

# **INTERNSHIP PROJECT REPORT**

**Academic Year 2022-2023**

**“ANALYSIS OF COMPETITION FOR INCREASED SALES AND REVENUE OF  
GAU VARDaan PRODUCT”**

**SUBMITTED BY:**

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**B.com (Honours) VI Semester**

**PROJECT GUIDE:**

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**Shiksha Mandal, Wardha's**

**G.S. College of Commerce & Economics**

**Nagpur**

**NAAC Accredited 'A' Grade Autonomous Institution**



Shiksha Mandal, Wardha's  
**G. S. COLLEGE OF COMMERCE & ECONOMICS**  
(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

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### CERTIFICATE

This is to certify that the said internship project report titled “**Analysis of competition for increased sales and revenue of Gau Vardaan product**” has been completed & submitted by **Mr. Deepak Chauhan** as a part of partial fulfilment of mandatory requirement for the degree of B.Com. (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Dr. Ranjana Sahu.

Date: 12/04/23

Place: Nagpur

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Dr. Ranjana Sahu  
Project Guide

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## ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to the Principal, **Dr. S.S. Kathaley** of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at Gau Vardaan. I am grateful to **Mr. Neeraj Sanodia** HR Head considering me for the internship in his esteemed organization.

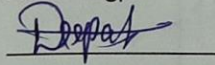
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Gau Vardaan for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to **Dr. Ranjana Sahu** (Coordinator of B. Com Honours) for the guidance and teachings. I would like to thank **Dr. Ranjana Sahu**, Coordinator, B. Com (Honours), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the outmost knowledge provided to us on regular basis.

I am also thankful to all the faculty members of Department of B. Com (Honours), G.S College of Commerce and Economics, Nagpur helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

Date: 12/04/2023

Place: Nagpur



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# **CHAPTER 1**

## **(INTRODUCTION)**

## INTRODUCTION

Gau Vardaan is a reputed and well-established company whose aim was to provide pure and healthy dairy products all over the world. As compared to other products Gau Vardaan charged high prices because they make products with farm freshness and were in pure form.

This project study basically focuses on the increased sales and revenue collection from the dairy products.

Gau Vardaan is an answer to your hunt for the purest milk.

GIR cow is native and strongest Desi Indian breed dating 10,000 yrs, also categorized as A2 milk, rich in A2 protein, omega fatty acids, and multi vitamins. Nutritious GIR cow milk is best immunity booster and remedial cure to most modern-day diseases including diabetes, heart, and cancer.

Bilona Vedic ghee from our GIR cow's A2 milk is most nutritious ghee made from wood churning butter from curd set in clay pot.

The GIR cow is distinctive in appearance, typically having a rounded and domed forehead (being the only ultra-convex breed in the world), long pendulous ears and horns which spiral out and back. For good health and wellness, drink 1 glass GIR cow's milk in morning and evening (all ages) with 1 teaspoon bilona ghee and honey.



*Figure 1: Cow nurturing*

## ABOUT GAU VARDAAN

Navkanj Gau Vardaan Dairy Farms Private Limited is a 3 years 10 months old Private Company incorporated on 05 Mar 2019. Its registered office is in Nagpur, Maharashtra, India.

The Company's status is Active. It's a company limited by shares having an authorized capital of Rs 5.00 lakh and a paid-up capital of Rs 5.00 lakh as per MCA.

2 Directors are associated with the organization. Shashi Lohia and Bhawana Lohia are presently associated as directors.

Gau Vardaan, a brand being founded and managed by Aayush Lohia, is breeding more than 1000 Gir Gauvansh in Nagpur and is making every possible attempt to reach out to every corner of the city with its Gir Cow Milk which is 100 per cent non-processed, raw, natural and pure. At Gau Vardaan, the practice is to treat Gaumata as mother and seek her blessings to serve mankind with her milk which is truly 'Amrit', nectar of love from mother cow, in all ways. Gir cow's milk has many other nutrients.

Navkanj Gau Vardaan Dairy Farms Private Limited is a Private incorporated on 05 March 2019. It is classified as non-Govt Company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 500,000 and its paid-up capital is Rs. 500,000. It is involved in Production, processing and preservation of meat, fish, fruit vegetables, oils and fats.

Navkanj Gau Vardaan Dairy Farms Private Limited's Annual General Meeting (AGM) was last held on N/A and as per records from Ministry of Corporate Affairs (MCA); its balance sheet was last filed on N/A.



*Figure 2: Company logo*



Gau Vardaan™

## प्राकृतिक शुद्धता के साथ

# PROMISE OF PURITY AND IMMUNITY

### Benefits of GIR Cow's Milk

- Rich source of A2 Protein which is good Immunity Booster
- Rich in Omega 3, 6, 9 Fatty Acids and CLA (Conjugated Linolic Acid)
- Helps improve digestive system and improves metabolism
- Increases HDL (Good Cholesterol) and reduces LDL (Bad Cholesterol)
- Helps in cure of Diabetes and Cancer
- Great source of Nutrition for Pregnant Mothers and Children of all ages
- Rich in Calcium, and Multi-Vitamins A,B,D,E, and K


















Aayush +91 9766 132220 | Neeraj +91 9175 671770

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Figure 3: Benefits of milk



## COMPANY PROFILE

 CIN/LLPIN/FCRN	U15134MH2019PTC322180
 Company Legal Name	Navkanj Gau Vardaan Dairy Farms Private Limited
 ROC Code	RoC-Mumbai
 Company No.	322180
 Company Category	Company limited by Shares
 Company Sub Category	Non-govt company
 Company Class	Private
 Authorised Capital	₹ 5.00 lakh
 Paid up Capital	₹ 5.00 lakh
 Incorporation Date	05 Mar 2019
 Date of AGM	-
 Date of Balance Sheet	-
 Listing Status	<b>Unlisted</b>
 Industry	Food And Beverages
 Company Size	-

# **CHAPTER 2**

## **(ABOUT PROJECT)**

## **ROLE IN MARKET RESEARCH**

- I. Finding productive customers for dairy products.
- II. Performing market survey regarding the competitors of that product.
- III. Explaining the customers regarding the essentials of the product.
- IV. Analyzing the product range in the market.
- V. A trip with the product distributors in different areas.
- VI. Establishing a communication network with the regular customers.
- VII. Collecting data on consumers, competitors and market place and consolidating information into actionable items, reports and presentations.
- VIII. Understanding business objectives and designing surveys to discover prospective customer's preferences.
- IX. With respect to the marketing planning function, marketing research helps to identify potential threats and opportunities.
- X. Generating alternative courses of action, providing information to enable marketing managers to evaluate those alternatives and advises on the implementation of the alternatives.
- XI. The diagnostic function is where data or actions of a target market are explained.

## **OBJECTIVES OF STUDY**

The objective of this research is to examine the effect of personal selling on sales growth in Gau Vardaan. The specific objective of the study is:

- Analysis of high price products.
- To suggest measures for the rate of the product.
- To determine how personal selling affects sales growth in Gau Vardaan.
- To find out the effect of personal selling on consumer satisfaction and retention.
- To determine how personal selling affects sales volume in Gau Vardaan.
- To identify the problems militating against personal selling in Gau Vardaan.

Personal selling is needed to build the customer's trust in the products. It is highly profitable as the sellers sell directly and while customers can sometimes easily ignore a product, in this form of selling, they cannot say no to a product easily. Direct selling helps to reach the customer easily.

