

**Project Report**  
**on**  
**“A Comparative study of marketing strategy of Amul and Mother-dairy retail outlets in Greater Noida”**

(A Report Submitted in Partial Fulfillment of the Requirements for the Degree of Bachelor of Commerce in Galgotias University, Greater Noida)



**Submitted by**

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**(2019-20)**

## **STUDENT'S DECLARATION**

I Priyanshi Dhaka hereby declare that the work, which is being present in this project, titled “**A Comparative study of marketing strategy of Amul and Mother-dairy retail outlets in Greater Noida**” is an authentic record of my own work carried out by me under the supervision and guidance of **PriyankaGoel**(Project Guide), GALGOTIAS UNIVERSITY. This project was undertaken as a partial fulfillment of the major project report in fourth semester of **MBA(FM)** degree as per the curriculum.

**Student signature**

**E.NO. - 18032020066**

**Place-**

**Date-**

## **CERTIFICATE OF THE GUIDE**

This is to certify that the Project Work titled “**A Comparative study of marketing strategy of Amul and Mother-dairy retail outlets in Greater Noida**” is a bonafide work of MsPriyanshi Dhaka Enroll No. **18032020066** carried out in partial fulfilment for the award of degree of MBA (FM) of Galgotias University under my guidance. This project work is original and not submitted earlier for the award of any degree / diploma or associateship of any other University / Institution.

Signature of the Guide

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(Name of the Guide)

Place:

Date:

## **CERTIFICATE FROM DEAN**

This is to certify that **Ms. Priyanshi Dhaka**, student of MBA(FM) (4<sup>th</sup>Sem) has successfully completed the Project Report titled **“A Comparative study of marketing strategy of Amul and Mother-dairy retail outlets in Greater Noida”** as the partial fulfillment of the requirement for the award of degree of MBA(FM) by Galgotias University, Greater Noida during Batch: (2019-2020).

Signature of the Dean

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(Name of Dean)

Place:

Date:

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# CHAPTER 1

## INTRODUCTION

### **Presentation**

AMUL means "priceless" in Sanskrit. A quality control master in Anand suggested the brand name Amul (Anand Milk Union Limited) from the Sanskrit Amoolya, 'Variants, all signifying "precious", are found in a few Indian dialects. Amul items have been being used in a huge number of homes since 1946. Amul Butter, Amul Milk Powder, Amul Ghee, Amul splash, Amul Amul have made Amul a main food brand in India. Today Amul is an image of numerous things. Of excellent items sold at sensible costs, of the beginning of an immense co-employable system, of the triumph of indigenous innovation, of the advertising astute of a ranchers association and have a demonstrated model for dairy development. And have a demonstrated model for dairy development and have a demonstrated.

Dairy cultivating is worried about the creation spread and comprise. Dairy innovation is the logical premise of keeping up the knew about bovines and collection and safeguarding of huge amount of milk and delivering the side-effects to meet the requests of consumers. The milk creation in India has duplicated since the approach of 5 years plan. Later National Dairy Corporation (NDC) and the Indian Veterinary Research Institute (IVRI) were built up for the improvement of dairy innovation to boost milk creation through logical techniques. In 1970, the legislature of India propelled a gigantic dairy improvement venture called 'operation flood' which brought 'white revolution' in India.





## **Company profile**

Mother Dairy was set up by the National Dairy Development Board under Operation Flood in 1974, to conquer Delhi's extreme milk deficiency. Today, a long way from being the capital's greatest milk provider, the entirely possessed NDDB co-usable is the third-biggest dairy player in the nation (after Amul and Nestle) with a very much expanded item portfolio - a scope of milk-based items, yet additionally eatable oils, solidified vegetables and organic product squeezes (the organization has strong designs to make an invasion into solidified nourishments, as well).





## **Problem of the study**

Indian dairy is developing's as dawn industry. India speak to one of the world's biggest and quickly developing business sector for milk and others products due to expanding extra cash among 257 millions white collar class

Milk promoting Federation (GCMMF), which markets brand Amul guaranteed Amul milk deals had crossed 15 lakh liters daily in Delhi and NCR advertise surpassing chief adversary Mother Dairy, Delhi in marked bundled milk section. Mother Dairy sells a little more than 14 lakh liters for every day. Mother Dairy was authorized in 1974 as a completely claimed auxiliary of the National Dairy Development Board {NDDB}. It was an activity under activity, a dairy improvem

program planned for making India a milk adequate country. Mother Dairy sources a critical piece of  
Its necessity of fluid milk from dairy cooperatives and town level rancher driven associations  
the study in only delhincr is the big area to cover under it and now we have to join under in and search it.

**The Marketing strategy** of Amul covers various aspects of the business right  
fromsegmentationandtargetingtotheoverallmissionandvisionofthecompanyandthe various  
paramAdvertising system is the main things wich are under it to know the things of it to  
very and to do it.

