

**A STUDY ON MARKETING STRATEGIES OF
NANDINI MILK WITH SPECIAL REFERENCE TO
TUMUL IN TUMKUR DISTRICT**

MINOR RESEARCH PROJECT

Final Report of the work done on the minor research project
Reference No.1514-MRP/14-15/KATU008/UGC-SWRO dated 04.02.2015

Submitted to
Deputy Secretary, Regional Head
University Grants Commission, South Western Regional Office
P.K. Block, Palace Road, Gandhi Nagar, Bangalore-560009

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DECLARATION

I hereby declare that the minor research project titled 'A study on marketing strategies on Nandini Milk with special reference to TUMUL in Tumkur District' is a record of original and independent work carried out by me under the guidance of marketing manager and assistant marketing manager of TUMUL.

I further declare that this project has not formed the basis for the award of any other degree/ diploma of any other university / institution.

Date:

Signature of the principal investigator

Place: Tumkur

C.T. Chandrappa

ACKNOWLEDGEMENT

I express my sincere and whole hearted humble thanks to the president of Sree Siddaganga Education Society, Dr.Sree Sree Shivakumara Swamiji for his blessings.

It is my privilege to thank our beloved Managing Director and Marketing Manager of TUMUL for providing me an opportunity to do this project successfully by giving utmost cooperation in each and every stage of my project.

I express my profound indebtedness and heartfelt sense of gratitude to my beloved mother Late Smt. Gowramma, my father Late Sri. C.Thimmappa and my wife Smt.Kamamma for their love, affection, inspiring encouragement and support throughout the course of the study.

I am grateful to all the respondents without their co-operation, this study would not have been possible.

Finally, I express my thanks to all the people who directly or indirectly helped me in completing the project.

C.T. Chandrappa

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TUMKUR CO-OPERATIVE MILK PRODUCERS' SOCIETIES UNION LTD.,



Date : 24 / 8 / 2016

" CERTIFICATE "

**This is to Certify that Mr. C.T. CHANDRAPPA, ASSISTANT
PROFESSOR, DEPARTMENT OF COMMERCE AND
MANAGEMENT, SREE SIDDAGANGA COLLEGE OF ARTS,
SCIENCE & COMMERCE FOR WOMEN, TUMKUR
has undergone**

**" A STUDY ON MARKETING STRATEGIES OF NANDINI MILK
WITH SPECIAL REFERENCE TO TUMUL, "**

during the period from

" 19TH AUGUST 2015 TO 18TH AUGUST 2016 "

**He has successfully completed the Minor Research
Project Work for one year duration in the stipulated time.**

This certificate is issued only for academic purpose.


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MANAGING DIRECTOR
TUMKUR MILK UNION LTD.,
Mallasandra, TUMKUR.

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1. EXECUTIVE SUMMARY

The minor project work on marketing strategies of Nandini milk has been carried out with special reference to Tumkur Milk union at Mallasandra, Tumkur.

The study is divided into two parts. In Part A, I have made an attempt to study the History of Milk industry, Growth of the industry, Major players of Milk industry, Market share and PEST analysis. In the Industry profile and company profile, history of TUMUL, its major players, vision, mission and objectives of the organization, Product profile of TUMUL, Mckinsey 7's framework and SWOT analysis of TUMUL are covered. KMF came into existence in 1984. Now KMF has its units in 13 districts of Karnataka. It is the major producer of the Milk and Milk products in the Karnataka. It is expected to emerge as a strong force in the global Milk dairy market in coming years.

The Tumkur Milk Union registered as "Tumkur Co-operative Milk Producers Societies Union Limited" under registrar of Co-operative societies act on 27th June 1977. The dairy co-operatives were established under the ANAND pattern in a three tier system. Formation of dairy co-operative societies at village level, milk unions at district level to take care of the procurement, processing and marketing of milk and federation at state level to co-ordinate milk movement and marketing at the state level.

Part-B includes review of literature, research design and methodology I have adopted while doing research. It involves title of the study, statement of the problem, objectives of the study, source of data, tools and technique, scope of the study, sample size, methodology and also limitations of the study.

I have made an attempt to study the marketing strategies adopted in TUMUL, pricing strategies, product quality strategies, effectiveness of promotional strategies, advertising strategies etc with the excellent guidelines given by marketing manager and assistant marketing manager of Tumkur Milk Union Limited. The research objectives were studied through a descriptive research design

by using both primary and secondary data. For primary data I have prepared questionnaire with 26 questions, among which 24 are close ended questions and 2 are open ended questions. I have made survey among the hundred respondents to know their opinion on effectiveness of marketing strategies adopted by Tumkur Milk Union Limited. In data analysis and interpretation I have clearly shown the table and chart along with clear interpretation. For secondary data I have used various websites, textbooks, news papers and magazines etc.

After data analysis and interpretation, I have clearly mentioned the findings of my study, recommendations, suggestions and my learning outcome of the study along with conclusion. And at the end, I have mentioned the source of data, bibliography and the questionnaire which I have used to conduct the survey among the respondents.

2. INDUSTRY PROFILE

PROFILE OF DAIRY INDUSTRY IN KARNATAKA

Brief history of the industry

India is the world leader in milk production with total volume of 115 million tons. Driven by steady population growth and rising income, milk consumption continues to rise in India. Dairy market is currently growing at an annual growth rate of around 7 per cent in volume terms. The market size of Indian dairy industry stands at around US\$ 45 billion.

Since India's population is predominantly vegetarian; milk serves as an important part of daily diet. Indians use milk in various preparations such as in brewing tea and coffee, in making yogurt or curd and in preparing many Indian dishes. For most households, milk is also a popular beverage due to its nutritional value.

In India, rural households consume almost 50 percent of total milk production. The remaining 50 percent is sold in the domestic market. Of the share of milk sold in the domestic market, almost 50 percent is consumed in fluid form, 35 percent is consumed as traditional products (cheese, yoghurt and milk based sweets), and 15 percent is consumed for the production of butter, ghee, milk powder and other processed dairy products (including baby foods, ice cream, whey powder, casein, and milk albumin).

Most dairy products are consumed in the fresh form and only a small quantity is processed for value addition. In recent years, however, the market for branded processed food products has expanded. Although only around 2 per cent food is processed in India, still the highest processing happens in the dairy sector, where 35 percent of the total produce is processed, of which only 13 percent is processed by the organized sector.

Key facts

- J 65 per cent of the milk is sold in “loose” form
- J Only 5 per cent of the milk is sold through retail chains
- J 70 per cent is delivered to the homes by ‘milk agents’
- J Carton milk or packaged milk has been growing at 24 per cent annually
- J Most branded FMCG companies are keen on launching flavored dairy products whose market size is pegged at US\$ 166 million.

GROWTH OF THE INDUSTRY

During the last three decades, our nation’s milk producers have transformed Indian dairying from stagnation to world leadership. During this period, science and technology (S & T) have played a critical role in supporting our farmers efforts. During the next decade, the role will be further enhanced as we face a number of new challenges.

The dairy cooperative movement has been central to the development of dairying in India. The inspiration for this movement was the success of the Khaira District Cooperative Milk Producers’ Union -- better known as Amul. Founded in 1946 in response to the exploitation of district’s dairy farmers, Amul grew rapidly from its initial base of two societies and two hundred liters of milk. That growth, however, posed a challenge that threatened its existence: flush season production of milk exceeded the demand. Yet the cooperative’s success depended on accepting the farmers’ milk year round.

Milk production is, of course, only half of the story. The other half is the sale of milk and milk products that provides the highest returns to our dairy farmers. Here too, S&T have played an important role in development of products, processes, packaging, handling, transport and storage. Among the major breakthroughs have been:

- J Automation of khoa production, moving this process from the backyard to the modern dairy.

- J Design of the process technology and equipment for manufacture of peda, gulab jamun, long-life panneer and other Indian milk products.
- J Development of continuous lines, including packaging of fermented milk products like long life lassi, shrikhand, dahi (yogurt) and misti doi.
- J Process technologies for production of Cheddar, Mozzarella and Emmental cheese as well as a variety of cheese spreads using both cow and buffalo milk.
- J Preservation of starter cultures for fermented milk products.
- J Process of manufacture of dry mixes for gulab jamun and frozen deserts.
- J User-friendly milk testing kits. As satisfying as the achievements have been, the real challenges lie ahead. Among the most important are:
 - o Ensuring steady growth in productivity while ensuring that dairying remains concentrated in our landless, marginal and small farmers communities.
 - o Using advanced breeding technologies to accelerate the development of our high potential Indian cattle and buffalo breeds.
 - o Developing quality control methods that are sensitive to the fact that our milk comes from large numbers of small producers.
 - o Ensuring increasing reduction in losses from endemic and epidemic diseases at costs our farmers can afford.
 - o Expanding the variety, improving the quality and maintaining the relative price of India's dairy products so that they can meet competition from around the world.
 - o Ensuring that the growth of the dairy industry contributes to enrichment of our environment while continuing to benefit low-income producers without compromising our nation's need for milk.

MAJOR PLAYERS AND THEIR MARKET SHARE:

Major players:

Milk products: Amul, Britannia, Vijaya, Verka and Vadilal

Cheese products: Amul, Britannia, Dabur (Le Bon) are the leading players. Other prominent players include Verka, Nandini, Vijaya and Vadilal

Dairy Whiteners: Nestle, Amul, Britannia, Dynamix Dairy, Sterling Agro, Haryana Milk Foods, Mohan Food, Modern Dairy, K Dairy.

Market share:



PEST ANALYSIS

POLITICAL FACTORS

-) Subject to food and drug administration guidelines.
-) Licenses and regulatory fees.
-) Setting of prices for different type of milk and products of milk.
-) Helps in consumer right protection for consumers who have problem.
-) Make easy the supply of milk products anywhere for the MRP only.

ECONOMICAL FACTORS

-) High population growth rates and prosperity has increased demand.
-) It will be affected by the income level of the consumers.
-) It will influence by the profits made by the company.
-) The sales done by the company will also affect the milk industry.

SOCIAL FACTORS

-) Societal Wellbeing is a core focus for the industry.
-) Caring for the society welfare.
-) Management concentrating on health and fitness.
-) Availability for all the consumers who ever in need.

TECHNICAL FACTORS

-) Machinery used to make the milk as toned one.
-) Information system used to transfer the data from one department to another department.
-) New media used to promote the products.
-) New techniques used to pack the products.

3. COMPANY PROFILE

- **Background details of the company:**

The Tumkur Milk Union registered as “Tumkur Co-operative Milk Producers Societies Union Limited” under registrar of Co-operative societies act on 27th June 1977. The dairy co-operatives were established under the ANAND pattern in a three tier system. Formation of Village Level Dairy Co-operatives societies at village level, Milk Unions at District Level to take care of the procurement, processing and marketing of milk and Federation at state level to co-ordinate milk movement and marketing at the State level.

At present 1115 MPCS are functional. New societies will be organized in the uncovered areas based on milk potentiality, surplus and taking the cost of milk transportation. There are about 206 milk collections centers are working in the milk shed. These collection centers will be converted into societies. To encourage women members, every year it is planned to organize 60 societies. As at the end of June-2016, the Union has 1179 registered DCS and 1160 commissioned DCS. Out of which, 1115 are functional. There are 265 exclusive women DCS functioning. The marketing area includes entire Tumkur district and a small part of Bangalore urban and rural districts. The Union sells varieties of milks i.e. Toned Milk, homogenized toned milk, Homogenized Cow Milk, Samruddhi Milk and Shubam Milk. The other range of the products being manufactured and marketed includes Butter Milk, Curd, Ghee, Mysore Pak and Peda. Besides this, the Union sells all the products produced by Nandini Milk products, a unit of K.M.F. The Union is increasing its market share steadily. The present aggregate growth rate works out to be around 6% for the past 5 years. At present, we are marketing 2.34 lakh litres per day.

As on June-2016 the total Members enrolled was 261230. Out of which 105950 are Small farmers, 65000 are Marginal farmers, 40000 are Landless labour and

others 50280. Out of Total Membership 76900 are women members, 25500 Schedule caste and 20720 are the Scheduled Tribe members.

During 1975-76, the average milk procurement was 1035 kgs per day. At the time of registration of the union, the milk procurement rose to 9486 kgs per day. From then onwards, the milk procurement increased by many folds due to effective implementation of various input activities. The present milk procurement is 5.90 lakh kgs per day. On 31st of March 2016, the Union procured 5.10 lakh kgs per day and it is recorded as highest milk procurement since inception. At present, the Union procures 5.90 lakh kgs of milk daily from 1115 DCSs comprises of 2.61 lakh members. The Union had registered a growth to the tune of 13.0 % for the last 5 years.

OTHER ACTIVITIES

- J) Various training programmes such as CMP Training, MCM training, President training, AI Single and Cluster, AMCU, First Aid, Secretary, Tester training and P.D training are being arranged from time to time to enhance work efficiency. The officers of the union are also being trained in different disciplines.
- J) Government scheme like Yashaswini Health Insurance scheme which covers all medical operation costs, Amrutha Yojana to provide mulch animals with subsidy to general, SC/ST widows and destitute.
- J) Rs.2/- Incentive schemes for every litre of milk declared by Govt of Karnataka is effectively implemented through Tumkur Milk Union.
- J) STEP (Support to Women Training and Education Program) is designed by KMF through Govt funds provides Golden opportunity to village women, implemented by TUMKUR MILK UNION.

The Union has 20 acres of farm land I which varieties of fodder seeds and root slips will be produced to cater to the needs of the producers. These fodder seeds will be distributed to producers at 50% subsidy. To enhance the productivity of

animals, balanced cattle feed and mineral mixtures are being supplied through the DCS against indent.

- **History of the company, year of incorporation, registered office etc:**

In June 1974, an integrated project was launched in Karnataka to restructure and reorganize the dairy industry on the co-operative principle and to lay foundation for a new direction in dairy development. Work on the first ever, World Bank aided dairy development project was initiated in 1975.

Initially the project covered 8 southern districts of Karnataka and Karnataka Dairy Development Corporation was set up to implement the project. The multilevel, multiunit organization with total vertical integration of all dairy developmental activities was set up with dairy cooperatives societies at grass root level, milk unions at the middle level and a dairy developmental corporation at the state level as an apex body, vested with the responsibility of implementing Rs.51 crores project.

At the end of September 1984 the World Bank aided project ended and the dairy development activities were extended to cover the entire state except coastal Taluks of Uttar Kannada district and the process of dairy development was continued in the second phase from April 1984. KMF came into existence in May 1984 as a success to KDDC. After the closure of operation flood - II, the dairy development activities which continued under operation flood - III ended on 31.03.96. The post operation flood works are financed by NDDB from 1.04.96 under different terms and conditions.

- **Registered Office:**

TUMUL is a cooperative institution, which is registered under Cooperative Societies Act ref RSC/3656/7677 dated 30th March 1977 at Tumkur.

Tumkur Co-Operative Milk Producers Societies Union Ltd

Mallasandra, National Highway-206, B.H. Road Tumkur-572101

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- **Ownership pattern**

The Tumkur co-operative Milk Producer's Society Union Ltd., Mallasandra has cooperative ownership pattern. A co-operative organization is an effort of economically weak to protect themselves from their exploitative and to promote their common economic interest on the principles of equality and mutual help. It is a voluntary association of persons working on the noble principle of self-help, equality, democracy and freedom. It aims to end the exploitation by stronger sections and directs group effort to solve the problem.

- **Vision/Mission/Objective**

Vision

-) To march forward with a missionary zeal which will make KMF a trailblazer of exemplary performance and achievements beckoning other Milk federations in the country in pursuit of total emulation of its good deeds.
-) To ensure prosperity of the rural milk producers who are ultimate owners of the Federation.
-) To promote producer oriented viable cooperative society to impart an impetus to the rural income, dairy productivity and rural employment.
-) To a bridge the gap between price of milk procurement and sale price.

Mission:

-) Heralding economic, social and cultural prosperity in the lives of our milk producer members by promoting vibrant self- sustaining and holistic cooperative dairy development in Karnataka state.

Objectives

- Providing assured and remunerative market for all the milk produced by the farmer members.
- Providing hygienic milk to urban consumers.

- To build village level institutions in co-operative sector to manage the dairy activities.
 - To ensure provision of milk production inputs processing facilities.
 - To facilitate rural development by providing opportunities for self-employment at village level, preventing introducing cash economy and opportunity for steady income.
- **Quality policy. Quality objective and Practice . ISO certification details**

Quality policy

Tumkur Milk union is committed to supply safe Milk and Milk products to the Satisfaction of customers by:

-) Complying with statutory and regulatory requirements.
-) Constant communication with all parties involved in the food chain. s Adopting GHP, GMP and HACCP.
-) Adopting scientific processing methods.
-) Providing appropriate training to employees.

Quality control activities:

Tumkur Milk Union assures supply of pure and fresh milk to the consumers. This is achieved by having stringent quality control mechanism in place. Quality control activities are structured as below:

ISO Certification

Tumkur Milk Union have obtained ISO 22000-2005 HACCP and GMP certificates.

