

INTERNSHIP PROJECT REPORT
Academic Year 2022-2023
“STUDY ON SALES PROMOTION, MARKETING AND CONSUMER BUYING BEHAVIOUR”
WITH SPECIAL REFERNCE TO GAU VARDAN

SUBMITTED BY:

Radhika Ramchand Chhabra

B.com (Honours) VI Semester

PROJECT GUIDE:

Prof. Piyusha Telang



Shiksha Mandal, Wardha's
G.S. College of Commerce & Economics
Nagpur
NAAC Accredited 'A' Grade Autonomous Institution



॥ Hare Krishna, Hare Ram ॥

NAVKANJ GAU VARDAAN DAIRY FARMS PVT. LTD.
Reg. Plot. No. 85, Baji Prabhu Nagar, Nagpur – 440010
GauthanAddress :- Kanholi - Dongargaon Rd. Dongargaon.



Date: 20/04/2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Miss Radhika chhabra**, a student of BCOM HONS SEM-IV, G. S. College of Commerce & Economics, Nagpur has successfully completed her Summer Internship Program from **"4th Mar. 2022" to "19th April. 2022"** under our guidance. During the period of her internship she was found punctual, hardworking and inquisitive.

We wish him/her every success in life.

For

Authorised Signatory


Neeraj Sanodia



Business Development Head

Navkanj Gau-Vardaan Dairy Farms Pvt. Ltd.

Nagpur



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

NAAC ACCREDITED 'A' GRADE INSTITUTION

(Affiliated to RTM Nagpur University)

A Hindi Linguistic Minority Institution

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CERTIFICATE

This is to certify that the said internship project report titled “**Study on sales promotion, marketing and consumer buying behaviour (with special reference to Gau Vardaan)**” has been completed & submitted by **Miss. Radhika Ramchand Chhabra** 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 Prof. Piyusha Telang

Date: 12/4/23

Place: Nagpur

Prof. Piyusha Telang
Project Guide



Dr. Ranjana Sahu
Coordinator

Dr. S.S. Kathaley
Offg. Principal
G. S. College of Commerce
& Economics, Nagpur.

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 Onex Solutions. I am grateful to Mr Dipak H Agarwal, Director, Onex Solutions Pvt. Ltd for considering me for the internship in his esteemed organisation.

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 Onex Solutions Pvt Ltd. for giving me an exposure to learn and grow on a platform.

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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: 12/4/2023

Place: Nagpur



Signature of Student

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INTRODUCTION

Study on sales promotion, marketing and consumer buying behaviors (with special reference to Gau Vardaan)

1.) Introduction

Sales Promotion is a key part of marketing programme and is concerned with efficiently and effectively communicating the decisions of marketing strategy to target audiences. It is the marketing function concerned with influential communication of the marketing programme to target audience with the intention to provide exchange between the marketer and the consumer, which fulfils the objectives for both the customer and organisation. Sales promotion is one of the components of promotion mix where the business uses many short-term customer-oriented strategies to stimulate the demand for its product by making it look more attractive and worthy. It is also goal oriented and the objective may be to create brand awareness, to educate the consumers, to create a positive image, to build preference. The ultimate goal is to sell 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 behavioural 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

Sales promotion strategies can be divided into three broad categories -

- **Pull Strategy** – The pull strategy attempts to get the customers to 'pull' the products from the company. It involves making use of marketing communication and initiatives like seasonal discounts, fiscal schemes, etc.
- **Push Strategy** – The push strategy attempts to push the product down from the company to the customers. It involves persuading the intermediary channels to push the product from the distribution channels to the final consumers using promotional and personal selling efforts. This strategy involves making use of tactics developed especially for resellers, merchandisers, dealers, distributors, and agents.
- **Hybrid Strategy** – A hybrid sales promotion strategy makes use of both the pull and push strategy to vend the product with the least resistance possible. It involves attracting the customers using special coupons and also providing incentives to the merchandisers to vend the brand's products.

Significance/ Importance of Sales

Promotion To Consumers

1. Sufficient product knowledge :-

Various consumer promotion methods such as demonstrations, training to use the product, etc. give sufficient product's knowledge to consumer with regard to uses, operations, maintenance or upkeep of the product.

2. Availability of product at reduced prices :-

Sales promotional tools like prices-off deals, premium offers, discounts, etc. reduce the price of the product when purchased on notified occasions.

3. Increase in consumers buying confidence:-

Free samples offered under the sales promotion programme give the potential consumers an opportunity 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. Minimise exploitation :-

The consumer promotion programme gives sufficient knowledge about product and substitutes available for a product, its quality and price. As a result, a seller cannot be able to create a monopoly in his product and exploit the consumers.

To Producer / Manufacture

1. Increases in sales :-

Stimulated by the various promotional incentives like free goods, premium and coupons, etc. the buyer are attracted towards larger purchases than their usual needs to avail the opportunity.

2. Increase in goodwill :-

The repeated uses of sales promotion tools facilitate the consumers to get a special identification of the product as well as of the producer. The satisfaction that have been arrived to the consumers by continuous uses of the products will gradually increase the goodwill of the firm.

3. Demand for new product & services :-

The sales promotion techniques have proved successfully in introducing new product & services. By the supply of free samples, the new product makes its place in the market.

4. Differentiate your product from competitors :-

Intense competition and crowded markets have increased the importance of sales promotion efforts as a crucial differentiator.

5. Increase off-season demand :-

The offer of off-season discounts, price cut etc. on seasonal products like fridge, coolers, fans, etc. are able to maintain regular are continuous sales of such items. It helps stabilise demand and volume of products in the off-season.



Marketing

Marketing is the process of tutoring consumers why they should choose your product or service over those of your challengers, and is a form of persuasive communication. It is made up of every process involved in moving a product or service from the business to the consumer. Marketing includes creating the product or service conception, relating who is likely to buy it, promoting it, and moving it through the applicable selling channels.

Anything that you use to communicate with the customers in a way that persuades them to buy your products or services is marketing, including advertising, social media, coupons, sales, and indeed how products are displayed.

