

Faculty of Commerce
A Major Research Project

Title

**"A Comparative Study of Agricultural
Traditional and Electronic Marketing System"**

Submitted by

Dr. Kalhapure Balasaheb Babanrao

Assistant Professor in Commerce

Rayat Shikshan Sanstha's

Shripatrao Kadam Mahavidyalaya, Shirwal,

Tal-Khandala, Dist- Satara.

Submitted to

Academic Year: - 2020-21

Rayat Shikshan Sanstha's

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Khandala, Dist- Satara.**

CERTIFICATE

This is to certify that, **Dr. Kalhapure Balasaheb**

Babanrao, is an Assistant Professor in Commerce in Rayat Shikshan Sanstha

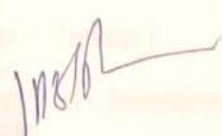
Shripatrao Kadam Mahavidyalaya, Shirwal, Tal- Khandala, Dist- Satara.”

Shivaji University of Kolhapur. He has carried out the Minor Research Project at this college and also he is associate with our Institute. He was given every kind of library help with regard to books, journal, magazines, periodicals, internet, computer, etc. to carry out his research work.

He is submitting the required number of copies of his Major Research Project to the Principal Rayat Shikshan Sanstha Shripatrao Kadam Mahavidyalaya, Shirwal, Tal- Khandala, Dist- Satara . The research work completed.

Date: 25/03/21

Place: Shirwal


(Prin. Dr. Manjushree Bobade.)



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Date: 25/03/21

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N. Chavan

(Prof. Namdev Chavan)

Head of Department in Commerce
Head
Dept. of Commerce
Shripatrao Kadam Mahavidyalaya, Shirwa
Tal. Khandala, Dist. Satara

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(Prof. Namdev Chavan)

Head of Department in Commerce
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Dept. of Commerce
Shripatrao Kadam Mahavidyalaya, Shirwa
Tal. Khandala, Dist. Satara

Acknowledgement

I would like to express my deep sense of gratitude to Prof. Chavan N.B. For his guidance, interest and co-operation to complete project successfully.

I am sincerely thanking **Dr. Manjushri Bobade, Principal** of our college who gave me opportunity to work for this project. I am grateful to my friends for his continuous help during the tenure of the project.

I am indebted to **Rayat Shikshan Sanstha, Shripartrao Kadam College Shirwal** and **University of Kolhapur** for research grant to my Major Research Project.

Last but not least, I thank my parents and my wife for motivating me to achieve higher standards of excellence.



Dr. Kalhapure Balasaheb Babanrao

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Chapter- 1

Introduction and Research Methodology

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“Comparative Study of Agricultural Traditional and Electronic Marketing System”

Chapter- 1

Introduction and Research Methodology

1.1 INTRODUCTION:-

India is the agriculturist country. In Indian economy agricultural produce is the main part of national income. “Out of the total population 70% population depend on agriculture sector”. This is a main source of employment especially for rural people. Near about 65% population is farmer and depends on farming based employment.

In India Co-Operative movement is one of the part of the economy. In rural India farmers face various problems due to insufficient information and assistance at various levels. Agricultural produce and its problem is one thing and marketing of agricultural produce is another major thing.

Various institutes, such as central and state governments are planning there on for the agricultural produce marketing. But the strengths and constraints are not yet minimized. Agricultural produce market committee is one of the answers for minimizing agricultural produce marketing problems. Traditional systems are applied in this institute. Now a day's technological boom is affected over all sector, not only country but over the world. Agricultural produce marketing also not exception for this technology revolution namely electronic marketing .i.e. online marketing system.

This is the Comparative study of traditional and electronic marketing system in agricultural produce marketing. For the project Agricultural produce market committee Lonnad and E-choupal Sanchalaks center at are the institutes which are selected for study. The study in project report shows that, "Is it suitable new electronic system for this agricultural marketing?" Farmers are committing suicide all over India because of the agricultural problems. Market rate for the agricultural produce is one of the major problems behind the suicides of the farmer. This study also shows the path for various institutes and farmers for minimizing the agricultural produce marketing problems.