**Amu target the people sestifaction to satisfay the customer to increase the  
sale more and mpre to the wealth prospectus to know the things under it to  
improve more and more things under it to know the equal postion under  
the ni=ormal things wich we have to interest to it.**

Mother Dairy was setup in very early age and now they are good competitor with each  
other , to defeat Delhi's extreme milk deficiency. Today, a long way  
capital'sbiggestmilksupplier,thewholly-ownedNDDDBco-operativeisthethird-biggest dairy  
player in the nation with a very much differentiated item portfolio-notonlyarangeofmilk-  
basedproducts,butalsoedibleoils,frozenvegetablesandthe various brands are also  
introduced under it to know the market things and to complete the demand under it.

## **Objective of the study**

In the light of the recent news article published stating to have amul as leading player in sales dairy product in Delhi NCR region this field project aims to the study :-

To think about advertising technique of Amul and Mother Dairy retail outlet in Greater Noida

## **Methodology**

The information in present investigation is by entail goods directing review in Gr.Noida (notice here area). It covers ManojGoel (notice here respondents). The organized polls were conveyed to all respondents of delicate (notice here nature of respondents). The respondent are arbitrarily chosen and it around 100 in number.

### **SAMPLING PLAN**

Respondents were simply chosen because of being effectively open. While this procedure is commonly disapproved of by quantitative scientists, it is viewed as a worthy methodology

when using good composition, because cohesion is not the main purpose of qualifying methods. Including General People (describe here respondents category) Sample size is allowed at 100. The location of the survey is DrNoida (describe here in the survey).

### **SOURCE OF INFORMATION:**

Essential just as auxiliary wellspring of data was utilized. Essential information has been gathered during direct correspondence with the respondents through surveys, meetings or individual association and so forth. The poll which was drafted was an organized survey wherein the inquiries posed were foreordained.

### **Devices and TECHNIQUES USED FOR DATA ANALYSIS:**

(A) Mention here device of classification for example Manual table, Excel or SPSS etc.

(B) Mention here factual models and methods utilized in investigation for example proportions, bar chart etc.

### **Degree and importance**

- To comprehend the phrasings utilized in advertise by retailers.
- Develop the convenience in improving the ease of use of the product.



- To know diverse selling abilities at different circumstance of market.

### **Constraint of the investigation**

- The study was conducted in Greater Noida, so the limited area of the study may affect the end.
- Some of the respondents couldn't give the best possible reaction because of need of time.
- The duration of the project was short, so the scope of more in-depth evaluation was not conceivable.

## **Section 2**

### **PROFILE OF STUDY UNIT**

Profile of the investigation unit

Indian dairy is developing's as dawn industry. India speak to one of biggest and quickly developing markets for milk and different because of expanding extra cash among 257 millions working class.

Amul guaranteed Amul milk deals had crossed 15 lakh liters daily in Delhi and NCR showcase surpassing most despised opponent Mother Dairy, Delhi in marked bundled milk fragment. Mother Dairy sells a little more than 14 lakh liters for every day. Mother Dairy was charged

.Mother Dairy sources a significant part of its prerequisite of fluid milk from dairy cooperatives and town level rancher driven associations.

The org. in the Delhi ncr based things to know the power to create the quality things under it to know the past experious to have the things under it.

Promoting technique is a very high things they permit there things through adds to know the various platforms to under stand the vertiuallimited to under stand the market under it to know the equal and opsite things to mind it.

The Marketing methodology of Amul covers in different things and different stages under it to know the various level to incomplete the the things to safety of the product to supply of the product.

Delhi's extreme milk deficiency. Today, a long way from being the capital's greatest milk provider, the completely claimed NDDDB co-usable is the third-biggest dairy player in the nation (after Amul and Nestle) with a very much enhanced item portfolio - not just a scope of milk-based

items, yet additionally eatable oils, solidified vegetables and organic product squeezes (the organization has strong designs to make an invasion into solidified nourishments, as well).

**MOTHER DAIRY CALCUTTA** - a Government of West Bengal venture, was begun under Operation Flood II of National Dairy Development Board . It was set up at first to take into account the interest zone, around 852 sqkms. Mother Dairy is additionally contacting the shoppers of different Districts. The dispatching of the Dairy began in July 1978 and the primary Distribution vehicle stacked with milk sachets turned out of the Dairy in the first part of the day of eighth December 1978. At first, the administration of Mother Dairy was cared for by the

National Dairy Development Board .ShriJyotiBasu committed Mother Dairy Calcutta to the rustic milk makers and urban milk customers of West Bengal. From that point onwards, the tale of Mother Dairy is one of a great many triumphs. The development of the Dairy proceeded with unabated . Mother Dairy defends the enthusiasm of the rustic milk makers by empowering co-usable development and showcasing the excess milk accessible from the towns, subsequently assisting the milk makers with realizing their own potential for sorted out endeavour& the production of progressively country riches looking like administration Product FederationLtd.

It is selling Milk and Milk Products like MishtiDoi ,Flavored Yogurt, Plain yogurt, Paneer, Cow Ghee and Packaged Drinking Water. Presently it has begun differentiating its action by selling the produce of other Cooperative, Unions of West Bengal and different States as Mother Dairy has a solid marketingnetwork.

Under Operation Flood III in the year 1997, the preparing limit of the plant wasincreased

from 400,000 liters for every day to 600,000.