There are three primary purposes of marketing:

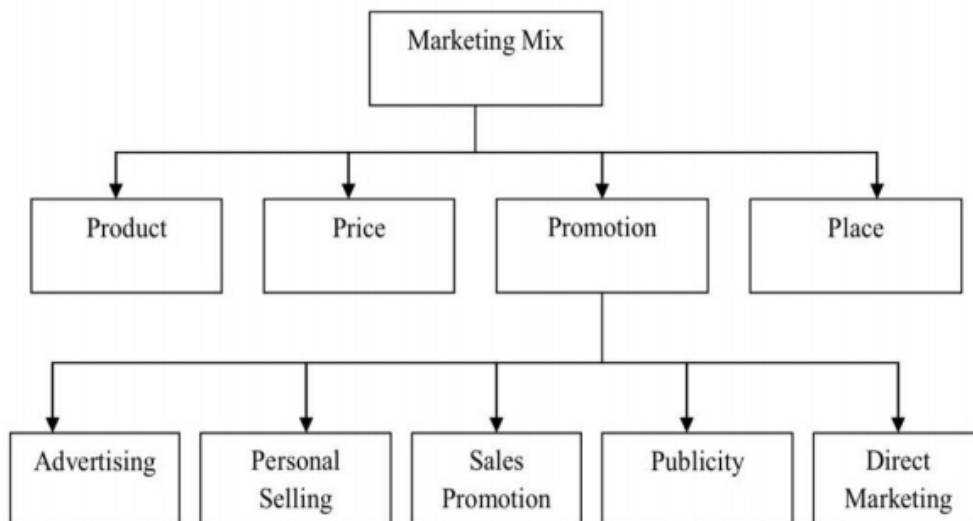
1. Capturing the attention of your target market
2. Persuading a consumer to buy a product
3. Providing the client with a specific, low-threat action that is easy to take



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.

Under promotion mix there are several components like advertising, personal selling, sales promotion, publicity, direct marketing etc.



- Product - The procedures you have in place to insure that the products are ready for dealing. The 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 the products.

- Promotion - The information give to consumers through targeted advertising to induce interest in products. Promotion generally have 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 Behaviour

Analysis of consumer buying behaviour is an entrance to success in the market. The consumer demand for the product now and then establishes the success of any product in the market. Information on a customer's perception, taste, likes and dislikes is necessary for a marketer to understand how customers react when they are exposed to specific advertising strategies and messages.

Consumer buying behaviour is the sum of a consumer's attitudes, preferences, intention, and opinion regarding their behaviour in the marketplace when buying a product or service.

Consumer motivations and thinking styles shape their judgments and decisions, which are fundamentally influenced by culture.

Significance of Consumer Purchasing Behaviour

Understanding consumer purchasing behaviour 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 behaviours 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 behaviour 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.

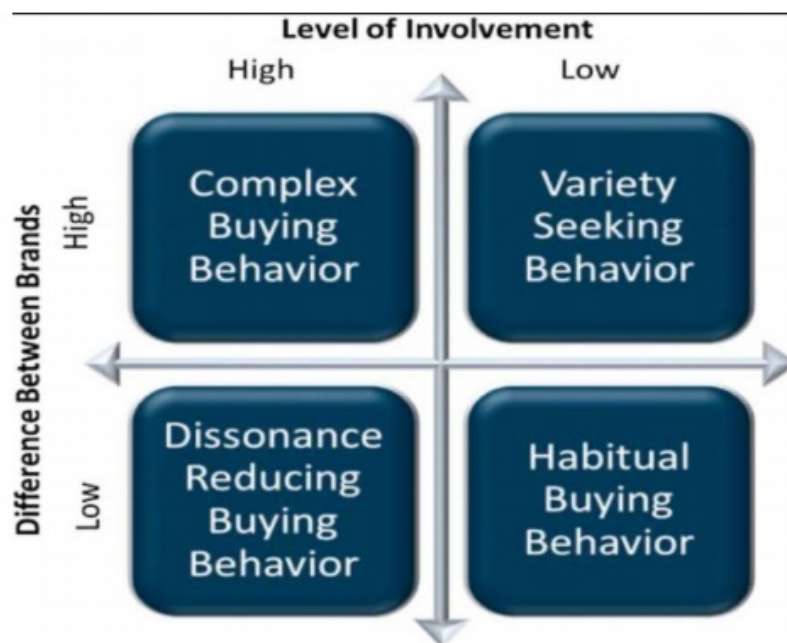
Types of Consumer Behaviour

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

Consumer buying behaviour 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 behaviour. Higher priced goods tend to high a higher threat, thereby seeking higher involvement in buying opinions.

There are four types of consumer buying behaviour:

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



An overview of Gau Vardaan.



Navkanj Gau Vardaan Dairy Farms Private Limited is a manufacturer company based in Nagpur, India and it was incorporated officially on 05 March 2019 and the current age of the company as per its registration date is 3 years 10 months and is classified as the Non-govt company. Its registered office is in Nagpur, Maharashtra, India. The Company's status is Active.

It is a company limited by shares having an authorised share capital of INR Rs 5.00 lakh and a paid-up capital of INR Rs 5.00 lakh as per (MCA) Ministry of Corporate Affairs. The company's business is based in the city of Nagpur.