- **Infrastructure facilities:**

TUMUL have following infrastructural facilities

- Bulk milk chilling center.
- Quarters facilities.

- Rest room facilities.
- Fully computerized milk billing.
- Canteen facility for employees 75% of the expensive is paid by the management and remaining 25% is paid by the employees.

• **Achievements, awards etc:**

Sl. No.	Year	Milestones
1	1975	Spearhead team commenced its work
2	1976	First milk route organization
3	1976	Union registration
4	1977	Formation of Managing Committee
5	1977	Sanction of 21 Acre Kothanahally Fodder farm
6	1977	Sanction of 70 Acre land for Dairy construction
7	1979	Establishment of Diagnostic laboratory
8	1981	Commissioning of Tumkur Dairy
9	1984	Commissioning of Yediyur Chilling centre
10	1986	Establishment of union administrative office
11	1986	Commissioning of Sira Chilling centre
12	1987	Handing over of dairy administration to Union
13	1990	Commissioning of Kibbanahalli Chilling centre
14	1997	Commissioning of STEP-women societies
15	1999	Commissioning of Madhugiri Chilling centre
16	2001	Crossed 1 Lakh Kgs Milk Procurement on October 2001
17	2004	Bulk milk coolers and Electronic weighing machines
18	2005	Dairy processing capacity increased from 60000 ltrs to 1 lakh ltrs
19	2005	Crossed 2 Lakh Kgs Milk Procurement on October 2005
20	2006	Certification of ISO and HACCP
21	2006	Crossed 1 Lakh Litres Milk sales on June 2006.
22	2006	Grade 'A' certification from department of audit for the year 2006-07

23	2007	Online RMRD computerization of milk procurement truck sheet
24	2009	Implementation of Rs 21- incentive by GOK to milk producers
25	2009	Crossed 3 Lakh Kgs Milk Procurement on June 2009.
26	2009	Crossed 1.5 Lakh Litres Milk sales on Febraury 2009.
27	2010	Installation of CCTV
28	2010	1. Quality Incentive of 10 paise per Kg of milk to Society staff. 2. 10 paise Incentive to society staff for implementing GOK schemes.
29	2010	Implementation of TUMUL website
30	2011	Crossed 4 Lakh Kgs of Milk Procurement on June 2011.
31	2012	Crossed 2 Lakh Litres Milk sales on April 2012.
32	2012	Introduction of Mysore Pak Production / Sales
33	2012	Certification of ISO 22000:2005
34	2013	Inauguration of new Packing station and Dairy processing capacity increased from 1 lakh ltrs to 3.25 lakhs
35	2013	Implementation of Rs 4/- incentive by GOK to milk producers from 14 th June-2013
36	2014	Total Functional MPCS crossed 1000 on February-2014
37	2014	Crossed 5 lakh kgs of Milk procurement on 28th May – 2014
38	2014	Flexi pack unit Foundation Stone laying ceremony on 7 th December – 2014
39	2015	Rationalised price chart implemented w.e.f. 01-02-2015
40	2015	Crossed 6 lakh kgs of Milk procurement on 7 th May-2015
41	2015	Crossed 7 lakh kgs of Milk procurement on 18 th June-2015
42	2015	Crossed 2.5 lakh Liters of Milk Sales on 27 th September-2015
43	2016	Flexi pack unit will be started shortly

4. PRODUCT PROFILE

Product profile / features of different products:

TONED MILK:

Nandini Toned Milk is the Karnataka's most favourite milk. Fresh and pure milk containing 3.1% fat and 8.5% SNF. Available in 250ml, 520 ml and 1 liter packs.



Respective MRP are Rs.9, Rs.17 and Rs.33

HOMOGENISED TONED MILK

Nandini homogenized toned milk is pure milk containing 3.1% fat and 8.5% SNF. This is homogenized and pasteurized. It gives you more cups of tea or coffee and is easily digestible. Available in 520 ml and 1 liter packs since January 5th 2016.



Respective MRP are Rs.17 and Rs.34.

HOMOGENIZED COW MILK

Nandini homogenized cow milk containing 3.6% Fat and 8.5% SNF. Available in 250 ml and 515ml packs from 5th January 2016.



Respective MRP are Rs.10 and Rs.19

SHUBAM MILK

Nandini shubam milk containing 4.5% fat and 8.5% SNF released to the market from May 2011. Available in 515 ml and 1 liter packs.

Respective MRP are Rs.20 and Rs.39



SPECIAL MILK

Available in 250 ml, 500 ml and 1000 ml.

Respective MRP are: Rs.10, Rs.20 and Rs.39/-.



CURD

Nandini curd made from pure milk. It's thick and delicious giving you all the goodness of homemade curds. Available in 200 ml, 250 ml, 500 ml and 1000 ml.

Respective MRP are Rs.9, Rs.11, Rs.20 and Rs.39.



BUTTER MILK

Nandini spiced buttermilk is a refreshing health drink. It is made from quality curds and is blended with fresh green chilly, green coriander leaves and fresh ginger. Nandini spiced Buttermilk promotes health and easy digestion.

It is available in 200 ml packs since June 2002 and is priced at most competitive rates, so that it is affordable to all sections of people.

Respective MRP is Rs.6



MANGO LASSI

Nandini Mango Lassi made from fresh curd and added natural mango pulp. It is very delicious and tasty drink. Available in 180ml at a price of **Rs. 10.**



GHEE

A taste of purity, Nandini ghee made from pure butter. It is fresh and pure with a delicious flavor. Hygienically manufactured and packed in a special pack to retain the goodness of pure ghee. Available in 200 ml, 500 ml, 1000ml packs, 5 litre jar and 15 kg tin.



Respective MRP are Rs.79, Rs.194, Rs.385, Rs.1925 and Rs.6075

PEDA

Nandini Peda made from pure Milk Available in 100 gms and 250 gms packs.

Respective MRP are Rs.36 and Rs.80



MYSORE PAK

Nandini Mysore Pak is a rich, delicious, hygienically prepared and is a wonderful option to your dears to make them Happier on Birthdays, Festivals and on all event. Available in 25 gms, 100 gms, 250 gms and 500gms packs.



Respective MRP are Rs. 10, Rs. 38, Rs.90 and Rs.175/-

COCONUT BURFI

Nandini Coconut Burfi is made from desiccated coconut, milk solids and sugar and has a distinct taste. It has lots of flavor from grounded coconut and is subtly scented with grounded cardamom. It is favorite traditional sweet of all people and suitable at all occasion. Available in 250g Packs.



MRP is Rs.

CASHEW BURFI

Burfi with the pleasing richness of real cashew and pure ghee. Nandini cashew burfi has exquisite taste which leaves lingering taste flavor in the mouth. The most preferred choice of sweet for all occasion. Available in 100g and 250g packs



Respective MRP are Rs.65 and Rs.150.

CHOCOLATE BURFI

Nandini Chocolate Burfi is made from Milk solids, Cocoa powder, sugar. Its tastes sweet chocolaty and rich. Available in 250g packs.

Respective MRP are Rs.



• MAJOR COMPETITORS

Major competitors for Nandini milk are loose milk vendors and other private brands like:

A. Arokya

When the market was ruled by unhygienic milk, Hatsun came up with Arokya- the standardized, homogenized and bacteria clarified milk. Arokya milk is still unsurpassed in purity, thickness and quality and has made it one of the most preferred milk brand consumed by several hundred thousand households every day and then came Hatsun Komatha.

B. Gokul

Kolhapur Zilla Sahakari Duddutpadak Sanga Ltd, well known with its popular brand 'GOKUL' is an operation flood, well known with its popular brand 'GOKUL' is an operation flood cooperative dairy project established on 16th March 1963. Since then achieved many landmarks in milk procurement, extension, animal health, breeding, milk processing, milk making and marketing. At present Gokul has modern seven Lakh litres/day capacity dairy plant with four owned and one hired chilling centres having 4.25 lakh litres/day milk handling capacity with modern packing unit in the world.

C. Jersey

Cream line Dairy Products Ltd (CDPL) is costumer centric private dairy employing modern machinery and applying advanced technologies. It constantly endeavors to give its customers the best products by way of continues research and innovation. Its milk and dairy products are sold under the popular brand name JERSEY. It has a combined milk processing capacity of 6.85 lakh litre/day.

D. Dodla

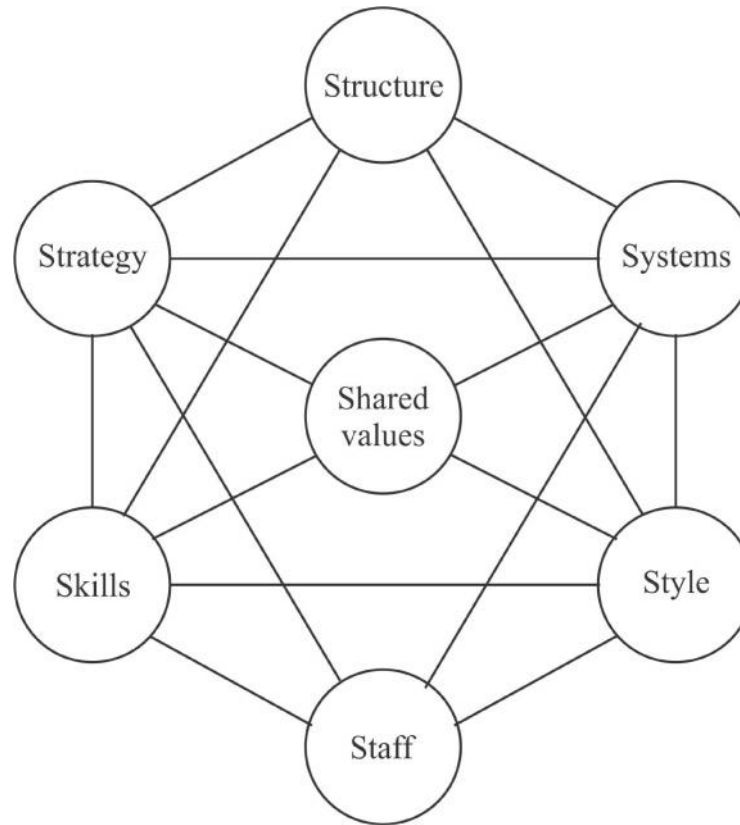
It is one of the main competitors of Nandini milk and milk product in the market. It also produces the tones and double tones milk in 100 ml, 500 ml and also 1 litre.

E. Local Milk vendors

In the rural and under developing areas of Tumkur and surrounding of tumkur, Nandini's main competitors are local milk vendors, who sell milk directly to the consumers from their own cows and buffalos.

5. MC KINSEY'S 7S MODEL

The 7-S model is better known as Mc Kinsey's 7-S. This is because the person who developed this model. Tom peter and Robert waterman have been consultant at Mc Kinsey's and company.



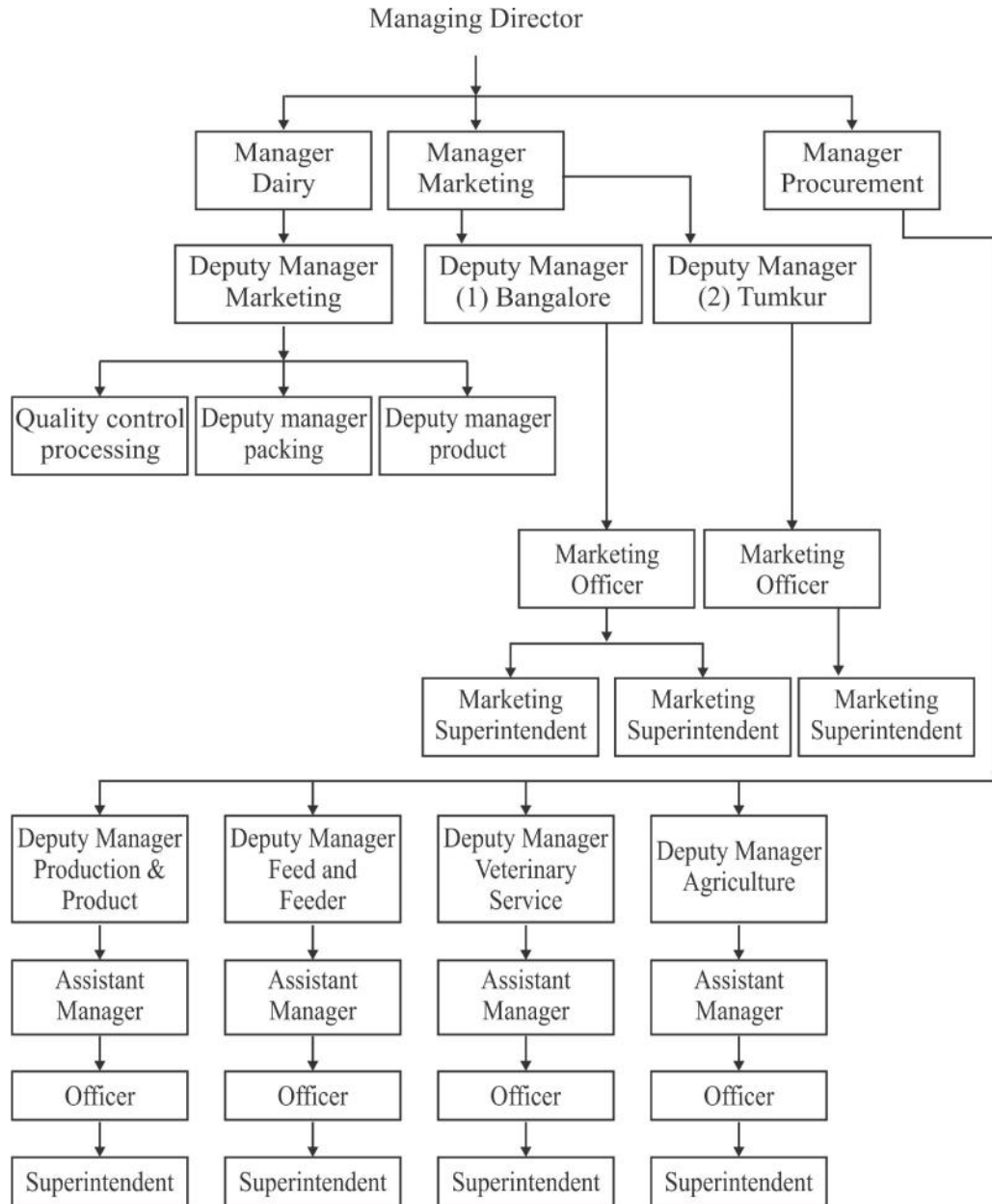
The seven elements namely:

1. Structure.
2. Staff
3. Skills
4. System.
5. Style
6. Strategy.
7. Shared values

1. Structure







Basis for specialization coordination influenced primarily by strategy and by organization size and diversity.

a) Overall organization structure: TUMUL



Board of directors:

No.	Photo	Name	Designation	Contact No.
1		Sri. Kondavadi Chandrashekar	President S/o Kempanna, Kondavadi post, Puravara Hobli, Madhugiri (Tq), Tumkur(D).	7760108855
2		Sri. Chandrashekar	Director S/o G.K.Gangegowda, Gopalapura post, Gubbi(Tq),Tumkur(D)	7760965200
3		Sri. H.B. Shivananjappa	Director S/o Basavegowda Halugona,J.C.pura post, Chikkanayakanalli(Tq), Tumkur(D).	7760965286
4		Sri. D. Krishnakumar	Director S/o B.Dasegowda,Kannaguni, Nademavinapura post,Kunigal(Tq), Tumkur(D).	7760965285
5		Sri. H.K. Renuka prasad	Director S/o Kempaboregowda Halnur post, Kasaba hobli, Tumkur(Tq), Tumkur(D).	7760965288

6		Sri. K.R.Suresh	Director S/o K.S.Ramachandra Rao, Kotagudda post, Pavagada(Tq), Tumkur(D).	7760122292
7		Sri. M.K.Prakash	Director S/o M.G.Kumarswamy, Madihalli, K.R. Extension post, B.H. Road , Tiptur(Tq), Tumkur(D).	7760133855
8		Sri. M.P.Vijayashankar	Director S/o M.P.Puttanna, Mallekavu post, C.N.Durga Hobli, Koratagere(Tq), Tumkur(D).	7760122262
9		Sri. C.V. Mahalingaiah	Director S/o C.V.Venkata Gowda, Chendoorupura post, Kasaba Hobli, Turuvekere(Tq), Tumkur(D).	7760980756
10		Sri. S.R. Gowda	Director S/o K.H. Shrirangaiah, Mayasandra, Talagunda post, Sira(Tq), Tumkur(D).	7760133363
11		Sri. G. Chandrashekar Gowda	Director, Govt. Nominee S/o Gowda Dasappa, R. Gollarahatti, Reddihalli Post, Midigeshi hobli, Madhugiri(Tq), Tumkur(D).	7760982300

12		Sri. D. Panduranga Garag	Director, Co-operative services Chamarajapete, Pampamahakavi Road, Bangalore-18	9740966644
13		Sri Dr. N. Rajashekar	Director, Deputy Director, Animal husbandry dept (AH & VS) Department of Animal husbandry , Tumkur	9448718520
14		Smt. Shakuntala	Director, Karnataka Milk Federation representative Additional Director (Systems & Steps) KMF Complex, D.R. College Post, Dr.M.H. Marigowda Road, Bangalore-560 029. Karnataka.	9591994317
15		Smt. Nidhi Negi	Director, National Dairy Development Board representative Deputy Manager (C.S.) 80 Feet Road, 8th Block Koramangala, BANGALORE	9035098891
16		Dr. A. R. Chandrashekar	Managing Director Mallasandra	7760536536

B) Type of structure:

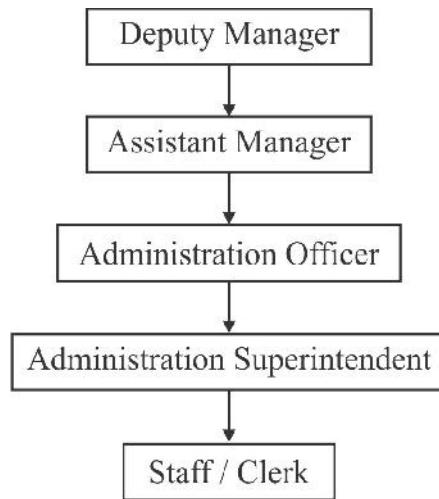
TUMUL follow matrix types of organization structure, where it involves both functional and divisional organization structures.

