

Project Report

ON

“An Objective Study of Customer Relationship Management Of AMUL’

Submitted to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

Mahfooz Ahmed Khan

Under the Guidance of

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Academic Year 2020-21

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
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Academic Year 2020-21

CERTIFICATE

This is to certify that "**Mahfooz Ahmed Khan**" has submitted the project report titled "**An Objective Study of Customer Relationship Management Of AMUL**", towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Archana Dadhe
(Project Guide)

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Place: Nagpur

Date:

**Department of Management Sciences and Research,
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Academic Year 2020-21

DECLARATION

I here-by declare that the project with title "An Objective Study of Customer Relationship Management Of AMUL" has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Mahfooz Ahmed Khan

Place: Nagpur

Date:

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Academic Year 2020-21

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Mahfooz Ahmed Khan

Place: Nagpur

Date:

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MARKETING

Definitions:

Marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential.

: Dr. Philip Kotler

Marketing is traditionally the means by which an organization communicates to, connects with, and engages its target audience to convey the value of and ultimately sell its products and services. However, since the emergence of digital media, in particular social media and technology innovations, it has increasingly become more about companies building deeper, more meaningful and lasting relationships with the people that they want to buy their products and services. The ever-increasingly fragmented world of media complicates marketers’ ability connect and, at the same, time presents incredible opportunity to forge new territory.

: Julie Barile

Marketing includes research, targeting, communications (advertising and direct mail) and often public relations. Marketing is to sales as ploughing is to planting for a farmer—it prepares an audience to receive a direct sales pitch.

: Mary Ellen Bianco

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

: American Marketing Association

Marketing is building your brand, convincing people that your brand (meaning your product/service/company) is the best and protecting the relationships you build with your customers.

: Marjorie Clayman

Meaning: Marketing

Marketing refers to activities a company undertakes to promote the buying or selling of a product, service, or good. It is one of the primary components of business management and commerce. Marketers can direct their product to other businesses (B2B marketing) or directly to consumers (B2C marketing). Regardless of who is being marketed to, several factors apply, including the perspective the marketers will use. Known as market orientations, they determine how marketers will approach the planning stage of marketing

The 'marketing concept' proposes that to complete its organizational objectives, an organization should anticipate the needs and wants of potential consumers and satisfy them more effectively than its competitors.

Marketing matches the right message/cause to the right person. Finding someone who has a personal connection with your product, service or cause in a way that is unobtrusive and inviting. Marketing can be as simple as networking at an event or as complex as a multi-million-dollar global campaign that integrates print, digital, PR, social media and broadcast delivering a specific message with one unified goal. Some of the best marketing outcomes come from the simplest initiatives. Keeping it simple is sometimes the best strategy.

The centrality of customer needs, and wants in marketing, a rich understanding of these concepts is essential:

Needs: Something necessary for people to live a healthy, stable and safe life. When needs remain unfulfilled, there is a clear adverse outcome: a dysfunction or death.

Wants: Something that is desired, wished for or aspired to. Wants are not essential for basic survival and are often shaped by culture or peer-groups.

Demands: When needs and wants are backed by the ability to pay, they have the potential to become economic demanded.

Marketing Orientation:

A marketing orientation has been defined as a "philosophy of business management." or "a corporate state of mind" or as an "organisation culture" Although scholars continue to debate the precise nature of specific orientations that inform marketing practice, the most commonly cited orientations are as follows:

- 1) Product oriented: mainly concerned with the quality of its product. It has largely been supplanted by the marketing orientation, except for haute couture and arts marketing. One notable production orientation example is fast food restaurant chains such as Burger King and McDonald's, which focus on making thousands of burgers a day at a cheap price.
- 2) Production oriented: specializes in producing as much as possible of a given product or service in order to achieve economies of scale or economies of scope. It dominated marketing practice from the 1860s to the 1930s, yet can still be found in some companies or industries. Specifically, Kotler and Armstrong note that the production philosophy is "one of the oldest philosophies that guides sellers... [and] is still useful in some situations."
- 3) Sales or sales-orientation: focuses on the selling/promotion of the firm's existing products, rather than developing new products to satisfy unmet needs or wants primarily through promotion and direct sales techniques, largely for "unsought goods" in industrial companies. A 2011 meta analyses found that the factors with the greatest impact on sales performance are a salesperson's sales related knowledge (market segments, presentation skills, conflict resolution, and

products), degree of addictiveness, role clarity, cognitive aptitude, motivation and interest in a sales role).

4) Market orientation: This is the most common orientation used in contemporary marketing, and is a customer-centric approach based on products that suit new consumer tastes. These firm engage in extensive market research, use R&D (Research & Development), and then utilize promotion techniques. The marketing orientation includes:

- Customer orientation: A firm in the market economy can survive by producing goods that people are willing and able to buy. Consequently, ascertaining consumer demand is vital for a firm's future viability and even existence as a going concern. Customer orientation is a business strategy in the lean business model that requires management and employees to focus on the changing wants and needs of its customers.
- Organizational orientation: The marketing department is of prime importance within the functional level of an organization. Information from the marketing department is used to guide the actions of a company's other departments. A marketing department could ascertain (via marketing research) that consumers desired a new type of product, or a new usage for an existing product. With this in mind, the marketing department would inform the R&D department to create a prototype of a product/service based on consumers' new desires. The production department would then start to manufacture the product. The finance department may oppose required capital expenditures since it could undermine a healthy cash flow for the organization.

CUSTOMER RELATIONSHIP MANAGEMENT



‘Customer relationship management (CRM) is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information.

CRM systems compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media. They allow businesses to learn more about their target audiences and how to best cater for their needs, thus retaining customers and driving sales growth. CRM may be used with past, present or potential customers. The concepts, procedures, and rules that a corporation follows when communicating with its consumers are referred to as customer relationship management (CRM). This complete connection covers direct contact with customers, such as sales and service-related operations, forecasting, and the analysis of consumer patterns and behaviour's, from the perspective of the company. CRM system examples include marketing, sales, customer service, and support. Most CRM platforms involve businesses analysing customer interactions and improving the customer relationship. This technology has been widely embraced throughout the business world.

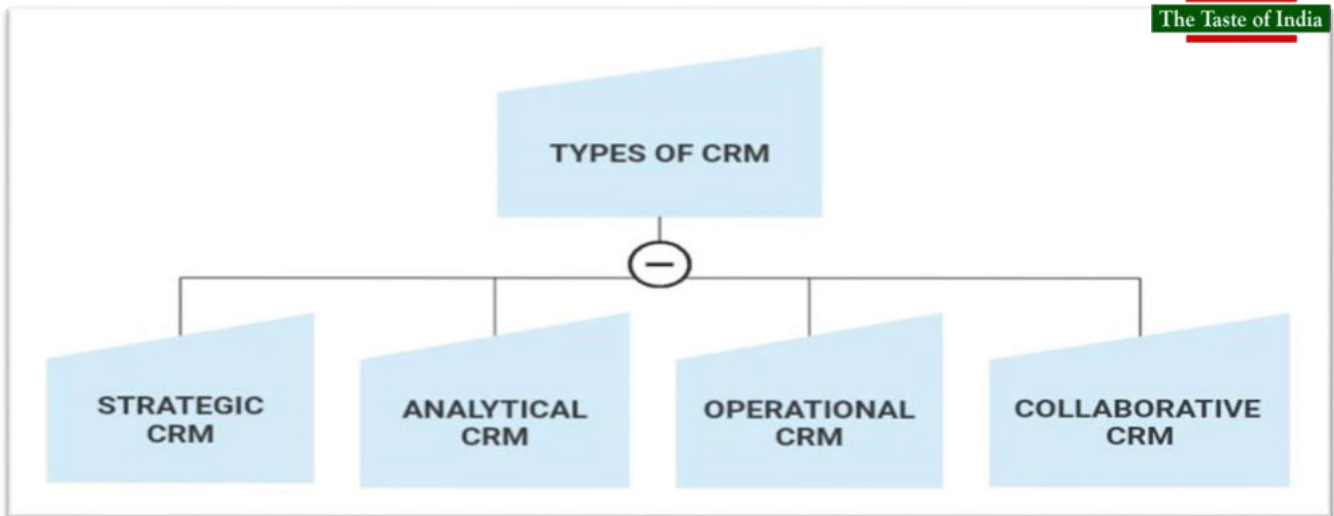
History:

The concept of customer relationship management started in the early 1970s, when customer satisfaction was evaluated using annual surveys or by front-line asking. At that time, businesses had to rely on standalone mainframe systems to automate sales, but the extent of technology allowed them to categorize customers in spreadsheets and lists.

