

A PROJECT REPORT
on
"A STUDY ON MARKETING STRATEGY ADOPTED BY
AMUL IN NAGPUR CITY"

Submitted to
G.S. College of Commerce and Economics, Nagpur

Affiliated to
Rashtrasant Tukadoji Maharaj Nagpur University

In partial fulfilment for the award of the degree
Bachelor Of Business Administration

Submitted By
Mr. Aditya Rajusingh Bais

Under the guidance of
Dr. Afsar Sheikh

CERTIFICATE

This is to certify that **Aditya Bais** has submitted the project report titled “**A Marketing Strategy Adopted By Amul In Nagpur City**”, 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. Afsar Sheikh
(Project Guide)

Dr. Afsar Sheikh
(BBA Coordinator)

Date:

Place: Nagpur

DECLARATION

I here-by declare that the project with title “**A Marketing Strategy Adopted By Amul In Nagpur City**” 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.

Aditya Bais

Place: Nagpur

Date:

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr.Swati Kathaley Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Dr. Afsar Sheikh for his guideline throughout the project. I tender my sincere regards to Co-Ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-Teaching staff of the college for their Co-operation. I would like to thank all those who helped me in making this project complete and successful.

Aditya Bais

Place: Nagpur

Date:

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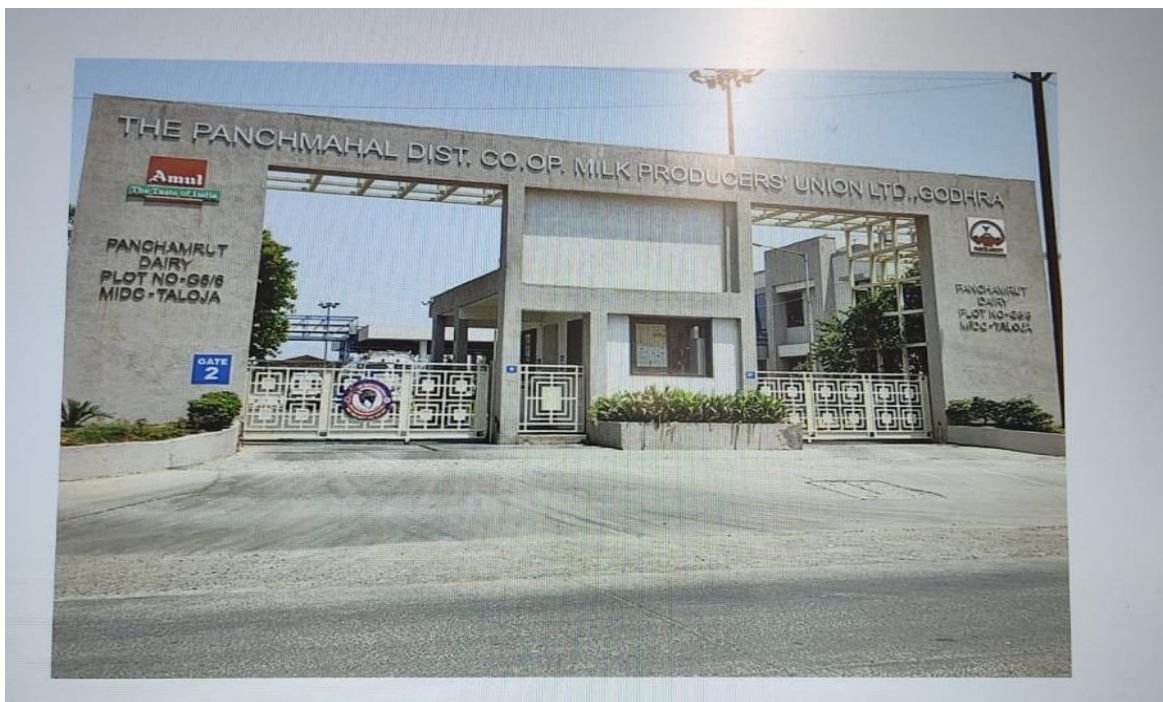
1.INTRODUCTION



“Amul,” from the Sanskrit “Amoolya” was suggested by a quality control expert in Anand. Variants, all meaning AMUL means “priceless” in Sanskrit. The brand name g “priceless”, are found in several Indian languages. Amul products have been in use in millions of homes since 1946.

Amul Butter, Amul Milk Powder, Amul Ghee, Amulspread, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a leading food brand in India. Anand Milk Union Limited (AMUL) is an Indian dairy state government cooperative society, based in Anand, Gujarat. Formed in 1946, it is a cooperative brand managed by Gujarat Cooperative Milk Marketing Federation Ltd.

In financial year 2022, Amul reported a sales turnover of 610 billion Indian rupees compared to about 392 billion Indian rupees in the previous year in India.



BRIEF HISTORY OF AMUL

AMUL (Anand Milk Union Limited), formed in 1946, is a dairy cooperative movement in India. It is a brand name managed by an apex cooperative organization, Gujarat Co-operative Milk Marketing Federation Lt. (GCMMF), which today is jointly owned by some 2.6 million milk producers in Gujarat, India. AMUL is based in Anand, Gujarat and has been a sterling example of a co-operative organization's success in the long term. It is one of the best examples of co-operative achievement in the developing world. "Anyone who has seen ... the dairy cooperatives in the state of Gujarat, especially the highly successful one known as AMUL, will naturally wonder what combination of influences and incentives is needed to multiply such a model a thousand times over in developing regions everywhere.

The Amul Pattern has established itself as a uniquely appropriate model for rural development. Amul has spurred the White Revolution of India, which has made India the largest producer of milk and milk products in the world. It is also the world's biggest vegetarian cheese brand. Amul is the largest food brand in India and world's Largest Pouched Milk Brand

AMUL: THE ORIGIN

The mighty Ganges at its origin is but a tiny stream in the Gangotri ranges of the Himalayas. Similar is the story of Amul which inspired Operation Flood and heralded the 'White Revolution' in India. It began with two village cooperatives and 250 liters of milk per day, nothing but a trickle compared to the flood it has become today. Today Amul collects processes and distributes over a million liters of milk and milk products per day, during the peak, on behalf of more than a thousand village cooperatives owned by half a million farmer members.