Various departments and their functions:

Different departments of TUMUL are as follows:

-) Administration
-) Finance
-) Marketing
-) Production
-) M.I.S. (management information system)
-) Purchase

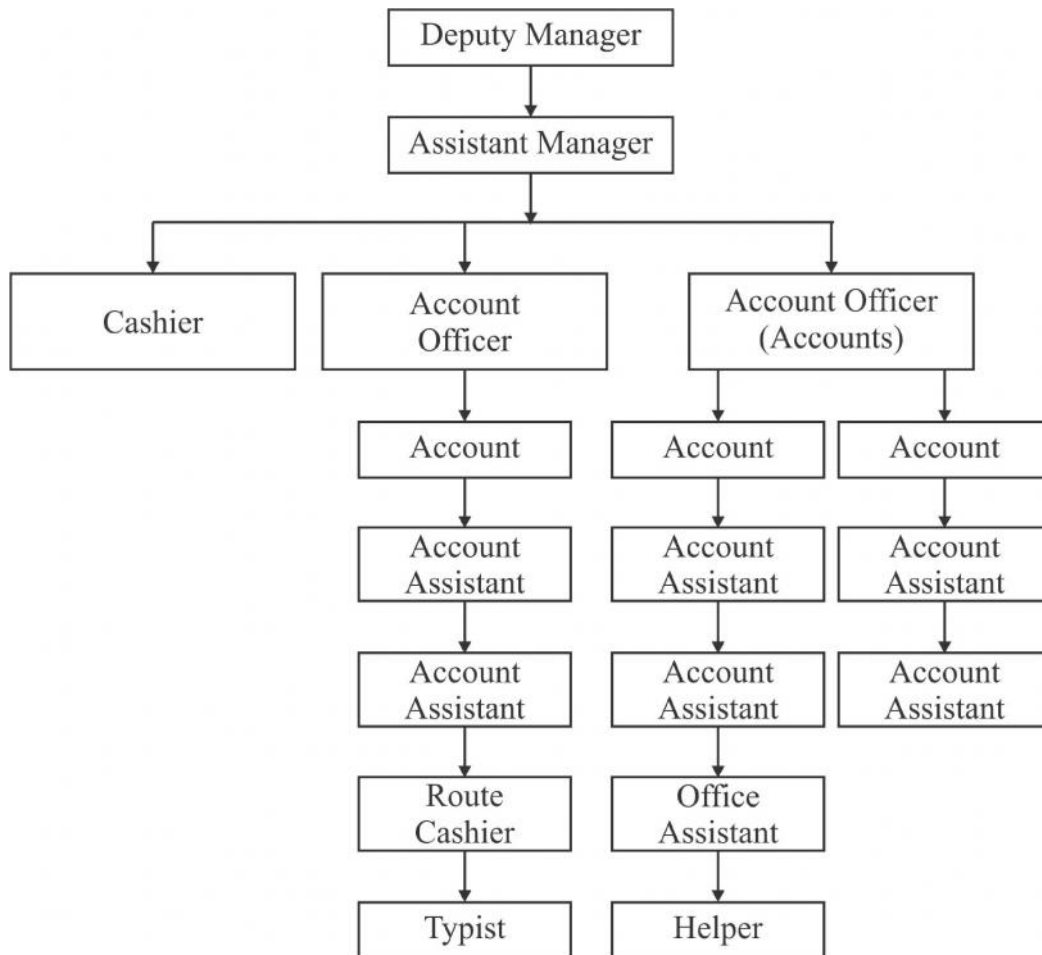
1. Administration Department:



Functions:

-) Strategic planning
-) Decision making
-) Vision and mission is framed by this department
-) Capital investment planning

2. Finance Department:



Roles and responsibilities of finance department:

-) To maintain and update the book of account time to time.
-) To prepare profit and loss account, Balance sheet in the stipulated period.
-) To maintain the necessary documents.

The finance department in mother dairy works as a blood for the whole plant. It works under the control of deputy manager (finance) and rest are clerks and assistants including cashier

The main function of this department is to take care of all bill passed and bought to prepare income and profit and loss statements and also the annual financial statements. The finance departments get funds externally from NDDB (National dairy development board). They provide funds only for expansion

purpose and purchase of fixed capital like machinery, plant and buildings etc on long term loan basis.

The working capital is provided by the internal working (depends upon procurement of milk ie from producers). No financial assistance is provided except for long term loan for expansion purpose. The government assistance offered to the farmers in the form of lending loans to purchase cows. Non financial assistance is in the form of veterinary hospitals etc.

They prepare budget preparing yearly IBP (integrated business plan). The budget amount depend upon procurement and sale of milk. Each section will purpose their requirements. Finally the IBP will approve by the board. Internal auditing is done by a chartered accountant who makes pre-audit and the final audit is compiled by auditors from cooperative audit department, Government of Karnataka.

Day to day activities conducted by the finance department:

Every day cash book is maintained to record the cash receipts and cash payment. The cheques received are also entered in the receipt books and later on this information are fed into computers. Tally software is used in accounts, every payment to societies is made on weekly basis and the societies will pay to the producer keeping a small margin for running the societies. The vouchers are also raised against pouch film. Unusually, it is on credit basis.

The staff salary is made on monthly basis according to their attendance. The only payment that has to be paid in advance is when diesel is brought from Indian Oil Corporation. Important rest system is also maintained to get reimbursed once in 10 days by the respective departments.

Apart from daily activity, the training activity, laboratory activity etc are passed through here that is on expense relating to these sections are passed for payment in this department. The book initially maintained are cash book, cash book to monthly ledger (classified according to head wise), monthly ledger to annual ledger, annual ledger to receipt and payment accounts, receipt and payment accounts to trading

account, finally balance sheet is prepared monthly. Profit and loss account is prepared and board of union obtains approval.

3. Marketing Department:



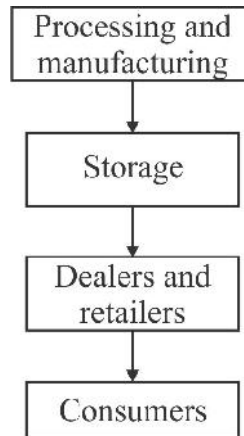
Functions:

- To create awareness among the consumer, door to door campaign will be made.
- Orientation training programs will be arranged for the marketing staff and board of directors to update marketing information and strategy.
- To increase the sale and to promote brand image.
- A suitable video program will be arranged with the support by NDDDB/KMF to create awareness about the products.

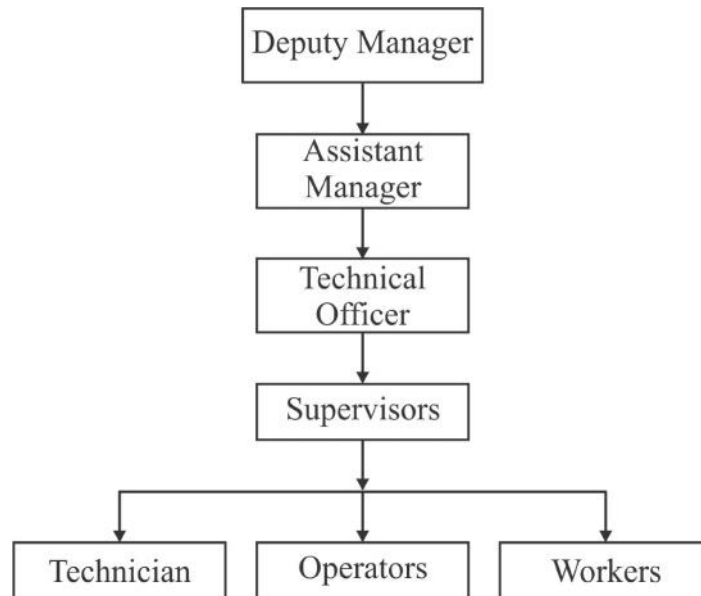
Channel of distribution:

The distribution channel of milk was found to be very systematic and has made distinct role in the successful marketing of milk.

The network follows:



4. Production Department:



Milk procurement:

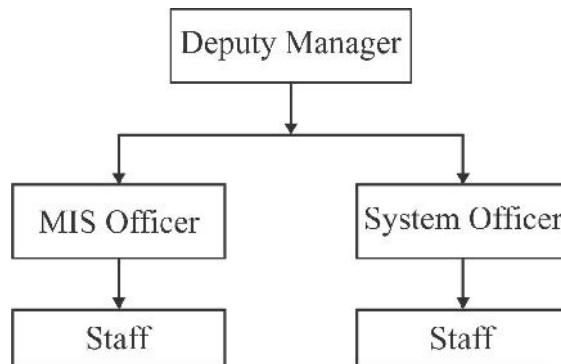
During 2015-16, the union has procured an average milk procurement of 5,90,080 kgs per day. The union procured a peak procurement of 6,82,784 kgs per day during June 2016.

Daily milk procurement:

In TUMUL the daily milk procurement is 6,75,00 liters approximately. In this milk procurement 32,000 liters of milk is taken for the production of curds, 1500

liters of milk is taken for production of Peda, 2,34,876 liters of milk is supplied to the customers. The remaining 3,25,000 liters of milk is supplied to other states like Maharashtra, Andra Pradesh, Tamil Nadu for making milk powder and butter.

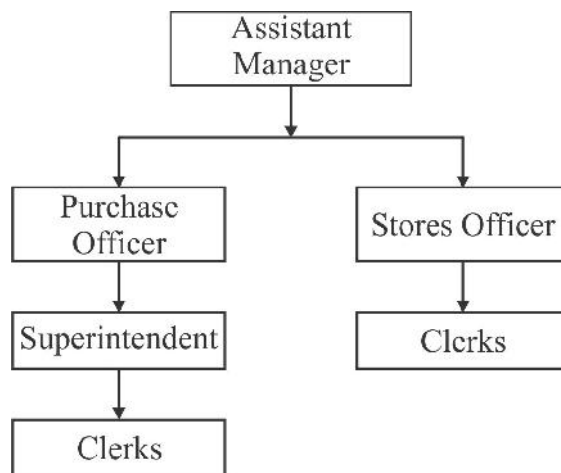
5. Management information system department:



Functions of M.I.S:

-) Collection of information from different departments.
-) Monthly report is analyzed by MIS.
-) Preparation of Annual budget.
-) Company projection report.
-) Complaining and obliging with other department.

6. Purchase Department:



Functions:

- Maintain material stocks.
- Placing the order as per the requirement.
- Negotiating is done with the supplies.
- Flow up with the production department and facilities.
- To see to it that there is no shortage of raw materials.

2. Staff

The number of staff working in TUMUL is 362 in addition to that 200 workers are taken on contract basis.

Human resources management processes used to develop managers ways of basic valves of management, cadre, ways of introducing young recruits to the company.

) Staff is nothing, but keeping the position fixed in the structure. Staff, the people in the organization is treated in two ways. Pay scales, appraisal systems, man power planning system etc. at the soft and it refers to morale, attitude of the people towards there work and company. The top managers does not pay more importance for the development of the staff, but is observed that the companies which concentrate more on the development of managers for more performing efficiency.

A) Total number of employees : 362

B) Total number of employees in each cadre:

) Administration department : 107

) Finance department : 30

) Marketing department : 60

) Production department : 120

) M.I.S : 15

) Purchase department : 30

Recruitment:

In TUMUL, recruitment takes place as per requirement of the each cadre, recruitment process have certain steps. They are as follows:

Details of recruitment process:

-) Notification regarding vacancies, nature of job, required qualification and skills in web site.
-) Written examination.
-) Group discussion.
-) Personnel interview
-) Selection.

Classification of staff in TUMUL are as follows:

-) Technical officers- studies dairy technology
-) Supervisory officers- look after the job done the workers
-) Clerical officers- carry out the paper work

The distinctive competencies, ways of expanding or shifting competencies.

Training programmes:

TUMUL has adopted on the job training to improve the necessary skills of the employees. They send the employees to there own institutions such as ANAND and KMF for training.

ON the Job training:

Under this method the individual is placed on the regular job and learns under the supervision of guidance of the instructor. Tumkur milk cooperative society provides on the job training according to the needs for training they will invite experts from various training institutions this type of training will be conducted once in three months, six months and a year.

This method of training of on the job training which is adopted by TUMUL milk union is as follows:

Coaching:

The trainers are placed under a particular supervision who functions as a coach in training the individual. Tumkur Milk Union provides coaching in order to fulfill the organizational requirements. To give coaching they invite experts from various institutions like national dairy development board (NDDB), some times top managers of the organization.

Job instructions:

The union conducts this type of training at the time of selected new employees. Under these methods the experts or the supervisors explain the trainees the way of doing the job and allow them to do so.

Off the job training:

Under this method of training, trainee is separated from the job situation. Here the employee can place his entire concentration to learn rather than spending time in performing job.

Seminars:

Under this method the individuals are given training on selected topics. Supervisory personal are given seminars in different institutions like NDDB, ANAND, NDDB E-board and confederation of India etc.

Role Play:

Under this method participants play the role of certain characters like general managers, deputy mangers, marketing managers, technician, worker etc. The union provides this training to the managers/employees in order to develop the interpersonal relationship between the employees. This type of training is given by Ramakrishna Institute of Morale (RIM) and spiritual education.

Facilities provided to the staff:

-) Loan facility to the employees.
-) Life time medical allowance of one lakh rupees for major diseases like cancer, heart problem and kidney problems only.

-) Canteen facilities for employees.
-) Transport facilities for employees.
-) Quarters facilities.
-) Rest room.

3. Skills:

In TUMUL the experienced exposure with the higher echelon and managers for over a period of three decades as a business inherited in the family each workers, in continually guided to attend efficiency to achieve the required quality in production. They are aware of the sources where the skills can be natured and who the master of particular trade.

A) Different types of skills that the organization looks for:

-) The manager should have the managerial skill and they should have the ability to take right decisions. They should manage the personal and make them carry out their responsibility.
-) CORPORATE LEVEL: The first category consists of the people who are highly efficient in decision making process. These people are highly qualified.
-) MANAGERIAL LEVEL: The second category is related to office work and field work. These people are trained in computer application, secretarial skill, accounting knowledge etc.
-) OPERATIONAL LEVEL: The third category consists of workers who are actually into the operation. These people are trained into fields like checking the quality of milk, processing, packing etc.

Levels	Skills expected	Risk	Involvement
Corporate level	High qualification, patience, experience, knowledge in- depth and Decision making ability.	High	High

Managerial level	Expertise in computer application, secretarial skills and Accounting knowledge.	Medium	High
Operational level	Trained in checking quality of milk, processing and packing etc.,	Low	Medium

c) Activities undertaken by the organization for skill development/enhancement:

Some of the training activities such as:

-) Coaching.
-) Job instruction.
-) Seminars.
-) Role play.

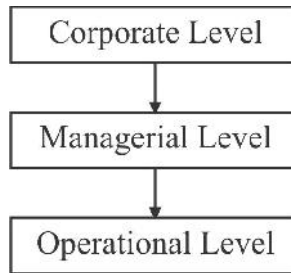
4. Systems:

Formal and informal procedures that support the strategy and structure. A system is defined as a process or a set of processes that links and orders activities to enable work to be done and goals to be achieved. System in simple words is a formal and the informal procedures including compensation systems, management information systems, performance management systems and capital allocation system that gives every day activity.

A. Systems maintained by TUMUL:

-) Inventory control system: TUUMUL maintains the FIFO (first in first out) method to control the inventory in the plant. Here the inventory should be maintained correctly as it contains only perishable products.
-) Milk billing system: TUMUL maintains weekly milk billing system. It has monthly four cycles they are from 1-7, 8-15,16-23, 24 to the end of month.
-) Accounting system: Currently they are using tally 7.2 as a accounting software with VAT.