Problem and its research is the wide concept. It s darkness is high but this project report will be a candle stick for something looking into that wide and high darkness.

1.2 SELECTION OF THE SUBJECT:-

Electronic Commerce has been bringing up many revolutionary changes in the traditional commerce. One of the parts i.e. marketing also changed its face i.e. electronic marketing .In India agricultural produce is one of the major part of total marketing in Indian economy. The selection of subject is on the following manner.

- 1] Agricultural produce market committee is the main organized system all over the India.
- 2] In global trade, there is some specific corporate agency working through online marketing system for agricultural produce marketing.

1.3 OBJECTIVE OF THE STUDY:-

In the economy of any country marketing is one of the major parts of commerce. India is the agricultural country and its agricultural product marketing is also one of the major parts. Therefore the project will focus on the following objectives-

- 1) Traditional system of agricultural produce marketing.
- 2) Online marketing system of agricultural produce marketing
- 3) Agricultural produce market committee's are suitable media for online agricultural produce marketing.
- 4) Strengths and constraints in agricultural produce marketing committee.
- 5) Suggestions for suitable e-marketing.

1.4 SCOPE OF THE STUDY:-

- 1] Sample study of online marketing system
- 2] Traditional system and online system comparison
- 3] Selected agricultural product study on the point of view in online System.
- 4] Marketing system comparison is one of the base of National and International based.
- 5] Persons interview such as Committee Directors, Employees, Merchants, Agriculturists, E-marketing technicians, etc.

15 LIMITATION OF THE STUDY:-

E-marketing is related on specific technical aspects and media. It's a new and emerging concept. Especially rural area and farmers are illiterate about online marketing. Therefore following are the main critical limitations of the study.

- 1) The hypothesis and its further analysis is based on statistical data and there information made available by the KUBSN (Krushi Utpanna Bazar Samitti Lonnad).
- 2) The study is based on theoretical and technical point of view and the analysis is based on local strategy.
- 3) Respondents are lack for e-marketing system therefore conclusions are near to scientific, not pure.

1.6 SELECTION OF SAMPLE:-

Sampling method appears to be the best and the most convenient method for arriving at some definite conclusions. The respondents for this survey were the experts, the officer level personnel, the business people and of course the farmers. The care was taken to cover the respondent, who was a Internet User. E-marketing has a close tie with the Internet, web-site, e-mail, etc.

The period under study is from 2017-18 to 2019-20. i.e. Four financial years. Internet searching, e-mail, websites, online marketing agencies, etc. are used for the purpose of examining project study result.

1.7 HYPOTHESIS :-

The Research Project study had a following Hypothesis:-

"E-marketing Marketing System is suitable for agricultural produce Marketing"

1.8 RESEARCH METHODOLOGY:-

The project study is based on both types of research methodology. Such as Primary data and Secondary data. The details are as follows :-

A) Primary Data - The information required for the study has been collected through different sources. Primary data has been collected by applying various sub-methods such as

- i) Questionnaires
- ii) Discussion & Interviews

B) Secondary Data: - Two main sources are used for collecting the data relating to the subjects of the project study.

- i) **Traditional Sources:-** Such as Census, Gazetteer, news paper, magazines, Journals, Govt. Report, etc.
- ii) **New Sources: -** Various websites, online reports, e-mail, phone-mobile contacts or discussion, Internet searching, etc.

1.9 METHOD OF ANALYSIS:-

For the purpose of analysis of collected data, various mathematical and social science techniques are to be applied. These are average, percentage, addition, multiplication, division, subtraction, etc.. There are various charts, graphs, photo, etc.

1.10 AREA OF THE STUDY:-

Area of the study is concerned with the Agricultural Market committee Lonand and E-choupal center of and their marketing systems. There are selected three to five crop taken for study which has higher rate of purchase or sell in these two systems equally i.e. traditional and e-marketing based crop or commodity.