Year 2000, Mother Dairy Calcutta got ISO 9002 accreditation and in the year 2001 Mother Dairy got HACCP Certification. Our affirmation office is globally eminent **D.N.V [DETNORSKE VERITAS, NETHERLANDS]**. Mother Dairy has likewise get Environment Excellence grant [2000 to 2001]. In the year Oct 2003 Mother Dairy Calcutta got ISO 9001:2000 and the affirmation office is SGS India Pvt. Ltd., a prestigious London based Organization.ISO likewise updated to ISO 9001:2008.

Shaped in the brands the first start in 1948 the branding values of the brands and to complete the things and the first things is this in gujrat the company is start up.

Amul prodded India white transformation , which made the nation the world's biggest maker of

milk and milk items.

The white transformation was initiated by Tribhuvandas Patel under the direction of Sardar Patel and Verghese. Therefore, Kaira District Milk Union Limited was conceived in 1946. Tribhuvandas turned into the establishing executive of the association and drove it until his demise. He persuaded Dr. Kurien to remain and help with the mission.

Kurien, organizer executive of the GCMMF for over 30 years (1973–2006), is credited with the accomplishment of Amul. Amul has become the biggest food brand in India and has wandered into business sectors abroad. Amul items are presently accessible in excess of 60 nations.

Amul-helpful enrolled milk makers by merchants separations to convey milk, which frequently turned sour in summer, to Polson. The costs of milk were self-assertively decided. The legislature had given syndication rights to Polson to gather milk.

To exhaust powers and increase the market by saving money on publishing and maintaining it from going up by other the GCMMF a pinnacle showcasing body for the region cooperatives was set up in 1973.











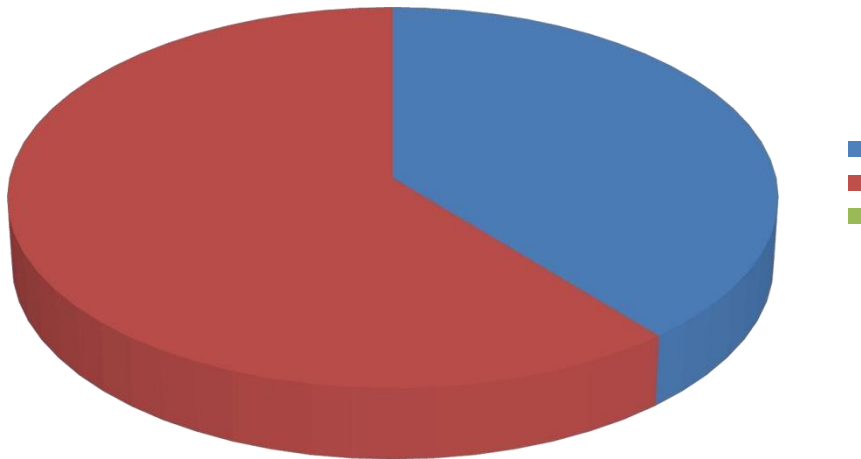
# CHAPTER 3

## DATA ANALYSIS AND INTERPETION

**Question 1:-**Which brand do you like to buy?

Option	Which brand do you like to buy
Amul	39
Mother Dairy	61
Any Other	0

## Which brand do you like to buy

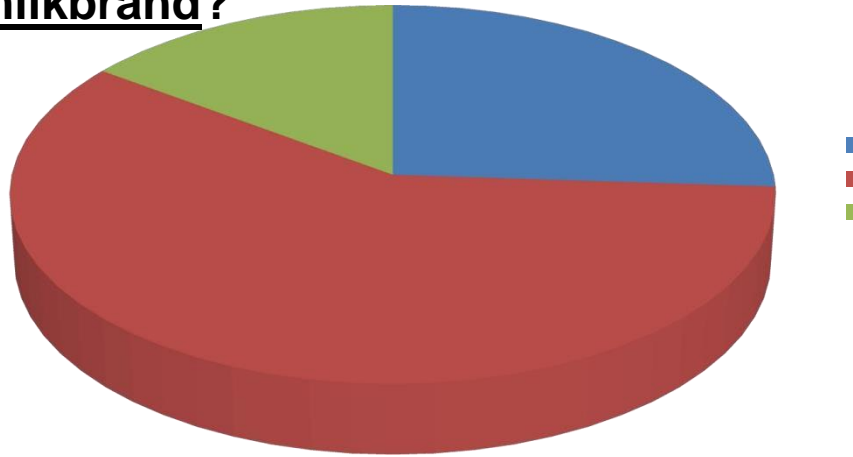


**Interpretation :-** Majority of customers rated Mother Dairy because of good taste 61%

### **Question 2:-**

Option	Since how long are you using this milk brand?
1-2yrs.	26
2-3yrs.	59
more than 5yrs.	15

**Since how long are you using this milkbrand?**



Interpretation:- 26% used 1-2 yrs.