B) Flow chart of communication/ decision making:



C) Detailed description of any one system:

Milk purification system:

Phase-1:

Milk quality testing received from cooperative societies:

-) Observation of presence of any extraneous matter, off flavor in every can of milk.
-) In case of sour smell the sample of milk from can is drawn for testing sourage of milk. If found clotting on boiling (COB), the milk of such can will be rejected.
-) Thus only free quality pooled milk will go for weighment and individual society sample is drawn for testing quality of milk.
-) Every sample is assessed by seeing CLR (corrected lactometer reading) at 27°C using ISI lactometer. The fat is estimated using electronic milk-o-tester. Both the results will be considered for estimating SNF by using the formula $SNF = CLR + \frac{\text{fat}}{4} + 0.35$.
-) Route wise truck sheet will be generated and handed over to the respective lorries.
-) The society samples will be preserved under refrigerated temperatures for one day, to enable retest if any.

PHASE- 2

-) The milk thus reviewed is chilled/pasteurized and stored in tanks.
-) The milk will be standardized to arrive at desired fat and SNF level to fulfill the parameters as per prevention of food adulteration act 1955 under which the supplies are governed by the law.
-) The standardization process is assessed on the stipulated parameters.
-) Draw samples of sachets to ensure compliance to standards during packing and distribution at scheduled frequencies.

Tumkur milk union is authorized to grade the ghee manufactured by it for AGMARK grading and laboratories approved by AGMARK authorities by GOI rules.

5. Style

The TUMUL is using participative style of decision making in the management level. The style of organization consists of two components:

1. Organisation culture: The dominant values are beliefs and norms, which develop features of organization life.

2. Management Style: Fundamental responsibility of managers:

Style experiences the nature of TUMUL group. Style of leadership or relationship is the manner in which an individual is given importance to his or her talents, values, knowledge, judgment, attitude to lead and relate to others.

-) The organization believes in placing the employees in the right jobs.
-) The organization in giving the employees the authority and confidence in decision making.
-) The organization believes in seeing to it that the employees are able to grow to meet both their own needs and the needs of TUMUL.

TUMUL has three tier structures depict the flow of authority in the organization.

Three tier structure:

1. Corporate level management- board of directors (policy decisions).
2. Managerial level management- Managing director (implementation policies).
3. Operational level management- Employees (execution of policy).

6. Strategy

Action of company plans in response to or anticipation of changes in its external environment.

A strategy is the determination of the basis long term rules and objectives of an enterprises and adoption of the course of action allocation of resources necessary for carrying out these goods.

) **Pricing strategy:** The activity of fixing the price of a product is done by the KMF. It fixes a common price for the product throughout the state. TUMUL will follow that price only to sell the products produced.

) **Marketing strategy:** (advertisement, sales promotion etc):

Promotional strategy:

The TUMUL follows the Mix of both informative and commercial promotional activities, they are:

- Wall paintings, advertisement through cable network, awareness programmes and door to door campaign.
- TUMUL provides more incentives to the retailers only in case.
- TUMUL also covers the extension areas.

TUMUL gives advertisement for its milk and milk products from various modes of advertising techniques. Some of the important modes of advertising like TV, posters, banners, pamphlets and wall painting pictures. Other than that they give bags, caps, T-shirts and other household equipments given by milk union to its distributors of milk and milk products.

Sales promotional activities:

1. Door to door campaigning:

This is done through the sales force team by questioning the consumers, reasoning them, issuing brochures etc this is carried out periodically.

2. Organising meetings:

Organizing meetings in important public places and inviting important persons like doctor, professionals, government officers etc.

3. Visit of school children to the dairy and promoting the products through them by using the samples.
4. Inviting the consumer forum and creating awareness to them.
5. Participating in trade shows, exhibition.
6. Through advertising major modes like TV, newspaper etc.
7. Window display, hoardings, pamphlets, wall paintings etc.

HR practices of TUMUL:

1. **House Rent Allowances:** It is the allowances provided to all the employees at the rate of 7.5% of the salary.
2. **Conveyance Allowance:** Organization provides conveyance facilities to its employees from the place of residence to the place of work. TUMUL provides this allowance because it is situated 12 km away from Tumkur. Conveyance allowance of rupees 125/month for person owning scooter/motorcycle, cycle 65 for moped where as rupees 35 for others will be given.
3. **Provident and pension funds:** This contribution is equal to that of employees 12% of salary and it is divided between provident and pension as 8.33% and 3.67 respectively. The total accumulated is balanced in the individual PF account and is paid to employees at the time of his retirement or on his living of organization.

4. **Leave facilities:** All permanent employees as on the date of settlement will be given leave facilities as given below:
 - ❖ Earned leave
 - ❖ Casual leave
 - ❖ Committed/half day leave
 - ❖ Special leave
 - ❖ Maternity leave
 - ❖ Restricted leave
5. **Salary advance:** The workman will be provided to avail this facility seven times in a year. The entire allowance amount will be deducted from the salary of the month in which advance is paid.
6. **Medical reimbursement:** The workman covered under the ESI will be eligible for medical reimbursement of rupees 10000 for inpatient and 2400 for outpatient.
7. **Promotion:** Promotion for the employees is given mainly on the seniority basis and on performance. For the promotion individual employee should have minimum work experience of five years.

7. Shared values:

A) Values the organization upholds the most:

Guiding concepts and fundamental ideas around which a business is built must be simple, have great meaning inside the organization even through outsiders may not see or understand them.

Shared values are identified by which a company is known throughout its business areas these values must be explicitly stated as both corporate objectives and individual values. Some of the shared values of TUMUL are:

1. Honesty
2. Discipline
3. Quality

4. Impartiality
5. Cost effectiveness.

B) Organization's efforts in ensuring adherence to the values:

Honesty:

1. Prompt and regular payments to farmers by milk societies.
2. Accuracy in quantity of milk.

Discipline:

1. Workers are provided with uniform, they are suppose to wear it regularly.
2. On time delivery of Milk to distributors.

Quality:

1. Usage of equipments like Lactometer to measure the quality of milk.
2. Sterilization of milk cans before filling it.

Impartiality:

1. Treatment of operational level employees and managerial level employees impartially.
2. Uniforms are provided to ensure impartiality.

Cost effectiveness:

1. Payment of common fixed price to farmers for milk, irrespective of geographical location.
2. Fixing common selling price of milk and milk products throughout the state.

6. SWOT ANALYSIS

Strengths

-) 'NANDINI' is a trusted household brand name.
-) Maintaining standard quality milk and milk products.
-) ISO certified dairy.
-) Large network of organization suppliers of the procurement of milk.

Weakness

-) Delay in decision making.
-) Need more counseling interaction between employees.
-) Inter-union competition.

Opportunities

-) To market the products at national level.
-) Innovation for the introduction of new products.
-) The company can go for technological advancements.
-) Expansion of products line in current market.

Threats

-) Private dairy competition, procurement and sales.
-) Competition from local milk vendors.
-) Presence of duplicate milk and milk products in the market.
-) A group of unorganized local vendors can dominate the market.

PART B

1. REVIEW OF LITERATURE

1. An Assessment of the Effectiveness of Marketing Strategies Adopted By Sugar manufacturing companies in Kenya

Authors: Jemaiyo, Beatrice.

Source: Journal of Emerging Trends in Economics and Management Sciences. Jun2013, Vol. 4 Issue 3, p350-357. 8p.

Abstract: Companies today operate in an increasingly dynamic and challenging environment. Challenges are forcing firms to seek the best management and marketing strategies, to grow their market share and increase shareholder value.

The study sought to understand types and effectiveness of the marketing strategies Kenyan sugar firms have adopted to survive against any negative effects of the East African regional integration. The study targeted 357 senior and middle level managers of MSC from whom a sample of 112 respondents was selected. This is because formulation of marketing strategies is a policy issue and managers are the developers and implementers of policies. Sample selection employed stratified sampling, purposive sampling and random sampling methods. Data was collected using self-administered questionnaires. It was then coded, cleaned, analyzed and interpreted using descriptive statistics and inferential. The study revealed that the increase in market share, a rise in profit and revenue and a decrease in operational costs were highly related as they gave a positive value of 0.7. A one sample t-test was used to test whether a sample mean of market share significantly differed from hypothesized values of 50% and 30% in relation to other sugar companies. The study established that MSC market share was about 60%. It is recommended that sugar companies enter into joint ventures to conduct research into production of fast-maturing cane and value added products. Kenyan sugar firms should also consider adopting more efficient processes and joint marketing, to reduce waste and enhance their competitiveness and market share.

The study is intended to contribute to knowledge of competitive marketing strategies adopted by sugar firms in the business world. Students of marketing management who are interested in further research on competitive marketing strategies adopted by sugar firms or other organizations will be challenged and expected to benefit from the study.

2. A perspective on marketing strategy implementation its effectiveness and market performance in service firms.

Authors: Chimhanzi, Jacqueline Morgan, Robert E.

Source: AMA Winter Educators' Conference Proceedings. 2002, Vol. 13, p66. 2p.

Abstract: A criticism leveled at the marketing strategy literature relates to the dearth of conceptual, theoretical, and empirical studies focusing on the antecedents of effective marketing strategy implementation. Moreover, even less is understood concerning the interplay between such implementation scenarios and market-based performance, conceptualized here as "market competitiveness." Drawing upon various theories within marketing and cognate disciplines, we report the findings from a survey of the symbiotic relationships between the marketing and human resource functions within 230 service firms. Following a cluster analysis procedure to identify groups of low and high market competitiveness firms, we compare the functional interface characteristics that both clusters exhibit. Inter-group differences are reported across a range of attributes where high market competitiveness firms place more emphasis than their low market competitiveness counterparts concerning: senior management support; joint reward systems; informal integration; relationship effectiveness; connectedness; conflict resolution; written communication; and, interpersonal communication. These findings are interpreted and discussed in the context of extent knowledge and a number of conclusions are drawn.

3. Factors influencing the relative importance of marketing strategy creativity and marketing strategy implementation effectiveness.

Authors: Slater, Stanley F.1 stanley.slater@colostate.edu

Hult, G. Tomas M.2 hult@msu.edu

Source: Industrial Marketing Management. May 2010, Vol.39 Issue 4, p551-559. 9p.

Abstract: It seems logical that performance is maximized when a business produces a creative marketing strategy and achieves marketing strategy implementation effectiveness. However, cultural tensions and resource competition may make it difficult, or impossible, to achieve both. Contingency theory suggests that market and/or firm level influences may exist that make one or the other more important. Thus, it is important for researchers to investigate those conditions so that we can provide managers with guidance regarding where to allocate their resources. The study reported in this article assesses the impact that environmental conditions and business unit strategy have on the relative importance of marketing strategy creativity and marketing strategy implementation effectiveness.

4. The effectiveness of marketing strategy making processes: A critical literature review and a research agenda.

Authors: Smith, Brian

Source: Journal of Targeting, Measurement and Analysis for Marketing. Jan 2003, Vo 11 Issue 3, p273. 18p.

Abstract: This paper contributes to the literature concerning the marketing strategy process. It reviews the extant literature in this field, drawing out areas of consensus and gaps in that literature. The principal gaps identified concern non-rational strategy making processes and the combined implications of internal and external contingencies. Using well-established theories from the sociological perspective of the organizational behaviour literature, this work proposes relevant questions for future research in this field.

❖ **Objectives of the study:**

- J To understand the Marketing strategy of Nandini milk.
- J To identify the reason for preferring specific brand.
- J To understand the effectiveness of promotional strategies adopted by Tumul for making customers loyal.
- J To identify the most preferred brand of milk.
- J To know the level of satisfaction of customers
- J To provide valuable suggestions for successful marketing strategy by TUMUL.

❖ **Scope of the study:**

The studies assess the marketing strategies for NANDINI milk. The study has to be conduct among the people of different culture, profession and age groups. The study also covers consumers of various brands of milk, which reveals their preference of NANDINI milk, comparing and cons of trading NANDINI milk with its competitors helps to bring out suggestions and what people expect more from NANDINI milk.

❖ **Limitations of the study:**

- J Limitation of sample space: There are more than lakhs of Nandini customers are present in Tumkur and we select only sample of 100 customers which may not be actual representation of population.
- J Limitation of area: The area taken for the research is Tumkur and the survey was conducted in Developing areas of Tumkur, namely Heggere and Bhimasandra as the convenience sampling, so the responses of the customers may be different in different places of the sampling space.
- J Limitation of researcher's prejudice: There are chances where the researcher may understand something else, but the respondents mean something else, so that to avoid misunderstanding, questionnaire are filled by the researcher by asking questions orally to the respondents and also because most of the respondents were busy on their own work.

2. RESEARCH DESIGN AND METHODOLOGY

❖ **Title of the Study:**

“A Study on Marketing Strategy of Nandini Milk with special reference to TUMUL”

❖ **Statement of problem:**

On the basis of the information given by the assistant marketing manager, the sales of Nandini is constant from few years, and there is no great amount of increase. And even customers of Nandini milk are not loyal as per the expectation of the organization. They keep on changing their preference of brand on purchasing Milk.

❖ **Research methodology:**

To gather the information for fulfilling the objective of the research, descriptive research was conducted. Descriptive study wants to portray the characteristics of individual or situation. Primary source of data are obtained through structured questionnaire. 26 questions were asked .among which 24 questions were close ended and 2 were open ended questions to the consumers using likert five point scale and three point scale, it has been used to explore the information about promotional strategy and opinion based questions are used to gather information about different parameter such as packing, quality, price and marketing activities.

Source of Data

- Primary source of data are obtained through structured questionnaire, 28 questions were asked to 100 customers who are consuming various brand of milk in different retail stores of Tumkur.
- Discussion with marketing manager, Assistant marketing manager and with employees in Accounts section.

Tools and technique

Sampling Instrumental techniques, such as percentages for generalizing table for analyzing the charts were used in this study.

❖ Sample size:

To collect the information, 100 customers are randomly selected from the total population of very huge amount of customers, based on the convenience sampling method depending on the time and location pertaining to the customers.

❖ Contact method:

The contact method included personnel interviewing with the help of questionnaires.

❖ Research Design:

-) Sampling Technique: Convenience random sampling is done by distributing the questionnaire to respondents home itself and collected back after 1 day.
-) Instrumentation Technique: Sampling instrumentation techniques such as percentages for generalizing tables for analyzing the charts as pictorial understanding were used in this study.

3. DATA ANALYSIS AND INTERPRETATION

The data collected through the research work has been analyzed in such a way that it has to meet the sequence of objectives. The following details describes, how the data obtain was tabulated and analyzed in order to draw inferences.

Data Analysis means a critical examination of the assembled and grouped data for determining the patterns of relationships among the variables relating to it.

This involves construction of statistical distributions and calculation of simple measures like averages , percentages and measures of dispersion for describing the features of the research aggregate.

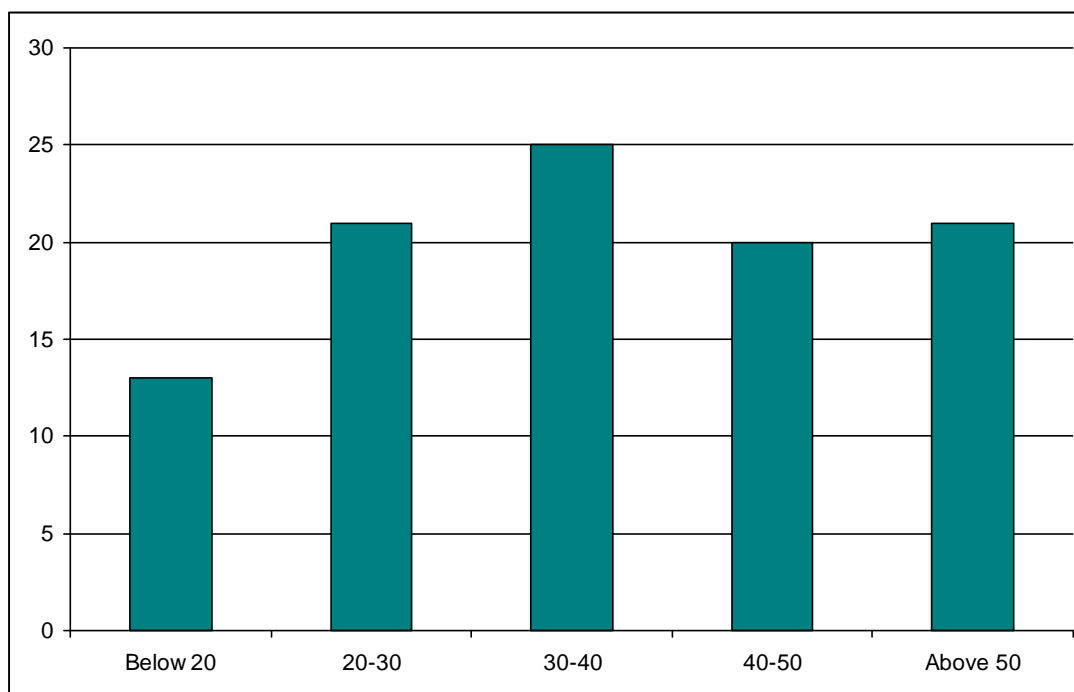
It also involves comparison between two or more distribution. The result is reported as accurately and as completely as possible.