1.11 OUTLINE OF THE PROJECT:-

CHAPTER 1 INTRODUCTION & RESEARCH METHODOLOGY.

It deals with Introduction, selection of the subject, objectives, scope, limitations, hypothesis, research methodology, etc of the project.

CHAPTER 2 PROFILE OF THE INSTITUTE

It includes a profile of the Agricultural produce market committee Lonand and E-choupal centre.

CHAPTER 3 TRADITIONAL & ONLINE MARKETING SYSTEM

It shows the traditional marketing system of agricultural produce marketing. It clears about online marketing due to specifically agricultural produce marketing system.

CHAPTER 4 DATA ANALYSIS AND INTERPRETATION.

This chapter gives information about traditional & online agricultural produce market analysis and its interpretation.

CHAPTER 5 FINDING.

CHAPTER 6 LIMITATIONS, SUGGESTIONS & CONCLUSION.

Reference:-1. Ruddar Datta & K.P.M. Sudaram, Indian Economy, S. Chand & Company, New Delhi, Year- 2003. Pg. No. 23

5) While the first four waves related to sourcing from rural India, the fifth wave elaborates the rural marketing and distribution strategy, this is not the same as the rudimentary distribution of agri inputs that is being done today. ITC plans to bring together knowledge of the customer, knowledge of the business, deployed infrastructure, its reputation and experience gained over the first four waves, with an organization of people, processes and partners. This base will allow ITC to bring value added products and services to rural India.

6) After the sourcing of goods from rural India, ITC's last wave has the ambitious vision of eventually sourcing IT- enabled service from rural India. Telemedicine, eco-tourism, traditional medicine and traditional crafts are some of the services that can be sourced from rural India. While still a ways off, it is an agenda that inspires scale of the vision and potential impact on development in rural India.

6.5. Conclusion:-

The e-choupal model shows that large corporation can combine a social mission and an ambitious commercial venture, so that it can play a major role in rationalizing markets and increasing the efficiency of an agricultural system, and to do so in ways that benefit farmers and rural communities as well as the company shareholders.

ITC's example also shows the key role of information technology in this case provided and maintained by a corporation but used by local farmers in helping to bring about transparency to increase access to information and to catalyze rural transformation, while enabling efficiencies and low cost distribution that makes the system profitable and sustainable. Critical factors in the apparent success of the venture are ITC's extensive Knowledge of the agriculture. The effort ITC has made to retain many aspects of the existing production system, including the integral importance of local partners, the company's commitment to transparency and the respect and fairness with which both farmers and local partners are treated.

The hypothesis is 100% proved that the E-marketing system is suitable for agriculture produce marketing.

Appendix – “A” Questionnaires

Questionnaire No. 1 -

Questionnaire For

Agriculture Committee Member

1. Name of the Director / Secretary -
2. Address -
3. List of the Board of Directors -
4. List of the Staff -
5. Which are the Agricultural Commodity purchased through Market Committee?
6. What are the various expenses for farmers at the time of purchasing of agricultural produce?
7. What are the rates of those expenses?
8. No. of Commission Agents in market committee for purchasing the agricultural produce?
9. Year wise specific commodity purchasing and its volume, value, payment price, year wise rates, etc.?
10. What are the advantages of (traditional) marketing system for Commission Agents, Market Committee and Farmer?
11. What are the disadvantages of this traditional system?
12. What is the Govt. Role for this system improvement?
13. Any know-how about e-marketing system of agricultural produce?
14. Can market committee think about e-marketing system?
15. If Yes, is it applicable to farmers, commission agents, committee, etc. factors?

Questionnaire No. 2 -

Questionnaire For

Farmers who have applied Traditional marketing system for Agriculture Produce marketing.