The trend was followed by numerous companies and independent developers trying to maximize lead potential, including Tom Siebel, who designed the first CRM product Siebel Systems in 1993. Customer relationship management was popularized in 1997, due to the work of Siebel, Gartner, and IBM. Between 1997 and 2000, leading CRM products were enriched with shipping and marketing capabilities. Siebel introduced the first mobile CRM app called Siebel Sales Handheld in 1999.



TYPES OF CRM



A. Strategic CRM:

Strategic CRM is a type of CRM in which the business puts the customers first. It collects, segregates, and applies information about customers and market trends to come up with better value proposition for the customer. The business considers the customers' voice important for its survival.

Strategic CRM is concentrated upon the development of a customer-centric business culture. The focus of a business on being customer-centric (in design and implementation of their CRM strategy) will translate into an improved CLV. Collecting information about customers and the interactions between them and your business may lead to improve their relationship with them. It not only gives you insight us right away but instead adjusts or customises the way you interact with customers in the long run. This solution is useful if you're in a business where the focus is on long-term relationships, rather than quick sales and short campaigns.

B. Analytical CRM:

The role of analytical CRM systems is to analyse customer data collected through multiple sources and present it so that business managers can make more informed decisions. Analytical CRM systems use techniques such as data mining, correlation, and pattern recognition to analyse the customer data. These analytics help improve customer service by finding small problems which can be solved, perhaps by marketing to different parts of a consumer audience differently. For example, through the analysis of a customer base's buying behaviour, a company might see that this customer base has not been buying a lot of products recently.

Examples of analytical CRM: If you're looking for ways to improve your customer analysis, try Zoho Analytics or Wave: Salesforce Analytics Cloud.

C. Operational CRM:

The primary goal of customer relationship management systems is to integrate and automate sales, marketing, and customer support. Therefore, these systems typically have a dashboard that gives an overall view of the three functions on a single customer view, a single page for each customer that a company may have. The dashboard may provide client information, past sales, previous marketing efforts, and more, summarizing all of the relationships between the customer and the firm.

Operational CRM is made up of **3 main components:** sales force automation, marketing automation, and service automation.

- **Sales force automation:**

It works with all stages in the sales cycle, from initially entering contact information to converting a prospective client into an actual client. It implements sales promotion analysis, automates the tracking of a client's account history for repeated sales or future sales and coordinates sales, marketing, call centers, and retail outlets.

- **Marketing automation:**

It focuses on easing the overall marketing process to make it more effective and efficient. CRM tools with marketing automation capabilities can automate repeated tasks, for example, sending out automated marketing emails at certain times to customers, or posting marketing information on social media. The goal with marketing automation is to turn a sales lead into a full customer. CRM systems today also work on customer engagement through social media.

- **Service automation:**

Service Automation is the part of the CRM system that focuses on direct customer service technology. Through service automation, customers are supported through multiple channels such as phone, email, knowledge bases, ticketing portals, FAQs, and more.

D. Collaborative CRM:

The fourth primary aim of CRM systems is to incorporate external stakeholders such as suppliers, vendors, and distributors, and share customer information across groups/departments and organisations. For example, feedback can be collected from technical support calls, which could help provide direction for marketing products and services to that particular customer in the future.

Although it may seem simple and straightforward, it takes a lot of teamwork, and any weaknesses will cost you dearly. A fully collaborative CRM system would allow managers and supervisors to interact and exchange concepts, ideas, workloads, and tasks with their superiors and employees alike. Collaborative CRM automates the back-office operation, customer interactions, and business management, which means more transparency among the organization's teams. The idea of collaboration in the workforce is not new and has been redefined every time new technology innovation makes it available on the market. Cloud technology advances have made it possible for CRM vendors to deliver comprehensive cloud-based collaborative CRM software solutions that utilize the Internet's power as a unified business platform. Collaborative CRMs will unite the whole company to achieve a common goal, optimizing customer service to increase the satisfaction rate.

INDUSTRY PROFILE / COMPANY PROFILE: AMUL



It all began when milk became a symbol of protest in 1946 to stop the exploitation by middlemen. Inspired by the freedom movement

The seeds of this unusual saga were sown more than 74 years, a small town in the state of Gujarat in western India. The exploitative trade practices followed by the local trade cartel triggered off the cooperative movement. Angered by unfair and manipulative practices followed by the trade, the farmers of the district approached the great Indian patriot Sardar Vallabhbhai Patel for a solution. He advised them to get rid of middlemen and form their own co-operative, which would have procurement, processing and marketing under their control.

In 1946, the farmers of this area went on a milk strike refusing to be cowed down by the cartel. Under the inspiration of Sardar Patel, and the guidance of leaders like Morarji Desai and Tribhuvandas Patel, they formed their own cooperative in 1946. This co-operative, the Kaira District Co-operative Milk Producers Union Ltd. Began with just two village dairy co-operative societies and 247 litres of milk and is today better known as Amul Dairy. Amul grew from strength to strength thanks to the inspired leadership of Tribhuvandas Patel, the founder Chairman and the committed professionalism of Dr Verghese Kurien, who was entrusted the task of running the dairy from 1950. It is the Apex organisation of the Dairy Cooperatives of Gujarat, popularly known as 'AMUL', which aims to provide

remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money.

The Amul Model:

The Amul Model of dairy development is a three-tiered structure with the dairy cooperative societies at the village level federated under a milk union at the district level and a federation of member unions at the state level.

- Establishment of a direct linkage between milk producers and consumers by eliminating middlemen
- Milk Producers (farmers) control procurement, processing and marketing
- Professional management

The Amul Model has helped India to emerge as the largest milk producer in the world. More than 16 million milk producers pour their milk in 185903 dairy cooperative societies across the country. Their milk is processed in 222 District Co-operative Milk Unions and marketed by 29 State Marketing Federations, ensuring a better life for millions. Farmer organizations come together under one umbrella of Amul and they directly sell products to consumers through state milk federation. These unions employ professionals to manage the dairy, processing, packaging, and other links in the supply chain. This elimination of intermediaries could ensure a good quality product at a competitive price. This provided a stable income for marginal farmers in lean seasons as well because there are no intermediaries to take the chunk. So even when sales are low, they have a steady sum in hand.

How does Amul do CRM?

1. Stay Active and turn on the LISTENING mode.
2. Transparency holds the KEY
3. Eye for DETAIL never hurts anyone
4. RISK is rewarding. Take it.
5. Keep CALM and choose your words wisely
6. Be cautious with Social Media the double-edged SWORD
7. Don't FUEL the Brand Vs Human Contest
8. ACTIVATE your evangelists and advocate

NEED OF THE STUDY



- To identify areas of Marketing in the organization.
- To know the marketing needs at AMUL.
- To study the relationship between Customer satisfaction and marketing.
- Productivity/ efficiency of the organization.

OBJECTIVE OF THE STUDY



- To know about the marketing methods applied in Dairy Organisations.
- To know how they apply marketing techniques like: -
 - Content Marketing
 - Inbound Marketing
 - Social Media Marketing
- To explore about the Marketing techniques.
- To know the techniques, they require for Marketing.
- To know which topics were prioritize considered while Marketing.
- To know about Marketing effects, the organizational development and deficiency.

LITERATURE REVIEW



Literature Review Since the turn of nineteenth century, Cooperatives have existed as predominant types of association in the dairy business around the globe. At times they have assumed the job of creating new-born child industry while at different occasions they have been utilized to reinforce frail creation bases in a situation where showcase disappointments will in general be higher for minor producers.

In some her cases, a system of little makers has sorted out themselves to all the more likely market their items. The executives of these cooperatives have additionally prompted some intriguing administrative bits of knowledge for administrators with regards to rising just as created economies. Enormous rising economies, e.g., India and China, have complexities that extend from improvement of business sectors (where the biggest fragment of populace is the one which has low buying capacity) to joining of minimal effort providers who are transcendently exceptionally little. For firms that seek to direct considerable business in such markets, such complexities must be perceived and afterward survive.

