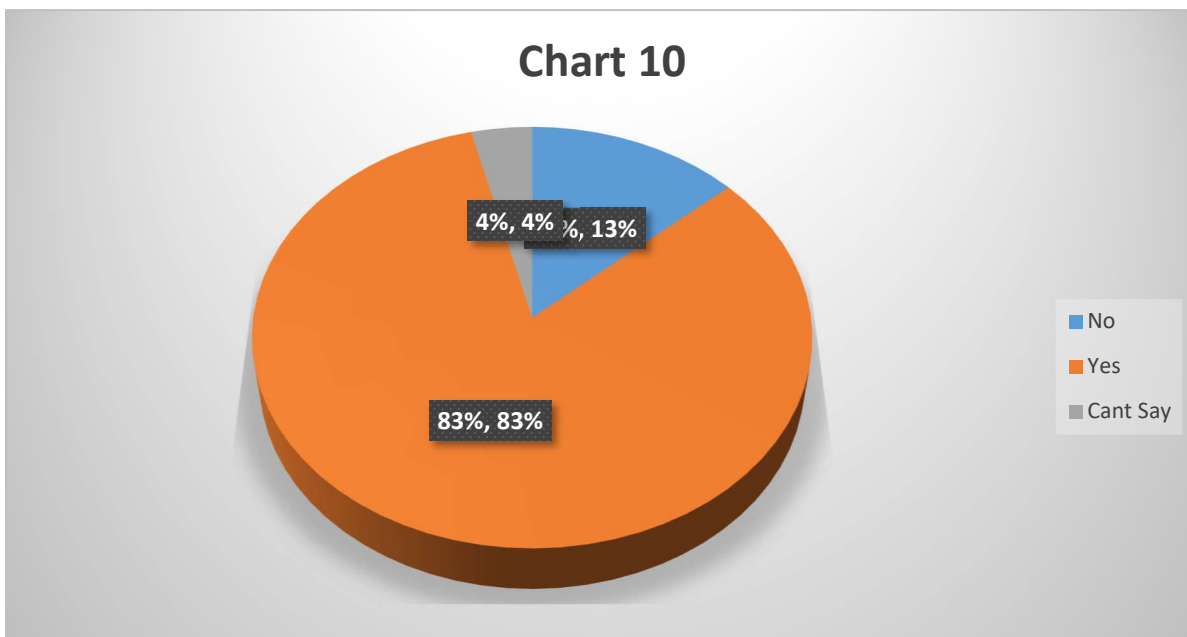
For the remaining, others, it can be inferred that Mother Dairy still needs to buck up in the area of Nainital, for a better market share and brand equity

In terms of Packaging, are Mother Dairy products superior to other Dairy brands?

YES 83%

NO 13%

Can't Say 4%



Inference Drawn-

It can be evidently seen from the chart above that, maximum people are content with the packaging of Mother Dairy's Products as compared to other brands.

For the responses where people are not much satisfied with the packaging, Mother Dairy must do some good R&D in order to not lose its good market value to its competitors and try to retain them.

FINDINGS OF THE STUDY

After analysing the data received by the respondents, we are able to institute substantial findings and inferences that have proven imperative for my project completion.

- Mother Dairy is not the monogamy player in segments of milk products and ice creams.
- It can also be inferred from the study that some people from the set of respondents are aware of the different brands existing, which indicates a cut-throat competition.
- It can be stated with respect to the study conducted in the research that with more effective distribution system, Mother Dairy can give a tuff competition to Amul in Nainital also.
- Mother Dairy already has a built-up trust in Milk Segment, it can thus open a good market share for flavoured milks of Mother Dairy in Nainital also.
- It becomes important for Mother Dairy to know the loopholes in form of feedbacks such that they can immediately get hold on the remaining and potential market share of Nainital.
- As far as study is concerned, it can be concluded that Mother Dairy will have to increase its presence across media and Television for more and direct impact on consumers.
- This loyalty of people towards Mother Dairy can be taken advantage of and can be of great help in creating considerable market for flavoured milks and ice creams in Nainital.
- The loophole that may be in packaging design or keeping of the product, must be dealt with utmost sincerity and proper feedback.
- It can also be inferred that Mother Dairy still needs to buck up in Nainital, for a better market share and brand equity.
- For the responses where people are not much satisfied with the packaging, Mother Dairy must do some good R&D to not lose its good market value to its competitors and try to retain them.