Table-1.1: Age group of the respondents

Description	No. of respondents
Below 20	13
20-30	21
30-40	25
40-50	20
Above 50	21
Total	100

Source: Primary Data.

Chart 1.1: Age group of the respondents



Interpretation:

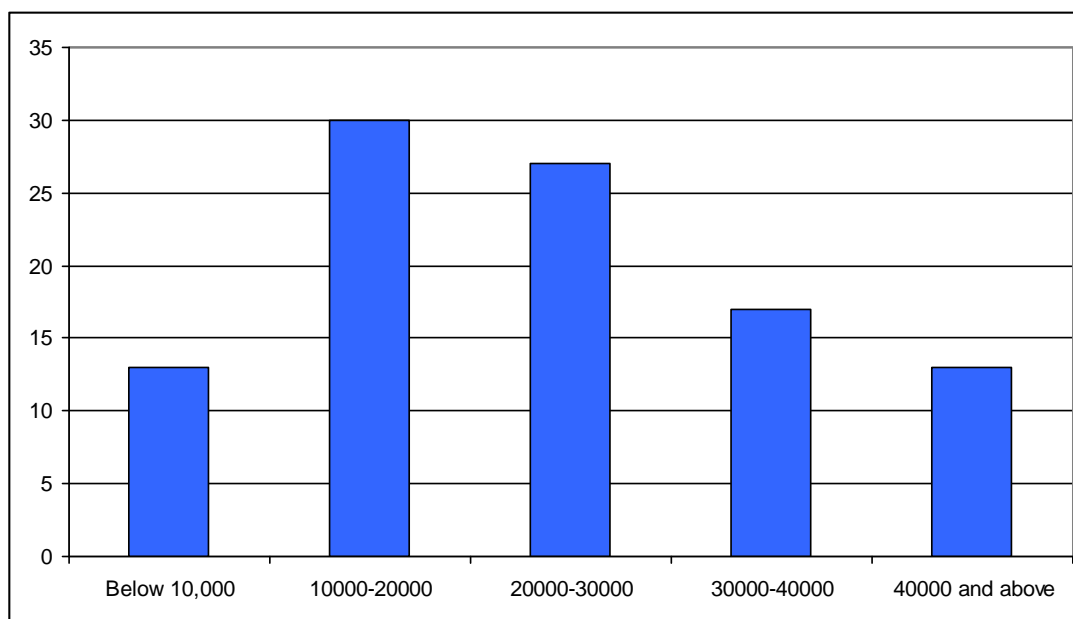
Among 100 respondents, 13% are of Age group below 20 years, 21% respondents are of age group 20 to 30 , 25% of respondents are of age group 30 to 40, 20% of respondents are of age 40 to 50 and 21% of respondents are of age group Above 50 years. Most of the respondents are of age 30 to 40 years (25%).

Table-1.2 : Income status of the respondents

Description	No. of respondents
Below 10,000	13
10000-20000	30
20000-30000	27
30000-40000	17
40000 and above	13
Total	100

Source: Primary data.

Chart-1.2 : Income status of the respondents



Interpretation:

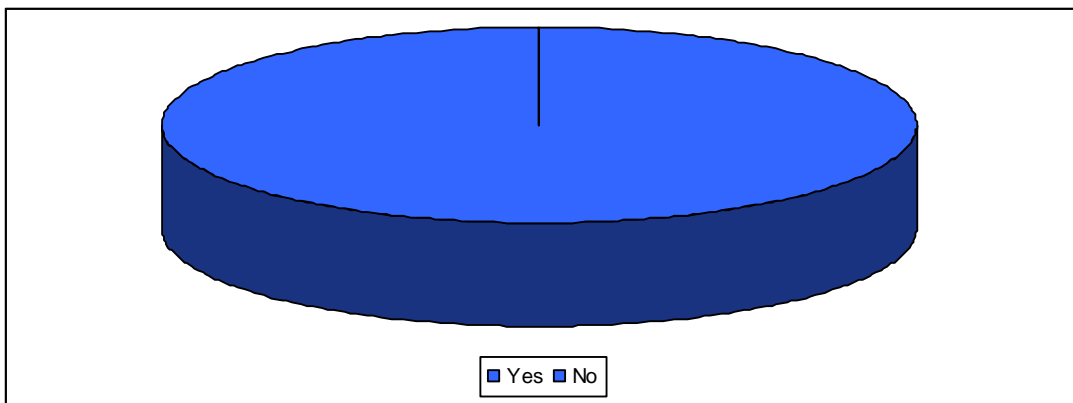
Among 100 respondents, 13% are of income below Rs. 10000 per month, 30% of respondents are of income Rs. 10000 to 20000 per month, 27% of respondents are of income Rs.20000 to 30000 per month, 17% of respondents are of income Rs.30000 to 40000 per month and 13% of respondent are of income Rs.40000 and above per month. Most of respondents are of monthly income Rs. 10000 to 20000(30%).

Table-1.3: Awareness of Nandini milk to the respondents

Description	No. of respondents
Yes	100
No	0
Total	100

Source: Primary data.

Chart-1.3: Awareness of Nandini milk to the respondents



Interpretation:

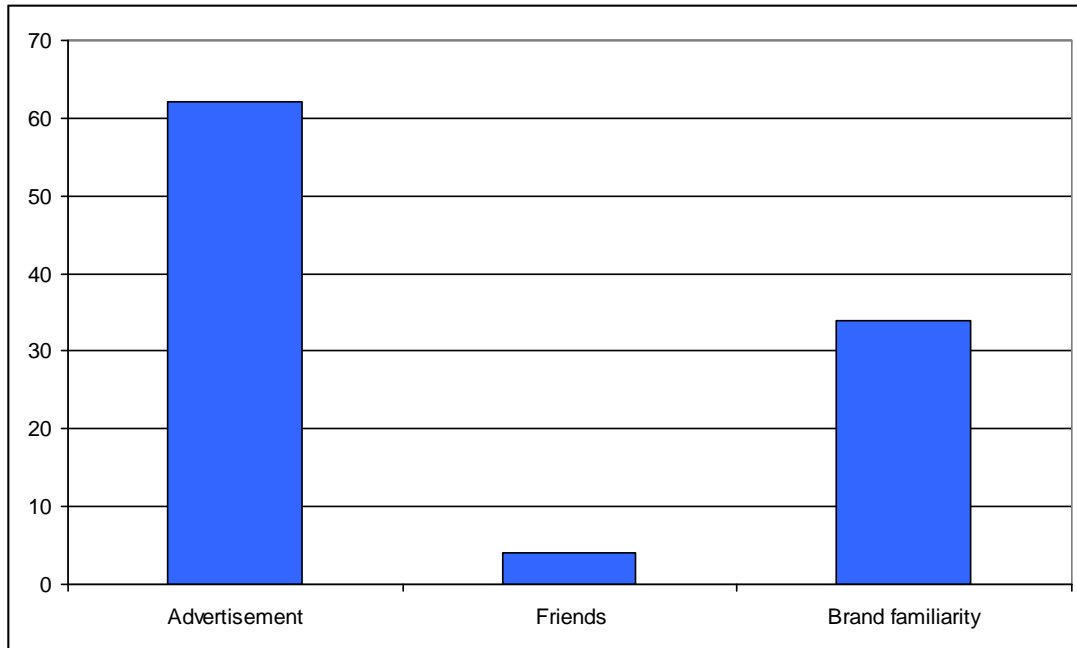
Among the 100 respondents surveyed, All 100% respondents are aware about Nandini milk, Not even a single respondent were found who is not aware of Nandini milk. So we can say that all respondents are aware of Nandini milk(100%).

Table-1.4: The way in which respondents are aware of Nandini milk

Description	No. of respondents
Advertisement	62
Friends	4
Brand familiarity	34
Total	100

Source: Primary data.

Chart-1.4: The way in which respondents are aware of Nandini milk



Interpretation:

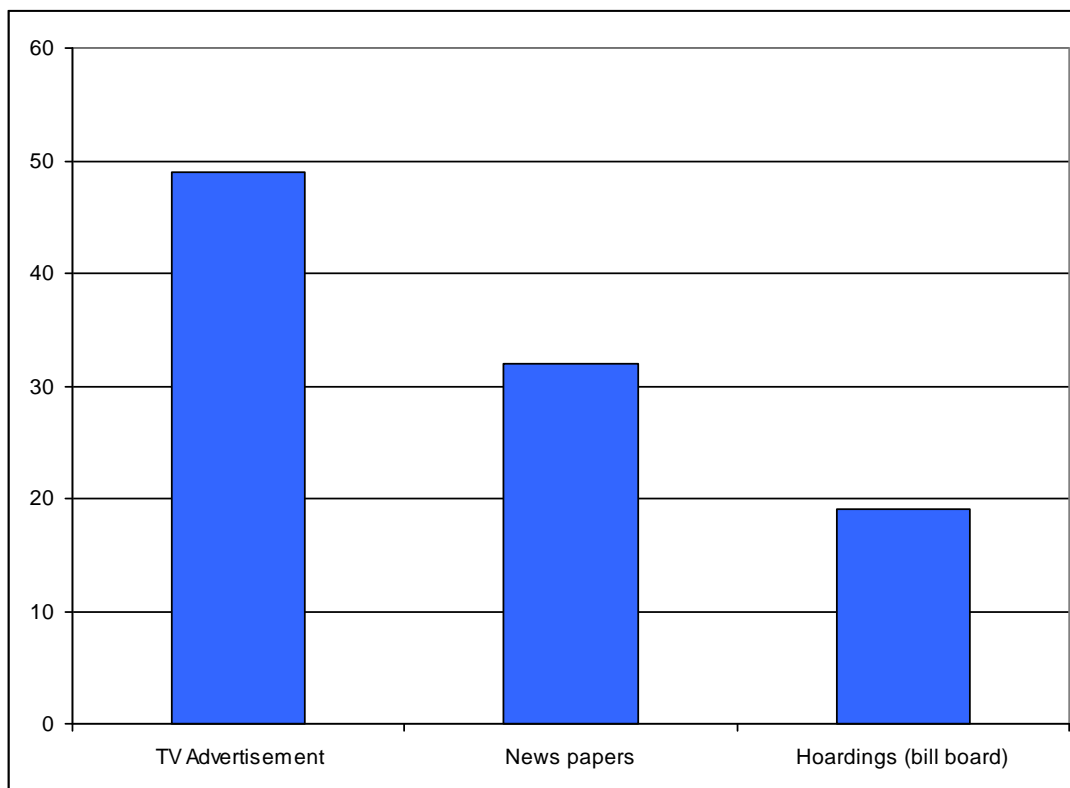
Among the 100 respondents surveyed, 62% of respondents are aware about Nandini milk through advertisements, 4% of respondents are aware about Nandini milk by friends and 34% of respondents are aware about Nandini milk by brand familiarity. Most of respondents are aware about Nandini milk through advertisements (62%).

Table-1.5: Among the promotional strategy which influences the most while choosing product like milk

Description	No. of respondents
TV Advertisement	49
News papers	32
Hoardings (bill board)	19
Total	100

Source: Primary data.

Chart-1.5: Among the promotional strategy which influences the most while choosing product like milk



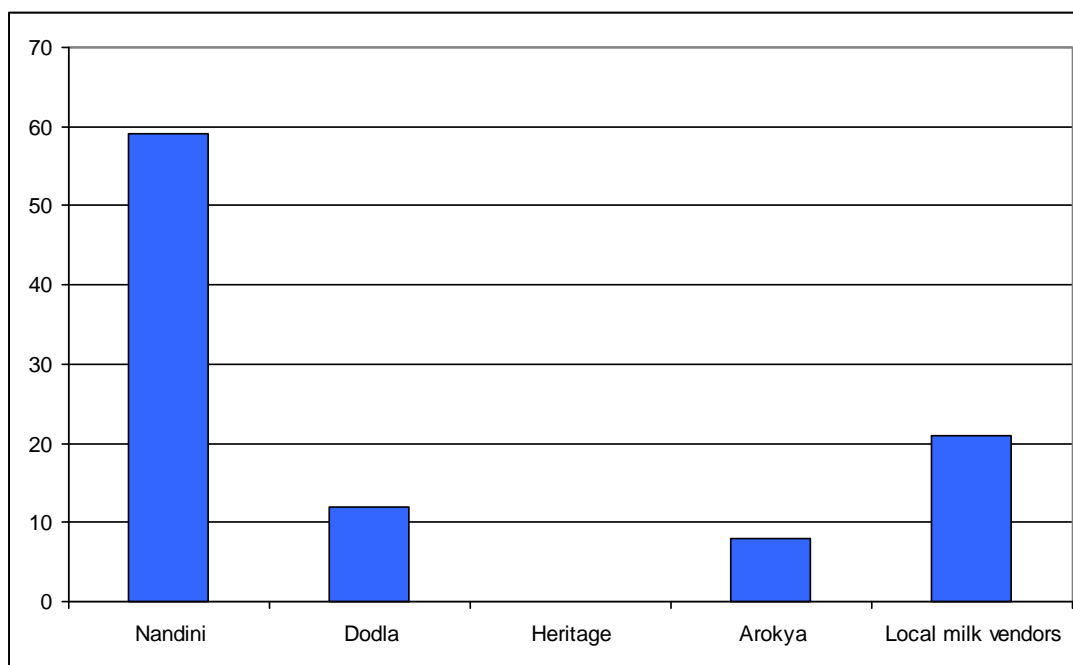
Interpretation: Among the 100 respondents surveyed, 49% of respondents chooses Tv advertisement as the best promotional strategy for the product like Milk, 32% of respondents chooses News paper as the best promotional strategy for the product like milk and 19% of respondents chooses Hoardings as the best promotional strategy for the product like milk. Most of the respondents choose TV advertisement as the best promotional strategy for product like milk (49%).

Table-1.6: Brand of milk consumed by respondents

Description	No. of respondents
Nandini	59
Dodla	12
Heritage	0
Arokya	8
Local milk vendors	21
Total	100

Source: Primary data.

Chart-1.6: Brand of milk consumed by respondents



Interpretation:

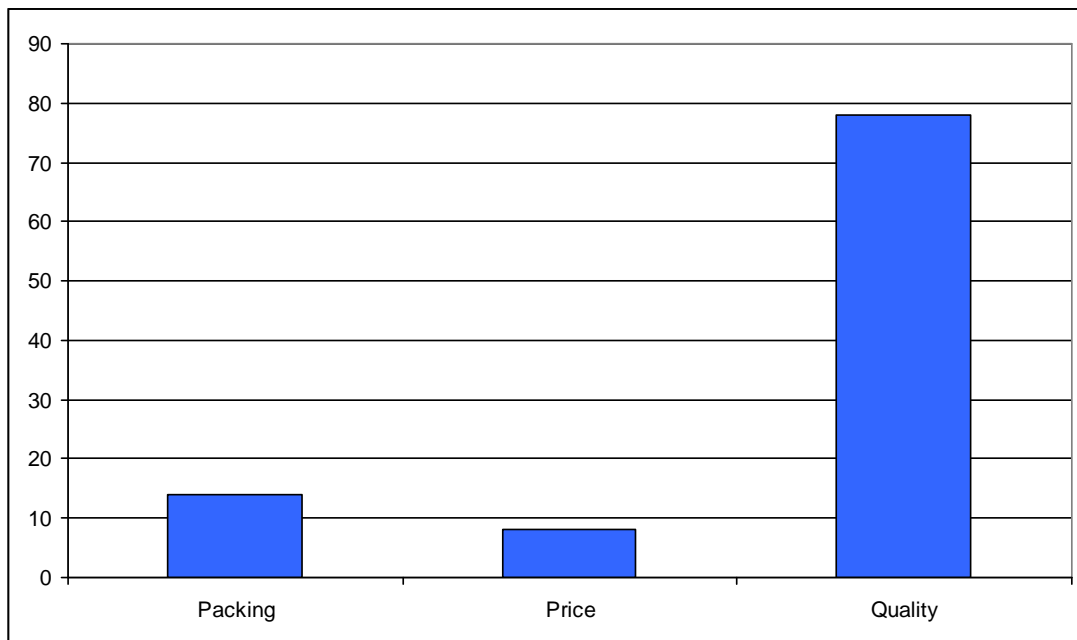
Among the 100 respondents surveyed, 59 of respondents consumes Nandini milk, 12 of the respondents consume Dodla milk. None of respondents consume Heritage milk, 8 of respondents consume Arokya milk and 21 of respondents consume local milk. So Most of the respondents consumes Nandini milk (59).

Table-1.7: Factors influenced to purchase the particular brand

Description	No. of respondents
Packing	14
Price	8
Quality	78
Total	100

Source: Primary data.