2.LITERATURE REVIEW

Amul is being one of the most demanded product and today the highest sale of dairy products in Nagpur city in state of Maharashtra. All the major decisions regarding the sale of milk and other related dairy products are taken by the manufacture for the benefit of consumers as per which product satisfies their need. Amul in itself has become a big Brand and maximum of consumers consume to a large extent. The promotional strategies used in Amul are appreciated from the buyers, like Amul girl, the tag line. etc.

According to Dr. K. Karunakaran, 1st edition, 2007,” This process has to be conducted within the framework of the rules and regulations made by the Marketing and Sales department. Positive or negative impact of any scheme depends on the promotion made by the company (Amul). Hence it is necessary that Amul should adopt proper marketing policies to reach out the audience in a huge amount.

According to Amul is now world's 8th largest dairy, 610 billion growth in FY22, ”The world's 8th largest dairy organization and India's largest dairy cooperative, Gujarat Cooperative Milk Marketing Federation (GCMMF), which markets the popular Amul brand of dairy products.

3. COMPANY PROFILE



AMUL means "priceless" in Sanskrit. The brand name "Amul," from the Sanskrit "Amoolya," was suggested by a quality control expert in Anand. Variants, all meaning "priceless", are found in several Indian languages. Amul products have been in use in millions of homes since 1946. Amul Butter, Amul Milk Powder, Amul Ghee, Amulspray, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a leading food brand in India. (Turnover of Amul 610billion 2022-2023) Today Amul is a symbol of many things. Of high-quality products sold at reasonable prices.

50 years after it was first launched, Amul's sale figures have jumped from 1000 tonnes a year in 1966 to over 25,000 tonnes a year in 1997. No other brand comes even close to it. All because a thumb-sized girl climbed on to the hoardings and put a magical spell on the masse

AMUL stands for,

A = Anand

M = Milk

U = Union

L = Limited Amul (Anand milk union ltd.)

Amul is based on four hands, which are coordinated with each other. The actual meaning of this symbol is co-ordination of four hands of different people by whom this union is at the

top position in Asia. First hand is of farmers, without whom the organization would not have existed. Second hand is of processors, who process the raw material (milk) into finished goods. Third hand is of marketer, without whom the product would have not reached the customers. Fourth hand is of customers, without whom the products would have not carried on.

BASIC INFORMATION

- Company Name: Amul India (Gujarat Co-operative milk marketing federation Ltd)
- Business Type: State Government Cooperative Society
- Product/Services: Infant Milk Food, Skimmed Milk Powder, Butter, Cheese (Cheddar, Mozzarella, Emmental) cheese spreads, Ghee, Condensed Milk, Chocolates, malted milk food Breadsreads, fresh milk, UHT milk, Ice-cream.
- Address: Amul Dairy Road
- Number of Employees: 501 - 1000 People
- URL: <http://www.Amul.com>
- Year Established: 1973
- Firm: Cooperative Society
- Factory Information
 - No. of employees: 1,000(Officers & Employees)
3.6Million (milk producers)
- Founders: **Vergheese Kurien**, **Tribhuvandas Kishibhai Patel**



MISSION

GCMMF endeavour to satisfy the taste and nutritional requirements of the customer of the world through excellence in the marketing by the committed team. Through cooperative networking, they are committed to offer quality product that provides best value for money.

VISION

Amul's vision is to provide more and more satisfaction to the farmers, employees and distributors"

PRODUCT LIFE CYCLE STAGES

A product passes through distinct stages during its life in market, each posing different challenges, opportunities and problem. Profits rise and fall at different stages of the product life cycle. There are four different stages of product life cycle, namely

1. INTRODUCTION STAGE

2. GROWTH STAGE

3. MATURITY STAGE

4. DECLINE STAGE Different products of AMUL are in different stages in the product life cycle. Products like milk, butter, chocolate and cheese are in the maturity stage, while ice-creams, chocolates and shrikhand are still in the growth stage. On the other hand, products like milk powders, infant food, frozen food items and mix are in introduction stage.

The company adopts aggressive selling techniques for those products which are in the introductory stage, while very less promotional programmes are carried out for those products which are in the growth or maturity stage

PRODUCT LIST

- ICE CREAM TRICONE & CUPS



➤ STICKS ICE CREAM

KULFI

PUNJABI, RATNAGIRI,
RAJASTHANI, KASHMIRI,
GULKANDI, KATHIAWADI
60 mL

BOMBAY
50 mL

NEW

NAWABI,
RAJWADI
40 mL



BADSHAHI, MAWA MALAI,
PISTA MALAI, RAJBHOG
60 mL

RABDI
45 mL



NEW

ASLI LICKZ

ASLI AAM
80 mL

NEW

ASLI BLACK GRAPE
60 mL



ICE LICKZ

MANGO,
ORANGE,
COLA
50 mL



CHOCO POP

18 mL



CHOCOBAR

40 mL & 60 mL



DUETZ

RASPBERRY, MANGO
60 mL



FROSTIK

40 mL & 70 mL



FUNDOO

CURLY, SUPER, CHAKRI
60 mL



➤ DAIRY PRODUCT



➤ FAMILY PACKS

750 mL + 750 mL Free

<p>CHOCO CHIPS + CHOCO CHIPS</p> 	<p>VANILA ROYALE + VANILA ROYALE</p> 	<p>SPANISH SAFFRON & CREAM BALLS + SPANISH SAFFRON & CREAM BALLS</p> 
<p>RAJBHOG + RAJBHOG</p> 	<p>ALPHONSO MANGO + ALPHONSO MANGO</p> 	<p>STRAWBERRY + STRAWBERRY</p> 
<p>KAJU DRAKSH + KAJU DRAKSH</p> 	<p>SHALIMAAR + SHALIMAAR</p> 	<p>BUTTERSCOTCH BLISS + BUTTERSCOTCH BLISS</p> 
<p>KESAR PISTA ROYALE + KESAR PISTA ROYALE</p> 	<p>CHOCOLATE + CHOCOLATE</p> 	<p>TUTTI FRUTTI + TUTTI FRUTTI</p> 
<p>CREAMY ALMOND + CREAMY ALMOND</p> 	<p>AFGHAN DRY FRUIT + AFGHAN DRY FRUIT</p> 	<p>KAJU ANJIR + KAJU ANJIR</p> 
<p>BLACK CURRANT + BLACK CURRANT</p> 	<p>COOKIES 'N' CREAM + COOKIES 'N' CREAM</p> 	<p>750 mL PACK</p>  <p>AMERICAN NUTS</p>
<p>SHAHI ANJIR + SHAHI ANJIR</p> 	<p>ICE CREAM IS ALSO AVAILABLE IN BULK PACKS (5 L) AND CATERING/ INSTITUTIONAL PACKS (4 L)</p>	