Personal selling is a face-to-face selling technique by which a salesperson uses his/her interpersonal skills to persuade a customer in buying a particular product. The salesperson tries to highlight various features of the product to convince the customer that it will only add value.

## SCOPE OF THE STUDY

Completion of the project could help marketing team to develop marketing strategies as per the market condition and demand. Also, it will help to understand the current market scenario and essence of marketing in stiff competition. The scope of the study is:

- To find out the awareness of retailers and consumers regarding effective products.
- To analyze the consumers and retailer's perception about dairy products.
- To find out factors which influence a consumer to buy milk through retail and home delivery.
- To analyze the reasons for not buying milk and provide consecutive solutions.
- To understand the challenges being faced by the distributors while selling the products.



# **CHAPTER 3**

**(BODY OF PROJECT)**

## An overview of Gau Vardaan

Navkanj Gau Vardaan Dairy Farms Private Limited is a manufacturer company grounded in Nagpur, India and it was incorporated officially on 05 March 2019 and the current age of the company as per its enrollment date is 3 times 10 months and is classified as the non-govt company. Its listed office is in Nagpur, Maharashtra, India. The Company's status is Active. It's a company limited by shares having an sanctioned share capital of INR Rs5.00 lakh and a paid- up capital of INR Rs5.00 lakh as per ( MCA) Ministry of Corporate Affairs. The company's business is grounded in the megacity of Nagpur. Presently two directors are associated with the association videlicet Aayush Suresh Lohia and Bhawana Lohia. The commercial identification number (CIN) of this company as per the sanctioned records is U15134MH2019PTC322180 and the company enrollment number is 322180. Its dispatch address [isaayushlohia33@gmail.com](mailto:isaayushlohia33@gmail.com).

The company was registered in the time 2019 at Registrar of Companies, Mumbai (ROC- Mumbai). Gau Vardaan, a brand being innovated and managed by Aayush Lohia, is breeding further than 1000 Gir Gauvansh in Nagpur and is making every possible attempt to reach out to every corner of the megacity with its Gir Cow Milk which is 100 per cent non-processed, raw, natural and pure. At Gau Vardaan, the practice is to treat Gaumata as mama and seek her blessings to serve humanity with her milk which is truly 'Amrit', quencher of love from mama cow, in all ways.

Gir cow's milk has numerous other nutrients. The Gir cow is a notorious Indian born dairy cattle breed, the native of Gir Hills and timbers of Kathiawar. The Gir creatures are notorious for its complaint adaptability because Pure Gir cow milk has calcium, phosphorus, rich fats, potassium which helps to maintain blood pressure. It also contains a Conjugated Linoleic Acid (CLA) is an important acid that lowering the bad cholesterol therefore it improves overall heart health.

Desi Gir cows are nurtured with great care in a loving terrain. Each cow at Gau Vardaan's ranch is genetically tested to give milk with the A2 protein. These free- grazing cows are fed only organic fodder to insure the milk is rich in nutrients. Cows are no way fitted with hormones or instinctively inculcate them for parentage. At certain times during the day, the cow is hand- capitalized only after her shin has been fed.

The raw milk is pasteurized, filled in glass bottles and stupefied until it reaches your home. The major products of this company as per the listed functionary records are- A2 protein rich Gir cow's milk products – Organic milk from pure strain Desi Gir Cows( certified A2) is delivered right to client's doorstep directly from ranch( no middle- men).

Gir cow A2 milk-Available visage Indian - Sourced from free- grazing pukka Gir cows - 100 Chemical- Free and Organic - No artificial hormones - No Chemicals or Preservatives - No antibiotics or hormone remainders -Packed ineco-friendly glass bottles to exclude plastic residue( USP) - Just pure, each-natural and organic A2 cow milk straight from the ranch to your home.

Bilona Ghee

Gir cow paneer

Gir cow Bilona makkhan

Matka Dahi

Shrikhand





**INVITING  
BUSINESS  
PARTNERS  
FOR  
INDIA &  
OVERSEAS**

Come be a part of serving humanity with pure & organic Bilona Vedic Ghee.

www.bilonaghee.com | +91-9768132233

The advertisement features a central illustration of two hands shaking in a firm grip, symbolizing a business agreement. The hands are rendered in a detailed, sketch-like style. To the right of the handshake is a glass jar of Bilona Vedic Ghee, with a small bowl of ghee in front of it. The jar has a label with the brand name and other details. The background is a light yellow gradient. At the bottom, there are two circular logos: one on the left and one on the right, both containing the number '17'. The text is in a mix of black and red fonts, with the main headline in large, bold, black letters and the sub-headline in red. The contact information is at the bottom in a smaller font.

*Figure 4: Inviting partners*

## **ABOUT INDIAN DAIRY INDUSTRY**

### **AN OVERVIEW**

The dairy assiduity in India has been on a steady path of progression since Indian independence. It has grown from producing 17 million tons of milk in nineteen fifteen to producing 121 million tons in 2011. Moment, India is one of the largest milk producing countries in the world. This solid progress is primarily attributable to structural changes in the Indian dairy assiduity brought about by the arrival of dairy cooperatives. The Indian dairy assiduity reported a request size of USD48.5 billion in FY2011. With a emulsion Annual Growth Rate (AGR) of 16, it's anticipated to reach USD 118 billion in 2017.

On the reverse of a rise in disposable income, coupled with strong demand for dairy products, the Indian dairy assiduity is each set to witness high growth rates in the coming 5 times. The consumption pattern of dairy products in India is relatively unique as compared to some of the western countries. Consumption is primarily disposed towards traditional products; still, westernized products are gradationally gaining instigation in the civic areas. Interestingly, buffalo milk accounts for the largest share of the total milk produced in the country. Since the pricing of milk is grounded on the fat content, buffalo milk offers advanced profit perimeters as compared to cow milk as it contains advanced fat.

The Indian sector is characterized by high fragmentation. It's dominated by the unorganized sector comprising of 70 million pastoral homes. The per capita vacuity of milk in India stands at 289.4 grams per day. Backed by strong domestic demand, the per capita vacuity of milk is anticipated to reach 336 grams per day in FY2017. Despite being the one of the largest like producing countries in the world, India accounts for a negligible share in the worldwide dairy trade. The ever- adding rise in domestic demand for dairy products and a large demand- force gap could lead India to be a net importer of dairy products in the near future.

## **BACKGROUND OF DAIRY INDUSTRY**

Morning of organized milk running was made in India with the establishment of Military Dairy granges. Handling of milk in united Milk Unions establishments each over the country on a small scale in the early stages. Long distance cooled rail- transport of milk from Anand to Bombay since 1945. Pasteurization and bottling of milk on a large scale for distribution was started at Aarey( 1950), Calcutta( 1959), Worli( 1961), Madras( 1963)etc. Some data of Indian dairy assiduity are as follows- MILK product India's milk product increased from 21.2 million tons in 1968 to further than 121 million tons in 2011- 2012. India is the largest patron of milk in the world( replacing USA). Per capita vacuity of milk presently is 290 grams per day, over from 112 grams per day in 1968- 69. India's periodic growth of milk product is 4. invention Bulk- dealing - saving plutocrat and the terrain. Milk peregrination as far as, 200 kilometers to deficiency areas, carried by invention rail and road milk tankers. 95 of dairy outfit is produced in India, saving precious foreign exchange.