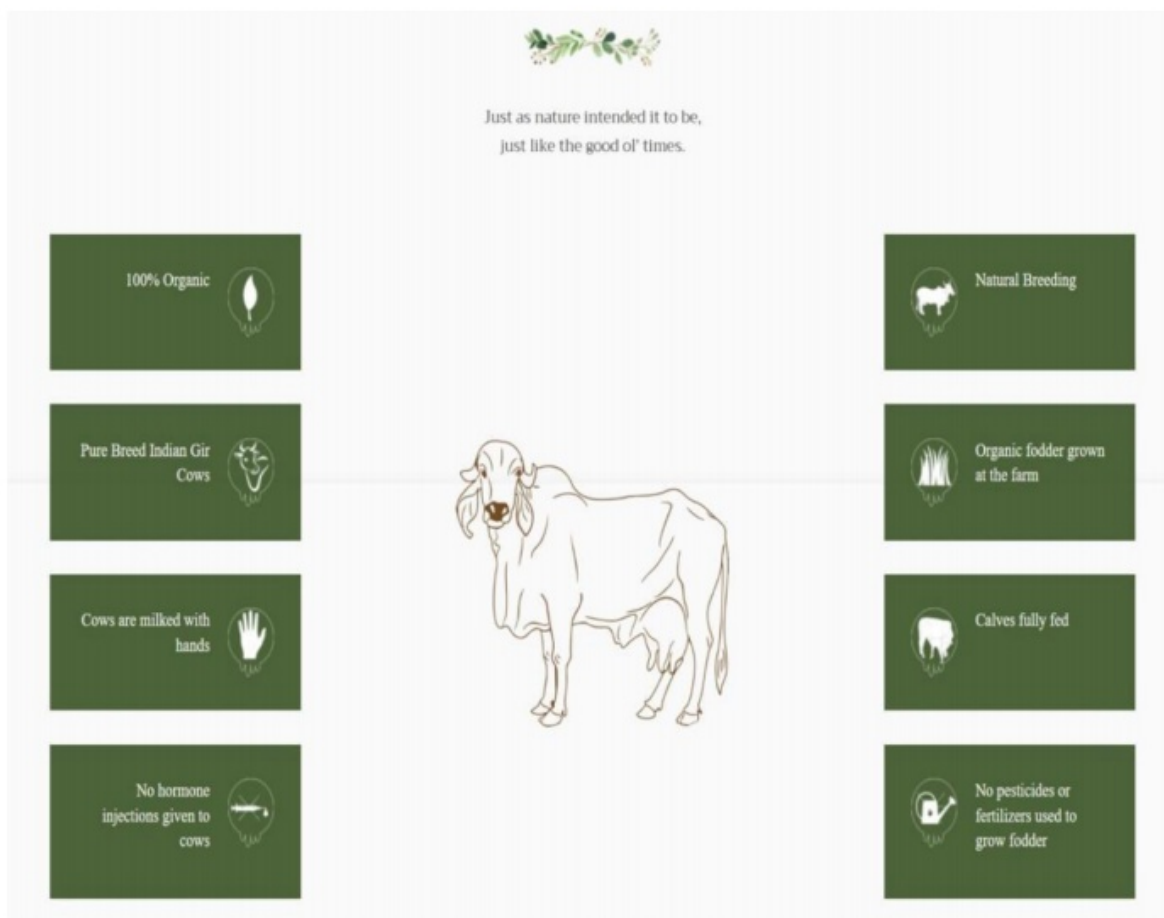
Presently two directors are associated with the organisation namely Aayush Suresh Lohia and Bhawana Lohia.

The corporate identification number (CIN) of this company as per the official records is U15134MH2019PTC322180 and the company registration number is 322180. Its email address is aayushlohia33@gmail.com. The company was registered in the year 2019 at Registrar of Companies, Mumbai (RoC-Mumbai).



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 it's 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.

The Gir cow is a famous Indian born dairy cattle breed, the native of Gir Hills and forests of Kathiawar. The Gir animals are famous for its disease resilience 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 thus it improves overall heart health.



Just as nature intended it to be,
just like the good ol' times.

- 100% Organic
- Pure Breed Indian Gir Cows
- Cows are milked with hands
- No hormone injections given to cows
- Natural Breeding
- Organic fodder grown at the farm
- Calves fully fed
- No pesticides or fertilizers used to grow fodder

The infographic features a central illustration of a cow. The text and icons are arranged in two columns flanking the cow. The top of the infographic is decorated with a small floral wreath.

Desi Gir cows are nurtured with great care in a loving environment. Each cow at Gau vardaans farm is genetically tested to give milk with the A2 protein. These free-grazing cows are fed only organic fodder to ensure the milk is rich in nutrients.

Cows are never injected with hormones or artificially inseminate them for breeding. At certain times during the day, the cow is hand-milked only after her calf has been fed. The raw milk is pasteurized, filled in glass bottles and chilled until it reaches to customers.

General Details

Company name	Navkanj Gau Vardaan Dairy Farms Private Limited
Ownership Type	private
Primary Business type	manufacturer
Company No.	322180
Category	Company limited by Shares
Sub Category	Non-govt company
Corporate Identification Number (CIN)	U15134MH2019PTC322180
Company Class	Private
Main Language	English
Listing status	Unlisted
Year of Establishment	05/03/2019
Age of Company	3 Years 10 Months 19 Days
Primary Location	Nagpur
Industry	Dairy industry

Financial Details

Authorised Capital (Rs.)	500,000
Paid up capital (Rs.)	500,000

Registration Details

Registration Year	2019
Registration authorities	RoC - Mumbai
Registration Type	Company Registration

Signatory Details

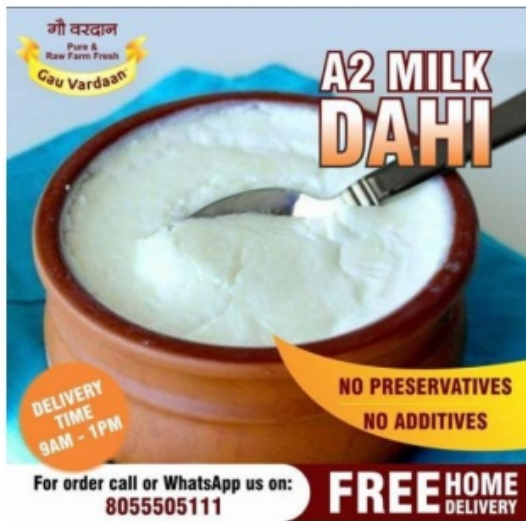
S.No.	Director Name	DIN	Designation	Date of Appointment
1	AAYUSH SURESH LOHIA	00491390	Director	2019-03-05
2	BHAWANA LOHIA	03448594	Director	2019-03-05

The major products of this company are :-

A2 protein rich Gir cow's milk products – Organic milk from pure breed Desi Gir Cows (certified A2) is delivered right to customer's doorstep directly from farm (no middle-men).

1. Matka Dahi :

Delicious whole cream Gir Cow's A2 Milk Dahi



Process of making delicious and pure Matka Dhahi from whole cream Gir Cow's milk



Bilona Makkhan



गौवर्दान
Pure &
Raw Farm Fresh
Gau Vardaan

www.gauvardaan.in

Bilona Makkhan

MADE FROM

GIR COW MILK

Price 1950/ per kg
Delivered in matka
minimum 1/2 kg

GAUVARDAAN MAKHAN !
The best Makhan that you will ever taste
from our own GIR cows
Pure Makhan from Pure milk.

Benefits of Gir cow's A2 milk Bilona Makkhan :-

- ❑ Rich in anti-ageing Enzymes and Vitamin A
- ❑ Provides healthy calories
- ❑ Helps in fighting infections
- ❑ Boosts immunity
- ❑ Helps in developing brain and nervous system in children.