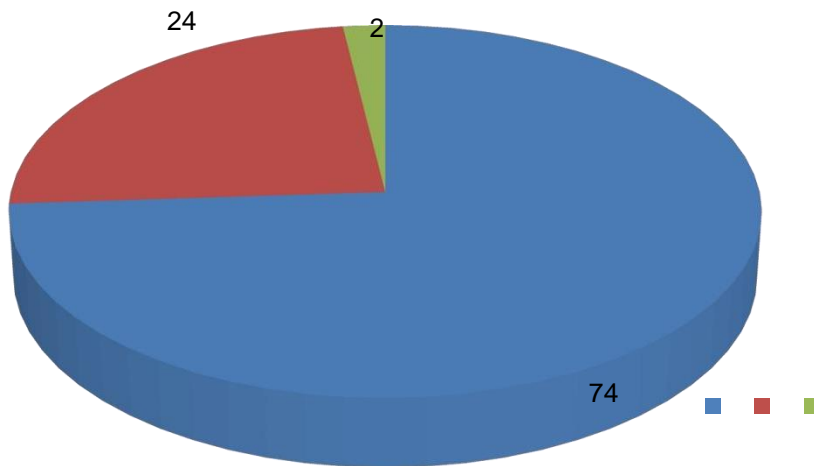
:- 59% used 2-3 yrs.

:- 15% used 4 yrs.

**Question 3 :-**

option	What are the reason behind your preference?
Taste	74
Brand	24
Packaging	2

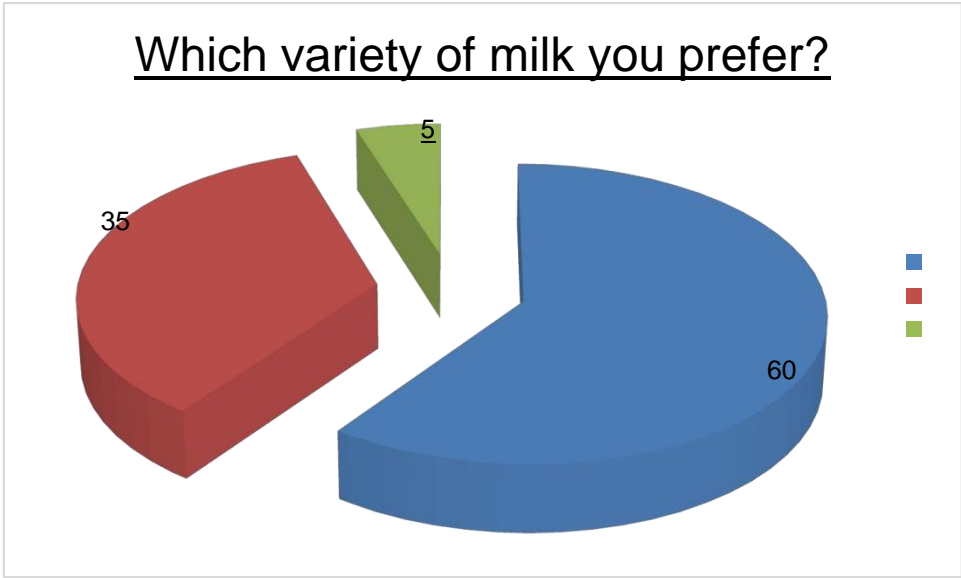
### What are the reason behind



**Interpretation :-** Majority of customers rated taste as the reason for purchasing products. i.e they liked taste of products and hence they purchase it .

#### Question 4:-

Option	Which variety of milk you prefer?
full cream milk	60
toned milk	35
cow milk	5

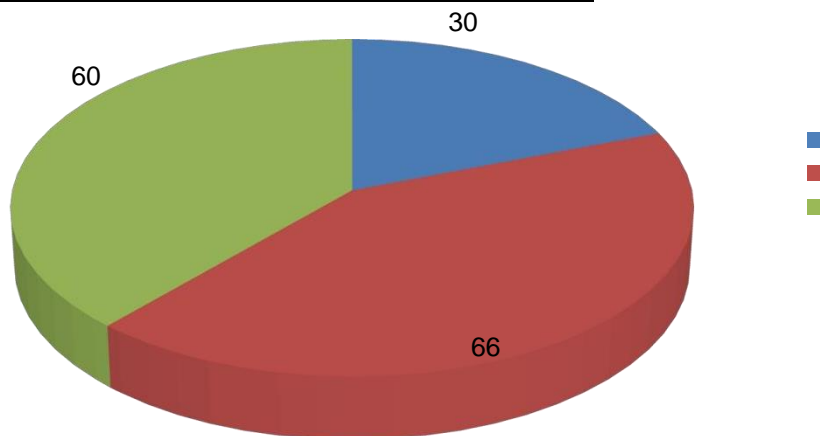


**Interpretation :-** Majority of customers are prefer full cream because of the taste .

**Question 5:-**

OPTION	Except milk how many other products you are using of same brand?
Cheese	30
Ghee	66
Shrikhand	60