### **MACRO IMPACT**

The periodic value of India's milk product amounts to about Rs. 900 millions.

Dairy cooperatives induce employment openings for some 12 million ranch families.

Dairy husbandry is the single largest contributor to the frugality( 4 of GDP & 26 of agrarian GDP). Dairy assiduity represents a huge occasion being the largest single FMCG request.

### **KEY CHALLENGES BEFORE INDIAN DAIRY**

Assiduity ARE AS FOLLOWS icing quality.

Procurement and edge in force chain. Product isolation and value addition.



Figure 5: Dairy industry

The dairy assiduity involves processing raw milk into products similar as consumer milk, adulation, rubbish, yogurt, condensed milk, dried milk( milk greasepaint), and ice cream, using processes similar as chilling, pasteurization and homogenization. Typical by- products include buttermilk, whey, and their derivations. While utmost countries produce their own milk products, the structure of the dairy assiduity varies in different corridor of the world. In major milk- producing countries most milk is distributed through noncommercial requests. In developing countries, the once practice of growers selling milk in their own neighborhoods is changing fleetly. Notable developments include considerable foreign investment in the dairy assiduity and a growing part for dairy cooperatives. Affair of milk is growing fleetly in similar countries and presents a major source of income growth for numerous growers. Dairy shops reuse the raw milk they admit from growers so as to extend its marketable life. Two main types of processes are employed; heat treatment to insure the safety of milk for mortal consumption and to outstretch its shelf- life, and dehydrating dairy products similar as adulation, hard rubbish and milk maquillages so that they can be stored. The global request for dairy products is read to reachUS\$ 494 billion by the time 2015. Recovery in consumption post global recession, continuing population growth, rising demand from developing countries, trade liberalization, and continued growth in advertising are anticipated to fuel request growth. In the present situation, as guests demand dairy products that fit their diet and nutritive map, the compass for the growth of new, innovative, and healthier products has increased. As per the recent report of GIA (Global Industry Judges) the global request for dairy products continues to be driven by exceptional growth in Asia, Latin America and the Caribbean. India is endowed with the largest beast population in the worlds. It accounts for about57.3 of the world's buffalo population and14.7 of the cattle population. Millions of small and borderline growers in dairying who enjoy 2- 3 creatures and produce a normal of 5 liters comprise a critical portion of India's dairy assiduity. Beast development in general and dairy development conditioning in particular are crucial factors of pro-poor development strategies because beast distribution is much further indifferent than land distribution. Demand for dairy products in India is likely to grow significantly in the coming times, driven by further consumers, advanced inflows and lesser interest in nutrition. Consumption of reused and packaged dairy products is adding in civic areas. Because of the adding competition from the private sector, several public and transnational brands have entered the request and

expanded consumers' anticipation of quality although only among a small proportion of the population. Dairy products or milk products are a type of food produced from or containing the milk of mammals, utmost generally cattle, water buffaloes, scapegoats, lamb, and camels. Dairy products include food particulars similar as yogurt, rubbish and adulation. Dairy products, milk including adulation, rubbish, ice cream, yogurt and condensed and dried milk. Milk has been used by humans since the morning of recorded time to give both fresh and ready-made nutritional foods. In some countries nearly half the milk produced is consumed as fresh pasteurized total, low-fat, or skim milk. Still, utmost milk is manufactured into more stable dairy products of worldwide commerce, similar as adulation, rubbish, dried milk, ice cream, and condensed milk. Utmost dairy products, including yogurts and crapola, are grounded on casein micelles and whey proteins. Coagulation of milk results in two different kinds of gel, depending on whether the milk has preliminarily been hotted above 85- degree C.

### **MARKET POTENTIAL AND STRATEGY**

The global dairy products request size was valued at INR 3, 050 Cr in 2019 and is anticipated to grow at a Compound Periodic Growth Rate (CGPR) of 2.5 from 2020 to 2027. The rising consumption of dairy products and shifting consumer preference from meat to dairy products for protein enrichment are the significant drivers for this request's growth. The easy vacuity of dairy products due to modern retail installations and cold chain logistics further drives the request growth. Likewise, significant product deals through online distribution channels during the Covid - 19 epidemic also supported the request growth. Dairy products offer various health benefits as they are rich in calcium, riboflavin, vitamin D, vitamin A, niacin, potassium, and phosphorus. India has been the leading patron and consumer of dairy products worldwide since 1998 with a sustained growth in the vacuity of milk and milk products. India also has the largest bovine population in the world. Still, the milk product per beast is significantly low as compared to the other major dairy directors. Also, nearly all of the dairy yield in India is consumed domestically, with the maturity of it being sold as fluid milk. On account of this, the Indian dairy sedulity holds tremendous eventuality for value-addition and overall development. Along with offering profitable business openings, the dairy sedulity in India serves as a tool of socio-profitable development.

## PROJECT STUDY

I represented NAVKANJ GAU VARDAAN DAIRY FARMS Pvt Ltd as an intern. Gau Vardaan Dairy Farms provides you the best range of diary cream, milk, almond butter, buffalo ghee and butter with effective and timely manner.

### BENEFITS OF THIS PRODUCT

Milk from authentic Indian GIR cow is rich in Vitamins A, B, D, E and K, Omega 3, 6, 9 fatty acids and CLA, and also rich with A 2 protein. Super beneficial for pregnant women, growing children, youth and senior citizens as GIR Cow's milk is easily digested and boosts immunity.

GIR cattle are considered as one of the largest dairy breeds in India, hence has more value. High milk production capacity. Also, the milk from the cow is considered to be of premium quality due to the presence of A-2 beta casein protein substance.

गौ वरदान  
Pure &  
Raw Farm Fresh  
Gau Vardaan

|| हरे कृष्ण हरे राम ||

### Why Gau Vardaan Bilona Vedic Ghee ?

**Medicinal Value :**  
Ghee pacifies pitta and vata and is acceptable, in moderation, for kapha.

**A2 Milk :**  
A2 Protein is a A2 Beta-Casein protein having essential nutrients like CLA, multivitamins, Omega 3,6, & 9 Fatty Acids.

**Bilona Vedic process :**  
Bilona Ghee is extracted by traditional Vedic Bilona process preserving whole fat and nutrition from milk.

**Feed :**  
Our cows are fed with Green grass/fodder and combination of other nutritional feed intakes like jaggery, sugarcane, sea salt, (सोया नामक) cereals like Jowar/Chana/Makka etc.

**Ayurvedic :**  
Ghee is a yogavahi—a catalytic agent that carries the medicinal properties of herbs into the seven dhatus.