Process of making Authentic Bilona Makkhan form Gir cow's A2 Milk



1. Gir cow's A2 Milk Paneer

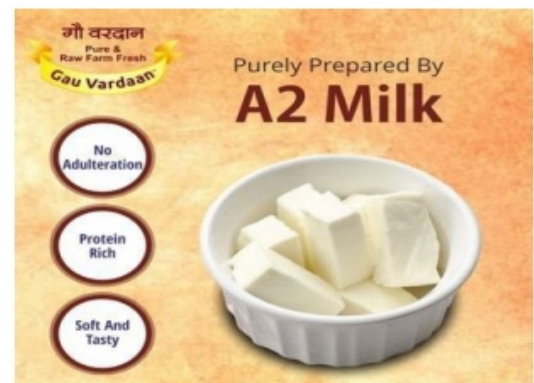


Gau Vardaan Pure homemade A2 Paneer is produced from fresh organic cow milk. The soft fresh Gau Vardaan A2 Paneer is rich in nutrition & taste, with full benefit of A2 milk.

Gau Vardaan A2 Paneer is hand-processed and authentic like nowhere else and is high in calcium & protein. It's soft and delicious.

Paneer is highly nutritive, rich in protein, calcium and facilitates many body processes. One of the amazing benefits of Paneer is it Strengthens Bones and Teeth.

Benefits of Gir cow's A2 milk Paneer :-



2. Matka Masala Chaas

गौवर्दान
Pure &
Raw Farm Fresh
Gau Vardaan

॥ हरे कृष्ण हरे राम ॥

*** BENEFITS ***

- Prevents Dehydration
- Reduces Acidity
- Fights Constipation
- Rich in Calcium
- Treats Diarrhea
- Cooling Effect
- Prevention of Diseases
- Natural Deep Cleanser

मसाला
छाछ

Rs.90/Ltr
Home Delivery

QR Code

3. Bilona Vedic Ghee :-



- Bilona Vedic Ghee is prepared through the traditional way of making Ghee – hand churned via wooden churner.
- Regular consumption of DESI GHEE helps in modifying body's composition and reduce body fat levels. One of the most important benefits of desi ghee is that it is packed with omega-6 fatty acid called conjugated linolic acid (CLA). Ghee thus helps shed weight.
- Since ages, the benefits of having desi cow ghee in the meals on a daily basis is known for Nutritious and healthy life.
- A2 Bilona Vedic Ghee is the health tonic that heals upto 156 diseases naturally.
- A2 bilona Vedic Ghee helps in maintaining the flexibility of joints as it contains Vitamin A & D.
- Rich in Omega 3,6,9 Fatty Acids
- Protects Cardiac health
- Remedy for diabetes and blood pressure
- Gau Vardaan's Bilona Vedic Ghee provides healthy life with healthy food.

Benefit of Gir cow's A2 Milk Bilina Vedic Ghee

Flat 10% Off
Use Code **GHEE10**
Offer Valid till 30th June

1 Kg
Rs.3000/-

Delivered all over India



Benefits Of Bilona Vedic Ghee

- Boosts Immunity
- Supports a Healthy Digestive Tract.
- Rich in Vitamin A, B, E & K.
- Aids weight loss.

www.gauvardaan.in

गौ वरदान
Pure & Raw Farm Fresh
Gau Vardaan™



Boosts Digestion

Helps in weight loss

Balance Hormones

Improves Immunity

Strengthens Bone

Improves heart health

Pure A2 Bilona Vedic Ghee



Did you know?

Vitamin A & D present in Ghee are known for improving bone health



॥ हरे कृष्ण हरे राम ॥

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Choose the healthier option to speed up Weight Loss.

Process of making Bilona Vedic Ghee form Gir cow's A2 Milk

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Pure &
Raw Farm Fresh
Gau Vardaan

॥ हरे कृष्ण हरे राम ॥

Bilona Vedic Ghee

- ✓ 33 Liters of Milk is boiled (on wood/cow-dung fire), cultured to form Curd (min 8 hours of culturing, mostly overnight) in a clay pot.
- ✓ Cultured curd is churned with a wooden stick (Bilona) for a long time (2-3 hours depending on quantity of curd) to separate Butter-Milk and Butter. Butter is then removed with a strainer and collected separately.
- ✓ Collected butter is wrapped in cotton cloth for 48 hours and allowed to discharge its inherent leftover buttermilk.
- ✓ Semi-solid butter is heated in a thick vessel on mild cow-dung fire to form Clarified Butter (Traditional Vedic Bilona GHEE).

33 Liters of Milk

Curd

विलोना वैदिक घी

गौवरदान
VEDIC BILONA
GHEE
GIR COW'S A2 MILK

गौवरदान
Pure &
Raw Farm Fresh
Gau Vardaan

॥ हरे कृष्ण हरे राम ॥

विलोना वैदिक घी के फायदे :-

- * इम्युनिटी को बढ़ता है.
- * वात, पित्त, कफ को ठीक करता है.
- * हड्डियों को मजबूत करता है।
- * सर्दी खासी ठीक करने में लाभदायक है.
- * माईक्रोन , थाइरोइड के लिए लाभदायक है.
- * इन्सुलिन बढ़ता है.
- * HDL कोलेस्ट्रॉल को बढ़ता है.

॥ हरे कृष्ण हरे राम ॥

गौवरदान
Pure &
Raw Farm Fresh
Gau Vardaan

33 Ltrs of Milk

वैदिक बिलोना घी
अनुभव करें !

Cultured Curd

Butter

Ghee

गौवरदान
VEDIC BILONA
GHEE
GIR COW'S A2 MILK

गौवरदान
Pure &
Raw Farm Fresh
Gau Vardaan

4. Gir Cow's A2 Milk

- GIR Cow's A2 Milk have a unique nutrient structure, providing macronutrients - carbohydrates protein and fat and micronutrients - calcium, phosphorus, potassium and more to support optimal health; the perfect balance of nutrition to support muscle growth and replenish depleted glycogen stores after intense exercise.
- Milk also contains casein protein, which will help to reduce one's waistline as A2 milk has some amazing fat burning properties.
- GIR Cow's A2 Milk contribute to Healthy Strong Bones
- Certified & Authentic A2 milk Organic, Unadulterated, Hygienically Produced
- Desi Gir Cow milk has high Nutrition as Compared to any other regular cow. →
- Gau Vardaan A2 milk is rich in Protein with the highest amount of A2 beta-casein protein. A2 milk is one of the best sources of Calcium magnesium, which helps in strength of bones, teeth, healthy heart muscles and smooth nerve functioning.
- The cerebrosides present in A2 milk is known to boost brain power.
- A2 Milk helps to maintain muscular strength, vitality, stamina, and boosts energy levels for an active human body.