➤ FROZEN SNACKS

POTATO SNACKS

 <p>BURGER PATTY 360 g</p>	 <p>POTATO WEDGES 400 g</p>	 <p>VEGGIE STIX 425 g</p>
 <p>FRENCH FRIES 200 g, 425 g, 750 g, 1.25 Kg</p>	 <p>HASH BROWN 360 g</p>	 <p>ALOO TIKKI 400 g</p>

DAIRY SNACKS

 <p>MASTI DAHI TIKKI 300 g</p>	 <p>CHEESE ONION POCKET 360 g</p>	 <p>MASALA PANEER NUGGETS 300 g</p>
 <p>CHEESE ONION PARATHA 500 g</p>	 <p>CHEESE POPPONS 300 g</p>	 <p>Amul Happy Treats READY TO COOK SNACKS</p>

➤ TUB ICE CREAM & CUPS

TUB 1L

- Amul RAJBHOG
- Amul ROASTED ALMOND
- Amul PAN NAWABI
- Amul FRUIT 'N' NUT FANTASY
- Amul CHOCO CHIPS
- Amul MOROCCAN DRY FRUIT
- Amul CHOCOLATE BROWNIE
- Amul KING ALPHONSO
- Amul BUTTERSCOTCH BLISS
- Amul VANILLA MAGIC
- Amul CARAMEL COOKIES

500 mL

- Amul BUTTERSCOTCH BLISS
- Amul STRAWBERRY
- Amul VANILLA ROYALE
- Amul CHOCOLATE BROWNIE
- Amul CHOCO CHIPS
- Amul FRUIT 'N' NUT FANTASY
- Amul KING ALPHONSO

NEW

- Amul CHOCOLATE BROWNIE
- Amul CHOCO CHIPS
- Amul FRUIT 'N' NUT FANTASY
- Amul KING ALPHONSO

CHOCOLATE BROWNIE CHOCO CHIPS FRUIT 'N' NUT FANTASY KING ALPHONSO

4.SWOT ANALYSIS

<p style="text-align: center;"><u>STRENGTH</u></p> <ul style="list-style-type: none"> ➤ Largest food brand in India & Asia ➤ High quality, low price Introduced TQM ➤ World's Largest Pouched milk brand Annual turnover of 41000 crores (2018-19) ➤ Highly diverse product mix ➤ Robust distribution network 	<p style="text-align: center;"><u>WEAKNESSES</u></p> <ul style="list-style-type: none"> ➤ Supply is not regular(In season) ➤ Distribution of Amul pouch milk is not proper in some of areas ➤ Co-ordination of company or retailer is not proper.
<p style="text-align: center;"><u>OPPOURNITIES</u></p> <ul style="list-style-type: none"> ➤ Penetrate international markets ➤ Co Diversify product portfolio to enter new product categories and ➤ expand existing categories like but processed foods, chocolates etc. ➤ Use internet to sell its products 	<p style="text-align: center;"><u>THREATS</u></p> <ul style="list-style-type: none"> ➤ Competitors - Hindustan Lever, Nestle, Britannia and local players. ➤ Stiff competition from MNCs in butter ➤ The yield of India cattle still much. lower than other dairy countries.

Top 5 Competitors of Amul

PRODUCTS	BRANDS COMPETTING
BUTTER	BRITANNIA, NESTLE
BABY FOOD	NESTLE, HEINZ
ICE CREAMS	KWALITY WALLS, VADILAL, HUL
CURD	MOTHER DAIRY, SUDHA DAIRY
MILK ADDITIVES	CADBURY



NAGPUR DISTRIBUTORS CHANNELS

5.RESEARCH STUDY

- **OBJECTIVES**

- To analyse the marketing strategies of Amul which helps the company to grow rapidly
- To determine the competitors of Amul Dairy products especially Milk product
- To know the factors which affects consumer's buying behaviour to purchase the products of Amul Dairy (Milk products).

- **NEEDS OF THE STUDY**

- For any business venture, human resource goes hand in hand. Opportunities come and go but business comes from the ones, which are handled properly in terms of leads.
- Leads for any new opportunity are very important for it to turn out a profitable venture.
- Promotion plays a very important role in both the departments.

- **LIMITATION OF THE STUDY**

- The geographical location of the study is limited to Nagpur City.
- The primary data will be collected through questionnaire and personal interview from both consumers and Retailers. The elicited information will be completely based on their personal experience.

6.HYPOTHESIS

1. Null Hypothesis:

Promotional Strategies adopted by Amul for dairy products are not useful in promoting the other dairy products in Nagpur city.

2. Null Hypothesis:

The quality and price is comparatively affordable of Amul Dairy products as that compared to other its competitors.

Hypothesis 1 H₀:

Promotional Strategies adopted by Amul for dairy products are not useful in promoting the other dairy products in Nagpur city.

H₁:

Promotional Strategies adopted by Amul for dairy products are useful in promoting the other dairy products in Nagpur city.

7.RESEARCH METHODOLOGY

Methodology includes the overall research procedures, which are followed in the research study. This includes Research design, the sampling procedures, and the data collection method and analysis procedures. Research Objective of the report is to learn the facets of marketing and do the monitoring and counter selling for products. Along with I will also work in the following areas

- Market visit for retail shops
- Research on customer satisfaction
- Sales & Distribution
- Promotional strategy

Research design: -

Type: Exploratory research design using secondary data analysis Descriptive research design using survey method Survey using personal interview (face to face) interview method.