**Indigenous Indian Cow :**  
Gir is best and healthiest milk producing cattle in terms of low fat and more protein.

• Buy Now •

Call +91 8055505111 Mail [www.gauvardaan.com](http://www.gauvardaan.com)

Figure 6: Vedic Bilona ghee

## TRADEMARK REGISTRATION OF GAU VARDAAN

TITLE	DESCRIPTION
<b>Brand Name</b>	Gau Vardaan with Device of Cow
<b>TM Application No.</b>	4106438
<b>Class</b>	35
<b>Goods &amp; Service Details</b>	[CLASS : 35] RETAIL & E-COMMERCE SERVICES RELATED TO MILK (A2 MILK); GHEE (A2 VEDIC BILONA CHURNED DESI GHEE).
<b>Date of Application</b>	04/03/2019
<b>Trademark Office</b>	MUMBAI
<b>Trade Mark Type</b>	DEVICE
<b>Proprietor name</b>	AAYUSH LOHIA
<b>Proprietor Address</b>	1ST FLOOR, PARAMOUNT HEIGHTS, 40 CEMENT ROAD, SHIVAJI NAGAR, NAGPUR -10, MAHARASHTRA, INDIA
<b>Attorney Name</b>	MAKHIJA & ASSOCIATES.
<b>Attorney Address</b>	OFFICE NO.1/1, 1ST FLOOR, A WING, SAI TIRTH TOWER, STATION ROAD, SIDDHARTH NAGAR, THANE (E)-400603
<b>Publication Details</b>	Published in Journal No. : Dated :
<b>User Detail</b>	
<b>Certificate Detail</b>	
<b>Valid up to/ Renewed up to</b>	



## SELECTION CRITERIA

- Filled Google form regarding the internship.
- Virtual interview from the co-worker of the company.
- Feedback provided by the co-worker of the company.
- Personnel interview from the owner of the company.
- Final feedback provided and then started my work.

## ORIENTATION

The owner of this internship project was Mr. Neeraj Sanodia. After completion of the interview process Mr. Neeraj Sanodia introduced us from the co-workers and the workers of the company.

Mr. Neeraj Sanodia welcomed us with all his gratitude and further explained that Gau Vardaan was just not a company but was a temple to worship. He then further showed us the production area of the dairy products. They provided a wide range of products like Gir Cow milk, Bilona Ghee, Gir cow paneer, Gir Cow Bilona Makkhan and also Matka Dahi.

Gau Vardaan also provides various variants of Shrikhand.

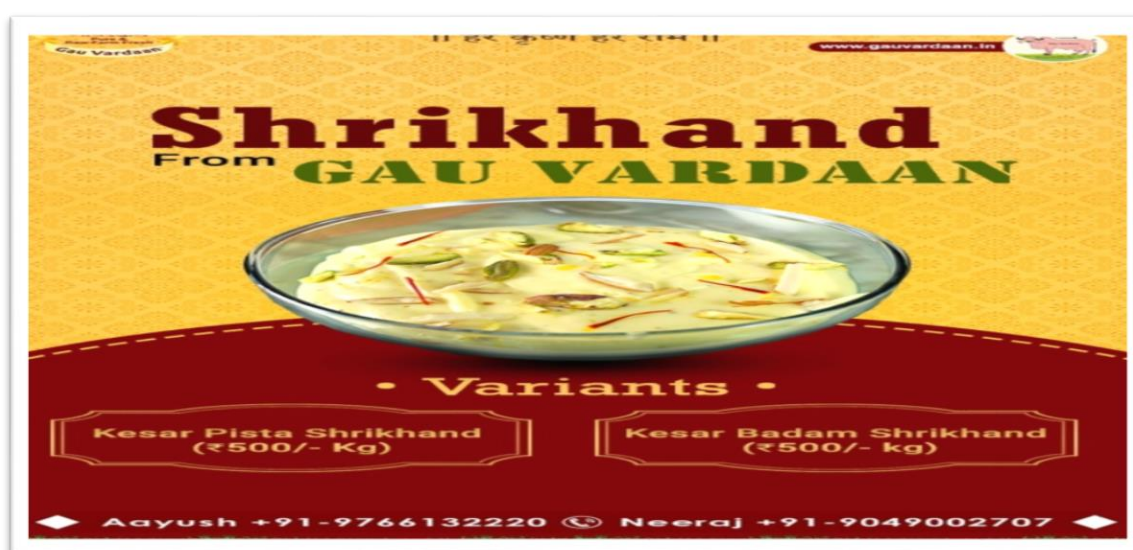


Figure 7: Product variants



# सात्विकता के साथ बने A2 PROTEIN RICH GIR COW'S MILK PRODUCTS

**OFFER**  
Subscribe for 1 year  
Min. 1 Ltr Milk per day\*  
Use Coupon Code GV2022

\*\*1 Year Subscription Deposit Rs.1100/-  
\*\*Avail complementary  
Ghee / Paneer / Curd worth total  
Rs.1500/- over 1 year period.



**BILONA  
GHEE**

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**GIR COW  
PANEER**

₹ 475 Kg

**GIR COW  
BILONA  
MAKKHAN**

₹ 1950 Kg



**MATKA  
DAHI**

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वर्दान



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Figure 8: Milk products

## WEEKLY REPORT

### WEEK 1

WEEK 1 was a very different experience for me because during the starting period of the internship I didn't have any idea regarding the working habits of the co-workers including the internship owner.

A new experience was at waiting for me and I have to perform it very well. After having a well introduction with my working partners we went to a survey in the market to analyze the position of dairy products available in the market and their price range including their purity.

Analysis includes one-to-one conversation with the distributors of the products, product availability in that particular area and a proper channel of distribution where every single item was delivered on time to the customers.



*Figure 9: Co-workers*

## WEEK 2

WEEK 2 was a better experience than WEEK 1. After gathering the market information, we distributed ourselves into 5-6 groups and went to have a talk with the general customers and noted their preference items in which they were interested.

It was a difficult task for our team because the price range of the products was very high and that bothered the customers to purchase it. But until and unless we didn't give our best try we couldn't get productive customers.

At last, we gained the customers trust and placed many orders with our surrounding area. The one point at which the customers trusted our product was the purity and farm freshness of that product.



Figure 10: Product process

### WEEK 3

WEEK 3 was a very interesting week because we got the opportunity to visit the farm where all the Gir cows were nurtured. There was an additional unit which takes care of the cows, feeds them and also provided proper vaccination.

The farm labors taken proper care of the animals including weekly checkup and vaccination. They also take care regarding the breeding of the animals and their offspring's.



*Figure 11: Cattle farm*

## WEEK 4

Coming in the end of WEEK 3 everything was going fine but at a point the order ratio was declining at a slower rate. The main reason behind this state was that customers were a little bit confused about the process of the milk production. They thought that unlike other products, Gau Vardaan also used chemicals or preservatives to sustain the shelf-life of the product. So, we planned and gave a trip visit to the customers in our production area where the milk and remaining products were produced. We also explained them that we didn't use any preservatives and the items were pure. Unlike other dairy products, Gau Vardaan used glass bottles to store the milk and further distribution.

### A Bottle of Purity

**Pure Indian Breed (GIR) of zebu origin 10000+ years old from GIR region**

**Green Grass, Jowar, Makka & day fodder fed**

**No hormonal injections, oxytocin, antibiotics etc**

**Hump of GIR Cow has Surya Ketu Naadi which develops gold salts during digestion of grass**

**1st right of milk for calf, 2 अन्न for calf, 2 अन्न for humans**

**No machine milking, milking purely with human touch. Cows are free from any kind of trauma**

**Cows not tied at any point of time. Lives freely in natural habitat**

**Delivered in glass bottles to maintain purity of milk**

No processing of any form like homogenization, no additives, no preservatives, no chemicals used at any point of time

Figure 12: Milk bottle

## WEEK 5

WEEK 5 was a next level tour because after visiting the farm and having a look to the working nature we finally gone through the production unit where the milk was collected into the glass bottles.