Chart-1.7: Factors influenced to purchase the particular brand



Interpretation:

Among the 100 respondents surveyed, 14 of respondents are influenced by the packing of particular milk brand, 8 of respondent are influenced by price factor of particular Milk brand and 78 of the respondents are influenced by quality factor of particular Milk brand. So most of the respondents are influenced by quality factor while purchasing a particular milk brand.

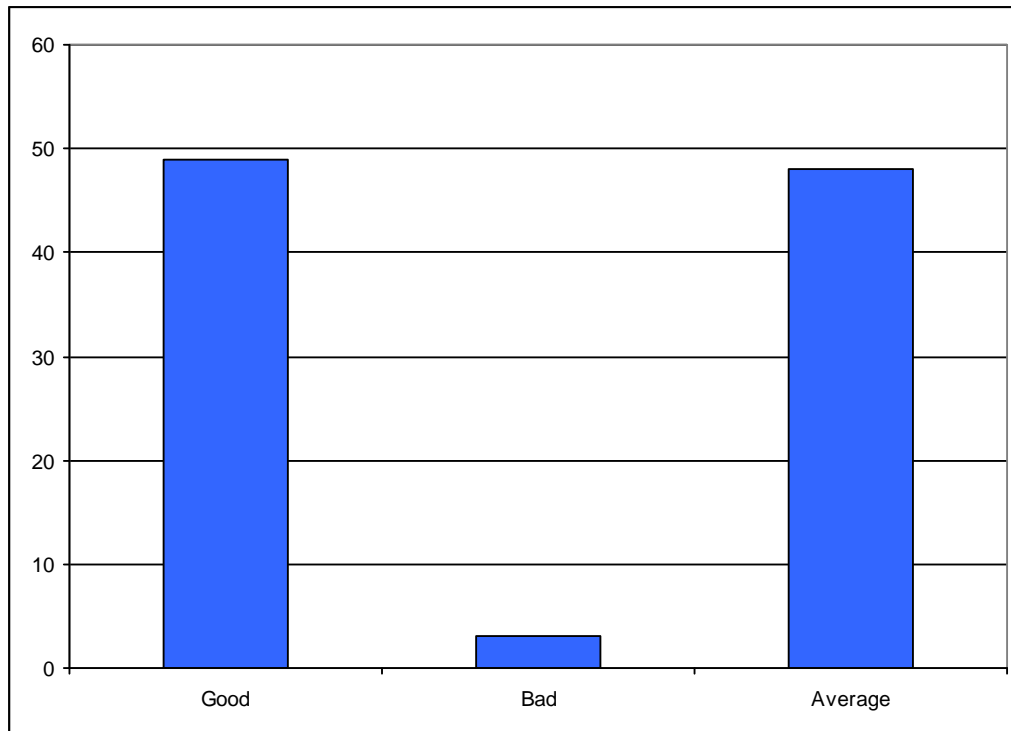
Only for Nandini milk consumers

Table-1.8: Respondent's opinion on packing of Nandini milk

Description	No. of respondents	Percentage
Good	29	49%
Bad	2	3%
Average	28	48%
Total	59	100%

Source: Primary data.

Chart-1.8: Respondent's opinion on packing of Nandini milk



Interpretation:

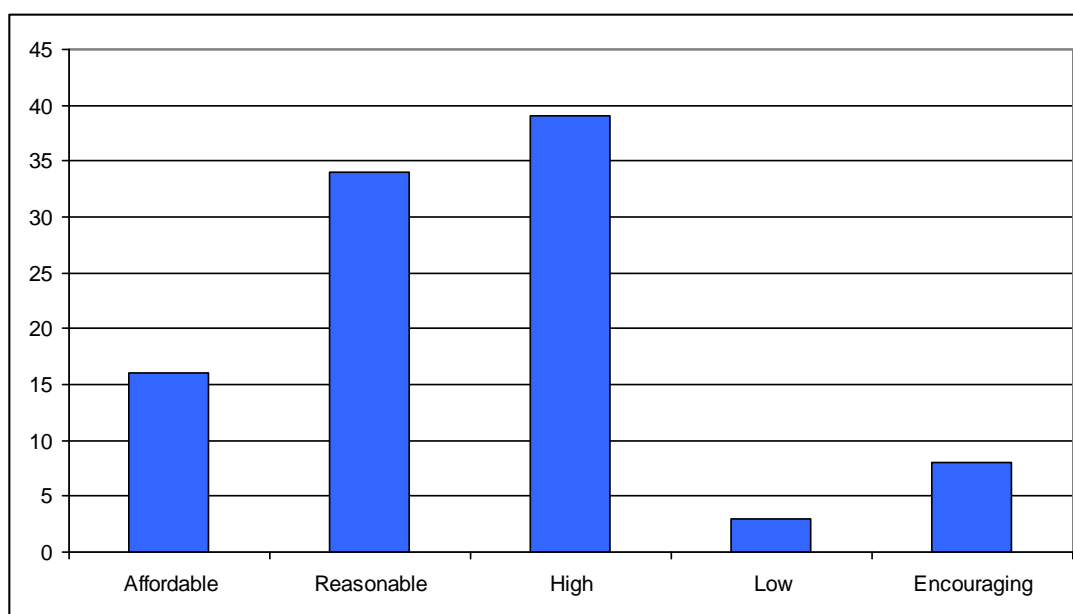
Among 59 respondents surveyed, 49% of respondent's opinion on packing of Nandini milk is Good, 3% of respondent's opinion on packing of Nandini milk is Bad and 48% of respondent's opinion on packing of Nandini milk is Average. Most of the respondents opinion on Nandini milk's packing is Good (49%).

Table-1.9: Respondent's opinion on price of Nandini milk

Description	No. of respondents	Percentage
Affordable	9	16%
Reasonable	20	34%
High	23	39%
Low	2	3%
Encouraging	5	8%
Total	59	100%

Source: Primary data.

Chart-1.9: Respondent's opinion on price of Nandini milk



Interpretation:

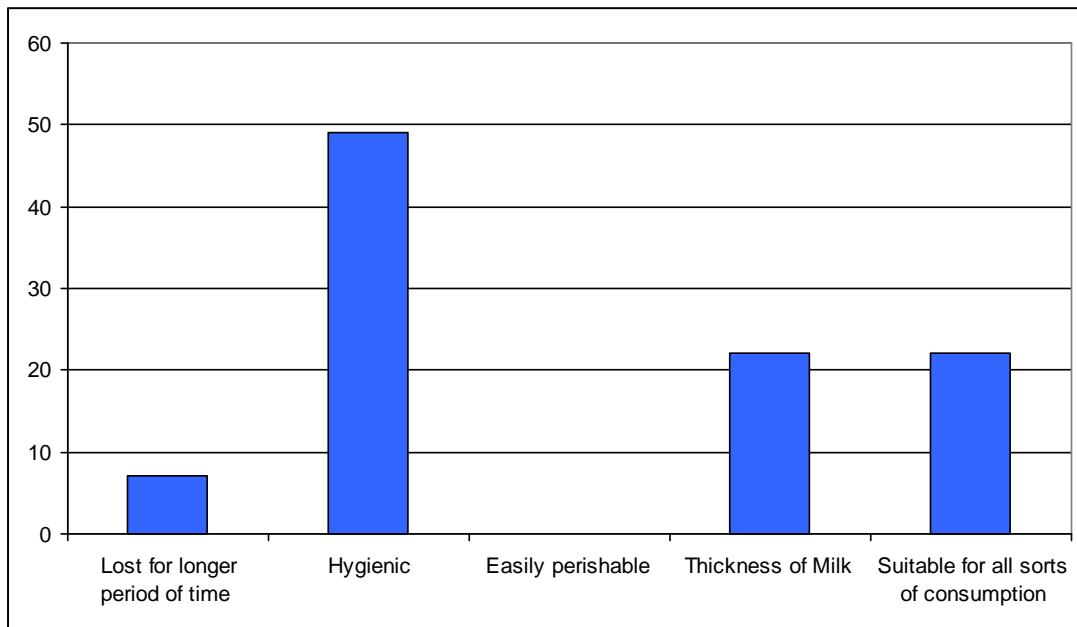
Among the 59 consumers surveyed, 16% of respondent's opinion on price of Nandini milk is Affordable, 34% of respondent's opinion on price of Nandini milk is reasonable, 39% of respondent's opinion on price of Nandini milk is High, 3% of respondent's opinion on price of Nandini milk is low and 8% of respondent's opinion on price of Nandini milk is Encouraging. Most of the respondent's opinion on price of Nandini milk is High (39%).

Table-2.0: Respondent's opinion on quality of Nandini milk

Description	No. of respondents	Percentage
Lost for longer period of time	4	7%
Hygienic	29	49%
Easily perishable	0	0
Thickness of Milk	13	22%
Suitable for all sorts of consumption	13	22%
Total	59	100%

Source: Primary data.

Chart-2.0: Respondent's opinion on quality of Nandini milk



Interpretation:

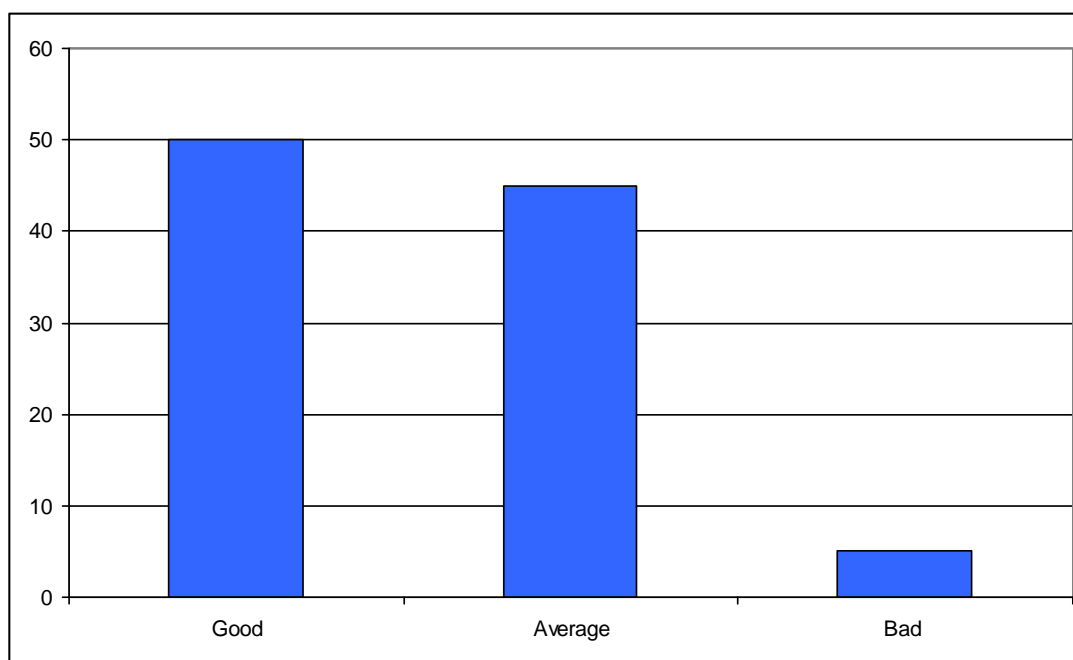
Among the 59 consumers surveyed, 7% of respondent's opinion on quality of Nandini milk is lost for longer period of time, 49% of respondent's opinion on quality of Nandini milk is Hygienic, None of the respondent's opinion on quality of Nandini milk is easily perishable, 22% of respondent's opinion on quality of Nandini milk is thickness of milk and 22% of respondent's opinion on quality of Nandini milk is it is suitable for all sorts of consumption. Most of the respondent's opinion on quality of Nandini milk is it is Hygienic (49%).

Table-2.1: Respondent's opinion on taste of Nandini milk

Description	No. of respondents	Percentage
Good	30	50%
Average	27	45%
Bad	2	5%
Total	59	100%

Source: Primary data.

Chart-2.1: Respondent's opinion on taste of Nandini milk



Interpretation:

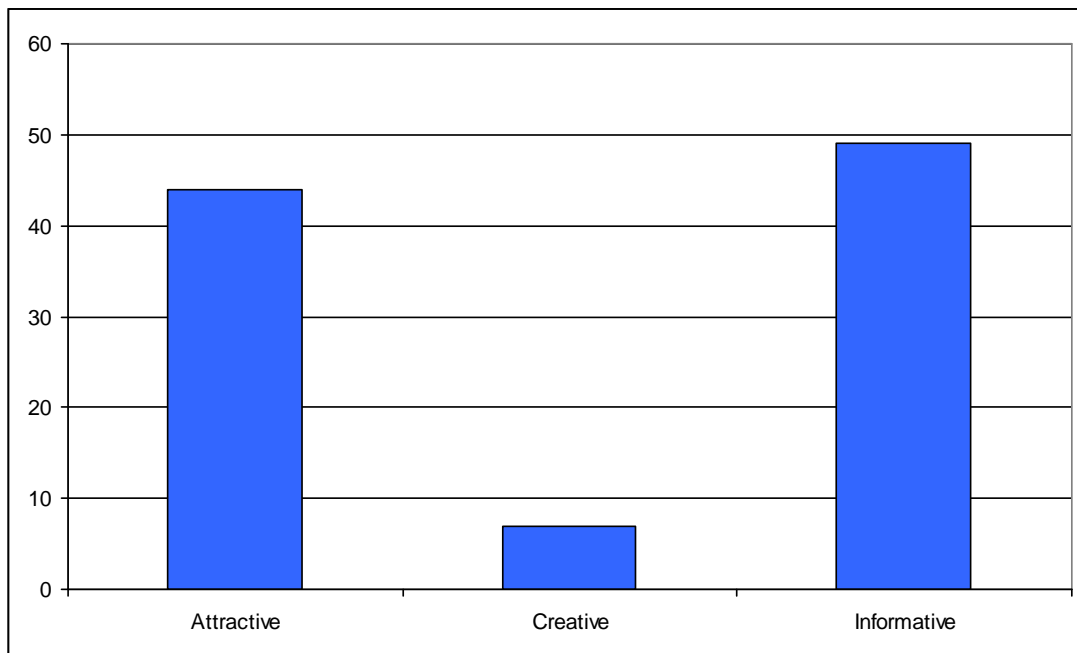
Among the 59 consumers surveyed, 50% of respondent's opinion on taste of Nandini milk is good, 45% of respondent's opinion on taste of Nandini milk is Average and 5% of respondent's opinion on taste of Nandini milk is bad. Most of the respondent's opinion on taste of Nandini milk is good (50%).

Table-2.2: Respondent's opinion on advertisement of Nandini milk

Description	No. of respondents	Percentage
Attractive	26	44%
Creative	4	7%
Informative	29	49%
Total	59	100%

Source: Primary data.

Chart-2.2: Respondent's opinion on advertisement of Nandini milk



Interpretation:

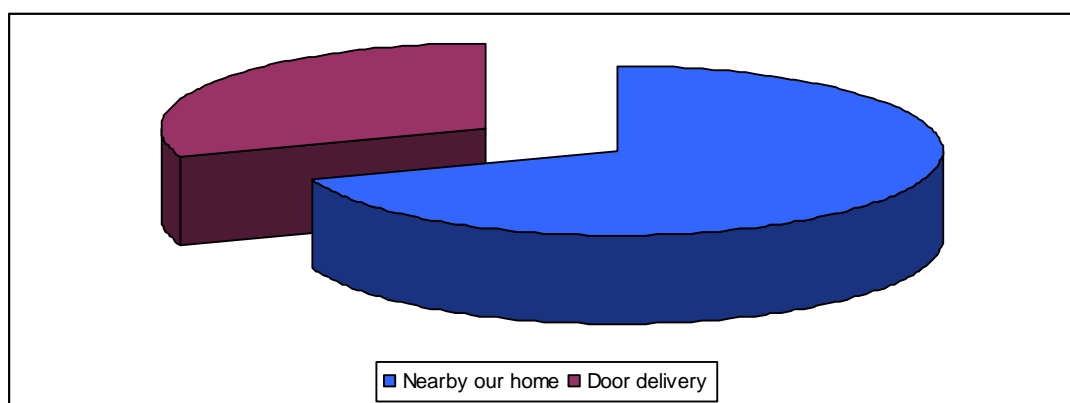
Among the 59 consumers surveyed, 44% of respondent's opinion on advertisement of Nandini milk is Attractive, 7% of respondent's opinion on advertisement of Nandini milk is creative and 49% of respondent's opinion on advertisement of Nandini milk is Informative. Most of the respondent's opinion on advertisement of Nandini milk is informative (49%).

Table-2.3: Farness of Nandini milk booth from respondent's house

Description	No. of respondents	Percentage
Nearby our home	41	70%
Door delivery	18	30%
Total	59	100%

Source: Primary data.