Sources of information: survey by means of structured undisguised and general face to face interaction with outlet holders and distributors and used some secondary data.

There are mainly two types of data-

- Primary Data
- Secondary Data

Primary Data:

Primary data is data which is collected through personal interview, survey and experiment. In my project I use primary data collection method by conduct survey, visit manufacturing plant, and meeting with their employee. I also interact with company owner for obtain information regarding this project.

Secondary Data:

Secondary data is data which already available in other sources. In my I use secondary data as source of data collection. I secondary data I take information from websites and other secondary sources.

The collected data were not easily understandable, so I like to analyze the collected data in a systematic manner and interpreted with simple method.

The analysis and interpretation of the data involves the analyzing of the collected data and interpretation it with pictorial representation such as bar charts, pie charts and others.

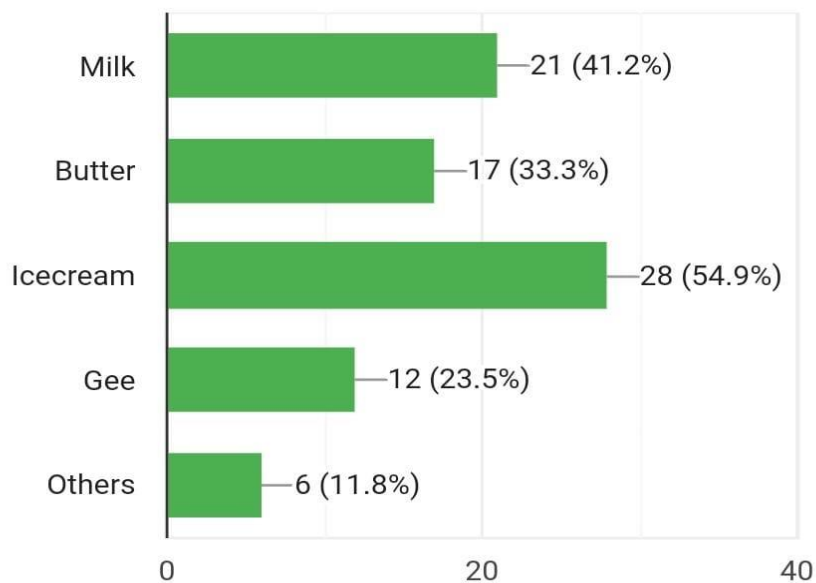
8.ANLYSIS & DATA INTERPRTATION

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

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

STATEMENT	NO. OF CUSTOMERS	PERCENTAGE
Milk	21	41.2%
Butter	17	33.3%
Ice cream	28	54.9%
Ghee	12	23.5%
Others	6	11.8%
TOTAL	84	

51 responses



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'

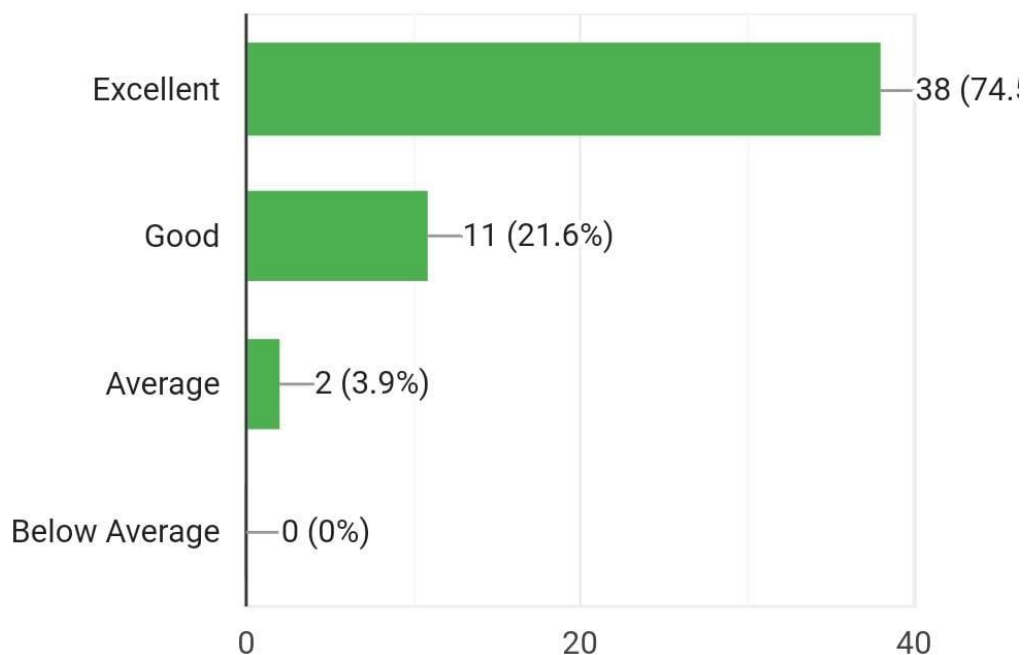
products. As you can see 41.2% respondent use Amul Milk, 33.3% of Amul Butter, 54.9% of Amul Ice-cream, 23.5% of Amul Ghee, and 11.8% of others.