Every unit was a systematic and well performed working area.

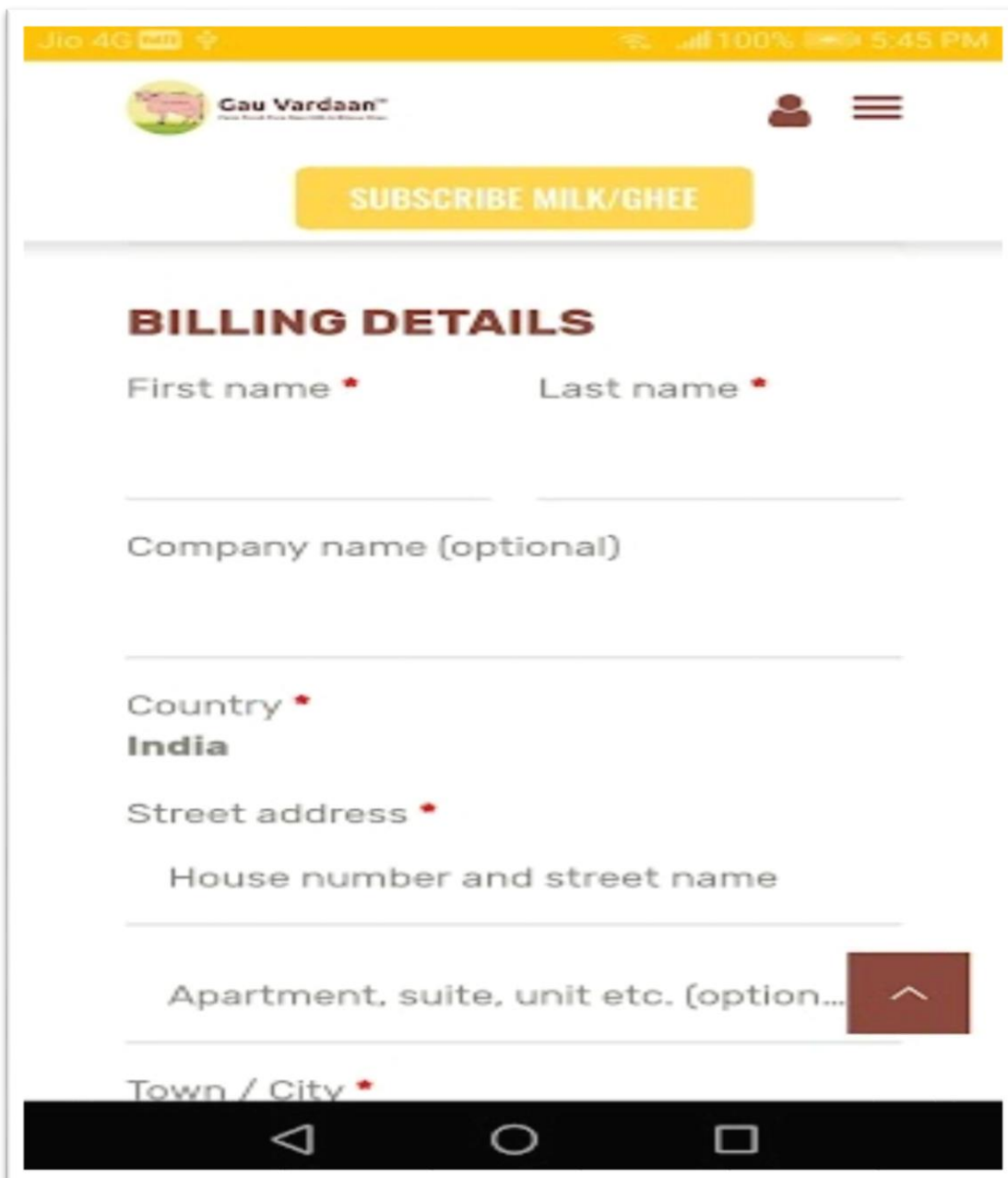
Most of the customers which we acquired were from the area Dharampeth, Gokulpeth and many more. Customers liked every single product because it was farm fresh, pure and healthy for their body.



*Figure 13: Production factory*

## WEEK 6

Finally in the last week my internship study came to an end in which we collected the bills of the products from the customers. The billing was made on online mode which was also an initiative from our team members because we needed proper billing details so they decided not to collect cash but collected on online payment modes.



The screenshot shows the Gau Vardaan mobile application interface. At the top, there is a yellow status bar with 'Jio 4G', signal strength, 100% battery, and 5:45 PM. Below the status bar is the Gau Vardaan logo and a 'SUBSCRIBE MILK/GHEE' button. The main section is titled 'BILLING DETAILS' and contains several input fields: 'First name', 'Last name', 'Company name (optional)', 'Country' (set to India), 'Street address' (with a sub-field for 'House number and street name'), 'Apartment, suite, unit etc. (optional)', and 'Town / City'. A red arrow icon is visible next to the apartment field. The bottom of the screen shows the Android navigation bar.