CONCLUSION

From the study conducted it can be concluded that there is a plentiful room for flavoured Milk market at present and in times to come for the dairy companies to advance in this competitive atmosphere. The market size is augmenting with every passing day and the demand for new flavours is arising. The already existing players like HLL, Cream Bell, Vadilal, and Amul etc. are tirelessly working to capture more market share with their innovative new ideas and strategies. As per Mother Dairy strategies, they are coping well with the market fluctuations and are well researching to bring out new and refreshing products in the market. The company is trying to enable its creative schemes to capture a substantial share of market. Mother Dairy on the other side must improve its distribution network. Mother Dairy market share in Nainital is considerable but for increasing the growth rate, they will have to supply more products on timely intervals, for which they must take care of storage options for regular availability of product. The company also needs a proper distribution channel for obtainability of products in demand in entire Uttarakhand.

Seeing the rising scope and demand, we can conclude by saying that Mother Dairy is a very successful brand, which must cope with the rising competition, continually bring in innovation and augment its presence across all regions by strengthening its distribution system and improving product promotion policies.

RECOMMENDATIONS

- Relationship with customers should be kept under a close watch every time. Their needs and changing preferences with time must be kept in scrutiny for betterment of organization.
- For a much-informed choice of the customer, Salesmen/distributors and retailers must be thoroughly told about the products and its credentials such that they can help probable customer to make a right and an informed choice. Concerned persons should only be given the accountability to tackle the consumer complaints and suggestions such that they don't go unnoticed.
- Irregular availability of products is a menace for the customers and a curse for any brand. Therefore, it becomes essential for Mother Dairy to improve its distribution channel in Nainital and other parts of North India.
- It becomes very important for the customer to get the product in the most desirable state and its form. Failing which the consumer may not return happy and satisfied and there is a fear of losing valuable customers and off course spread of a bad word. Hence, it is advisable that the company must take care of good packaging and good storage ways with distributors and retailers both.
- Promotion and Marketing events should be held in two different ways (a) Organization should attach themselves with social events for better promotional activity and reach of the product, (b) Company should use electronic as well as print media for their advertisement.
- Company can provide its customers with occasional exclusive discounts and schemes on their products frequently to attract more customers.
- With a great welcoming response by the people of Nainital, Company must plan to expand its business throughout Uttarakhand and in nearby areas of Nainital thereby catering to the rising demand of Mother Dairy products.
- Company can plan to open its private Mother Dairy parlours and outlets in Nainital also for promotion in higher segment.
- Introduction of pioneering schemes like Privilege cards that offer discount on certain purchases etc can be introduced to appear as a customer focussed company in the eyes of its customers.
- It becomes imperative for Mother Dairy to keep a close watch on their competitor moves, such that they keep themselves ahead of them and enjoy a better market share.

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4. INSIGHTS FROM MOTHER DAIRY HOARDINGS AND ADVERTISEMENTS.

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QUESTIONNAIRE

(For Dairy Product Consumers in Nainital)

Dear Customer,

This survey is made for my Summer Project and doesn't have any commercial impact.

CONSUMER DETAILS:

Name:

City:

Contact Details (optional):

1. Are you aware of different types of milk products available in the market?

YES

NO

2. Are you aware of different Dairy Brands in market?

YES

NO

3. Which brand of Ice Cream do you prefer most?

AMUL

MOTHER DAIRY

VADILAL

OTHERS

4. Presently, which brand of milk are you using?

AMUL____

—

MOTHER DAIRY ____

ANANDA

NESTLE

5. Are you satisfied with Dairy Products of Mother Dairy?

YES

NO

6. How are you aware of the different Dairy brands?

ADVERTISING

COMPANY SALES PERSONS

AGENTS

FRIENDS/RELATIVES

OTHER_____

7. How long have u been using the present brand of milk and ice cream?

LESS THAN A YEAR

1-2 YEARS

2-4 YEARS

5 YEARS AND MORE

8. Do you have issues like leakage of milk packets or molten ice creams with Mother Dairy?

ALWAYS

SOMETIMES

QUITE OFTEN

NEVER

9. What is your opinion about the quality of dairy products of Mother Dairy?

EXCELLENT

GOOD

FAIR

POOR

10. In terms of Packaging, are Mother Dairy products superior to other Dairy brands?

YES

NO

CAN'T SAY

Date:

Signature: _____

THANK YOU !!!