1. Name of the Farmer -
2. Address -
3. Commodity Name / Names which are selling in market committee
4. What are the expenses for selling the agricultural produce?
5. What are the benefits from market committee and the traditional system also?
6. What are the traditional system drawbacks or disadvantages?
7. What are the constraints in this traditional system?
8. Are you aware about e-marketing system?
9. What is the Govt. Role about traditional marketing system?
10. Any know-how about e-marketing system of agricultural produce?
11. Can you think about e-marketing system?
12. If yes, give its advantages and disadvantages?
13. If yes, is it applicable to farmers, commission agents, committee, etc. factors?

Questionnaire No. 3 -

Questionnaire For

Sanchalak of e-choupal i.e. who have applied electronic marketing system for Agriculture Produce marketing.

1. Name of the Sanchalak -
2. Address -
3. What is ITC, Hub and e-choupal?
4. How the e-marketing system work?
5. What are the Sanchalaks Role?
6. What are the benefits or advantages to farmers from e-marketing system as compared to traditional system?
7. What are the constraints of e-marketing system?
8. What are the draw backs or disadvantages in e-marketing system as compared to the traditional marketing system?
9. Is e-marketing system suitable than the traditional system?
10. What about future inventions and trends in agricultural e-marketing system?
11. What is the Govt. Role for e-marketing system?

Questionnaire No. 4 -

Questionnaire For

Farmers who have applied electronic marketing system for Agriculture Produce marketing.

1. Name of the Farmer -
2. Address -
3. Commodity Name / Names which are sold in e-marketing system?
4. What are the expenses for selling the agricultural produce?
5. What are the benefits from Sanchalak and the e-marketing system also?
6. What are the e-marketing system drawbacks or disadvantages?
7. What are the constraints in this e-marketing system?
8. What is the Govt. Role about e-marketing system?
9. What are the another benefits from Sanchalak and from e-marketing system also?
10. What are the social achievements from this new era?
11. What is the future for this system ?

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A Minor Research Project

Faculty of Commerce

Title

**“A Study of Effectiveness of Sales promotion towards
Sale of Govind Milk with special reference to Govind
Milk and Milk Product Pvt.Ltd, Phaltan.”**

Submitted by

Mr. Bhutada Shubham Brijmohan

M.Com - Part -I

Under the Guidance of

Dr. Kalhapure Balasaheb Babanrao

Assistant Professor in Commerce

Submitted to

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Principal

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Prof. Dr. Kalhapure Balasaheb Babanrao

Place: Shirwal

Assistant Professor in Commerce

Head
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Shripatrao Kadam Mahavidyalaya, Shirwa
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Mr. Bhutada Shubham Brijmohan,

M.Com – Part- I.

INDEX

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Preface

The B.COM program me is well structured and integrated course of business studies. The main objective of practical training at UG level is to develop skill in student by supplement to the theoretical study of business management in general. Industrial training helps to gain real life knowledge about the industrial environment and business practices. The B.COM program provides students with a fundamental knowledge of business and organizational functions and activities, as well as an exposure to strategy thinking of management.

In every professional course, training is an important factor. Professors gives us theoretical knowledge of various subjects in the college, but we are practically exposed of such subjects when we get the training in the organization. It is only the training through, which I come to know that what an industry is, and how it works. I can learn about various departmental operations being performed in the industry which would in return help me in the future when I will enter in the practical field.

Training is an integral part of B.COM and each and e every student has to undergo the training for 2 month in accompany and then prepare a project report . on the same after a completion of training.

During this whole training, I got a lot of experience and came to know about the management practices in real that how it defers from those of theoretical knowledge.

In todays globalized world, where cutthroat competition is prevailing in the market, theoretical knowledge is not sufficient. Besides this, one need to have practical knowledge, which would help an individual work in his /her carrier activities and it, is true that **“EXPERIENCE IS A BEST TEACHER “**.

Acknowledgement

With immense pleasure, I would like to present this project report for **GOVIND MILK AND MILK PRODUCT PVT. LTD., PHALTAN.** it has been an enriching experience for me to undergo my summer training at **GOVIND MILK AND MILK PRODUCT PVT. LTD.,** which would not possible without the goodwill and support of the people around. As a student of **Shripatrao Kadam College Shirwal** , I would like to express my sincere thanks to all those who helped me during my practical training programmer.