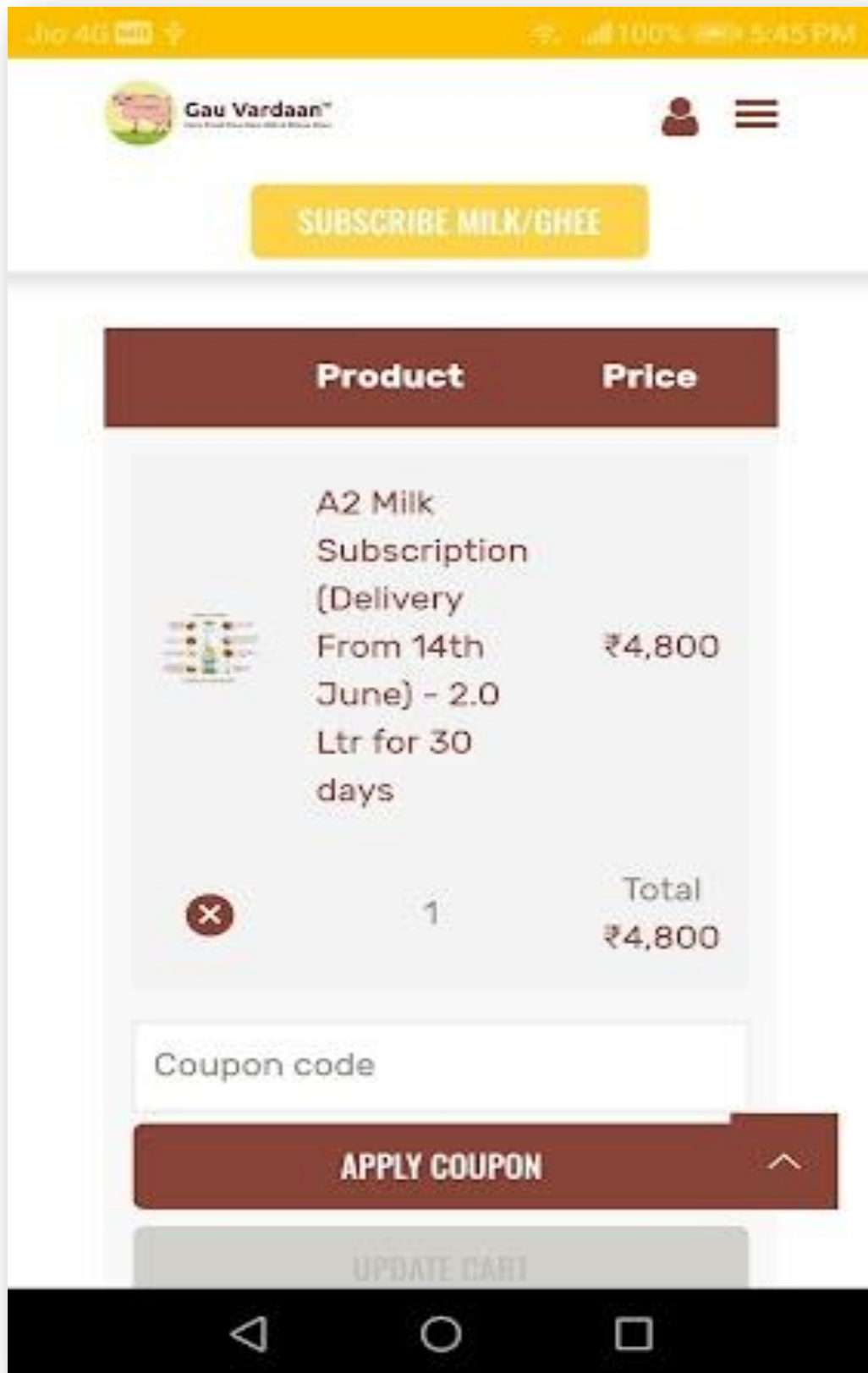


Figure 14: Billing

## **STUDY ON INCREASED SALES AND REVENUE GENERATION TECHNIQUE**

Study on sales promotion, marketing and consumer buying behavior

(With special reference to Gau Vardaan)

### Introduction

Deals Promotion is a crucial part of marketing programme and is concerned with efficiently and effectively communicating the opinions of marketing strategy to target cult. It's the marketing function concerned with influence communication of the marketing programme to target followership with the intention to give exchange between the marketer and the consumer, which fulfils the objects for both the client and association. Deals creation is one of the factors of creation blend where the business uses numerous short- term guests-acquainted strategies to stimulate the demand for its product by making it look more seductive and good. It's also thing acquainted and the ideal may be to produce brand mindfulness, to educate the consumers, to produce a positive image, to make preference. The ultimate thing is to vend the product or service to consumers who have a need of it.

### Sales Promotion

Sales promotion is a marketing strategy where the product is promoted using short-term techniques to influence consumers of a target market to undertake certain activity to boost the demand for a product or services, raise brand awareness, and increase sales and eventually profit. In return, marketers offer something of value to those responding usually in the form of lower purchased price, money back or the additional value-added material for the same price.

Sales promotion refers to diverse collection of incentive tools and techniques directed toward consumers and traders, mostly short- term, designed with the intention to stimulate immediate and/or greater sale of particular product or services by trader. The purpose of sales promotion is to stimulate, motivate and influence the purchase and other desired behavioral responses of the firm's customers.

This strategy is generally brought into use in the following cases –

- To Build Product Awareness
- To create customer's Interest in a product
- To Provide Product Information
- To Stimulate Demand
- To encourage additional purchase
- To reward for customer's loyalty.
- To introduce new products,
- To sell out existing inventories,
- To attract more customers, and
- To temporarily lift sales.

#### Sales Promotion Strategies

Deals creation strategies can be divided into three broad orders-

**Pull Strategy** – The pull strategy attempts to get the guests to 'pull' the products from the company. It involves making use of marketing communication and enterprise like seasonal abatements, financial schemes, etc.

**Push Strategy** – The drive strategy attempts to push the product down from the company to the guests. It involves prevailing the central channels to push the product from the distribution channels to the final consumers using promotional and particular selling sweats. This strategy involves making use of tactics developed especially for resellers, merchandisers, dealers, distributors, and agents.

**Mongrel Strategy** – A cold-blooded deals creation strategy makes use of both the pull and push strategy to sell the product with the least resistance possible. It involves attracting the guests using special tickets and also furnishing impulses to the merchandisers to sell the brand's products.

## Significance of Sales Promotion

### To Consumers

1. Sufficient product knowledge-colorful consumer creation styles similar as demonstrations, training to use the product,etc. give sufficient product's knowledge to consumer with regard to uses, operations, conservation or keep of the product.
2. Vacuity of product at reduced prices- Deals promotional tools like prices- off deals, decoration offers, abatements,etc. reduce the price of the product when bought on notified occasions.
3. Increase in consumers buying confidence-Free samples offered under the deals creation programme give the implicit consumers an occasion to use the goods and satisfy with the quality of product. This experience may give them confidence to take a better decision towards the purchases of products.
4. Minimize exploitation- The consumer creation programme gives sufficient knowledge about product and backups available for a product, its quality and price. As a result, a dealer cannot be suitable to produce a monopoly in his product an exploit the consumers.

### To Producer / Manufacture

1. Increases in deals- Stimulated by the colorful promotional impulses like free goods, decoration and tickets, etc. The buyer are attracted towards larger purchases than their usual requirements to mileage the occasion.
2. Increase in goodwill- The repeated uses of deals creation tools grease the consumers to get a special identification of the product as well as of the patron. The satisfaction that has been arrived to the consumers by nonstop uses of the products will gradationally increase the goodwill of the establishment.
3. Demand for new product & services- The deals creation ways have proved successfully in introducing new product & services. By the force of free samples, the new product makes its place in the request. Separate your product from challengers-

violent competition and crowded requests have increased the significance of deals creation as a pivotal differentiator.

4. Increase off- season demand- The offer of out- season abatements, price cut etc. On seasonal products like fridge, coolers, suckers, etc. are suitable to maintain regular are nonstop deals of similar particulars. It helps stabilize demand and volume of products in the off- season.

## Marketing

Marketing is the process of training consumers because they should choose your product or service over those of your contenders, and is a form of conclusive communication. It's made up of every process involved in moving a product or service from your business to the consumer. Marketing includes creating the product or service generality, relating who's likely to buy it, promoting it, and moving it through the applicable selling channels. Anything that you use to communicate with your guests in a way that persuades them to buy your products or services is marketing, including advertising, social media, tickets, deals, and indeed how products are displayed.

There are three primary purposes of marketing:

1. Landing the attention of your target request.
2. Prevailing a consumer to buy a product.
3. Furnishing the customer with a specific, low- trouble action that's easy to take.

## The 4 Ps Model of Marketing

The marketing mix is the combination of elements necessary to the planning and execution of the total marketing operation. Further generally known as 'the four Ps', it refers to the combination of product, price, promotion, and place/distribution. Each element is controlled By the company, but they are all affected by both internal factors and external factors to the company. Also, each element of the marketing mix is impacted by opinions made for the other components. This means is that, a revision of one element in the marketing mix will probably alter the other elements as well. They are interrelated. No matter the size of the business or organization, there will always be a marketing mix.

- **PRODUCT** - The procedures you have in place to insure that your products are ready for dealing. Your product (or service) should fill a gap in the market, meet the requirements of customers, and stand out from the competition.
- **PRICE** - The cost of purchase, including both the sticker price as well as lower quantifiable trade-offs that a customer must be willing to make when they buy your products.
- **PROMOTION** - The information you give consumers through targeted advertising to induce interest in your products. Promotion generally has one of two purposes: induce leads or initiate actual purchases.
- **PLACE** - Refers to how and where products are vended. All distribution decisions are part of overall marketing process.