Desi Gir Cow Milk and Its High Nutritional Value

गौ वरदान
Pure &
Raw Farm Fresh
Gau Vardaan

- 100% FRESH Natural and Nutritional
- Enhance Immunity & Intelligence
- No Ear Infections and Tonsillitis
- Good for Infants Kids and Adults
- Protective Against Diabetes
- Prevent from Heart Disease

FOR SUBSCRIPTION PLEASE VISIT
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USP (Unique selling proposition) –

Gau vardaana dairy farm offers fresh, organic, unadulterated, and hygienic Gir cow's A2 milk in GLASS BOTTLES.

- Glass is a non-reactive material.
- This keeps the milk fresher for a longer period of time and preserves its taste and nutritional value.
- Glass bottles are also environmentally friendly as they are reusable and recyclable.
- Glass is a durable material that can withstand the rigours of transportation and handling, reducing the risk of spoilage or contamination.
- Glass bottles can help to maintain the hygiene and purity of the milk as they can be thoroughly cleaned and sterilised before reuse.
- Glass bottles provide a more aesthetically pleasing and premium look to the product, which can attract more customers and increase the perceived value of the milk.



Benefit of Gir cow's A2 Milk



Rs. 80/- Per Ltr

गौ वरदान
Pure & Raw Farm Fresh
Gau Vardaan

Benefits Of GIR Cow's A2 Milk

- Boosts Immunity.
- Rich in Omega 3,6,9 Fatty Acids.
- Rich in Vitamin A, D, E & K.
- Removes impurities from the body.

Free Delivered all over Nagpur*



Improves Memory

गौ वरदान
Pure & Raw Farm Fresh
Gau Vardaan



गौ वरदान
Pure & Raw Farm Fresh
Gau Vardaan

Increases Strength, Stamina Vitality and Boosts Energy



गौ वरदान
Pure & Raw Farm Fresh
Gau Vardaan

A2 Milk For more Nutrients & Minerals During Pregnancy



॥ हरे कृष्ण हरे राम ॥

बढ़ती उम्र के लिए पौष्टिकता

गौ वरदान का A2 MILK

5. Shrikhand


गौवरदान
Pure &
From Farms Fresh
Gau Vardaan

॥ हरे कृष्ण हरे राम ॥

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Shrikhand

From **GAU VARDAN**



• Variants •

Kesar Pista Shrikhand
(₹500/- Kg)

Kesar Badam Shrikhand
(₹500/- kg)

PROJECT **OVERVIEW**

Objectives of study :-

- To study consumers awareness about Gau Vardaan A2 Gie cow's milk and its various products.
- To study the impact of promotional activities on creating consumer awareness.
- To evaluate the impact of those activities on customer's mind.
- To suggest measures for the rate of the product.
- To determine the factors influencing consumer preference toward dairy products.
- To examine the factors influencing purchase decisions toward dairy products.
- To develop a marketing framework for wider acceptance of dairy products.
- To evaluate customers response towards Gau vardaan.
- To determine the effect of sales promotion on sales growth in Gau vardaan.

Need

- To facilitate easy brand promotion by understanding consumer behaviour.
- To identify various types of consumers.
- To make changes or upgrades to the customer approach.
- To approach customers based on their behaviour.
- To enhance the brand image.
- To retain active potential customers.
- To align with the expectations and needs of the consumer.

Scope

- To provide guidance for the implementation and upgrading of sales promotion strategies to improve consumer satisfaction.
- To evaluate the level of consumer satisfaction towards sales promotion.
- To identify areas of consumer dissatisfaction towards sales promotion.
- To assist company management in improving productivity by understanding consumer satisfaction levels and taking necessary measures.
- To analyse the tools necessary for conducting consumer satisfaction studies that are beneficial for the organisation.

Limitations

- ❖ The training was for short period of time that is why it was not possible to carry detailed survey.
- ❖ The sample size was limited.
- ❖ This study is limited to the region of Nagpur only
- ❖ It was presumed that the respondent's information was genuine and to the best of their knowledge.
- ❖ Time is also one of the important limitations of this projects.
- ❖ Dull process and unwilling respondent also affected the result of the study.
- ❖ Behaviour of the some of the respondent was not positive.

ANALYSIS,
OUTSOMES &
LEARNINGS
AS A INTERN

Selection process :-

Step 1: Reviewing the Internship Description and Requirements

As a prospective intern at Gau Vardaan Dairy Farm, I carefully reviewed the internship description and requirements to ensure that my qualifications and interests aligned with the position.

Step 2: Registration for Internship

After reviewing the internship description, I registered for the internship through Gau Vardaan Dairy Farm's website.

Step 3: Telephonic Interview

After registering, I was contacted for a telephonic interview with the HR department. During the interview, the hiring manager asked me questions related to my educational background, skills, work experience, and interest in the dairy industry and sales and marketing field. I also had the opportunity to ask the team questions about the dairy industry, the products the farm produces, and the role of the sales and marketing department in promoting these products.

Step 4: Shortlisting

Based on the telephonic interview, I was informed that I had been shortlisted for the sales and marketing internship at Gau Vardaan dairy farm. I was thrilled to have been chosen for the internship and looked forward to the opportunity to learn more about the dairy industry and gain valuable experience in sales and marketing.

Overall, the selection process at Gau Vardaan Dairy Farm was straightforward and efficient and I was excited to start my internship and contribute to the success of the company.

Week 1

Training and orientation :-

As a new sales and marketing intern at a dairy farm, I was excited to learn about the dairy industry and gain valuable experience in sales and marketing. During my first week on the job, I received a comprehensive orientation from the HR department, which covered the company's history, mission, values, and culture. I also received an overview of the dairy industry, including the types of products the farm produces, the challenges the industry faces, and the competitive landscape.

After my orientation, I was assigned a mentor from the sales and marketing team, who helped me get up to speed on the day-to-day tasks and responsibilities of the sales and marketing department. My mentor provided me with a training schedule and set specific goals for me to achieve during my internship.

During my training, I learned about the farm's products and target audience, as well as the sales and marketing strategies that the team uses to promote these products.

I also received training in lead generation, which involved identifying potential customers and gathering their contact information. I learned how to conduct online research, use customer databases and other tools to find and track leads, and work with the sales team to develop targeted messaging and campaigns.

Throughout my training and orientation, I felt supported and encouraged by the sales and marketing team, who were always willing to answer my questions and provide feedback on my work. By the end of my internship, I felt confident in my ability to contribute to the sales and marketing team and was proud of the skills and experience I had gained during my time at the dairy farm.