**Except milk how many other products you are using of same brand?**

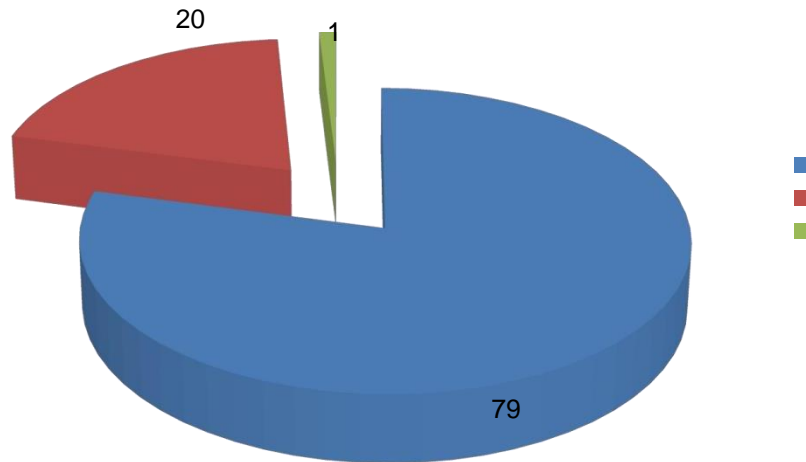


**Interpretation :-** Majority of customers rated ghee because of reasonable price .

**Question 6:-**

OPTION	How much milk you purchase in a day?
1-3ltr.	79
4-7ltr.	20
more than 8ltr.	1

### How much milk you purchase in

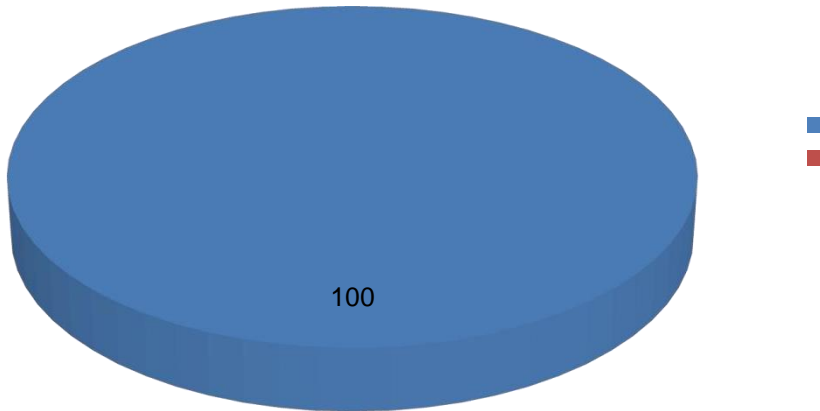


**Interpretation :-** Majority of customers are purchase 1-3 ltr .

### **Question 7 :-**

OPTIO N	Are you happy with the cost of your favor image
truly	100
NO	

**Are you satisfied with the price of your prefer brand?**



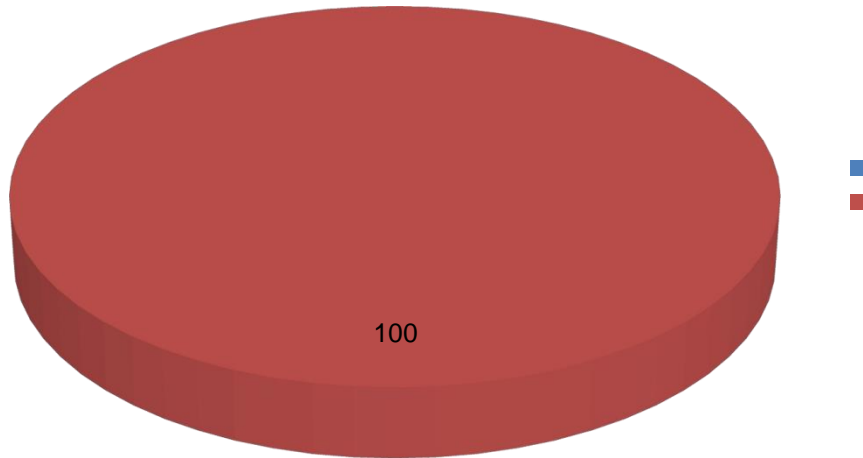
**Interpretation :-** All customer are satisfied with the price of prefer brand .

**Question 8 :-**

OPTION	Would you like to change the brand?
YES	0
NO	100



## Would you like to change the brand?

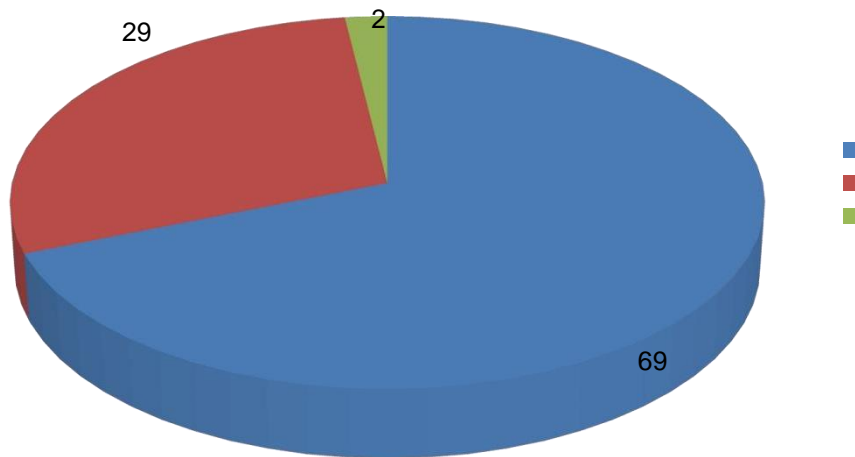


**Interpretation :-** NO one would changed the prefer brand.

### **Question 9 :-**

Option	What factors influenced you to buy this brand?
Quality	69
Easy Availability	29
Attractive Packing	2