### Consumer Buying Behavior

Analysis of consumer buying gesture is an entrance to success in the request. The consumer demand for the product now and also establishes the success of any product in the request. Information on a client's perception, taste, likes and dislikes is necessary for a marketer to understand how guests reply when they're exposed to specific advertising strategies and dispatches. Consumer buying gesture is the sum of a consumer's stations, preferences, intention, and opinion regarding their gesture in the business when buying a product or service. Consumer provocations and allowing styles shape their judgments and opinions, which are unnaturally told by culture.

### Significance of Consumer Purchasing Behavior

Understanding consumer purchasing behavior gives marketing professionals an inside scoop on when, how, and why their products are performing in the market. Marketers that develop an intimate knowledge of consumer buying behaviors are suitable to learn what factors are impacting current and implicit /potential customers. By developing this knowledge, these professionals can find holes in the market and fill them with new products that address consumer desires more directly. Understanding purchasing behavior can also help marketers to decide the stylish way to showcase their product or service to impact consumers and increase profit. Marketers that are driven by consumer data and its analysis are more equipped to quickly respond to their audience's ever-changing requirements and wants.

## Types of Consumer Behavior

A consumer's buying decision depends on the type of products that they need to buy. For illustration: The behavior of a consumer while buying a coffee is a lot different from while buying a house.

Consumer buying behavior is determined by the position of involvement that a consumer shows towards a purchase decision. The amount of threat involved in a purchase also determines the buying behavior. Higher priced goods tend to high a higher threat, thereby seeking higher involvement in buying opinions.

There are four types of consumers buying behavior:

1. Complex buying behavior
2. Conflict-reducing buying behavior
3. Habitual buying behavior
4. Variety seeking behavior

## **SWOT ANALYSIS OF DAIRY PRODUCTS**

### **STRENGTHS**

- Enhanced milk product about 187.7 million tons (2018-19-NDDB).
- With consequently increased vacuity of milk processing (394/gm/ person/ day).
- Increased purchasing power of the consumer. Bettered transportation installations for movement of milk and milk products.
- Increased vacuity of indigenously manufactured outfit. Large number of dairy shops in the country.
- Vast pool of largely trained and good force available to the sedulity.  
Country's vast natural resources offer immense eventuality for growth and development of dairying.

## WEAKNESS

- Lack of applicable technologies for tropical climate conditions.
- Erratic power force. Lack of mindfulness for clean milk product.
- Underdeveloped raw milk collection systems in certain corridor of the country.  
Seasonal oscillations in milk product pattern.
- Regional imbalance of milk force. Species-wise variation in milk quality entered by dairy shops. Poor productivity of cattle and pastoralist land.

## OPPORTUNITIES

- Vacuity of beast product technologies for faster development and effective perpetration.
- Integrated structure of marketing for milk and milk products. Integrated structure of beast marketing through regulated requests.
- Bettered collection of data on contract base through agencies.
- Request information intelligence system for milk and milk products.
- Development of software for design expression for dairy enterprise.

## THREATS

- Adding chemical pollutants and residual antibiotics in milk.
- Poor microbiological quality of milk. Import of quality feed constituents particularly gallettes under the liberalization policy.
- Deficiency of molasses, a rich source of energy and binding agent in feed assiduity and element of urea molasses mineral lick.
- Inordinate grazing pressure on borderline and small community lands performing in complete declination of land.
- Extermination of the indigenous types of cattle due to magpie use of crossbreeding programme to enhance milk product.



## DRAWBACK FOR SWOT ANALYSIS

The length of the lists of factors that have to be taken into account in the analysis:

- Lack of prioritization of factors
  - there being no requirement for their classification and evaluation
- No suggestions for solving disagreements
- No obligation to verify statements or aspects based on the data or the analysis
- Analysis only at a single level
- Over-subjectivity in the generation of factors
  - the use of ambiguous and vague words and phrases



*Figure 15; SWOT analysis*

## CUSTOMER INFORMATION

1.

NAME: DHIRAJ KUMAR SHAH

CONTACT: 9309951747

ADDRESS: CHINCHKHEDE HOUSE, BUDH VIHAR DHARAMPETH, NAGPUR  
440001

QUALIFICATION: GRADUATE STUDENT

PTODUCT: MILK

QUANTITY: 500ml MILK

2.