Roles and responsibilities :

As a sales and marketing intern at a Gau Vardaan dairy farm, I had the following roles and responsibilities :-

1. Conducting market research to understand consumer preferences and identify opportunities for the dairy farm to expand its product range and reach new customers.
2. Assisting with the development and implementation of marketing campaigns.
3. Developing sales leads.
4. Analyzing sales data and market trends to identify areas for improvement and suggest new strategies to increase sales.
5. Helping to organize and coordinate events and other promotional activities to increase brand awareness and engage with customers.
6. Conducting customer surveys or focus groups to gather feedback and insights that can inform future marketing and sales strategies.

Week 2

In next week, I was tasked with conducting market research and surveys to analyze the position of dairy products available in a particular area of the market. My primary objective was to understand the consumer behavior, their preferences, and the market trends to help Gau Vardaan Dairy Farm to develop effective sales and marketing strategies.

For that, I developed a questionnaire to collect data on various aspects, such as the current dairy products available in the market, their price range, purity, and distribution channels. I also included questions related to consumer behavior, such as their preferences for the type of milk (toned, full cream, skimmed) and the packaging type they prefer. The survey was done keeping in mind the various target consumer groups, including households, local vendors, and retailers.

Once the survey was completed, I compiled and analyzed the data, which included information on the types of dairy products available in the market, their price ranges, and the most popular distribution channels. I also analyzed the feedback on the purity of the dairy products available in the market and the factors that influenced consumer preferences.

Based on the analysis, I presented a report to the sales and marketing team, which included recommendations for the development of sales and marketing strategies. The report highlighted the gaps in the market, the key areas of focus, and potential opportunities for Gau Vardaan Dairy Farm to enter the market with a competitive advantage.

Overall, the experience of conducting market research and surveys was challenging but rewarding. It provided me with an opportunity to apply my theoretical knowledge into practical use, develop my analytical skills, and contribute to the growth of the company.

Week 3

In next week, I was responsible for generating leads for our high priced dairy products, which were known for their 100% purity and farm freshness. My main goal was to reach out to potential customers and convert them into paying customers.



To achieve this, I used a variety of lead generation techniques. I started by creating a list of potential customers in the local area, such as health-conscious individuals, fitness enthusiasts, and people who were looking for high-quality and fresh dairy products. I then used cold calling to reach out to them and offer them our products.

To attract potential customers, I highlighted the key benefits of our products, such as the fact that they were made from 100% pure Gir cow's A2 milk, without any added preservatives or chemicals. I also emphasised the fact that our products were freshly produced every day and delivered directly to customers, ensuring that they were getting the highest quality products available in the market.

I also conducted market research to identify potential distribution channels, such as local grocery stores and health food shops. I reached out to these businesses and offered them the opportunity to stock our high-quality dairy products.

Overall, my experience with lead generation for high priced dairy products at Gau Vardaan Dairy Farm was challenging, yet rewarding. I was able to develop my communication and sales skills while also promoting healthy, pure, and high-quality dairy products to potential customers.

Week 4

Next week was very interesting because we got the opportunity to visit the farm where all the Gir cows were nurtured. We were all eager to learn about natural and organic farming methods, and to see the Indian Gir cows up close. These cows are known for their distinctive hump and their gentle nature & famous for their disease resilience. As we entered the farm, we were greeted by the farmers, who were warm and welcoming.

The first thing we noticed was the magnificent Indian Gir cows grazing freely in the fields. We could see that they were well taken care of and healthy. The farmers explained that they nurtured pure breed Indian Gir cows and followed natural breeding methods. This meant that the Gir cows were not subjected to any hormone injections, Gir cows are fed only organic

fodder to ensure the milk is rich in nutrients, and the calves are strong and healthy, and that the cows are not subjected to any unnecessary stress. It was heartening to see that the farmers had a deep respect and care for their animals.



As we walked around the farm, we saw the farmers milking the cows by hand that too only after their calf has been fed. It was fascinating to see the skillful farmers expertly milking the cows and the rich, creamy A2 milk flowing into the buckets. We learned that this traditional method was more humane and that it also ensured the quality of the milk.

Throughout the visit, we were able to ask the farmers questions and learn more about their approach to farming. We were impressed by their commitment to natural and organic methods, and to ensuring the health and well-being of the cows. It was clear that the farmers had a deep respect for the land and the animals they cared for.

As we left the farm, we felt a sense of gratitude for the opportunity to learn and witness this pure and natural way of farming. We left with a renewed appreciation for the importance of

natural farming and the need to protect our environment. It was a truly enriching experience that we would always remember.

Week 5

Next week, I had the opportunity to visit the manufacturing unit of Gau vardaana dairy farm along with a group of fellow interns. We were all excited to witness the actual production process of dairy products and learn more about the company's operations.

Upon arrival, we were greeted by the production manager who gave us a brief overview of the manufacturing process and explained the different stages involved in the production of dairy products. We were then taken on a tour of the production line, where we observed the various machines and equipment used to process the milk and manufacture the products.

We were taken to the section where Gir Cow's A2 milk is packed in glass bottles. It was interesting to see how the entire process is carried out with so much care and hygiene. The staff members explained to us the importance of Gir Cow's A2 milk and how it is different from other types of milk and why packet milk is not good for health.



Next, we were shown the bilona vedic ghee and bilona Makkhan making process. We watched in amazement as the staff churned the cultured curd with a wooden bilona stick to make bilona Makkhan and further on bilona Vedic ghee, explaining to us the benefits of this traditional method.

As we walked through the facility, we were able to see first-hand the different stages involved in the production of milk and dairy products, including pasteurization, homogenization, and packaging. It was fascinating to see how the products were made and how much care and attention to detail went into the manufacturing process.

We were also shown how the masala chaas, bilona Makkhan and curd were delivered in matkas. It was impressive to see how the dairy farm was promoting eco-friendly packaging while keeping the products fresh and flavourful.

Lastly, we were informed that all the milk products were made from the Gir Cow's A2 milk, which is considered the best quality milk. We were also informed that the dairy farm offers home delivery services to their customers, which was great to know.

Throughout the tour, we were able to ask questions and interact with the production team, who were all incredibly knowledgeable and passionate about their work. It was a valuable learning experience for all of us, and we left the facility with a greater appreciation for the hard work and dedication that goes into producing high-quality dairy products.

Overall, the visit to the manufacturing unit was an incredible experience, and I learned a lot about the traditional methods of making dairy products and the importance of quality milk.

Week 6

In the next week I was responsible for promoting our high-quality dairy products to potential customers.

One of the first tasks I had was to identify our target audience, which included health-conscious individuals and families, fitness enthusiasts, and people who valued the quality and freshness of dairy products and local businesses.