### What factors influenced you to buy

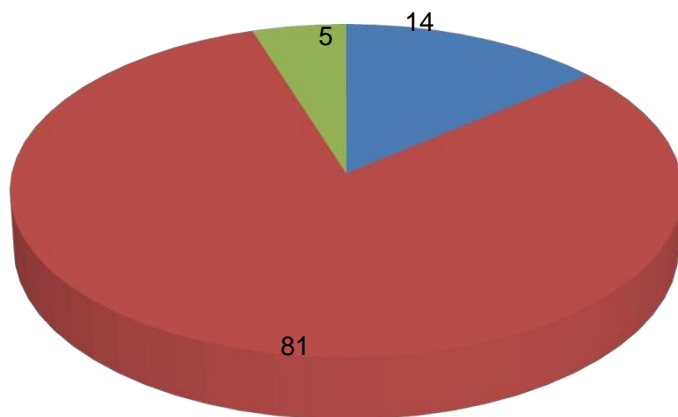


**Interpretation :-** Majority of customers rated the quality of brand .

### **Question 10:-**

OPTION	How do you react with customer complaint to dairy product?
Refuse to take back	14
To solve the complaint	81
Consider the customer mistake	5

### How do you react with customer complaint to dairy product?

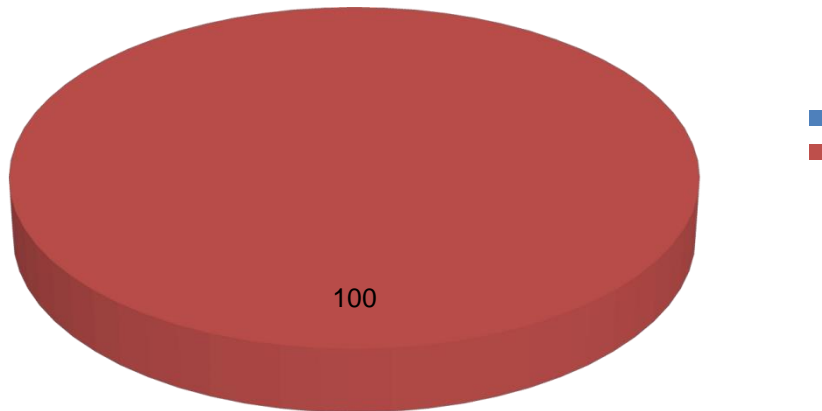


Interpretation :-  
Customer are satisfied with the dairy product because they solve the problem of the customer.