Words are insufficient to express my gratitude towards **Mr. G.M.Dhumal (Managing Director, GOVIND MILK AND MILK PRODUCT PVT. LTD., PHALTAN).** I would like to give my heartily thanks to **Mr. S.S.Patil (Vice-President, GOVIND MILK AND MILK PRODUCT PVT. LTD., PHALTAN)** who permitted me to get training at **GOVIND MILK AND MILK PRODUCT PVT. LTD., PHALTAN.**

I am very thankful to my internal project guide **Mr. Kulkarni sir (Marketing Manager, GOVIND MILK AND MILK PRODUCT PVT. LTD., PHALTAN).** And **Mr. Phadatare sir (Branch manager)** who helped me at every step.

At last but not least my grateful thanks are also extended to **Dr. Balasaheb Kalhapure Sir (Shripatrao Kadam College Shirwal)** and to all my faculty teachers for the proper guidance and assistance extended my them.

However, I accept the sole responsibility for any possible error of omission and would be extremely grateful to the reader of this project report if they bring such mistake to my notice.

Abstract and Summary

This project report mainly focuses on identifying various factors which affect the sale of Govind Milk in the market. I was assigned a region Lonand, Shirwal, Khandala, Wai, Nira of Satara for the survey and sampling process. So to find effect of sales promotion on the sale of Govind Milk and also to find out awareness about Govind Milk among people. For this I have formulated a questioner with the help of which I can clearly evaluate those factors qualitatively and can come to a conclusion.

The major finding of this research is that the main reason due to which the sales of Govind Milk is low due to the awareness and lack of advertisement by customers. Also some recommendations are suggested to the organizations which I think would be beneficial to the organization to get increase in sale. It can be achieved by coming out with the some schemes for the customers which could benefit the customer in monetary form. As due to this programme of free sampling causes increase in the sale of Govind Milk in Satara in Lonand, Shirwal, Khandala, Wai, Nira region.

Organization can also focus on maintaining of the quality of milk till it reaches to end customers as they hold the milk for most important phase of the milk.

The result of sales promotion activity which is followed during my summer project is as follows.

Place	Sale before sampling (Lit.)	Sale after sampling (Lit.)	Total Increase (Lit.)
Lonand	120	190-200	40-50
Shirwal	80	150	70
Khandala	50	100	50
Wai	40	70	30
Nira	70	90	20

1. Introduction

India is a developing country and its population crosses 100 crores so it is called as a highly populated country in the world. India has different traditions and different cultures for concern with milk and milk products. Every state-wise recipe is different but milk and milk product consumption is all over.

In Maharashtra, milk business is mainly in rural areas. Milk business is developed by governments' co-operative societies. But last 2-3 decades; lack of proper government management in the milk business causes involvement of the private sector.

At present government, there is a procurement of 15 lacks lit. And co-operatives have 26 lac lit and private sector has 14 lac lit.

In Maharashtra, there is a huge demand for milk and milk products like Shrikhand, Amrakhnd, Paneer, Lassi, Basundi and Dahi in city & rural areas.

By taking all above things in mind, I decided to do a summer project in milk and milk product industry.

There are many companies like Varana, Chitale, Amul, Pooja, Krishna, Gokul, Prabhat etc engaged in the business of milk and milk products.

As per our college curriculum, I select Pooja milk and milk product Pvt. Ltd. For doing my summer project which is situated at Phaltan District-Satara in the field of marketing.

Marketing management represents the functional area of the business management efforts for the flow of goods and services from producers to the consumers. Marketing management performs all managerial functions in the field

of marketing. It has to plan and develop the product on the basis of known consumers demand.

"Marketing management includes analysis, planning, implementation and control of the program me designed to bring about desired exchanges with target audiences for the purpose of mutual or personal gain. It rarely heavily on the adoption and co-ordination of product, price and place and sales promotion to achieve effective response."