After identifying target audience, I worked on creating a strong value proposition for Gau Vardaan's dairy products that highlighted the key benefits of the products, such as their 100% purity, farm-freshness, high nutritional value and how they are a healthier option for consumers looking to improve their overall health and well-being.

To promote our products, I used a variety of channels. I participated in events such as trade shows and product launches to showcase our dairy products to potential customers. I used telemarketing to reach out to potential customers and offer them our products. I also used word of mouth marketing by asking satisfied customers to refer our products to their friends and family.

In addition to these traditional marketing channels, I also used guerrilla marketing techniques to promote our products in unique and creative ways. For example, via viral campaigns using social media to create a buzz around products of Gau Vardaan and Pop-up stores i.e the temporary stores that create a sense of urgency and exclusivity around a brand.

I used persuasive messaging that focused on the benefits of our products and how they could meet the needs of our target audience. I highlighted how our dairy products could solve a problem or meet a need that the target audience had, such as providing a healthy snack option for kids or an organic milk option for health-conscious consumers.

Overall, my experience with product promotion at Gau Vardaan Dairy Farm was challenging but exciting. I was able to develop my marketing skills while also promoting healthy, pure, and high-quality dairy products to potential customers through a variety of channels.

In addition to product promotion, I was also given the opportunity to participate in the planning and execution of a local food festival. I helped create a booth design, coordinated the production of marketing materials and promotional giveaways, and managed the logistics of setting up and running the booth. I worked with the sales and marketing team to develop a strategy for attracting visitors to the booth and generating leads, and was able to contribute to a successful event for the dairy farm.

Overall, my internship experience at the dairy farm was extremely valuable. I was able to develop my skills in sales and marketing, and gained hands-on experience in lead generation, product promotion, market research, and event planning. I also had the opportunity to work with a talented team of professionals who provided me with guidance and mentorship throughout my internship.

Contributions to Gau Vardaan :

As an intern at Gau Vardaan, I was able to contribute to the company's growth by performing various tasks related to sales and marketing. My work in lead generation, market research, product promotion, and manufacturing unit visits helped Gau Vardaan expand its customer base and increase its revenue.

Through market research, I was able to analyze the position of dairy products available in the local market, their price range, and their distribution channels. This allowed the company to adjust its product offerings and pricing to better match the needs of the target audience, resulting in increased sales.

In terms of product promotion, I was able to identify the target audience and create a value proposition that highlighted the benefits of the company's high-quality dairy products. By participating in trade shows, product launches, and other events, I was able to generate interest and awareness of Gau Vardaan's products, which led to increased sales and customer loyalty.

Visit to manufacturing unit, where Gir Cow's A2 milk is packed in glass bottles and various dairy products are made from Gir cow's A2 milk, gave me a deep understanding of the company's production process. This knowledge allowed me to better communicate the unique features of Gau Vardaan's products to potential customers, which helped to build trust and encourage sales.

Overall, my work as an intern at Gau Vardaan helped to improve the company's sales and marketing efforts, which resulted in increased revenue and customer satisfaction.

Learnings

During my internship at Gau Vardaan, I had the opportunity to work closely with the sales and marketing team and learn about the various aspects of the dairy industry. I gained practical experience in market research, product promotion, and lead generation. By working on the ground, I learned how to identify target audiences, create effective value proposition, and choose the right channels for promoting dairy products. I was also able to develop my interpersonal skills by interacting with customers and understanding their needs and preferences.

One of the key takeaways from my internship was the importance of quality and purity in the dairy industry. I learned how to identify and promote high-quality products and build a brand based on the values of purity, freshness, and authenticity. I was also able to understand the challenges and opportunities of the dairy market, including distribution channels, pricing, and competition.

Overall, my internship at Gau Vardaan was a valuable learning experience that helped me gain practical skills and insights into the dairy industry. It also gave me the opportunity to work with a passionate team of professionals who are committed to promoting pure, organic, and ethically produced dairy products. I believe that the knowledge and experience I gained during my internship will serve me well in my future career and personal life.

CONCLUSION
&
SUGGESTIONS

Suggestions

1. Conduct more market research:

Based on my experience, I think conducting more market research on consumer preferences and behavior could help the company identify new opportunities for growth and improve their marketing strategies.

2. Expand product line:

The company could consider expanding its product line to include more value-added dairy products to meet the growing demand for healthy and natural food products.

3. Enhance online presence:

I noticed that the company's online presence could be improved to reach a wider audience and increase brand awareness. Improving the company's website and social media presence could be a good start.

4. Increase distribution channels:

The company could explore new distribution channels to reach more customers, such as partnering with online grocery stores or setting up a delivery service to reach customers who can't visit the physical store.

5. Develop a loyalty program:

A loyalty program could be implemented to incentivize repeat purchases and reward loyal customers. This could be a good way to increase customer retention and encourage word-of-mouth marketing.

6. Focus on Customer Experience:

The company should prioritize customer experience and satisfaction. This can be achieved by providing prompt delivery, ensuring the quality of products, and offering personalized services like customized dairy product packages or recipe suggestions.

7. Increase Brand Awareness:

The company should focus on increasing brand awareness among consumers, as many people are not aware of the unique selling proposition of the Gir cow's A2 milk and its health benefits. The company can leverage social media platforms to promote its products and reach out to a wider audience.

8. Conduct regular customer feedback surveys:

Conducting regular customer feedback surveys can help the company to better understand its customers' needs and preferences. This information can be used to improve the products, services, and overall customer experience.

9. Enhance packaging and branding:

The branding of the products can be improved to make them more attractive and appealing to customers.

Conclusion

Form this 45 days of my experience as a sales and marketing intern at Gau Vardaan Dairy Farm has been extremely enriching and fulfilling. During my time at the company, I was able to gain valuable insights and practical experience in various aspects of sales and marketing, including market research, lead generation, and product promotion.

Through various tasks and projects, I was able to learn how to identify the target audience, create value propositions, and choose the most effective promotion channels. I was also able to participate in several marketing events, such as trade shows and product launches, where I learned how to interact with customers and promote the company's products.

One of the highlights of my experience was visiting the manufacturing unit with other interns, where I saw the process of packing Gir Cow's A2 milk in glass bottles & I learned about the process of making bilona vedic ghee and other milk products from the Gir Cow's A2 milk. I was impressed by the company's dedication to providing high-quality dairy products, and I believe that this commitment can be a major selling point for potential customers. The experience allowed me to appreciate the quality and purity of the products that the company offers.