The test is to comprehend the linkages among business sectors and the general public. This would likewise require advancement of another plan of action that enables a firm to develop in such conditions. This paper is around one such effective model. The Kaira District Milk Cooperative Union or AMUL in India is a case of how to build up a system of firms so as to beat the complexities of a huge yet divided market like those in developing economies by making an incentive for providers just as the clients. AMUL has driven the milk dairy upheaval in India that has now developed as one of the biggest milk makers on the planet.

GCMMF markets and manages the Amul brand. From mid-1990s Amul has entered areas not related directly to its core business. Its entry into ice cream was regarded as successful due to the large market share it was able to capture within a short period of time – primarily due to the price differential and the brand name. It also entered the pizza business, where the base and the recipes were made available

to restaurant owners who could price it as low as 30 rupees per pizza when the other players were charging upwards of 100 rupees.

Amul Brand Building:

GCMMF (AMUL) has the largest distribution network for any FMCG company. It has nearly 50 sales offices spread all over the country, more than 3,000 wholesale dealers and more than 5,00,000 retailers.

AMUL is also the largest exporter of dairy products in the country. AMUL is available today in over 40 countries of the world. AMUL is exporting a wide variety of products which include Whole and Skimmed Milk Powder, Cottage Cheese (Paneer), UHT Milk, Clarified Butter (Ghee) and Indigenous Sweets. The major markets are USA, West Indies, and countries in Africa, the Gulf Region, and [SAARC] SAARC neighbours, Singapore, The Philippines, Thailand, Japan and China.

In this article we will depict the advancement vision that prompted the synchronous improvement of the market and flexibly side through a procedure of social turn of events and training at AMUL. Obviously, usage of this vision a serious situation and keeping up continued development and benefit requires improvement of intensity on a few measurements and operational viability.

Amul Financial Position:

Dairy major, Amul marketer, Gujarat Co-operative Milk Marketing Federation Ltd has registered a turnover of ₹38,542 crore for the financial year 2019-20, showing a growth of 17 per cent over previous year.

The sales turnover has jumped by nearly five times in the past decade from ₹8,005 crore in 2009-10 to ₹38,542 crore in 2019-20. The rise is attributed to the dairy major's rapid expansion in both – processing capacities and product portfolio.

The group turnover of the dairy giant combining the turnover of all the constituent member unions and GCMMF for all products sold under the Amul brand has exceeded ₹52,000 crore, or \$7 billion, the dairy cooperative informed after its 46th Annual General Meeting (AGM) held in Annand on Saturday. GCMMF has set a goal to achieve a group business turnover of ₹1 lakh crore by 2024-25 – eyeing a slot in the top three dairy players in the world.

RESEARCH METHODOLOGY



Research Methodology means searching in repetitive making thorough examination of or looking over carefully to find something. Research is a systematic activity directed towards discovery and the development of an organised body of knowledge.

Research involves scientific and systematic analysis of research area and concluding the findings with appropriate reasoning. It is a systematic as well as an object-oriented process. The process of research begins with identifying the research problem; following data collection, data analysis, and ends with conclude the findings. It should be conducted in an unbiased manner, without manipulating the findings.

Primary Data: -

The data collected by the researcher himself for finding the solution of a problem or situation, is known as primary data. This type of data is characterised by its originality as it is freshly collected. Various organisations conduct surveys, observations, interviews, etc. and as a result generate primary data.

The primary method of data collection is the most original and authentic method of data collection. Primary data is unvarnished data that have never been manipulated before. Therefore, primary data are preferred in any research. Primary data increases the reliability and authenticity of research and in most of the scientific researches primary data are used.

There are different types of primary data and they are used according to the type of study. Some of the most prominently used methods of primary data collection include observation, interview, questionnaire and experiments.

Observation is the most commonly used method of data collection in the humanities and social sciences. Observation is conducted without the knowledge and awareness of the participant's, if the

participants are aware or not aware of the observation, I can understand the ethics of the privacy of the participants. In disguise observations I'm having the best opportunity to observe the participants, and gets true and unbiased results.

Interviews:

is another important method of primary data collection? Interviews are expensive as compared to other methods of data collection. In the interview I had collected information from each respondent independently. Due to this reason it becomes costly as well as time consuming. Interview as a research tool can only be used if the researcher has plenty of time and resources, otherwise it will be wastage of time and money to start interviewing. Interviews are more reliable as compared to observation. In the interview I have not only asks several questions from the but observes the respondent too. This facilitates in depth knowledge of the situation, phenomena or individual. The most important limitation of interview is the time that is required to conduct it properly. To obtain reliable results interview should be conducted by a single interviewer rather than having many.

In the interview I had made an inventory of questions before starting the interview, in another case I asks questions spontaneously. Spontaneous questions are better if the purpose of the interview is to find out in depth knowledge. I had asked spontaneous questions when he has little knowledge of the subject areas. I had recorded the responses during the interview or at the end of the interview. To conduct an interview, I have prepared command of social skills and develop a rapport with the audience to get genuine responses.

The Questionnaire is one of the most commonly used methods of data collection in research. Questionnaires are formulated to get to the point information on any subject area. The questionnaire is an inexpensive method of data collection as compared to other methods of primary research. Questionnaires can be submitted by the vast audience at a time and the responses can be obtained easily. The only drawback of questionnaire is the low feedback as several people do not return questionnaires on time. Several respondents do not show true responses in questionnaires.

To formulate a questionnaire, I had formulated around 14 questions that do not contain double meaning. Questions have written in easy language that anyone can understand. Questions are very simple and not very technical. I had followed the ethics of writing and the language of the questions and are not humiliating

Secondary Data:

When a researcher uses data, which are previously collected by some other researchers, institutions, or agencies for their own purposes are called as Secondary data. The researchers collect secondary data either from an internal source of an organisation, or from the published sources like reports and journals. Hence, few portions of this data may be used for current research problems. By using through various records. By going through magazines published.

Secondary data in research consists of several sources. Sometimes primary data cannot be obtained or it becomes difficult to obtain primary data, in such the researcher is bound to use secondary data. The reliability, authenticity and generalizability of secondary data is less as compared to primary data as it has been already manipulated and used by other people.

Secondary data can be obtained from different source port

- Information collected through censuses or government departments like housing, social security, electoral statistics, tax records
- Internet searches or libraries
- GPS, remote sensing
- Km progress reports
- It can include: Personal information such as names, dates of birth, addresses Information about schools and educational achievements Information about health, Information about criminal convictions or prison sentences, Tax records, such as income

Published Data: It is the most basic secondary source of information for data collection. Published data can be obtained from various sources like books, magazines, newspapers, journals and periodicals etc. Published data is the most reliable secondary source of information. The validity of published data is greater than unpublished data. Most of published records can be obtained from libraries and archives. Libraries carry a vast variety of books, journals and periodicals. I had used this information as a reference in my project.

Electronic Data:

- Electronic data can stand for data in general that is exchanged via electronic communication lines
- Digital data in particular Data (computing), i.e. computer-processable
- Data as opposed to executable code

Electronic Data means information, facts or programs stored as or on, created or used on, or transmitted to or from computer software, including systems and applications software, hard or floppy disks, CD-ROMS, tapes, drives, cells, data processing devices or any other media which are used with electronically controlled equipment's.

Internet:

In today's world is the fastest growing source of information. The internet has become mature and today you can get any information from the internet. Most of the books are available on the internet in e-book format. You can get information while staying at home. The information can be obtained faster than you can obtain from any other source. On the internet I got e-books of HRM which, e-journals, e-periodicals and e-magazines. The internet is a multiple source of information as all the above-mentioned sources can be obtained from the internet. Most recent and most up to date information can be obtained from the internet as it won't be available in books and other forms. Getting information from the internet is inexpensive as compared to other sources.

Electronic Data Exchange:

EDI, which stands for electronic data interchange, is the intercompany communication of business documents in a standard format. The simple definition of EDI is a standard electronic format that replaces paper-based documents such as purchase orders or invoices. By automating paper-based transactions, organizations can save time and eliminate costly errors caused by manual processing. Today, industries use EDI integration to share a range of document types — from purchase orders to invoices to requests for quotations to loan applications and more.