It is difficult to study all the factors via product, price and place and sales promotion at one time. So I select to work on sales promotional activity of Govind Milk and Milk product Pvt. Ltd. (Branch).

2. Company Profile

Establishment:-

The **GOVIND MILK & MILK PRODUCTS PVT.LTD** is established in sep. 1997 in a small room of agriculture high school at Phaltan. The first milk collection was 250 lit. And within short period the milk collection reaches up to 5000 lit. Per day. Within the due course of time the company was shifted to its present location which covers an area of one acre. At today the daily milk collection is 2, 50,000 lit. Per day.

BRANCHES:-

The head office of **GOVIND MILK & MILK PRODUCTS PVT.LTD** is situated At, Phaltan, Dist- Satara.

The company has production plant at –

1. PHALTAN (HEAD OFFICE)
2. LONAND

PRODUCT PROFILE:-

GOVIND MILK & MILK PRODUCTS PVT.LTD started manufacturing by-products in the year 2000. First by-product produce is shrikhand. All products of the company have high quality graded with good taste, so there is high demand for products in market. For promoting Products Company use the policy “high quality with competitive price.”

Following are the products of the company:-

Product Range



Water



Butter



Juice



Tea



Jam



Yoghurt



Milk



Smoothie



Soft Drink



Ice Cream



Greenfield

Turnover:-

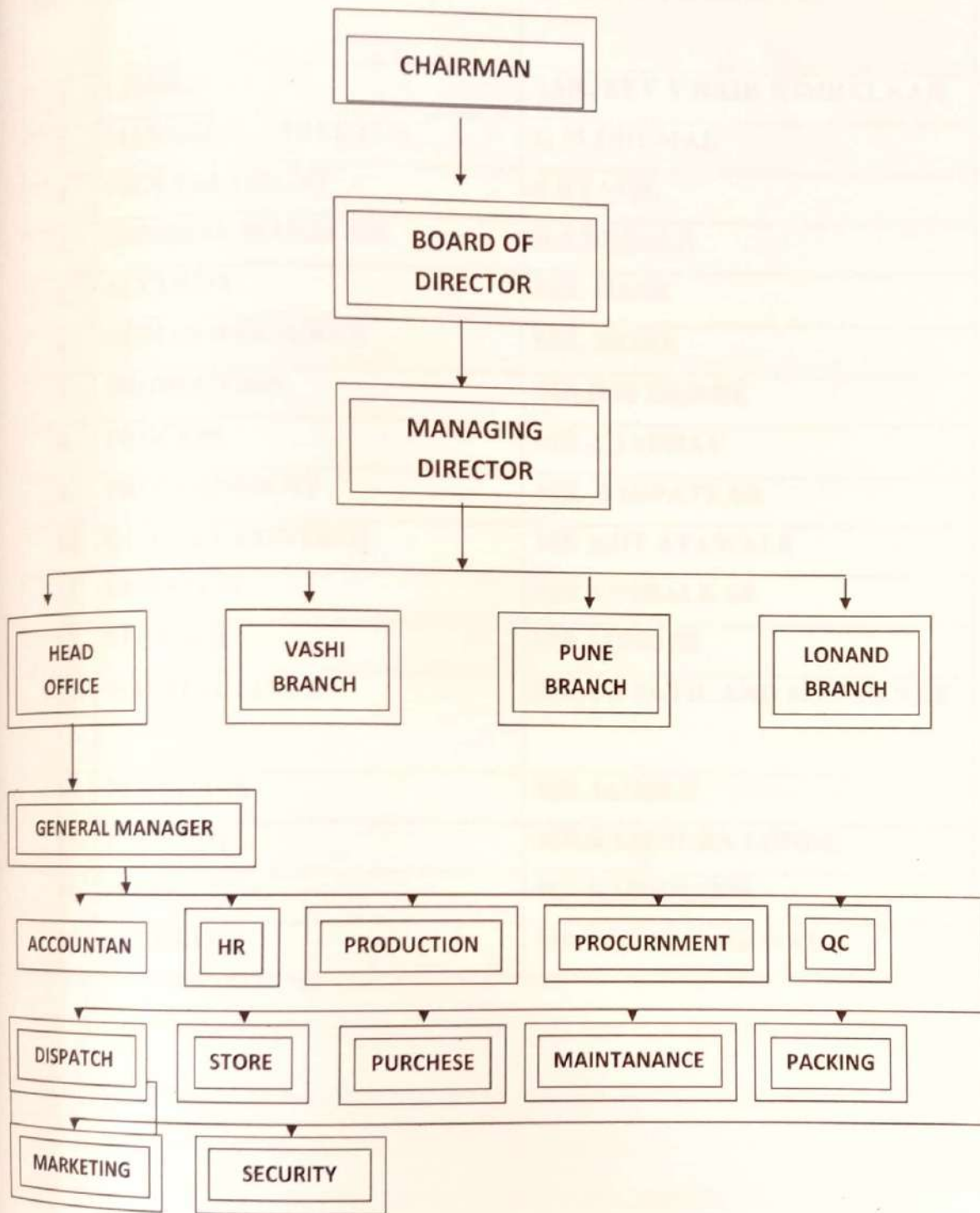
Overall annual turnover of the company is more than 100 cores. The company has planned to open new power plant in this year.