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

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

MARKETING EFFORTS	NO. OF CUSTOMERS	%
Excellent	38	74%
Good	11	21.6%
Average	2	3.9%
Below Average	0	0%
TOTAL	51	

51 responses



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

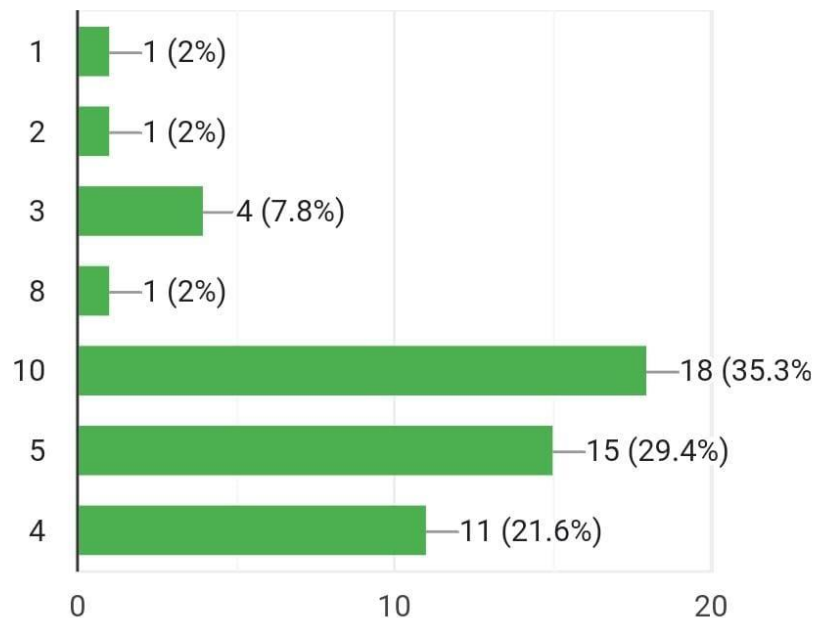
target audience. And that's why more and more people are interacted towards the Amul Products.

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

RECOMMENDTION	NO.OF CUSTOMERS	PERCENTAGE
1	1	2%
2	1	2%
3	4	7.8%
4	11	24.6%
5	15	29.4%
8	1	2%
10	18	35.3%
TOTAL	51	

51 responses



INTERPRETATION:

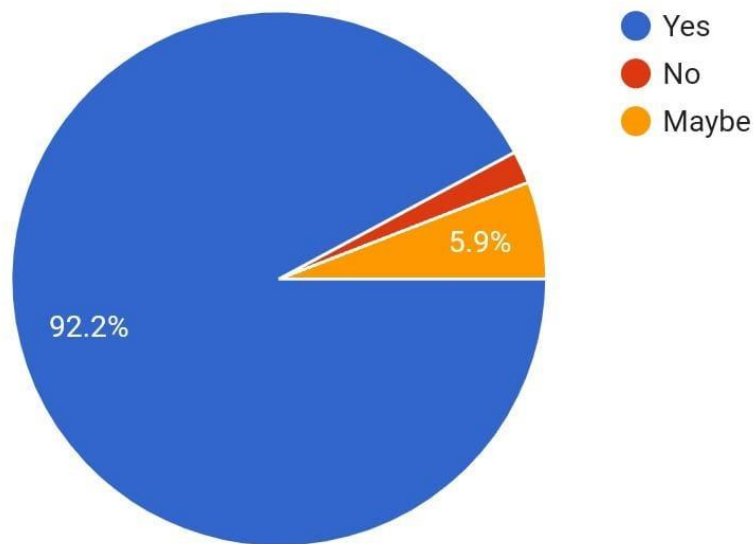
The statistics shows that most of the customers (43%) are highly recommending the Amul Products to their friends, family members and colleagues. And the people are only

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

51 responses



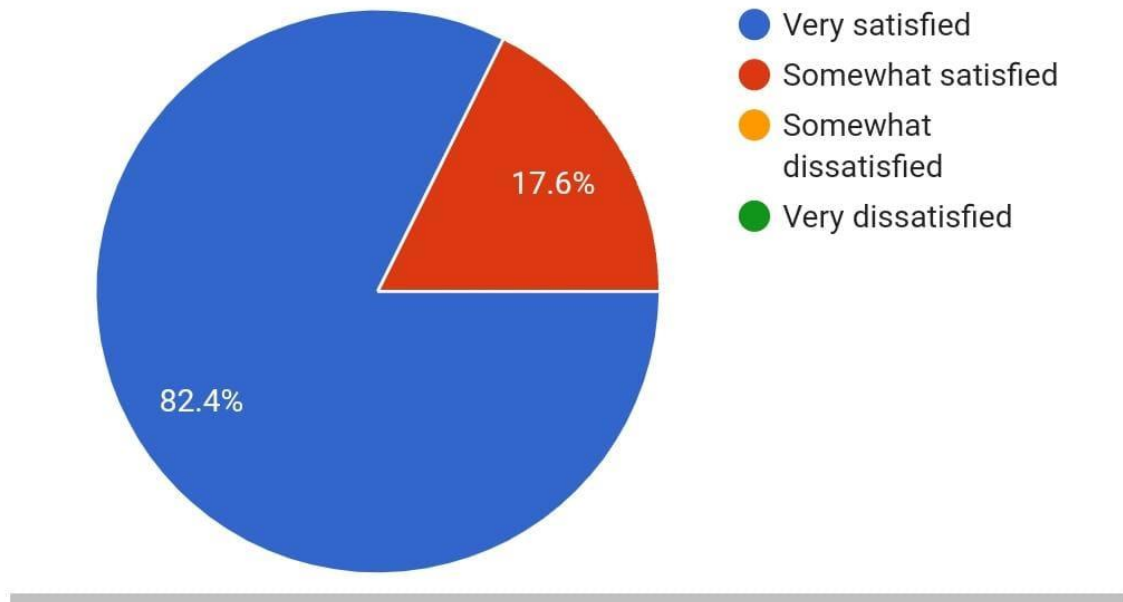
INTERPRETATION:

As you can see 92.2% 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 product.