### Question 11:-

option	Do you have any leakage of milk packet problem?
YES	0
NO	100

**Do you have any leakage of milk packet problem?**

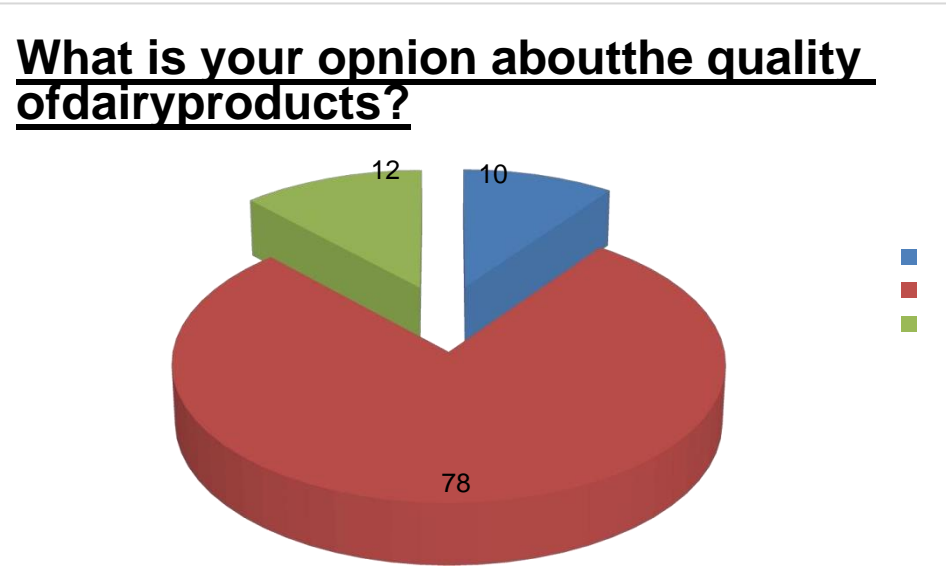


**Interpretation :-** No leakage problem .

**Question 12:-**

OPTION	What is your opinion about the quality of dairy products?
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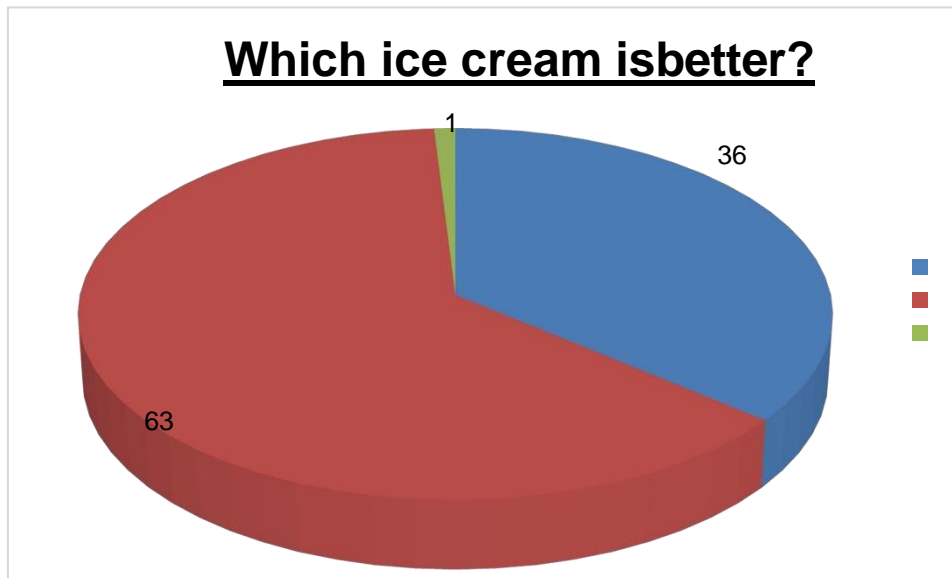
Excellent	10
Average	78
Good	12



**Interpretation :-** Majority of customers rated the average quality of the product .

**Question 13:-**

option	Which ice cream is better?
Amul	36
Mother Dairy	63
Any Other	1



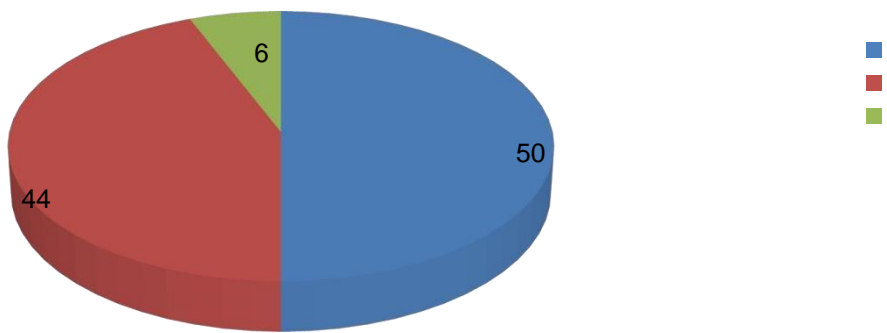
**Interpretation :-** Majority of customers rated mother dairy as the reason for purchasing icecream i.e they liked taste of ice cream and hence they purchase it .

**Question 14 :-**

Option	Would you specify the reasons for purchasing amul and mother dairy brand milk?
Regular Supply	50
Reasonable Price	44

Safe consumption	for	6
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**Would you specify the reasons for purchasing gamul and mother dairy brand milk?**



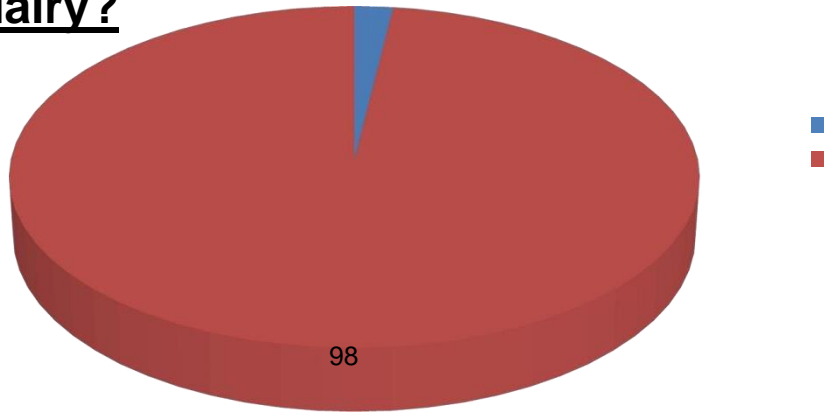
**Interpretation :-** Majority of customers rated the reason for purchasing products i.e their regular supply of the product.

**Question 15 :-**

QUE	Any other suggestion for product development in dairy?
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Yes	2
No	98

**Any other suggestion for product development in dairy?**



**Interpretation :-** Majority of customers say no .



# **CHAPTER-4**

## **FINDINGS& CONCLUSION**

## Discoveries

- Through this review it is noticed that when individuals were approached to pick between various brand the 39% favored amul and 61% favored mother dairy while nobody picked other products
- When individuals were approached that for to what extent they are utilizing their picked milk item then it was noticed that 26% are utilizing it for 1-2 years, 59% are utilizing it for 2-3 years and 15% are utilizing it for more than 5 years
- The reason behind their preference to choose the particular brand was taste of 74%, brand of 24% and bundling and 2%
- Mostly full cream assortment of milk is favored by 60% while conditioned milk is favored by 35% and 5% individuals pick cowmilk
- When they were asked how many other product they use of same brand 30% of them chose cheese, 10% of ghee, 60% of shrikhand
- When they were asked how much milk purchase in a day 79% of 1-3ltr., 4-7ltr., 1% of more than 8ltr.
- All of them were happy with the cost of prefer brand.