Objective of the Company:-

The overall objective of the company is move around quality products.

1. Improving the productive of the existing production facility
2. Increase production
3. Increase sales volume
4. Development of distribution network
5. Improve customer service

ORGANIZATION CHART:-



SR	Name of department	Head of department
1.	CHAIRMAN	SANJEEV V NAIK NIMBALKAR
2.	MANAGING DIRECTOR	G M DHUMAL
3.	VICE PRESIDENT	S S PATIL
4.	GENERAL MANAGER	R.S.BHOSLE
5.	ACCOUNT	MR. DANE
6.	HUMAN RESOURCE	MR. MORE
7.	PRODUCTION	MR.D M SHINDE
8.	PROCESS	MR A JADHAV
9.	PROCURNMENT	MR. B HIPATKAR
10.	QUALITY CONTROL	MR AJIT ATAWALE
11.	DISPATCH	MR NIMBALKAR
12.	STORAGE	MR LONDHE
13.	MAINTAINANCE	MR.CB PATIL AND MR.SHENDE
14.	PURCHASE	MR.JAMBLE
15.	PACKING	MR.RAJENDRA LONDE
16.	MARKETING	MR KARKHANIS
17.	SECURITY	MR.POPAT GAIKWAD

Marketing Research

Marketing research plays an important role in the process of marketing. It helps the firm to acquire a better understanding of the consumers, the competition and the marketing environment.

Definition

“Marketing research is a systematic gathering, recording and analysis marketing problem to facilitate decision making.”

- **Coundiff & Still.**

“Marketing research is a systematic problem analysis, model building and fact finding for the purpose of important decision making and control in the marketing of goods and services.

- **Phillip Kotler.**

Role of Research

“Research is defined as the systematic and objective search for and analysis of information relevant to the identification and solution of any problem.

Research is a systematic collection and analysis of information that is ultimately used in evolving decisions. All the stages in research must be carried out in logical manner. It should also ensure objectivity in every steps. Research must not be a mere collection of statistical information. One must justify the choice of

methodology of data collection and analysis. And research must not be too preoccupied with techniques, but instead convey the meaning of the results in marketing terms even when some advanced sophisticated or advanced tools is used.

The research process

Research exercise may take many forms but systematic enquiry is features common to all such forms. Being a systematic enquiry, it requires careful planning of the orderly investigation process.

Stages in the research process

In planning and designing a specific research project, it is necessary to anticipate all the steps that must be undertaken if the project is to be successful in collecting valid and reliable information.