ANALYSIS & INTERPRETATION OF DATA

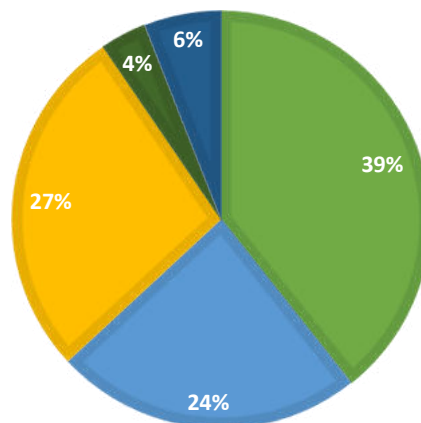
1. Which Amul Product did you find most useful?"

- a) Amul Milk
- b) Amul Butter
- c) Amul Ice- Cream
- d) Amul Ghee
- e) Others

Statements	No. Of Customers	Percentage
Amul Milk	33	39%
Amul Butter	20	27%
Amul Ice- Cream	23	24%
Amul Ghee	3	4%
Others	5	6%
TOTAL	84	100%

MOST USED PRODUCTS

■ Amul Milk ■ Amul Butter ■ Amul Ice- Cream ■ Amul Ghee ■ Others

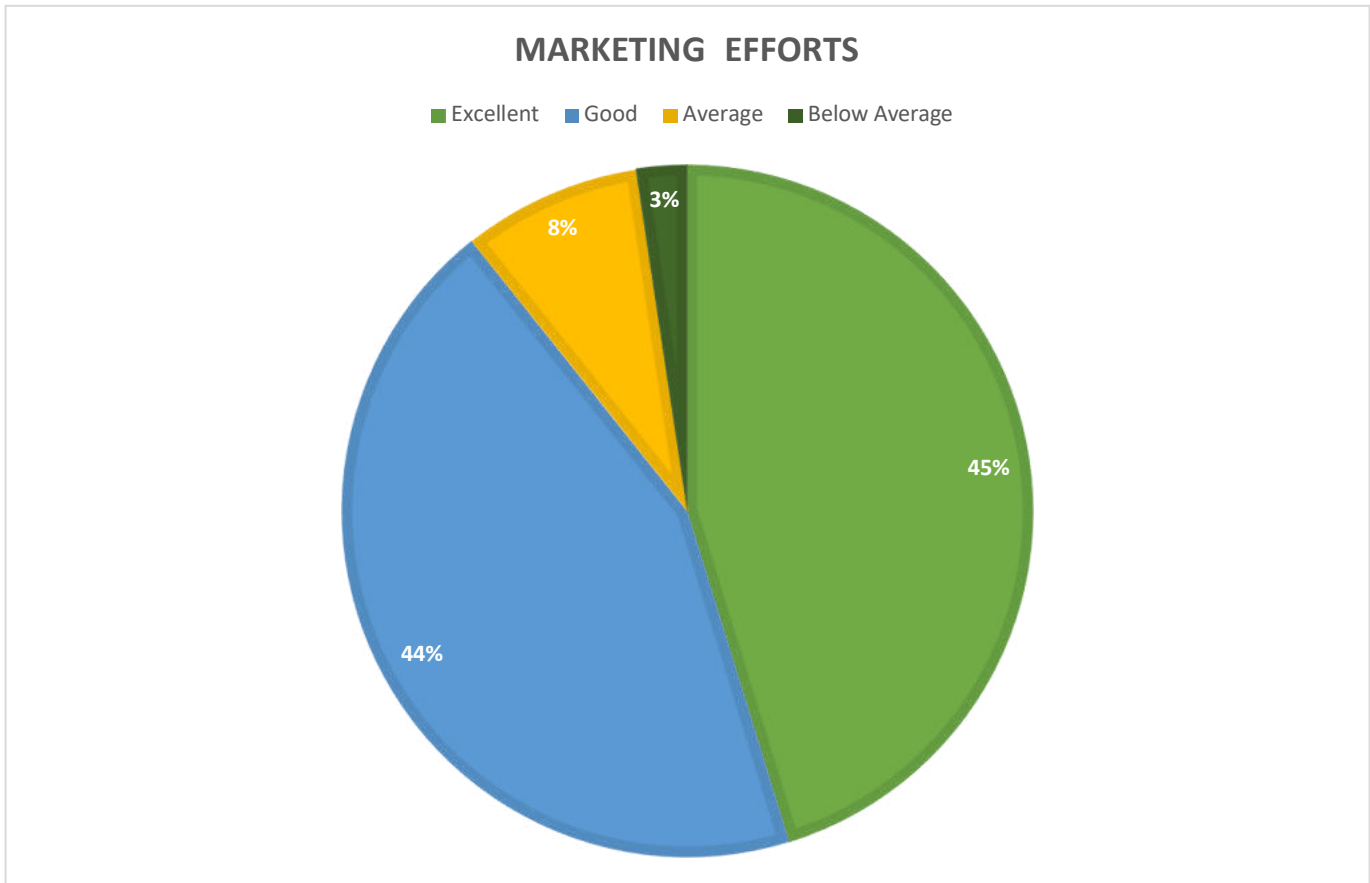


INTERPRETATION: The Most used product is very common respondent for every responded. It helps us to understand the taste of the customer towards our companies' products. As you can see 39% respondent use Amul Milk, 24% of Amul Butter, 27% of Amul Ice-cream, 4% of Amul Ghee, and 6% of others.

2. “Marketing efforts of Amul compare to its competitor is?”

- a) Excellent
- b) Good
- c) Average
- d) Below Average

Marketing Efforts	No. Of Customers	Percentage
Excellent	38	45%
Good	37	44%
Average	7	8%
Below Average	2	3%
TOTAL	84	100%



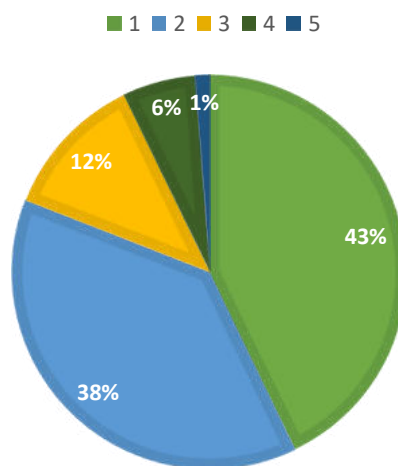
INTERPRETATION: By this survey it is clearly seen that most of the customer like the way of marketing done by the Amul company to sell their products. Amul has a low-cost pricing marketing strategy for products that are consumed regularly. This pricing strategy of Amul made it affordable for its target audience. And that’s why more and more people are interacted towards the Amul Products

3. “On a scale of 1 to 10, how likely are you to recommend our product to a friend?”

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

Recommendation	No. Of Customers	Percentage
1	36	43%
2	32	38%
3	10	12%
4	5	6%
5	1	1%
TOTAL	84	100%

