

A Critical Analysis: PRODUCT OF AMUL COMPANY BUSINESS

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INTRODUCTION:-

Gujarat Cooperative milk marketing federation (GCMMF) is India's largest food product marketing organisation. The brand name Amul source from the Sanskrit word Amoolya means **priceless**. *Amol (Anand Milk Producer Union Limited)*. It is connected with 13 district cooperative milk marketing federation with different brand name like sumul, Vasundhara ,Uttam ,Madhu and Gopal etc.

Dr Verghese Kitten is recognised as the man behind the success of Amul.

Amul formed in 1946, is a dairy cooperative Movement in India, based in Anand, Gujarat. Establishment of Amul was marked as an epoch in the White Revolution Largest food brand in India & world's Largest Pouched **Milk Brand Product Portfolio - Bread Spreads, Milk Drinks, Fresh Milk, Power Milk, Cheese, Desserts Market leader in ghee and butter with 85% market share** Symbol of high quality products sold at reasonable prices, of availability, of service.

The most popular Amul products are Amul Milk, Amul Ghee, Amul Butter, Amul Cheese, as well as the range of beverages that come under this brand are Amul Masti Chaas, Amul Lassi, Amul Milk,

Amul has installed a "Any Time Milk" machine dispenses a 300-ml pouch of fresh milk for Rs 10, at Anand's Amul Dairy. ' Amul plans to install six such ATMs in Anand itself. ' According to Amul Dairy, Amul wants to add a whole range of dairy products, which could be dispensed through these machines.

Finance : It expects to hit Rs 17,000-crore turnover ' Federation sources say that it pays dividend to all shareholders which is calculated as price difference of milk (difference between procurement and selling) amounting to nearly Rs. 500 crore. ' It's very big and successful achievements of Amul Business.

Amul expanded its distribution footprint to reach 1,200 new geographical markets with addition of 306 new distributors, 65 new super-stockists and 900 new sub- stockists.

The Mascot : The Amul moppet has been the mascot of Amul since 1967, a sporting a young girl in red polka dot frock with 'utterly butterly delicious jingle

Objectives of study

- To know the market share of Amul Products,
- To study the perceptions of customers regarding Amul Products,
- To determine the factors influencing the choice of customers regarding Amul products,
- To study the effectiveness of the marketing strategy and sales promotion in market.

Importance:

- Increase the demand for Amul Product in the country.
- The reason of white revolution is Amul Production.
- The Amul product is very trust
- The Amul Product is healthy for all like children, women, men , youth older means all.

Hypothesis:

Null Hypothesis: Amul Product is not very good business of Milk product.

Alternative Hypothesis: Amul various products have his own quality and healthy for all like human.

Research Methodology: This data is used from secondary data.

Like Internet, many online articles, online magazines etc.

EXECUTIVE SUMMARY

Amul Milk Union Limited popularly known as Amul Dairy is a US \$ 500 million turnover Institution. It Is an Institution built up with a network of over 10000 Village Co-operatives Societies and 500,000 plus members.

Amul initiated the dairy co-operative movement in India and formed an apex co-operative organization called Gujarat co-operative Milk Marketing Federation (GCMMF) and today 70,000 villages and 200 districts In India are part of It

AMUL has spurred the WHITE REVOLUTION of India, which has made India the largest producer of milk and milk products in the world and the WHITE REVOLUTION has finally created a billion dollar brand. Today AMUL dairy Is no. 1in ASIA and no.2 in the world.

DATA ANALYSIS

Category	Market Share	Market Position
Butter	85%	1
Milk Powder	40%	1
Cheese	50%	1
Ice cream	24.75%	2
Sweets	50%	1
Chocolate Drinks	90%	1

The distribution system of Amul India is one of largest producers of milk in the world with production of 127 million tonnes in 2011-2012 and increase of 4.25 per cent over the previous year,

India continued to be the largest milk producing nation in 2011-12. And has the contribution of around 17 % in world the world milk production 730.1 million tonnes. In India total milk production; the dairy cooperatives collected 1.05 million tonnes of milk, an increase of around 10 per cent compared to 2010-11

1. Milk marketing by the cooperatives stood at 8.6 million tonnes, an increase of around 4 per cent compared to the previous year. The project entitled, "Distribution system of Amul pouch

Many companies are aiming for high satisfaction because customers who are satisfied still it find it easy to switch when better offer comes along. Those who highly satisfied are much less ready to switch. High satisfaction creates . Emotional bind with the brand not just a rational preference. The result is high customer loyalty. Hence an attempt has been made to identify the customer attention and satisfaction on Amul Milk.

Null Hypothesis: Amul Product is not very good business of Milk product: it is falls, it means Amul product is very good product in India.

CONCLUSION and SUGGESTION:

- Amul has risen from Indian soil and it remains Indian in every sense.
- There is ample scope in the low priced segment as also in other categories.
- There are a significant number of retailers who are currently stocking more than two brands.
- Amul has the opportunity to capture the more evolved young adults and children who are open to new products provided they meet their expectations.
- Milk marketing by the cooperatives stood at 8.6 million tonnes, an increase of around 4 per cent compared to the previous year. Alternative hypothesis is proved that Amul various products have his own quality and healthy for all like human means young adults and children.

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