The steps of marketing research process are highlighted in the following flow diagram

Research Process:-



1. Defining the problem:

Clear problem definition is of crucial importance in research in terms of both time & money. It is rightly said that "a problem well defined is half solved". Careful attention to problem definition allows the researcher to set the proper research objectives, which in turn facilitate relevant and economic data, collection.

2. Statement of the research objectives:

After clarifying and identifying the research problem with or without exploratory research, the researcher must make a formal statement of research objectives.

Research objectives may be stated in qualitative or quantitative terms and expressed as research question, statement or hypothesis.

3. Planning a research design:

Once the research problem has been defined and the objectives decided, the research design must be developed. A research design is a master plan specifying the procedure for collecting and analyzing the needed information. It represents a framework for the research action. The researcher must at these stages also determine the type, source of information needed, the data collection methods, the sampling methodology and the data timing and possible costs of the research.

Collecting the data:

The data collection process follows the information of research design including the sample plan. Data, which can be secondary or primary, can be collect using variety of tools. These tools are classified into two broad categories, the observation method and the survey methods, all of which have inherent advantages and limitations.

In most research areas, field survey is commonly used to collect primary data from the respondents. Surveys can be

- 1) Personal.
- 2) By mail
- 3) Telephonic & by diary

It is common practice to use structured questionnaires prepared in advanced, to elicit the necessary from the respondents. Whether it is personal or mail survey, it is necessary to design suitable questionnaire, conduct a pilot survey and undertake a pre-testing of the questionnaire.

Secondary data means data that are already available, it means which have already been collected and analysed by some one else. When research utilizes secondary data, research has to look into various sources from where researcher can obtain data; usually data published is available in:

Technical & trade journals;

Books, magazines and newspapers;

Reports and publications of various associations connected with business and industry;

CONCLUSION:

As we know that Govind milk is not very big organization as compare to Amul in dairy industry. It has moderate market share in milk, ghee, shrikhand, amrakhand and paneer, which are its main/core products. As we know Govind milk is a Pvt.Ltd organization but milk industry is a profitable industry we can't ignore it. With the help of research, company can find out its week points in milk and can increase its market share through rectify mistakes.

The survey resulted into following conclusions:

1. Govind milk must come up with **new promotional activities** such that people become aware about Govind milk.
2. Quality is the dominating aspect which **influences consumer** to purchase Govind milk, but **prompt availability** of other milk brands and **aggressive promotional activities** by others influences the consumer towards them and also leads to increase sales.
3. In comparison to Govind milk, the other players such as Amul, Warna, Gokul and Mahananda provide a **better availability** and give competition to the hilt.
4. People are mostly **satisfied** with the overall quality of Govind milk, but for the existence in the local market Govind milk must use aggressive selling techniques.

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APPENDIX

QUESTIONNAIRE

I am a student of B.Com from conducting a survey on Effectiveness of Sales promotion towards sale of Govind milk.

1. What kind of milk do you use?
A. Packaged
B. Loose
2. What type of milk do you use?
A. Cow
B. Buffalo
3. Which brand milk do you use?
A. Amul
B. Warna
C. Mahananda
D. Govind
E. Any other
4. Which pack size of milk does you prefers?
A. 200ml
B. 250ml
C. 500ml
D. 1000ml
5. Do you know about Govind milk?
A. Yes
B. NO

6. Do you taste Govind milk?

A. Yes

B. No

7. From where you get to know about Govind milk?

A. Banner

B. Poster

C. Retailer

D. Any other

8. Are you interested to buy Govind milk?

A. Yes

B. No

6. Do you taste Govind milk?

A. Yes

B. No

7. From where you get to know about Govind milk?

A. Banner

B. Poster

C. Retailer

D. Any other

8. Are you interested to buy Govind milk?

A. Yes

B. No

9. How do you scale Govind milk?

ATTRIBUTE	<u>POOR</u>	<u>AVERAGE</u>	<u>GOOD</u>	<u>EXCELLENT</u>
PRICE				
SWEETNESS				
PACKAGING				
THICKNESS				
SCHEMES				
AVAILABILITY				