RECOMMENDATION

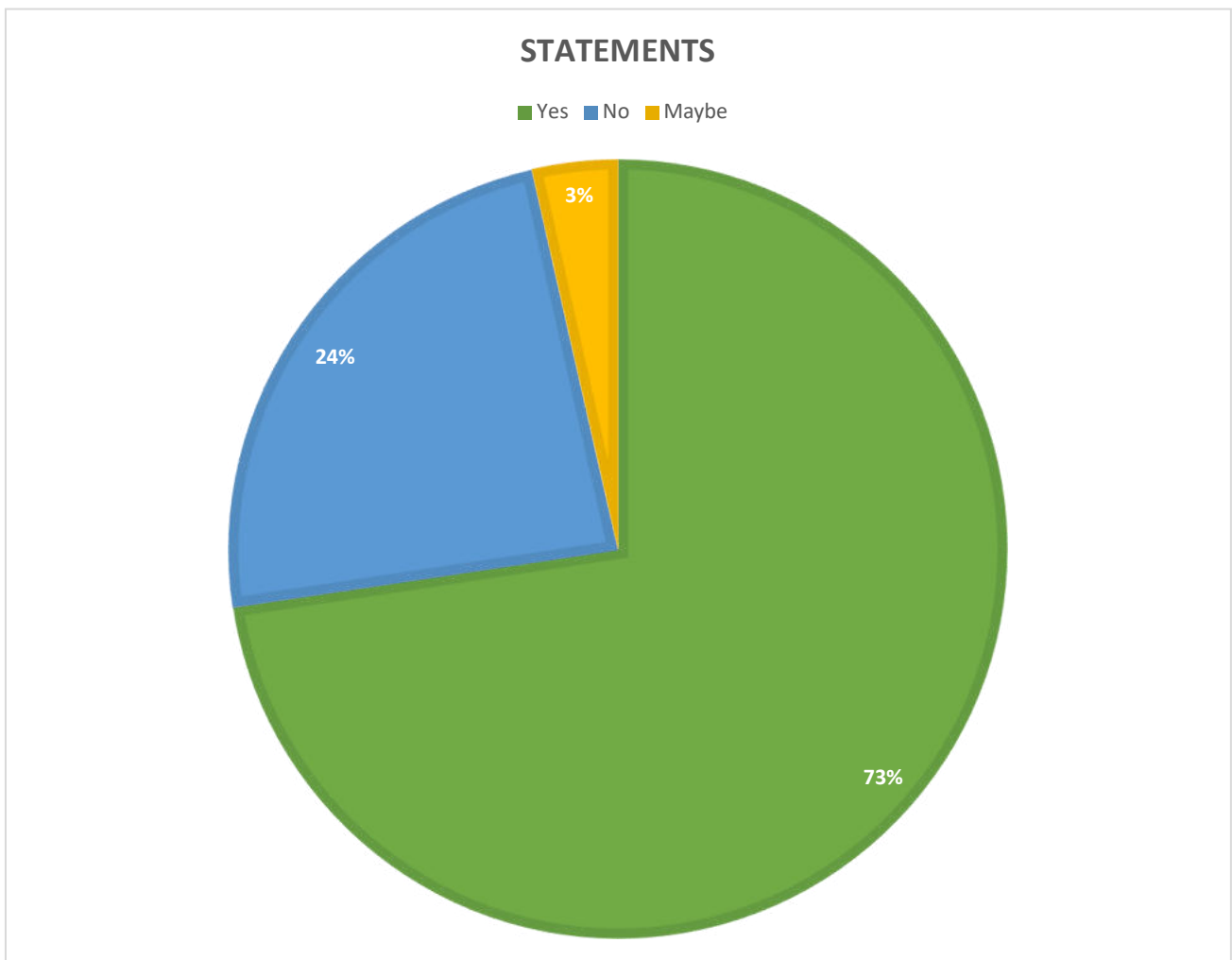


INTERPRETATION: The statistics shows that most of the customers (43%) are highly recommending the Amul Products to their friends, family members and colleagues. And the people are only recommending the things or Product when they get the good results from that companies’ product.

4. Do you think you received good value for money from Amul Products?

- a) Yes
- b) No
- c) Maybe

Statement	No. Of Customers	Percentage
Yes	61	73%
No	20	24%
Maybe	03	3%
TOTAL	84	100%

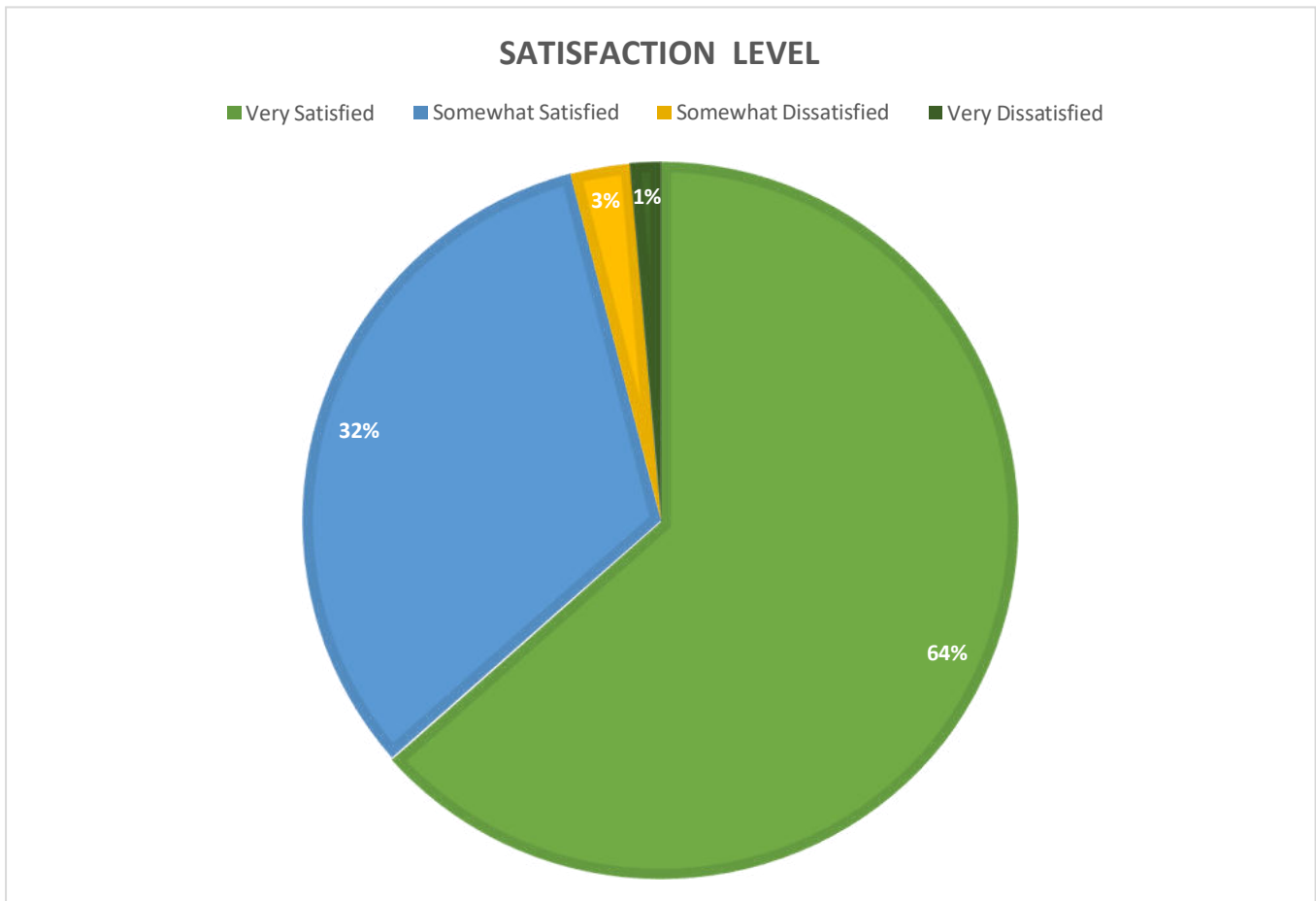


INTERPRETATION: As you can see 73% out of 100 says that the Amul provides good quality products in a valuable price so we can conclude that the company make a good CRM with the customers.

5. What is your overall satisfaction rating with Amul company?

- a) Very Satisfied
- b) Somewhat Satisfied
- c) Somewhat Unsatisfied
- d) Very Unsatisfied

Satisfaction Level	No. Of Customers	Percentage
Very Satisfied	47	64%
Somewhat Satisfied	24	32%
Somewhat Dissatisfied	2	3%
Very Dissatisfied	1	1%
TOTAL	84	100%



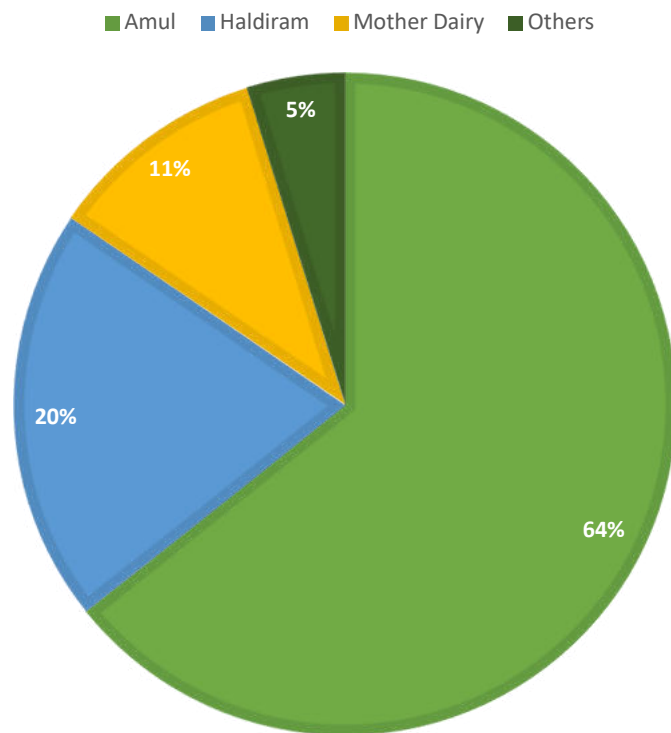
INTERPRETATION: The methodology says that the most of the Customer are highly Satisfied with the Amul Products as an overall rating, it is clearly seen in the chart that only 4% people are dissatisfied with the Products and we are working our best to give high level of satisfaction from our Products