Through my work in market research, I also identified the need for the company to improve its online presence and e-commerce capabilities to reach a wider audience, as well as optimising their website and social media profiles for improved visibility and user experience.

Overall, my internship experience at the Gau vardaan dairy farm was a valuable learning opportunity that provided me with a hands-on understanding of sales and marketing in the dairy industry. I am grateful for the experiences I had and the skills I developed, and for the guidance and support provided by the company during my internship, and I believe that my contributions have helped the company move forward in achieving its goals.

Terminologies

Buying Intent -

Buying Intent refers to the apparent likelihood of a person or organisation of purchasing a product or service as inferred from behaviour such as online browsing, media consumption, document downloads, event participation.

Buying Signal -

Signalling is a process in which a consumer conveys readiness to purchase a product as indicated by “signals”, either verbal or non-verbal. For example, signing a contract, asking questions about your solutions, etc.

Channel Sales -

Channel Sales is a method of classifying and deploying your sales force into groups focusing on different distribution channels such as in-house sellers, retailers, dealers, and direct marketers.

Closed Won -

Closed Won is the status of an opportunity where the deal has been closed with the prospect/lead who is now considered a customer.

Closed Lost -

A closed lost opportunity is when a deal closes without the prospect converting into a buyer.

Cold Call -

Cold Call is an attempt to engage a prospect (via a personal visit or a voice call) who have no prior knowledge about or contact with the salesperson making the call.

Cross-selling -

Cross-selling is when a customer purchases a product and they are offered a second product at a discount or as a reward.

Direct Sales -

Direct Sales is the method of selling a product or service in a location other than the associated retail stores or offices, wherein the seller personally engages a prospect in a physical or face-to-face environment such as a home.

Discovery call -

A discovery call is the first call with a potential customer, designed to determine if they are a good fit.

Lead -

Lead refers to a prospect or potential customer that exhibits interest in your service or product; or any additional information about such entity.

Lead Generation -

Lead Generation is a set of activities aimed at generating interest around a product or service through methods such as content marketing, advertising, referrals, outbound marketing and partnerships.

Low-Hanging Fruit -

Low-Hanging Fruit refers to a class of prospective consumers or a market segment that requires the least level of effort to turn into paying customers.

Quota -

Quota is a predefined benchmark indicating the amount of sales a selling unit such as a sales representative or a regional sales team should achieve within a given period.

Referral -

Referral means the act, process, or technique of generating sales leads wherein a third party shares information about a new prospect.

Sales Demo -

Sales Demo is the act or process of showing the functions, benefits and value of a product or service as it relates to a particular audience, with the aim of leading the audience towards a purchase.

Sales Pipeline -

Sales Pipeline is a type of visualisation showing the status of each sales prospect in the customer life cycle or sales process.

Sales Prospect -

Sales Prospect is a potential consumer of your product or service who meets a given set of benchmarks.

Unique Selling Point/Proposition (USP) -

Unique Selling Point/Proposition (USP) is a marketing concept that refers to the distinct advantage a business has over other businesses catering to the same market or audience.

Upselling -

Upselling is a selling technique where a seller introduces a more expensive, an upgrade, or add-on to a buyer to increase the average order value.

Warm Call -

Warm Call is the process or act of calling or visiting a sales prospect with whom the sales professional has had a prior contact such as during an event or via a referral.

Product Matrix -

A product matrix is a chart that describes the various products a business offers and the features that apply to each product.

Word-of-Mouth (WOM) -

Word-of-mouth involves promoting your product through satisfied customers who recommend your product to others, i.e The passing of information from person to person.

Crowding -

A situational factor/ influence on decision-making, like a crowded store may result in lower number of visitors converting to buyers, but it may also create 'herd behaviour' in which some customers are more likely to purchase when a part of a crowd.

Normative social influence -

Situations in which we express opinions or take on behaviours that enable us to be accepted by others and avoid rejections or social isolation.

Value proposition -

A value proposition is a statement that communicates the unique benefit that your product offers to customers. It should be clear, concise, and highlight the value that your product provides.

Trade shows -

Trade shows are events where businesses showcase their products to potential customers and partners. This can be an effective way to generate leads and network with other businesses in your industry.

Telemarketing -

This involves reaching out to potential customers via telephone to promote a product or service. This method can be effective for businesses that offer high-value or complex products

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ANNEXURE

Questionnaire

1. What types of dairy products do you usually consume?
 - Milk
 - Butter
 - Cheese
 - Yogurt
 - Others (please specify)

2. Which brand(s) of milk do you usually purchase?
 - Brand 1
 - Brand 2
 - Brand 3
 - Other (please specify)

3. What is the maximum price you are willing to pay for premium dairy products?
 - Less than INR 50
 - INR 50-100
 - INR 100-150
 - More than INR 150

4. How often do you consume dairy products other than milk?
 - Daily
 - 2-3times a week
 - Once a week
 - Less than once a week

5. Would you prefer to purchase dairy products directly from the farm or through a retailer?
 - Directly from the farm
 - Through a retailer

6. How important is the purity and freshness of dairy products to you?

- Very important
- Somewhat important
- Not important

7. What type of milk packaging do you prefer?

- Plastic pouches
- Glass bottles
- Tetra Packs

8. Have you ever tried dairy products from Gau Vardaan Dairy Farm? If yes, please rate your experience:

- Excellent
- Good
- Average
- Poor
- Never tried

9. What is the biggest challenge you face while purchasing dairy products?

- Availability
- Quality
- Price
- Other (please specify)

10. What do you think about the distribution channel of Gau Vardaan Dairy Farm?

- Easily accessible
- Not easily accessible
- Never heard of it

11. (i) Have you ever faced any quality-related issues with dairy products from other brands?

- Yes
- No

(ii) If yes, what was the issue?

- Spoiled products
- Unpleasant taste/smell
- Inferior quality
- Other (please specify)

12. Would you be interested in trying out dairy products made from Gir cow's A2 milk?

- Yes
- No

13. Are you aware of the nutritional benefits of Gir cow's A2 milk and its products?

- Yes
- No

14. (i) Do you have any concerns about consuming dairy products?

- Yes
- No

(ii) If yes, what are your concerns?

- Allergies
- Lactose intolerance
- High cholesterol
- Other (please specify)

15. What factors do you consider while purchasing dairy products?

- Price
- Quality
- Brand reputation
- Packaging
- Other (please specify)

16. Do you have any other feedback or suggestions for Gau Vardaan Dairy Farm?