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

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

51 responses

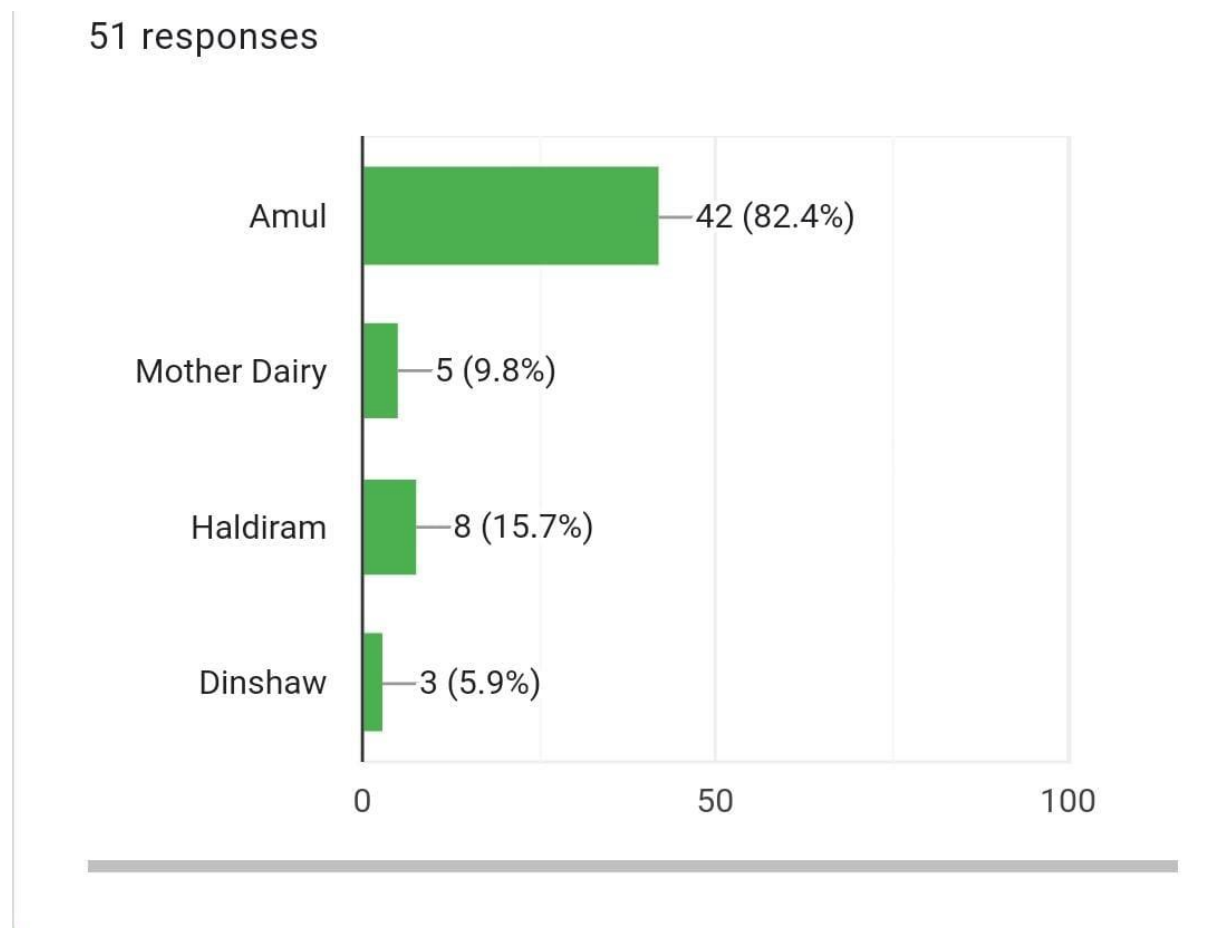


INTERPRETATION:

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 0% 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) Dinshaws



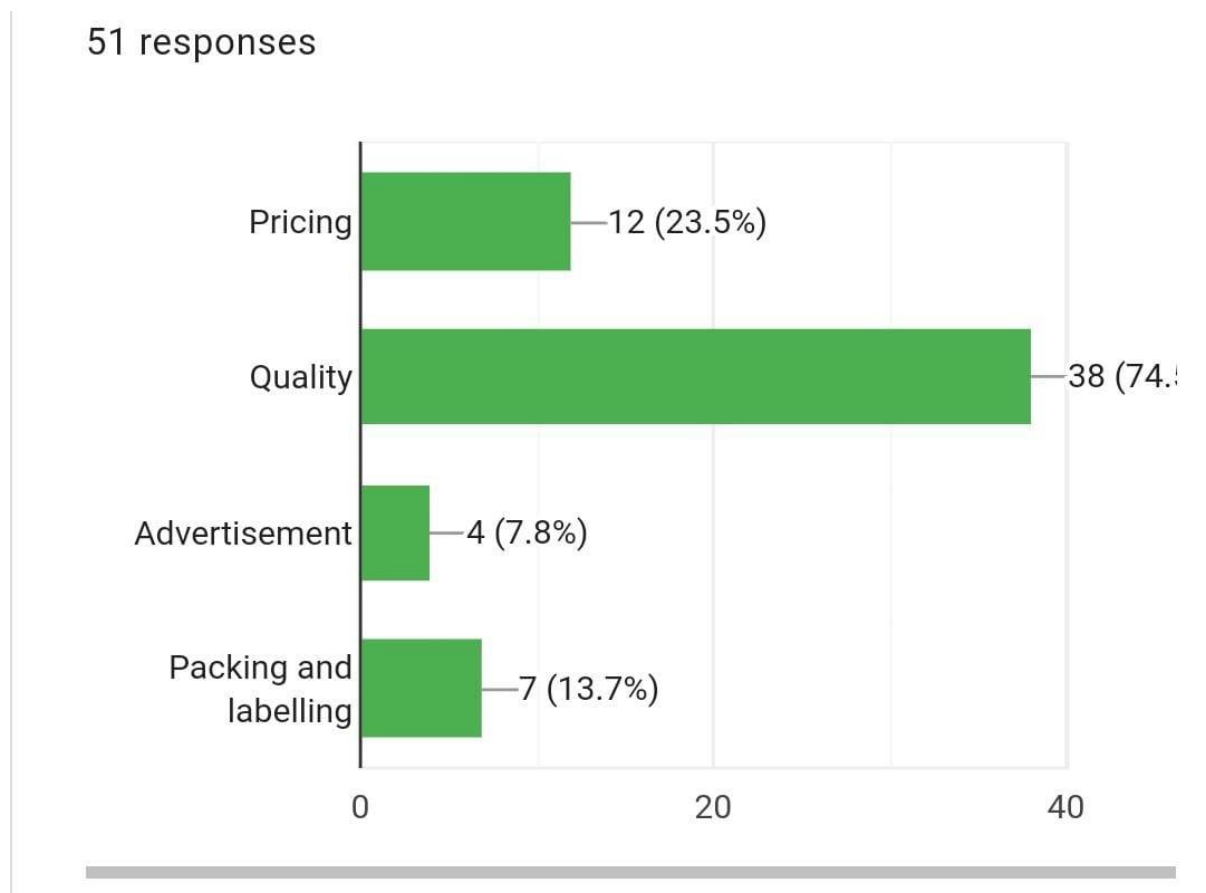
INTERPRETATION:

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 84.4% of the respondents are prefer Amul product over the products.