6. What is your brand preference for Dairy Products?

- a) Amul
- b) Haldiram
- c) Mother Dairy
- d) Others

Brand	No. Of Customers	Percentage
Amul	54	64%
Haldiram	17	20%
Mother Dairy	9	11%
Others	4	5%
TOTAL	84	100%

BRAND



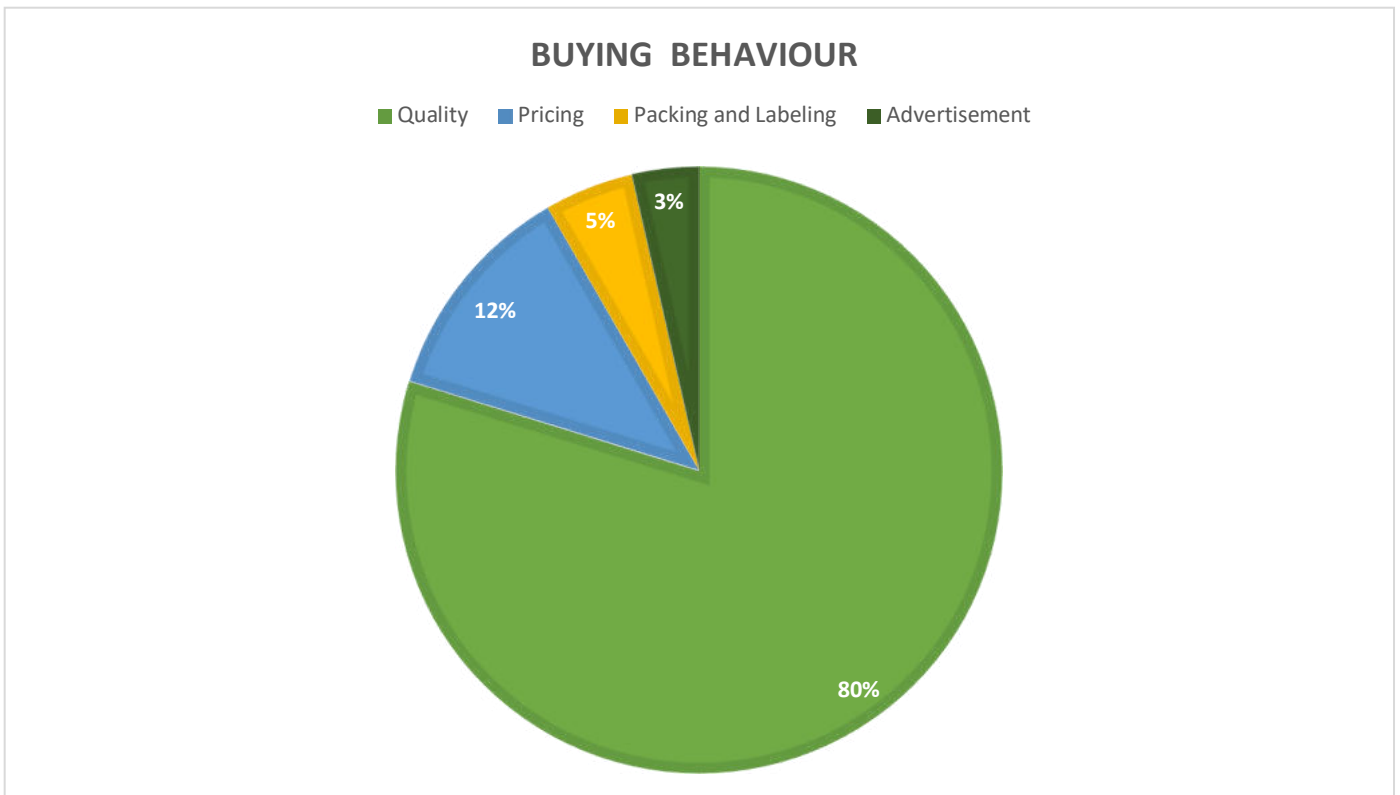
INTERPRETATION: The respondents were classified on the basis of their preference. They were grouped under Four categories. Classification of the respondents is given in the table.

It Is inferred from the above table showing that 64% of the respondents are prefer Amul product over other products

7. Which of these factors influence your buying behaviour of Dairy products?

- a) Quality
- b) Pricing
- c) Packaging and Labelling
- d) Advertisement

Buying Behaviour	No. Of Customers	Percentage
Quality	67	80%
Pricing	10	12%
Packing and Labelling	4	5%
Advertisement	3	3%
TOTAL	84	100%



INTERPRETATION: The respondents were classified on the basis of their Buying Behaviour of the Products. They were grouped under Four categories. Classification of the respondents is given in the table.

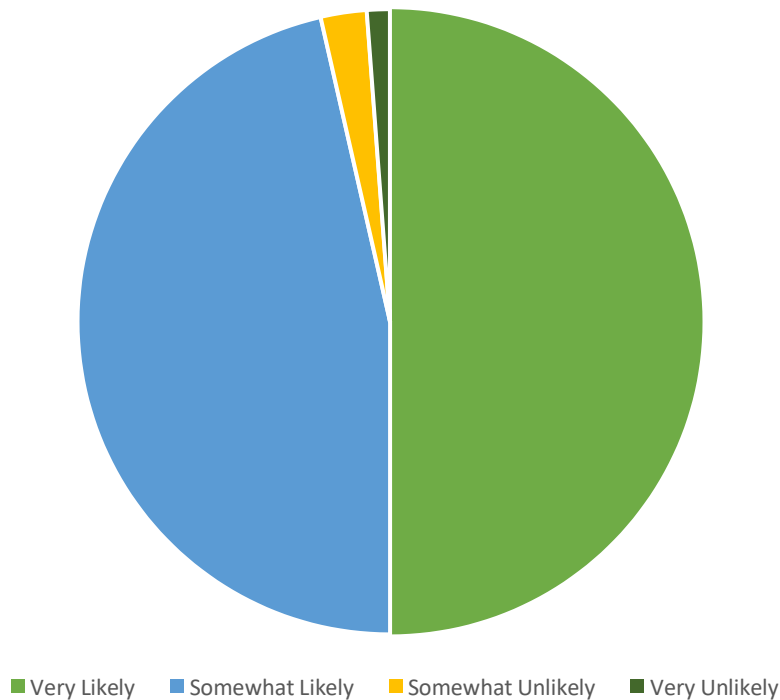
It Is inferred from the above table showing that 80% of the respondents are prefer the product due to the good quality of the Products so we can conclude that most of the people are preferred good quality products

8. How would you rate Amul products for their nutritional values?

- a) Very Likely
- b) Somewhat Likely
- c) Somewhat Unlikely
- d) Very Unlikely

Nutritional values	No. Of Customers	Percentage
Very Likely	42	%
Somewhat Likely	39	%
Somewhat Unlikely	2	%
Very Unlikely	1	
TOTAL	84	100%