- No one might want to change the brand
- Factors influenced to buy this brand 69% of quality, 29% of easy availability, 2% of attractive packaging
- Customer complaint react to dairy products were 14% of refuse to take back, 81% of solve the grumbling 5% of consider the customer mistake
- No one have any spillage of milk parcel issue
- The nature of dairy items were 10% of amazing, 78% of average, 12% of good
- When they were asked about which ice cream is better so 36% of Amul, 63% of Mother Dairy 1% of any other
- The explanation behind buying Amul and Mother Dairy brand milk were 50% of normal supply, 44% of sensible price, 6% of safe for consumption
- The recommendation for advancement in dairy 2% of yes 98% of no

End

This undertaking was about the milk section of Mother Dairy and Amul which because of exceptional rivalry from its opposition is constantly utilizing its piece of the pie. So in this task various parameters on which the size of Mother Dairy and Amul depends are contemplated a broke down from the wholesaler retailer and consumer prospective.

The ultimate result of the undertaking is that the parameter which settles on choice with respect to the acquisition of milk are value, quality, smell, taste, notice, and mindfulness. Milk advertise is absolutely flighty market and the organization. ought to be over alert of any grumbling that come into item as it incorporates the assumptions of a mother for her child and she would not favor anything to her child for which she isn't 100% fulfilled. So the organization should make each stride possible to contain these issues which here and there or different influences the offer of mother dairy and amul and its retailers.

portfolio - a scope of milk-based items, yet in addition consumable oils, solidified vegetables and natural product squeezes (the organization has intense designs to make an invasion into solidified nourishments, as well).

The current research work is an investigation of showcasing execution of helpful dairies .It especially subtleties the exhibition of dairy. The examination depends on information and data gathered from essential just as auxiliary sources. The information gathered were processed, analysed, deciphered and legitimate inductions were inferred. This section means to give the detail portrayals of the characterized endeavors, bookkeeping at what degree the various destinations of the current examination have been practiced and whether the speculations are acknowledged or not.

The milk showcase is rewarding and has gigantic potential. The gigantic populace, changing way of life, twofold pay families and increment in the extra cash has made new roads for esteem included milk items. The consistently expanding populace and geologically extending market never gets immersed. There is constantly potential for better products and ventures. Milk and milk items being a piece of standard feast has

plenteous extension in MMR. MMR is a urban zone and has constrained milk obtainment of its own. Co-usable dairies are the significant wellspring of satisfying milk request . The presentation investigation of significant dairies shows that Amul is the market chief of dairy industry .Gokul is the challenger which gradually however consistently is catching the market. Private dairies like Mother Dairy and Govardhan likewise has obtained a specialty in . In the midst of this it is noticed that the portion of Mahanand is declining in the market. The promoting and money related execution of isn't palatable. Dairy with incredible potential. Its enormous base of participation, great total assets and backing from government makes it a solid unit. Notwithstanding, increasing complexities of the market and nonappearance of pace can make a government assistance unit like debilitated. Proficient and dynamic administration with solid initiative, imaginative techniques and proactive dynamic can assist with improving its performanceinthemarket.

#### Book reference

- [www.scribid.com](http://www.scribid.com)
- [www.google.com](http://www.google.com)
- [www.amul.com](http://www.amul.com)
- [www.motherdairy.com](http://www.motherdairy.com)









# **QUESTIONNAIRE**

**Note :-**Your response via this questionnaire will be used strictly for academic purposes. There will be any commercial solicitation or usage of the response in any kind/ form whatsoever.

## **A. Personal Information**

1. Name:- \_\_\_\_\_

2. Age :- \_\_\_\_\_
3. Gender:- \_\_\_\_\_
4. Monthly income (optional):- \_\_\_\_\_
5. Occupation:- \_\_\_\_\_

**B. Specific Information**

6. Which brand do you like to buy?  
(a) Amul (b) Mother Dairy (c) anyother
7. Since how long you are using this milkbrand?  
(a) 1-2 year (b) 2-3 year (c) more than 5year
8. What are the reason behind your preference?  
(a) Taste (b) Brand (c) Packaging
9. Which variety of milk you prefer?  
(a) Full cream milk (b) Toned milk (c) cowmilk
10. Except milk how many other products you are using of same brand?  
(a) Cheese (b) Ghee (c) Shrikhand
11. How much milk you purchase in a day?  
(a) 1 to 3ltr. (b) 4 to 7 ltr. (c) More than 8ltr.
12. Are you satisfied with the price of the prefer brand?  
(a) Yes (b) No
13. Would you like to change in this brand?  
(a) Yes (b) No

14. What factors influenced you to buy this brand?

- (a) Quality (b) Easy availability (c) Attractive packing

15. How do you react with customer complaint to dairy product?

- (a) Refuse to take back (b) To solve the complaint (c) Consider the customer mistake

16. Do you have any leakage of milk packets problem?

- (a) Yes (b) No

17. What is your opinion about the quality of dairy products?

- (a) Excellent (b) Average (c) Good

18. Which ice cream is better?

- (a) Amul (b) Mother Dairy (c) Any Other

19. Would you specify the reasons for purchasing Amul and Mother Dairy brand milk?

- (a) Regular Supply (b) Reasonable price (c) Safe for consumption

20. Any other suggestion for product development in dairy?

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