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

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

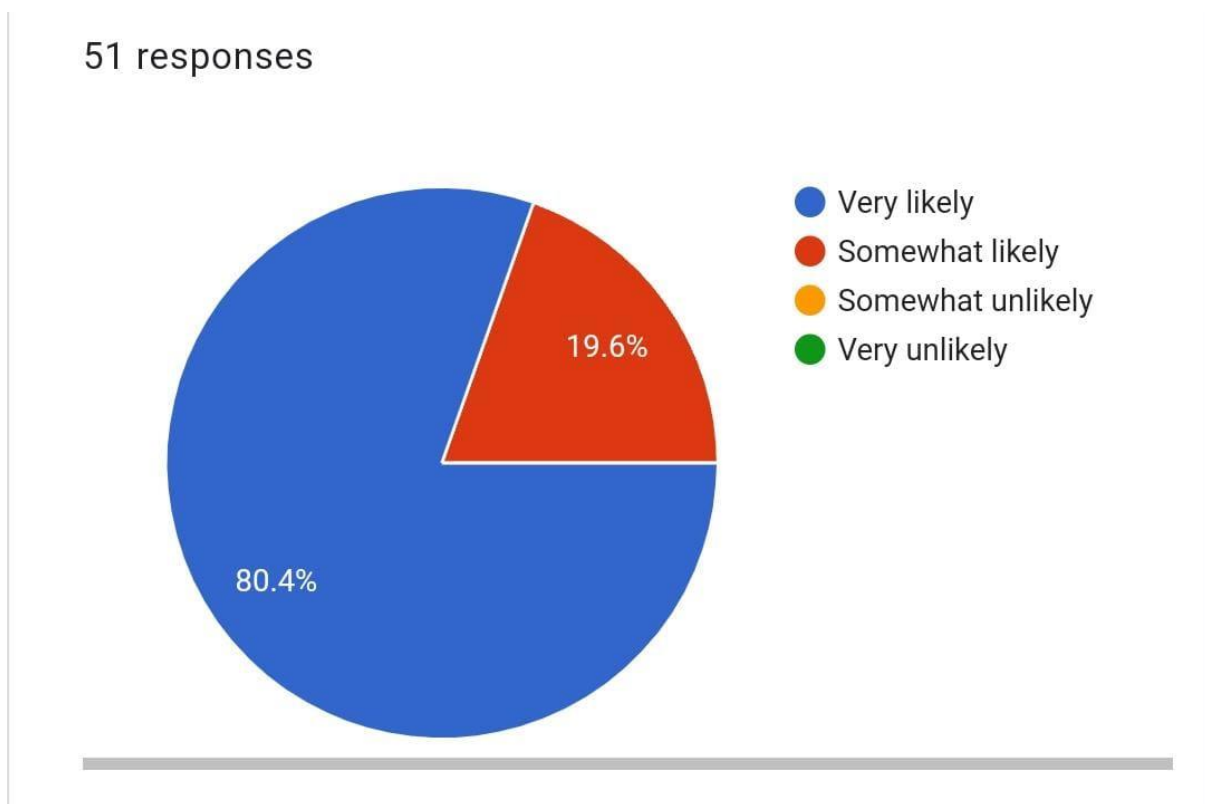


INTERPRETATION:

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 74% 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



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.

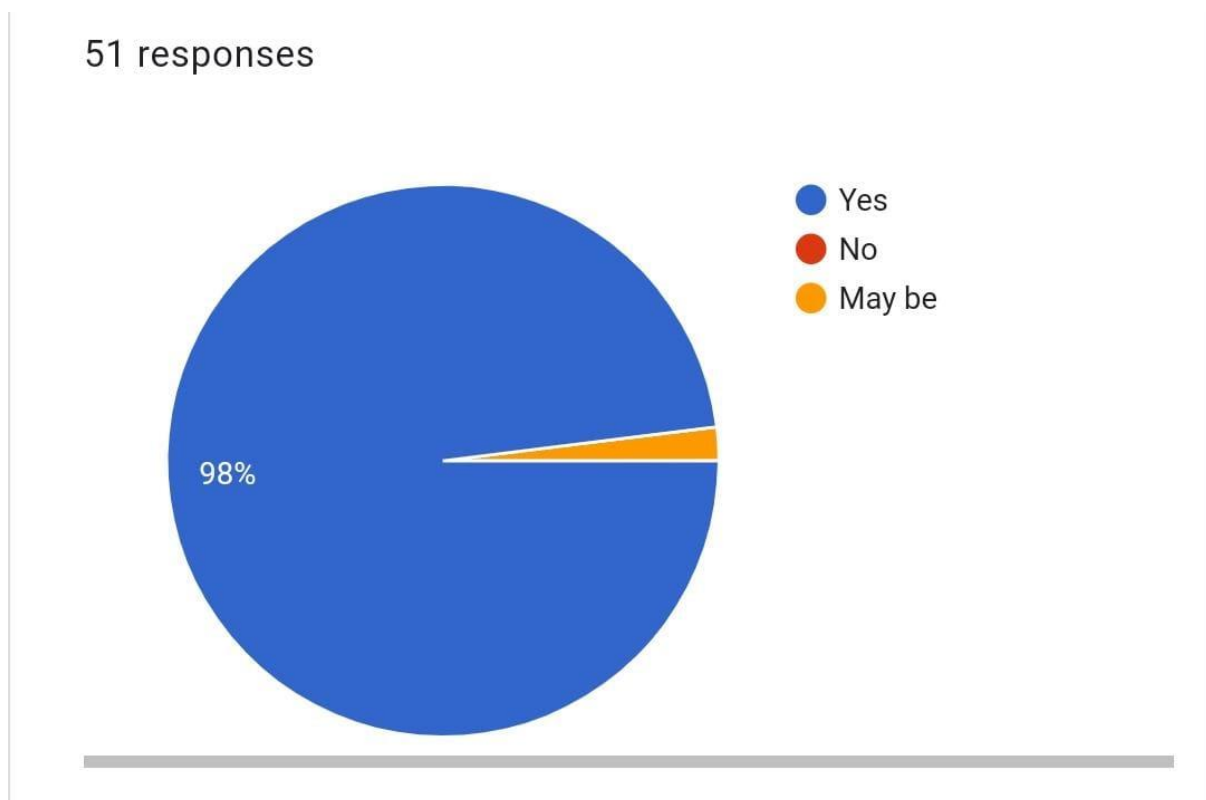
As a conclusion we can see that most of the people's (about 80.4%) are saying that they are very Satisfied with the Nutritional values in the Amul Products