Chart-2.3: Farness of Nandini milk booth from respondent's house



Interpretation:

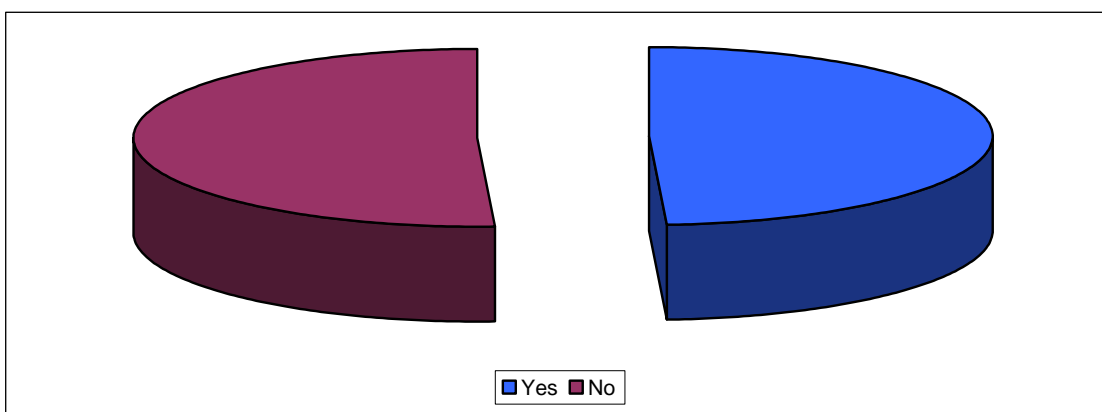
Among the 59 consumers of Nandini milk surveyed, 70% of the respondent's given the information that Milk booth is nearer to their homes and 30% of the respondent's will get home delivery. So we can say that Nandini booth is well established in majority areas (70%).

Table-2.4: Availability of Nandini milk in any time

Description	No. of respondents	Percentage
Yes	29	49%
No	30	51%
Total	59	100%

Source: Primary data

Chart-2.4: Availability of Nandini milk in any time



Interpretation:

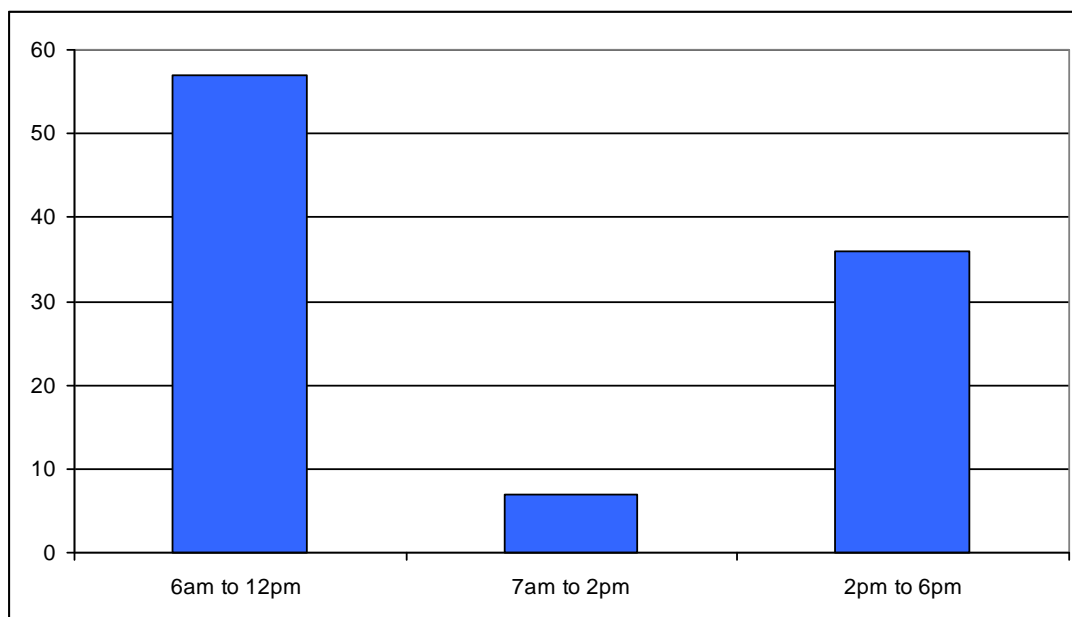
Among the 59 consumers of Nandini milk, 49% of them told that Nandini milk will be available at any time and 51% of the respondents told that it is not available at any time. Majority of respondents told that it is not available at any time(51%).

Table-2.5: In no, at what time it will be available

Description	No. of respondents	Percentage
6am to 12pm	17	57%
7am to 2pm	2	7%
2pm to 6pm	11	36%
Total	30	100%

Source: Primary data

Chart-2.5: In no, at what time it will be available



Interpretation:

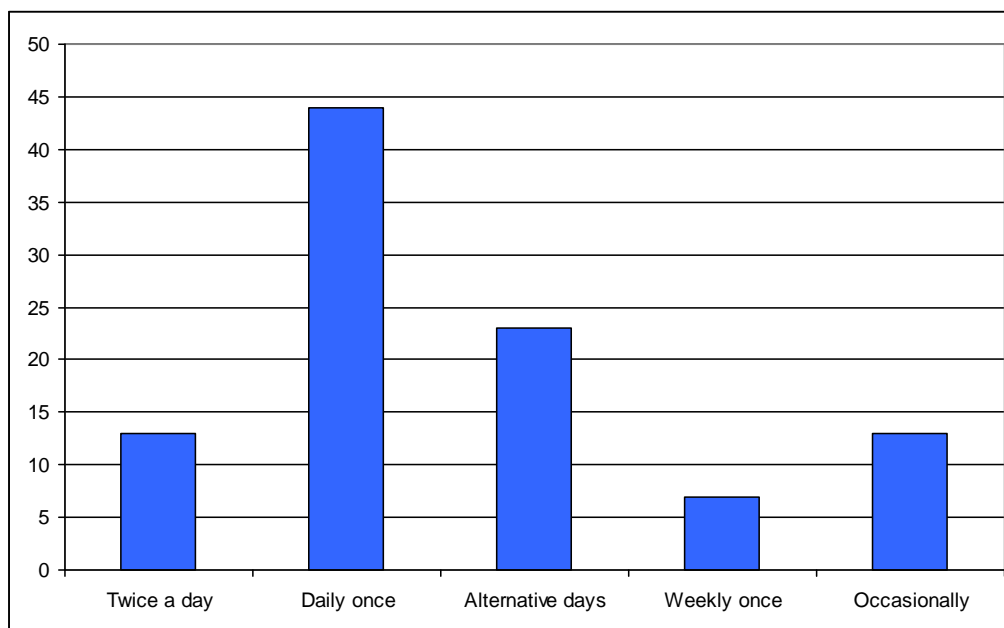
Among the 30 respondents who told Nandini milk is not available at all time, 57% of respondent's opinion is that it will available in only morning 6 to 12, 7% of respondent's opinion is that it will available in morning 7 to 2 and 36% of respondent's opinion is that it will available in afternoon 2 to 6pm. Majority opinion is that it will available in morning (57%).

Table-2.6: Often purchase of Nandini milk by respondents

Description	No. of respondents	Percentage
Twice a day	8	13%
Daily once	26	44%
Alternative days	13	23%
Weekly once	4	7%
Occasionally	8	13%
Total	59	100%

Source: Primary data

Chart-2.6: Often purchase of Nandini milk by respondents



Source: Primary data.

Interpretation:

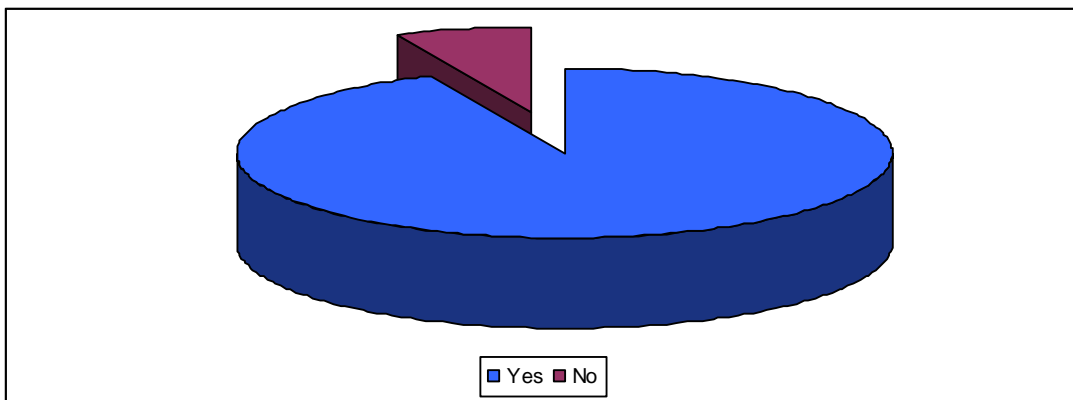
Among the 59 consumers surveyed, 13% of respondents purchase Nandini milk twice a day, 44% of respondents purchase Nandini milk daily once, 23% of respondents purchase Nandini milk on alternative days, 7% of the respondents purchase Nandini milk weekly once and 13% of respondents purchase Nandini milk occasionally. Most of the respondents purchase Nandini milk daily once (44%).

Table-2.7: Satisfaction of Nandini milk among respondents

Description	No. of respondents	Percentage
Yes	55	93%
No	4	7%
Total	59	100%

Source: Primary data

Chart-2.7: Satisfaction of Nandini milk among respondents



Interpretation:

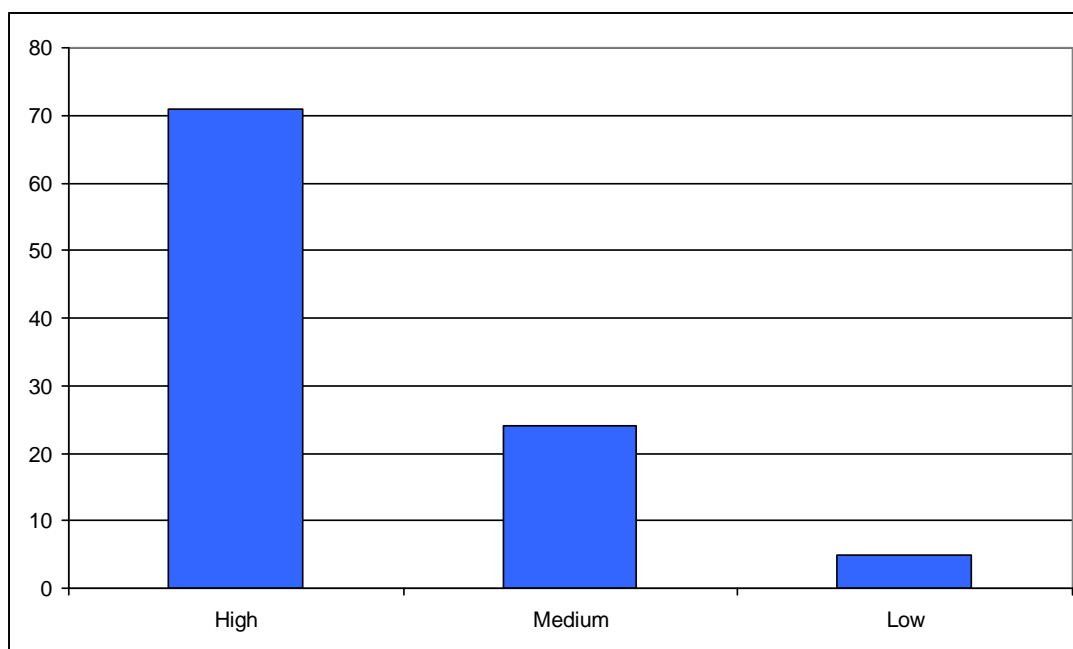
Among the 59 consumers surveyed, 93% of respondents are satisfied with Nandini milk and 7% of respondents are not satisfied with Nandini milk. Most of the respondents are satisfied with Nandini milk (93%).

Table-2.8: Respondent's level of satisfaction

Description	No. of respondents	Percentage
High	39	71%
Medium	13	24%
Low	3	5%
Total	55	100%

Source: Primary data

Chart-2.8: Respondent's level of satisfaction



Interpretation:

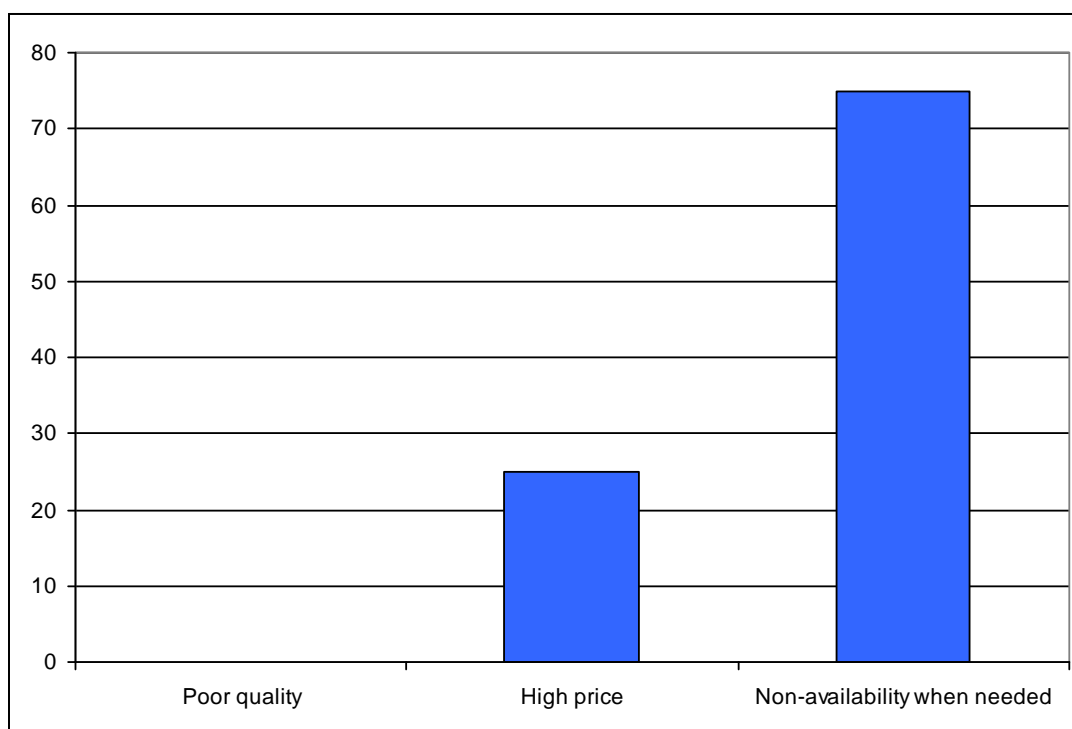
Among the 55 consumers who are satisfied with Nandini milk, 71% of respondents are highly satisfied with usage of Nandini milk, 24% of respondent's satisfaction level is medium and 5% of respondents are low satisfied with usage of Nandini milk. Most of the respondents highly satisfied with usage of Nandini milk (71%).

Table-2.9: Respondent's reason for non-satisfaction

Description	No. of respondents	Percentage
Poor quality	0	0
High price	1	25%
Non-availability when needed	3	75%
Total	4	100%

Source: Primary data

Chart-2.9: Respondent's reason for non-satisfaction



Interpretation:

Among the 4 of respondents who are not satisfied with Nandini milk, None of the respondent's reason for non satisfaction is poor quality, 25% of the respondent's reason for non satisfaction is High price and 75% of the respondent's reason for non satisfaction is non availability when needed. Most of the respondent's reason for non satisfaction is Non availability when needed (75%).