NAME: SURAJ JUNGHARE

CONTACT: 9604432881

ADDRESS: CHINCHKHEDE HOUSE, BUDH VIHAR DHARAMPETH, NAGPUR  
440001

QUALIFICATION: GRADUATE STUDENT

PTODUCT: MILK & PANEER

QUANTITY: 1 L MILK WITH 500G PANEER

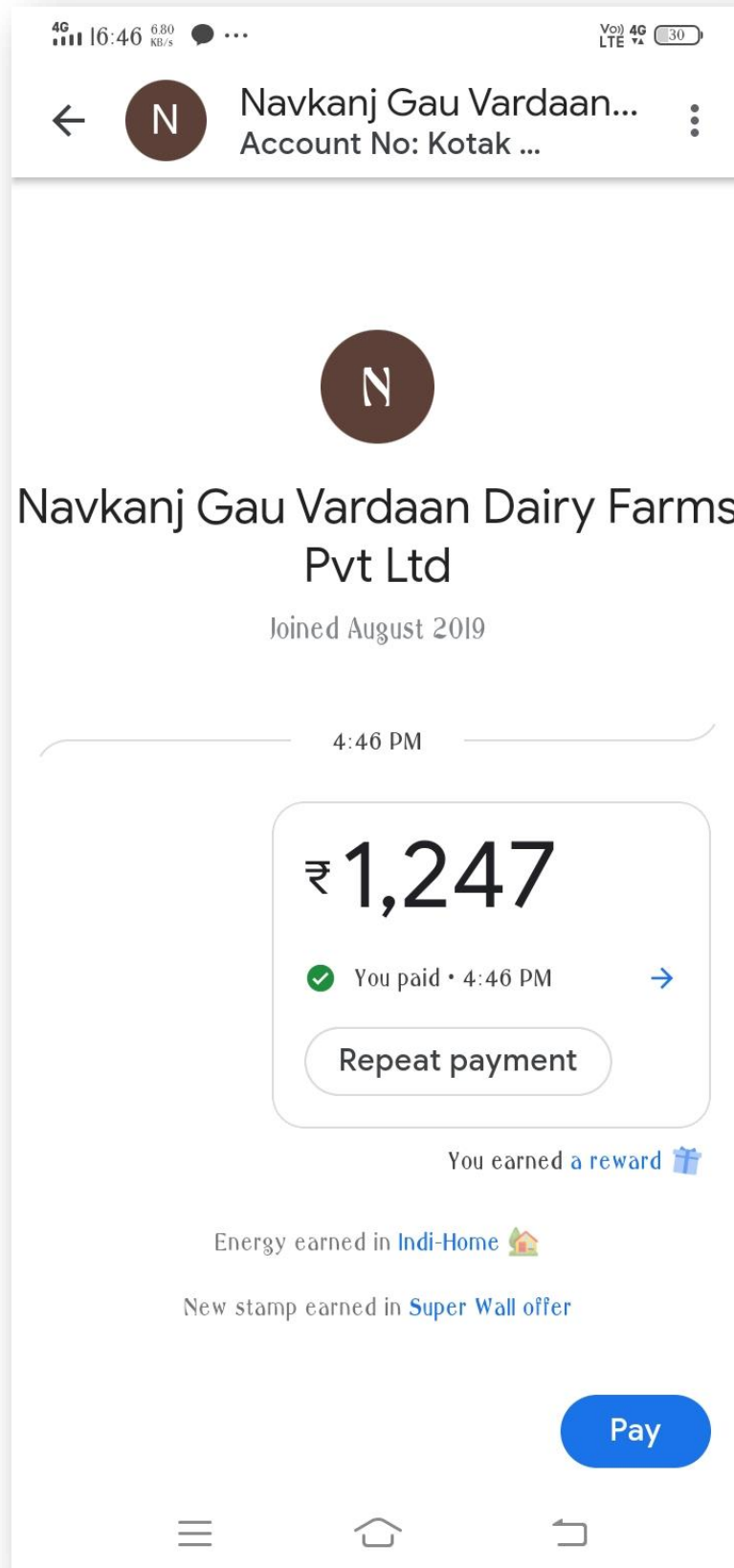


Figure 16: Online payment



**NAVKANJ GAU VARDAAN DAIRY FARMS PVT. LTD.**  
 Reg Address :Plot no 85,Baji Prabhu nagar. Nagpur - 440010  
 Gauthan Address :- Kanholi - Dongargaon Rd. Dongargao  
 For Billing Related Query, Pls. Contact Neeraj - 9049002707  
 Subject to Nagpur Jurisdiction



HARE KRISHNA | HARE RAMA

**COMMERCIAL TAX INVOICE April/22 Milk/Paneer/Ghee Supply**

Invoice No. : 2223/SM/000404

Invoice Date : 30/04/2022

To :- DHIRAJ SHAH

Sr. No.	Date	Description of Goods	Milk 1Lt	1Lt Rate	Milk 500ML	500ML Rate	Paneer	Paneer Rate	Oth Qty.	Oth Rate	Amount
1	07/04/2022				1	43.00					43.00
2	08/04/2022				1	43.00					43.00
3	09/04/2022				1	43.00					43.00
4	10/04/2022				1	43.00					43.00
5	11/04/2022				1	43.00					43.00
6	13/04/2022				1	43.00					43.00
7	14/04/2022				1	43.00					43.00
8	15/04/2022				1	43.00					43.00
9	16/04/2022				1	43.00					43.00
10	17/04/2022				1	43.00					43.00
11	18/04/2022				1	43.00					43.00
12	19/04/2022				1	43.00					43.00
13	20/04/2022				1	43.00					43.00
14	21/04/2022				1	43.00					43.00
15	22/04/2022				1	43.00					43.00
16	23/04/2022				1	43.00					43.00
17	24/04/2022				1	43.00					43.00
18	25/04/2022				1	43.00					43.00
19	26/04/2022				1	43.00					43.00
20	27/04/2022				1	43.00					43.00
21	28/04/2022				1	43.00					43.00
22	29/04/2022				1	43.00					43.00
			0		22		0.00		0.00		946.00
1	1/5/2022				1	43.00					43.00
2	2/5/2022				1	43.00					43.00
3	3/5/2022				1	43.00					43.00
4	4/5/2022				1	43.00					43.00
5	5/5/2022				1	43.00					43.00
6	6/5/2022				1	43.00					43.00
7	7/5/2022				1	43.00					43.00
					7		0.00		0.00		301.00

**Total : 1247.0**

IN WORDS :Twelve Thousand Forty Seven Only.

Round Of :- 0.00

GST Rate %	TAXABLE	SGST		CGST		Total Tax
		%	VALUE	%	VALUE	
0%	1247.0	0.00	0.00	0.00	0.00	0.0
<b>Total</b>	<b>1247.0</b>		<b>0.00</b>		<b>0.00</b>	<b>0.0</b>

**Bank Details**  
 Name :- Kotak Mahindra Bank Ltd.  
 A/C No. :- 5490107311  
 IFS Code:-KKBK0001835  
 Google Pay : 9766132220  
 rto. pay only above

Net Amount :-	<b>1247.00</b>
Advance Amount	<b>0.00</b>
PREVIOUS OUSTANDING	<b>0.00</b>
<b>NET OUSTANDING</b>	<b>1247.00</b>

payment details

Please Share Payment Screenshot with your Name on same no.

For, NAVKANJ GAU VARDAAN DAIRY FARMS PVT. LTD.

**Jay Gaumata, Jay Gopal.**  
 (BY WISH ONLY) : We welcome your participation in Gauseva by contributing Rs. 500/- to Rs. 5000/- as per your choice, your contribution would be used for feeding cows with high quality green fodder & dry feed (Bata mixture of grains & cereals).

Authorised Signatory

Figure 17: Tax invoice

# **CHAPTER 4**

## **(SUGGESTIONS)**

## SUGGESTIONS

After working for 45 days in the company. I have learned a lot about the working style. The Employees here are very hard working and dedicated towards their work, but still there are some changes that they should take to make performance better.

I would like to make suggestions which I think will be of great importance for the company And their management.

- Pricing is a major issue and it should be taken well care for the purpose of getting the clients back and generating more clients as well. The Quality of milk and other products is good but many people are complaining of price of the products

Although people are satisfied with the Quality of the products but they find the price of the product quite high

The Hotels and Restaurants prefer those products in which they get high margin. So company should also increase their percentage of margin, as there are many competitors who are offering the same product but with higher percentage of margin.

The company should also start advertising their products with the help of Digital Marketing, it would be a good platform for the company to attract more and more potential customers by promoting the products there. In certain areas we found the problem that company's sales representative does not visit on regular basis, so after observing this problem, this was very important point to be taken into considerations as it spoils the name of the company and also effects its growth.

# **CHAPTER 5**

## **(CONCLUSION)**

## CONCLUSION

From this 45 days experience in a Gau Vardaan, I got a good exposure about what really the Sales Promotion It's waking along with targets and mind stresses. The person who can manage these target and stress are shining in those fields.

2. From my experience of sales promotion I think that Sales Promotion is not everyone's cup of tea but if one set his target high and continuously strive towards that, nothing is impossible. The only thing required in this field is the right attitude or a positive attitude towards attaining One's goal.

3. By going 45 days in to company I came to know various things about the organization, employees, customers, workers, and about the marketing field.

4. All the employees are also happy from last 35 from our company because company is providing lots of facilities to the employees, they had taken all the employees on the permanent basis in that time, but thing is that till this time they are not giving lay off, or early retrenchment in recession also. So, we are getting good production i.e. product whatever & whenever we want it.

5. The other thing is that we reached to the customer expectation in regarding to the product quality, price, and timeliness of the order, so the clients of company are going to increase, the marketing department performing good role with all the clients.

6. I realized the deficiency of co-ordination, but the company is right now working on that problem, & I hope this problem will come under control in forthcoming days.



# **CHAPTER 6**

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## BIBLIOGRAPHY

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5. <https://www.instagram.com/gauvardaan/?hl=en>
6. [https://www.facebook.com/GauVardaanA2/?locale=hi\\_IN](https://www.facebook.com/GauVardaanA2/?locale=hi_IN)
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