9. Is Amul product are of good in quality?

a) Yes

b) No

c) Maybe

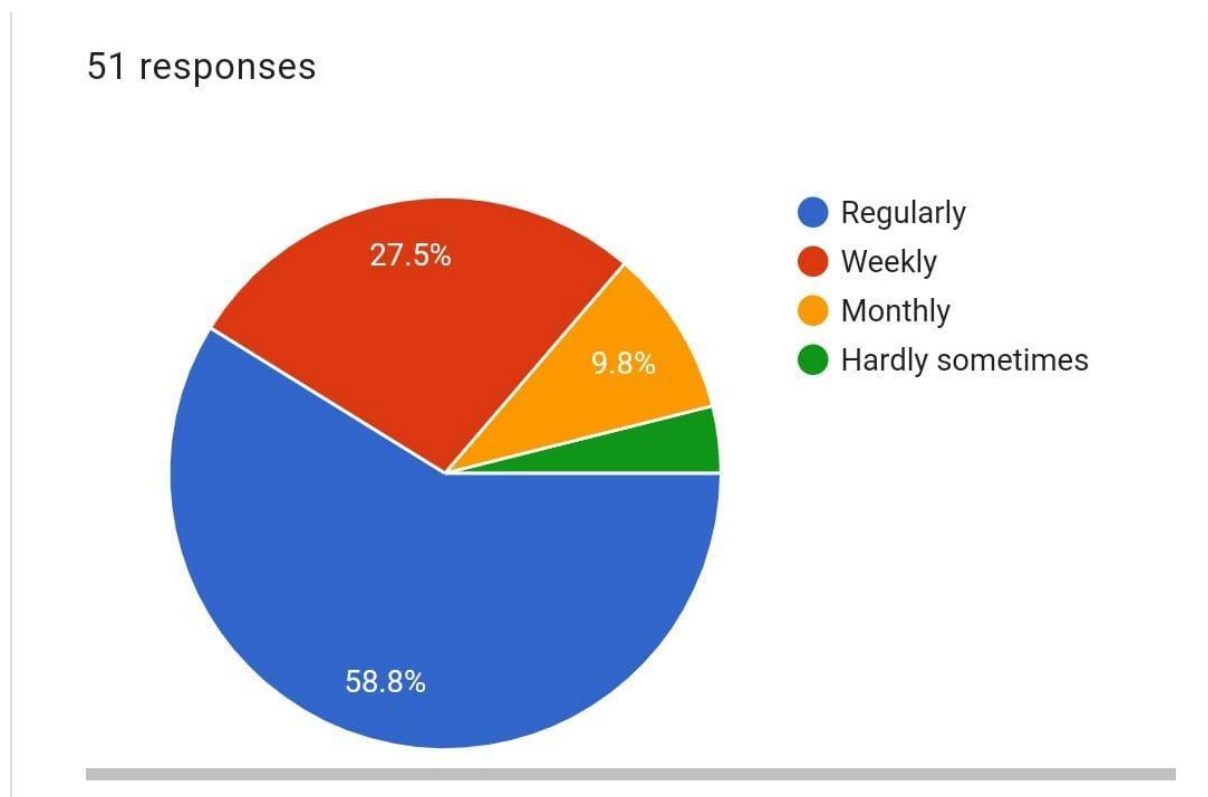


INTERPRETATION:

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 98% 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



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 58.8% of the respondents prefer to use the product regularly, about 9.8% of people are using it monthly, 27.5% of people are using the Amul Products Weekly, and at last only a few people's (i.e. 0%) people are using the product hardly sometimes.

9.CONCLUSION

For the study conducted it is observed that Amul product has a good market share. They are as follows:

1. The factors considered by the customer before purchasing milk are freshness, thickness, taste and availability.
2. Finally the researcher concludes that, majority of the customers are satisfied with the Amul ice cream & dairy products because of its good quality, reputation, easy availabilities.
3. Some customers are not satisfied with the Amul products because of high price, lack of dealer services, spoilage and low shelf life etc. therefore, if slight modification in the marketing programme such as dealers and outlets, promotion programme, product line etc. definitely company can be as a monopoly and strong market leader.
4. Amul has also to take care of its competitors into consideration and more importantly its customers before making any move.

10.RECOMMENDATION & **SUGGESTION**

For The better market CRM (consumers relationships management) is the most essential part of the industries/ organisations/ companies and was the first and foremost part of any job. It is very essential tool in marketing field as technology's changes day by day and the everyone must update themselves according to the changes. It 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. mouth publicity 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. Management must include the learning of new technology.
6. Give training to the employee better skills
7. CRM should be positive and interactive.
8. The environment should be friendly.
9. Focusing on demandable market is mandatory to get expected results, otherwise it will be just a regular lecture/practical.
10. Complete daily task and revise them, as Practice makes man perfect.

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GOOGLE SURVEY FORM:

<https://forms.gle/DNibezyWHoGVM49SA>

12.QUESTIONNAIRE

1. Which Amul Product did you find most useful?

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

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

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

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

- a) Very Likely
- b) Somewhat Likely
- 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