FEEDBACKS



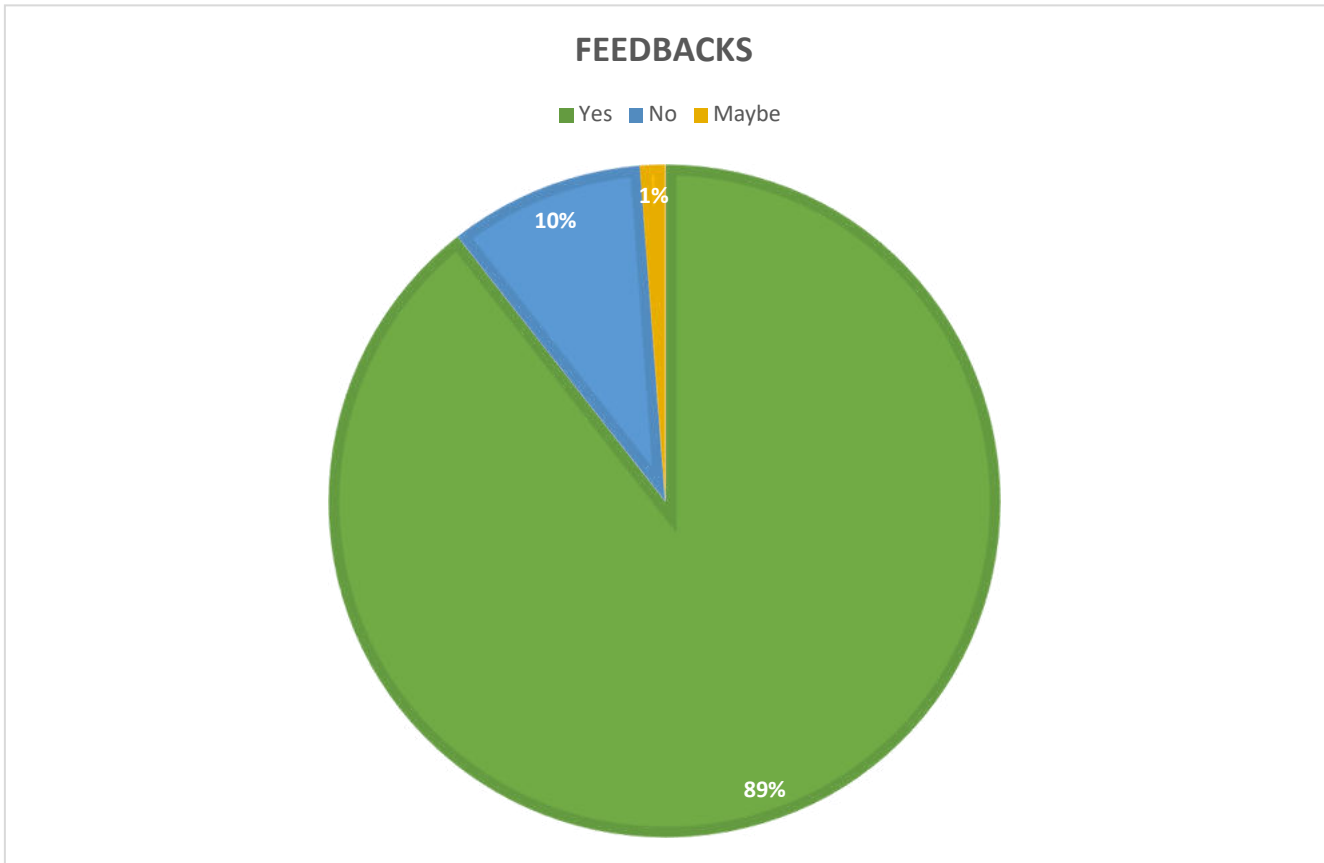
INTERPRETATION: The respondents were classified on the basis of their Nutritional values of the Products. They were grouped under Four categories. Classification of the respondents is given in the table.

As a conclusion we can see that most of the people's (about 97%) are saying that they are very Satisfied with the Nutritional values in the Amul Products

9. Is Amul product are of good in quality?

- a) Yes
- b) No
- c) Maybe

Statements	No. Of employees	Percentage
Yes	76	89%
No	8	10%
Maybe	1	1%
TOTAL	84	100%



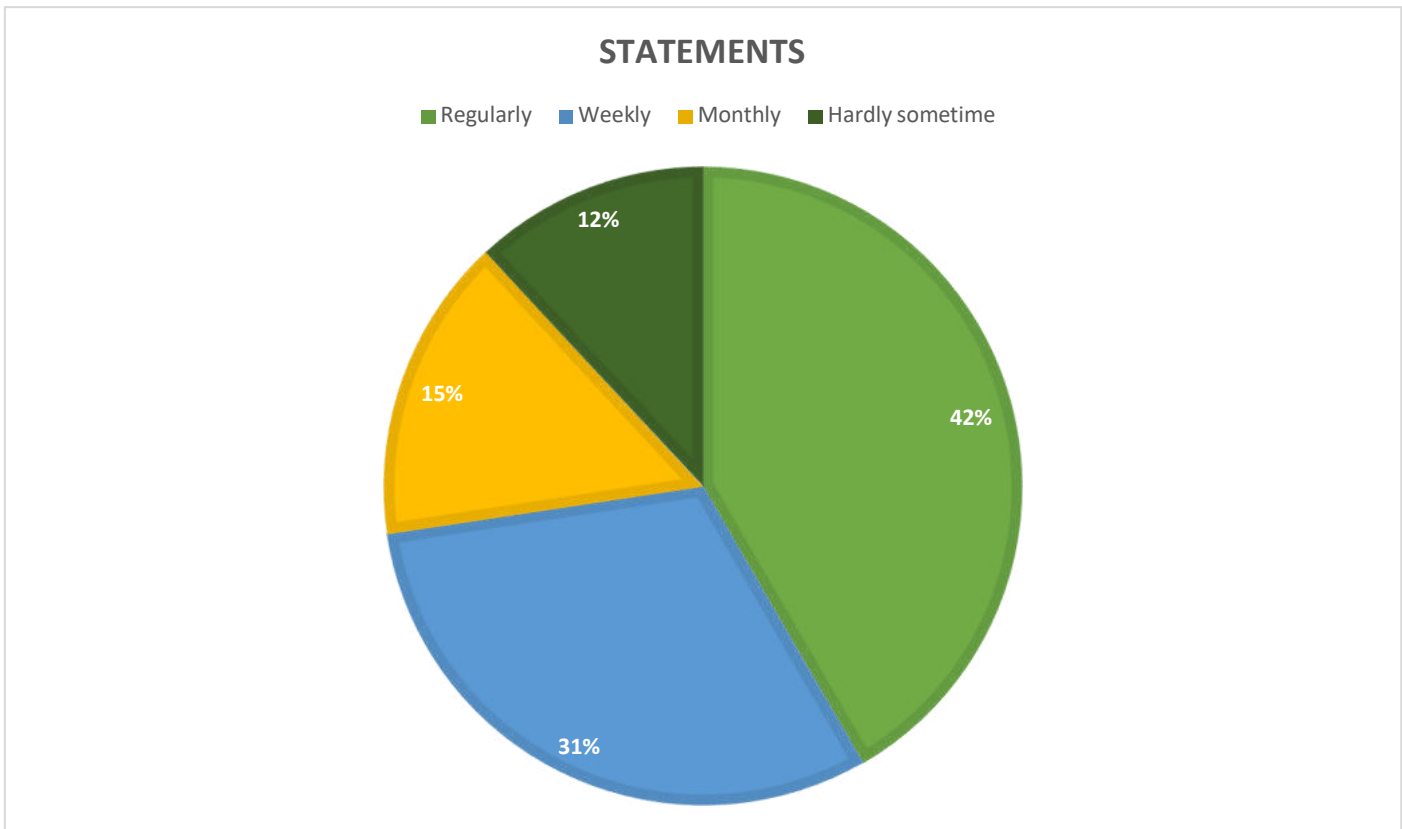
INTERPRETATION: The respondents were classified on the basis of their Yes/No/Maybe concept regarding the quality of the Products. They were grouped under Three categories. Classification of the respondents is given in the table.