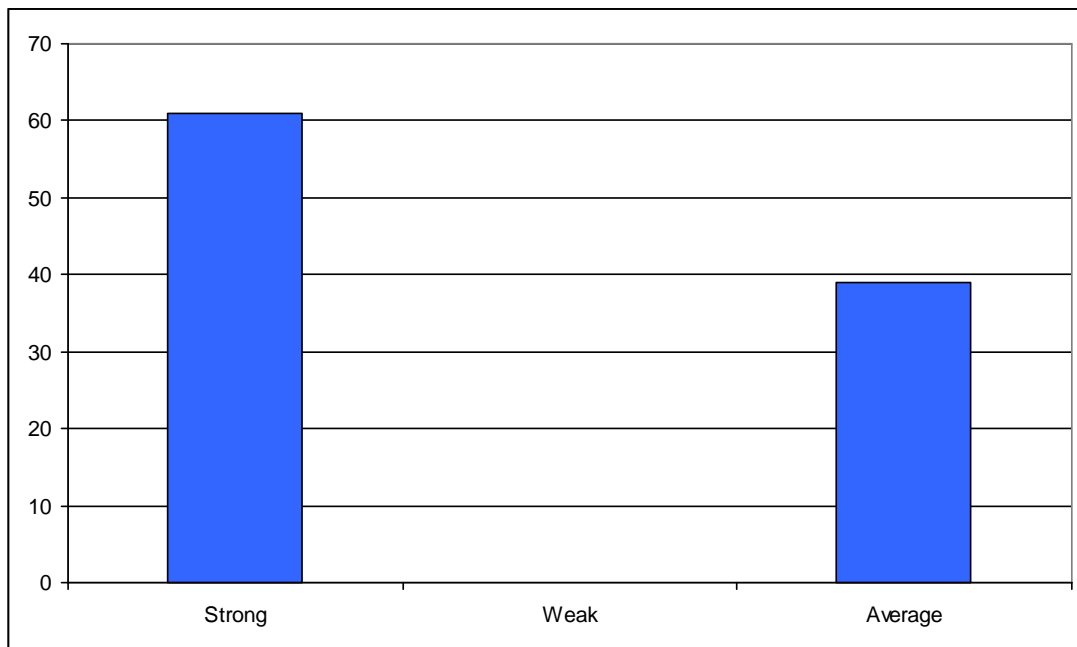
For non-users of Nandini milk only

Table-3.0: Respondent's opinion on packing of other milk brand

Description	No. of respondents	Percentage
Strong	25	61%
Weak	0	0
Average	16	39%
Total	41	100%

Source: Primary data

Chart-3.0: Respondent's opinion on packing of other milk brand



Interpretation:

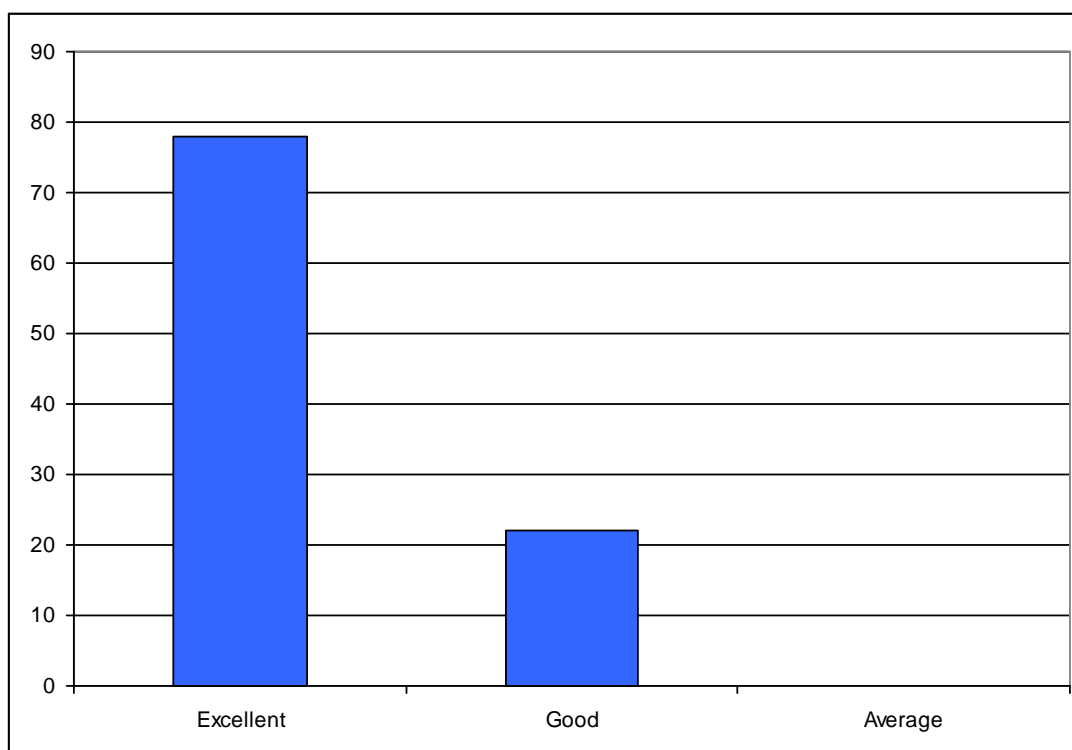
Among the 100 respondents surveyed, 41 of the respondents are non consumers of Nandini milk. Among those 41 respondent's, 61% of the respondent's opinion on packing of milk brand which they are consuming is strong, None of the respondent's opinion on packing of other milk brand is weak and 39% of the respondent's opinion on packing of other milk brand is average. Most of the non consumers of Nandini milk opinion on packing of other milk brand is strong (61%).

Table-3.1: Respondent's opinion on quality of other milk brand

Description	No. of respondents	Percentage
Excellent	32	78%
Good	9	22%
Average	0	0
Total	41	100%

Source: Primary data

Chart-3.1: Respondent's opinion on quality of other milk brand



Interpretation:

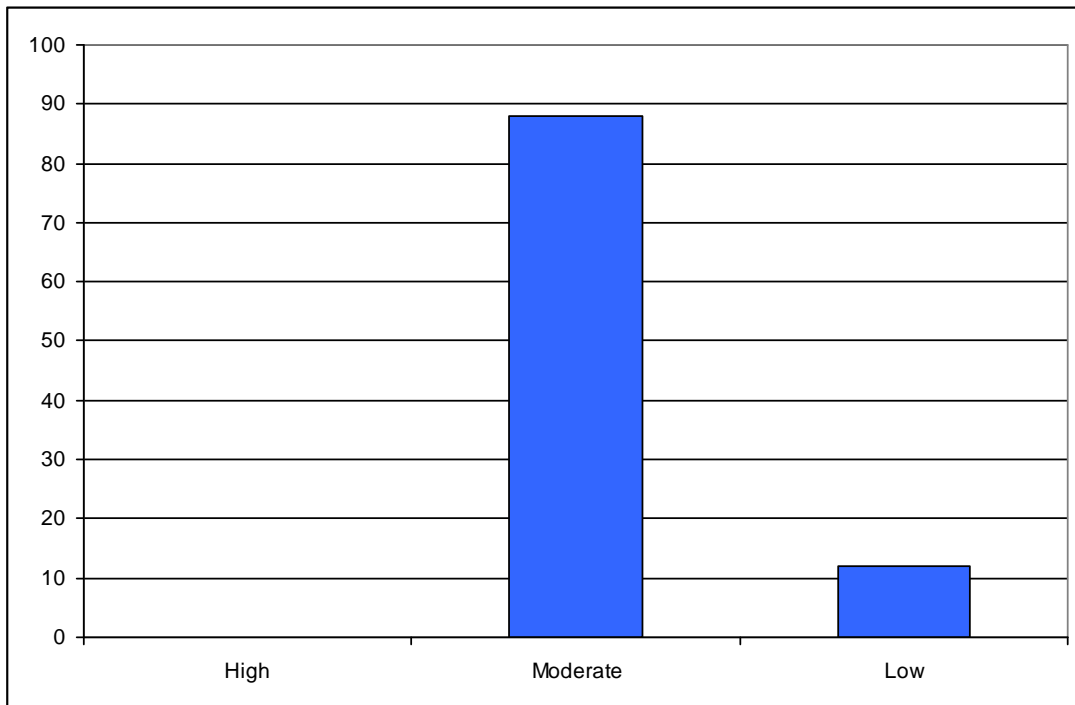
Among the 41 Non consumers of Nandini milk, 78% of the respondent's opinion on quality of other milk brand is excellent, 22% of the respondent's opinion on quality of other milk brand is good and none of the respondent's opinion on quality of other milk brand is average. Most of the respondent's opinion on quality of other brand of milk is excellent (78%).

Table-3.2: Respondent's opinion on pricing of other milk brand

Description	No. of respondents	Percentage
High	0	0
Moderate	36	88%
Low	5	12%
Total	41	100%

Source: Primary data

Chart-3.2: Respondent's opinion on pricing of other milk brand



Interpretation:

Among the 41 non consumers of the Nandini milk, none of the respondent's opinion on pricing of the other milk brand is high, 88% of the respondent's opinion on price of the other brand is moderate and 12% of the respondent's opinion on price of the other milk brand is low. Most of the non consumers of Nandini milk opinion on pricing is moderate (88%).

4. FINDINGS AND RECOMMENDATIONS

FINDINGS:

- J Most of the consumers of Nandini milk belongs to the age group of 30 to 40 years.
- J Majority of the respondent's monthly income is between Rs. 10000 to 20000.
- J All the 100 respondents are aware of Nandini milk, not even a single person was found who is not aware of Nandini milk.
- J Majority of respondents are came to know about Nandini milk through Advertisements.
- J Most of the respondents chooses TV advertisement as the best promotional strategy which influences them most while purchasing product like milk.
- J Among the 100 consumers surveyed, Majority of the respondents consume Nandini milk.
- J Most of the respondents are influenced by Quality factor while purchasing a particular brand of milk.
- J Consumers of Nandini milk, opinion on the packing, price, quality, taste and advertisement is taken.
- J Most of the Nandini milk consumer's opinion on packing of Nandini milk is good.
- J Most of the Nandini milk consumer's opinion on price of Nandini milk is High.
- J Most of the Nandini milk consumer's opinion on quality is Hygienic .
- J Most of the Nandini milk consumer's opinion on taste of Milk is good.

- J Majority of the Nandini milk consumer's opinion on Advertisement of Nandini milk is Informative.
- J Majority of consumers of Nandini milk purchase milk once in a day.
- J Most of the Nandini milk consumers are satisfied with it..
- J Majority of Nandini milk consumers are Highly satisfied with it.
- J Most of Nandini milk consumers are non satisfied because of the reason Non availability when needed.
- J Most of the other brand milk users opinion on packing with their consuming brand is strong.
- J Most of the other brand milk user's opinion on quality with their consuming brand is excellent.
- J Majority of other brand milk user's opinion on price of their consuming brand is Moderate.

Recommendations:

- J TUMUL can concentrate more on TV advertisement, according to respondents, it is best promotional strategy which influence most while purchasing product like Milk.
- J Consumers are influenced by quality factor more while purchasing Milk, TUMUL has maintained good quality, it should be maintained same in future also.
- J TUMUL should concentrate more on packing of Milk, because some of respondent's opinion on packing is average.
- J Many of respondent's opinion on price of Nandini milk is high, it would be better if it tries to reduce its price.
- J TUMUL can concentrate more to improve the taste of Nandini milk, as some of respondent's opinion on taste is average.

- J TUMUL can adopt any new marketing strategy to give all time supply to retailers, where majority of non satisfied Nandini consumer's opinion is that, it is not available when they are needed, especially in odd times.
- J Non consumer's of Nandini milk gives their opinion that, other milk brand's packing is strong, so it would be better if Nandini can also provide strong packing.
- J TUMUL should approach the state government through proper channel for enhancing ksheera bhagya scheme to the school children from 3 days to 5 days for increasing its revenue.
- J TUMUL instead of supplying milk to some other states for making milk powder and butter, it should take necessary steps for establishment of their own plants for making milk powder and butter, so that transportation and other expenses will be reduced.
- J As cost of production and distribution of milk and milk products increases continuously, it is advisable to increase the prices of milk and milk products from 3 to 5% every year.
- J TUMUL is advised to innovate and introduce some new milk based products to satisfy the varied needs of the customers.
- J TUMUL should try to educate the customers to make them aware about the goodness of consuming Nandini brand milk and milk products.
- J Consumer awareness programmes have to be conducted regularly so that consumers do not shift to other brands.

CONCLUSION

“A study on marketing strategy of NANDINI milk with special reference to TUMUL” is the topic of minor research project.

The study identifies the strategies to be followed for marketing NANDINI milk.

-) The importance shall be given to sales promotion activities.
-) Milk distribution system shall be watched, regularized.
-) Importance shall be given to modern Promotional activities and TV advertisements.
-) Importance shall be given to packing and taste of Nandini milk.

TUMUL has build up a good awareness regarding its products among the consumers to maintain the existing image and brand loyalty. It should adopt all the suggestion and a recommendation resulting from the study effectively, to achieve 100% consumer satisfaction and also to achieve brand loyalty.

In the majority cases company holds good according to the preference of consumers.

The company should take steps to avoid the common problems faced by the consumer, so that it can increase consumer satisfaction and prevent brand shifting. This will help the TUMUL to maintain its position as market leader regardless of competitors.

Learning outcome:

-) The NANDINI (Tumkur) is popular for its high quality of Milk..
-) NANDINI (Tumkur) ensures supply of the very good quality milk.

- J The success of NANDINI (Tumkur) depends upon the temperament (characteristics of the specific persons) of the people living in the urban area of its operation.
- J Sales promotion techniques and activities of the TUMUL are very good.
- J The TUMUL is facing competition from Local milk suppliers in rural areas and facing competition from other branded milk in urban areas.
- J Nandini is the Market leader in Milk and Milk products, where as it is most commonly purchased Brand by Majority of respondents.
- J The reason for consumers Non satisfaction is Non availability of Nandini milk when needed at odd times, especially on holidays.
- J The success of Nandini milk and its products depend prominently upon buying behaviour of people living in the urban areas. Hence more focus to be given to the urban areas where present market can be expanded.

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- J Advertising management, marketing and brand equity, Aggarwal R.
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- J Fundamentals of Marketing, McGraw Hill, S.William'
- J Research Methodology, by C.R.Kothari.

o Company Annual sales Reports and Pamphlets.

o WEBSITES:

www.tumkurmilkunion-nandini.com

www.kmfnandini.com

www.Indiandairy.com

www.ebsco.co.in

6. ANNEXURE

QUESTIONNAIRE FOR CUSTOMERS

I, C.T. Chandrappa, Assistant Professor, Dept. of Commerce of Sree Siddaganga College for Women, Tumkur conducting the survey on “a study on marketing strategy and brand loyalty of NANDINI milk with special reference to TUMUL”. We request you to spend few minutes for answering these questions and we respect your answers and it will be kept confidentially.

1. NAME:

2. AGE:

- | | | | |
|-------------------|-----|-----------------|-----|
| I. Below 20 years | [] | II. 20-30 years | [] |
| III. 30-40 years | [] | IV. 40-50 years | [] |
| V. Above 50 years | [] | | |

3. SEX:

- | | | | |
|---------|-----|------------|-----|
| I. Male | [] | II. Female | [] |
|---------|-----|------------|-----|

4. Marital status:

- | | | | |
|------------|-----|---------------|-----|
| I. Married | [] | II. Unmarried | [] |
|------------|-----|---------------|-----|

5. Occupation:

- | | | | |
|---------------|-----|----------------------|-----|
| I. Government | [] | II. Government aided | [] |
| III. Private | [] | IV. Business | [] |
| V. Others | [] | | |

6. Monthly Income:

- | | | | |
|--------------------|-----|------------------|-----|
| I. Below 10,000 | [] | II. 10,000-20000 | [] |
| III. 20000-30000 | [] | IV. 30000-40000 | [] |
| V. 40000 and above | [] | | |

7. Are you aware of NANDINI milk?

- | | | | |
|--------|-----|--------|-----|
| I. Yes | [] | II. No | [] |
|--------|-----|--------|-----|

8. If yes, how did you come to know about NANDINI milk?

- | | | | |
|------------------------|-----|-------------|-----|
| I. Advertisement | [] | II. Friends | [] |
| III. Brand familiarity | [] | | |

9. Among the promotional strategies which influenced you the most while choosing a product like milk?

- I. TV advertisement [] II. Newspapers []
III. Hoardings []

10. Which brand of milk you are consuming now?

- I. Nandini [] II. Dodla []
III. Heritage [] IV. Arokya []
V. Jersey []

11. Which factor influenced the most to purchase the above brand?

- I. Packing [] II. Price []
III. Quality []

If you are consumer of Nandini Milk, give your opinion on the following.

12. What is your opinion on the packing of Nandini Milk?

- I. Good [] II. Bad []
III. Average []

13. What is your opinion of the price of the Nandini Milk?

- I. Affordable [] II. Reasonable []
III. High [] IV. Low []
V. Encouraging []

14. What is your opinion on the quality of Nandini Milk?

- I. Lost for longer period of time [] II. Hygienic []
III. Easily perishable [] IV. Thickness of milk []
V. Suitable for all sorts of consumption []

15. What is your opinion of the taste of Nandini Milk?

- I. Good [] II. Average []
III. Bad []

16. What is your opinion of advertisement of Nandini Milk?

- I. Attractive [] II. Creative []
III. Informative []

17. How far is the milk booth from your house?

- I. Nearby our house [] II. Door delivery []

18. Whether Nandini milk available at any time?

I. Yes [] II. No []

19. If No, at which time it will be available?

i) 9.00 am to 12.00pm []

ii) 12.00 pm to 2.00 pm []

iii) 2.00 pm to 10.pm []

20. How often do you buy Nandini Milk?

I. Twice a day [] II. Once a day []

III. Alternative days [] IV. Weekly once []

V. Occasionally []

21. Are you satisfied with Nandini Milk?

I. Yes [] II. No []

22. If yes, what is your level of satisfaction?

I. High [] II. Medium []

III. Low []

23. If there is any reason for your satisfaction then please state

24. If not satisfied, state the reason?

I. Poor quality [] II. High quality []

III. Non availability when needed []

25. If there are any other reasons for your non satisfaction please mention?

26. If you are the consumer of any other brand other than Nandini Milk, give your opinion on the following:

A. Packing:

I. Strong [] II. Weak [] III. Average []

B. Quality

I. Excellent [] II. Good [] III. Average []

C. Price:

I. High [] II. Moderate [] III. Low []

Thank you for your valuable feedback.