It Is inferred from the above table showing that 89% of the respondents are prefer the product due to the good quality of the Products so we can conclude that most of the people are preferred good quality products

10. How frequently do you use Amul products?

- a) Regularly
- b) Weekly
- c) Monthly
- d) Hardly sometime

Statements	No. Of Customers	Percentage
Regularly	35	42%
Weekly	26	31%
Monthly	13	15%
Hardly sometime	10	12%
TOTAL	84	100%

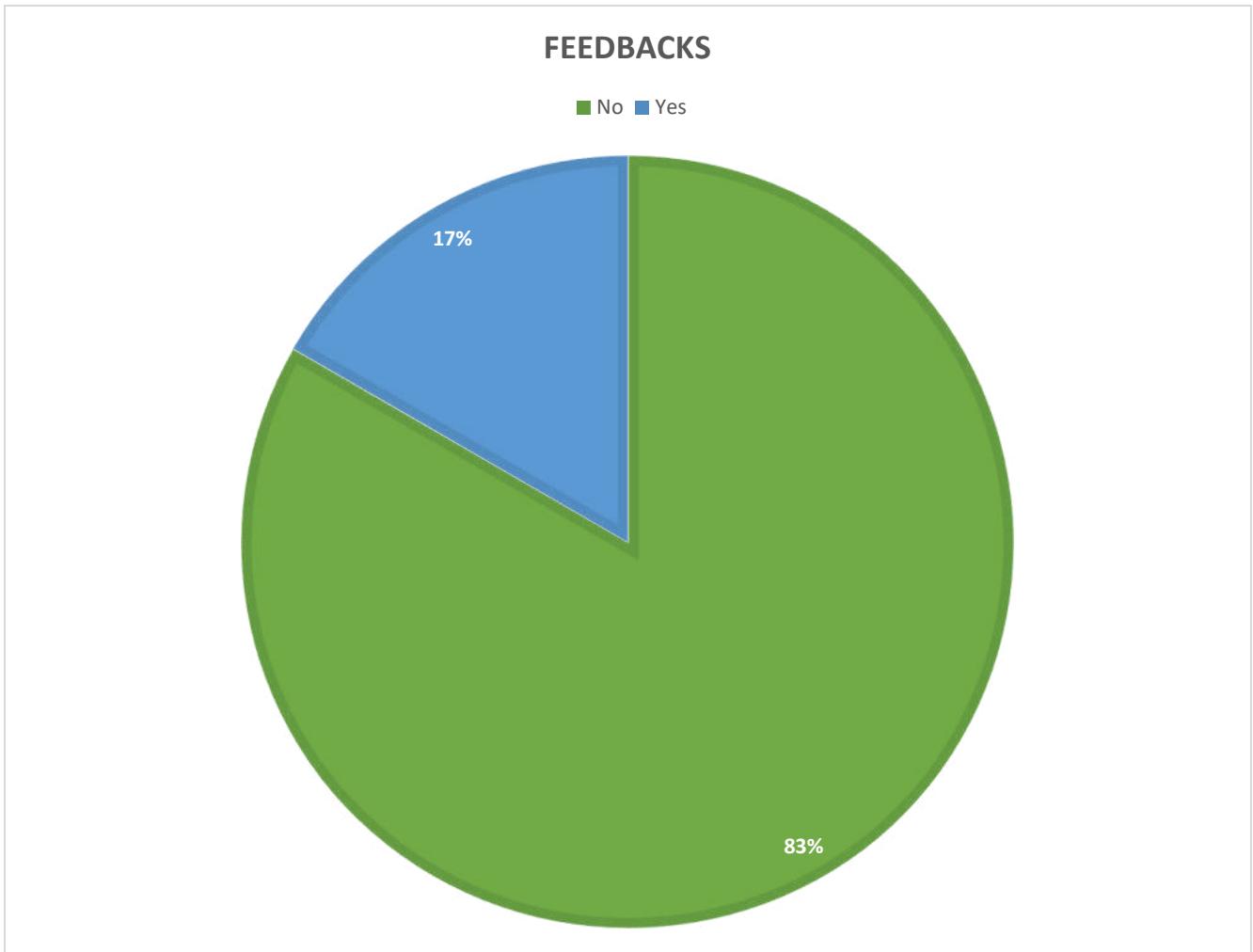


INTERPRETATION: The respondents were classified on the basis of how frequently they are using the Products. They were grouped under four categories. Classification of the respondents is given in the table. It is inferred from the above table showing that 42% of the respondents prefer to use the product regularly, about 31% of people are using it monthly, 15% of people are using the Amul Products Monthly, and at last only a few people's (i.e. 12%) are using the product hardly sometimes.

11. Have you ever had any complaint with Amul product?

- a) Yes
- b) No

Feedbacks	No. Of Customers	Percentage
No	70	%
Yes	14	%
TOTAL	84	100%



INTERPRETATION: The respondents were classified on the basis of how many people faces the problems or have some complaints against the Products. They were grouped under yes or no categories. Classification of the respondents is given in the table.

It Is inferred from the above table showing that 83% people never faced any problems having any complaint against the Amul company Products, only 17% people are having some issues with the products and will try hard to find it and resolve it as soon as possible

RECOMMENDATION & SUGGESTIONS

CRM is the most essential part of the industries/ organisations/ companies and was the first and foremost part of any job. CRM is very essential tool in marketing field as technology's changes day by day and the everyone must update themselves according to the changes. CRM is very helpful in most of the companies, not only in marketing fields but also in the industrial companies who manufactures products, without CRM no employees no person can improve their market.

1. Whenever a new technology introduces, employees should be given CRM on them.
2. CRM should be a mandate to improve the marketing methods.
3. Communication skills and management is required because many customers are not able to understand and are not able to face the problems and enhance themselves and to fulfil the demands of the customers.
4. Motivation speakers for employees and shop owners required to have sessions between 15 – 25 days.
5. CRM must include the learning of new technology.
6. CRM should be on fields so that trainees may able to learn things practically and easily.
7. CRM should be positive and interactive.
8. The environment should be friendly.
9. Focusing on CRM is mandatory to get expected results, otherwise it will be just a regular lecture/practical.
10. CRM should be placement guaranteed, so after getting CRM employees or students can get growth in the career.
11. CRM should be interactive and interesting so that every employee and customer can take benefit from that.
12. Complete daily task and revise them, as Practice makes man perfect.
13. CRM centre should be surveillance.

CONCLUSION OF THE STUDY



According to the data collection and interpretation it is concluded that hypothesis has significantly accepted. CRM has an effective result in the improvement and enhancement of knowledge and skills of the customers. According to the data collection from customers we get perfect CRM tools and equipment's so that they can get the modern practical knowledge. The working environment of the company also contributes for development of the willpower of the employees as well as Customers. Customers are more aware and concentrated about the CRM methods and techniques that also contributes on the level of satisfaction. CRM really improves the personality, communication and team building module between employee's sales and shops which helps to make CRM more effective, easy to understand, practical and modernise.

As per the data analysis companies provides better opportunity for Amul franchise after they get good response from Amul, because Amul gives proper effective CRM as per the demands of the Networking organisations like Dinshaw, Gowardhan, Mother Dairy etc. and many bigger organisations which uses CRM and Marketing techniques.

HYPOTHESIS TESTING



- **H0:** CRM implementation in Amul has no effect on reducing customer complaints.
- **H1:** CRM implementation in Amul has some positive effect on reducing customer complaints.

- **H0:** CRM implementation in Amul has no effect on quality of products.
- **H1:** CRM implementation in Amul has some positive effect on quality of products.

- **H0:** CRM implementation in Amul has no effect on Brand Preference of customers.
- **H1:** CRM implementation in Amul has some positive effect on Brand Preference of customers

LIMITATION OF THE STUDY



- The data may not be true, because of personnel bias.
- Time and money are critical factors limiting this study.
- The study is limited to selected Customers, techniques and methods.
- The results of the study are confined to the present scenario of the market.
- Too much convincing is required for the data collection from the customer approach.
- The details provide by the organisation can be unrealistic and unreliable.
- Employees are not so much corporative in nature.
- Company is not providing the permission, authenticated information related to marketing methods directly.

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Refrence Book

Kotler on Marketing Book by Author Philip Kotler

Google survey Form

<https://forms.gle/gnP9CaYT6nPaiK966>

Questionnaire

1. Which Amul Product did you find most useful?

- a) Amul Milk
- b) Amul Butter
- c) Amul Ice-cream
- d) Amul Ghee
- e) Others

2. Marketing efforts of Amul compare to its competitor is?

- a) Excellent
- b) Good
- c) Average
- d) Below average

3. “On a scale of 1 to 10, how likely are you to recommend our product to a friend?”

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

4. Do you think you received good value for money from Amul Products?

- a) Yes
- b) No
- c) Maybe

5. What is your overall satisfaction rating with Amul company?

- a) Very Satisfied
- b) Somewhat Satisfied
- c) Somewhat Dissatisfied
- d) Very Dissatisfied

6. What is your brand preference for Dairy Products?

- a) Amul
- b) Mother Dairy
- c) Haldiram
- d) Others

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- a) Pricing
- b) Quality
- c) Advertisement
- d) Packing and Labelling

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- c) Somewhat Unlikely
- d) Very Unlikely

9. Is Amul product are of good in quality?

- a) Yes
- b) No
- c) Maybe

10. How frequently do you use Amul products?

- a) Regularly
- b) Weekly
- c) Monthly
- d) Hardly sometimes

11. Have you ever had any complaint with Amul product?

- a) Yes
- b) No

Customer Signature
