

P2596 - TH 7697

**A PROJECT REPORT**

**ON**

**“Study and Analysis of Customer Satisfaction of Prabhat  
Milkin Shirampur City”.**

**AT**

**Prabhat Milk, Shirampur District**



**Submitted by,**

**Mr. GADHE AMOL DATTATRY**

**Reg. No. 2013/MBA/10/MC**

T-7697

**PROJECT GUIDE**

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**Nodal Officer**

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**Submitted to**



**Post Graduate Institute of Agri-business Management,**


**Chakur (LATUR)**

**VASANTRAO NAIK MARATHWADA KRISHI  
VIDYAPEETH, PARBHANI- 431402 (M.S) 2014-2015**

## CERTIFICATE OF ORIGINALITY

This is to certify that the project entitled “” is an original work of the Study and Analysis of Customer Satisfaction of Prabhat Milk in Shrirampur City student and is being submitted in partial fulfillment for the award of degree in Master of Business Administration (Agri.) of Vasantnao naik Marathawada Krishi Vidyapeeth, Parbhani.

This report has not been submitted earlier either to this University or any other University/ Institution for the fulfillment of the requirement of a course or study.

  
Name of Student  
Mr. GADHE AMOL D.  
Date 2-6-2014

  
Prof. H.B. Patil.  
(Head Officer)  
Post Graduate Institute Of  
Agri-Business Management, Chakur.

**Prabhat Dairy Pvt. Ltd.**

Fresh Dairy • Milk Ingredients • Co-manufacturing

**Prabhat**

Ref. No: 035/HR/JUNE - 2014

Date: 2<sup>nd</sup> June, 2014

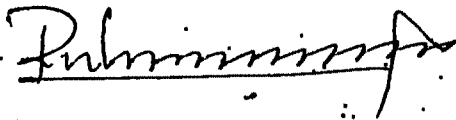
**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Amol Gadhe S/o Mr. Dattatray Gadhe** Student of  
"Post Graduate Institute of Agri-Business Management, Chakur, Dist. -  
Latur" has completed his summer training project report from Dt: 01<sup>st</sup> April, 2014  
To 31<sup>st</sup> May, 2014 at "Prabhat Dairy Pvt. Ltd." At - Ranjankhol, Post -  
Tilaknagar, Tal - Rahata, Dist- Ahmednagar (M.H).

During this two months period, he was found sincere, honest & hard working.

We wish him best of luck for future prospects.

**For Prabhat Dairy Pvt. Ltd.**



**Director**



**Prabhat Group of Industries**

Regd. Office: At Ranjankhol, P.O. - Tilaknagar, Tal. Rahata, Dist. Ahmednagar - 413720,  
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## **CERTIFICATE OF PROJECT GUIDE**

This is to certify that the project entitled “**Study and Analysis of Customer Satisfaction of Prabhat Milk in Shirampur City**” submitted to the **Marathawada Krishi Vidyapeeth, Parbhani**. in partial fulfillment of the requirements for the degree of **MASTER OF BUSINESS ADMINISTRATION (AGRICULTURE)** embodies the results of a piece of bona fide work carried out by **Mr. Gadhe Amol Dattatray (Reg. No. 2013/MBA/09/MC)** under my guidance and that no part of the project work has been submitted for any other degree or diploma.

The assistance and the help rendered during the training period have been duly acknowledged. The suggestions made by the Evaluation Committee are incorporated in the project draft.

  
**Prof.H.B.Patil.**

Project Guide

Place- Shirampur

Date ~~02/10~~ 2014

**CANDIDATE'S DECLARATION**

*I hereby declare that the project report  
or part thereof has not been  
previously submitted by me  
for a degree of any  
University or  
Institute.*

Place : SHRIRAMPUR

Date 02 06/2014



**Mr. Gadhe Amol Dattatray**

**(Reg. No. 2013/MBA/10/MC)**

## ACKNOWLEDGEMENT

Life of human being is full of interaction no one is self-sufficient by himself; whenever anyone is doing some serious and important work a lot of help from the people. Concerned is needed and one less specially obliged towards them the guidance and co- ordination of them in my project report would not have been possible.

A large number of individual contributed to this project. I am thankful to all of them for their help and encouragement .My writing in this project report has also been influenced by a member of website and standard textbook. As far as possible they have been fully acknowledged at the important place I express my gratitude to all of them.

First of all I own my heartfelt gratitude to my Guide **Prof. Patil H. B.** Incharge Nodal Officer, PGIABM, Chakur, Shrirampur and **Mr.A.G. khernar**(Assistant Manager Prabhat Dairy,Shrirampur ) for providing me an opportunity to do a very challenging and satisfying project in such an organization like "Prabhat dairy Dairy Shrirampur"**Mr.Ajay Sathe**Sir for his noble guidance throughout the completing of project.

I must also thank to **Mr. Ajay sathe sir** for guideline on concept Customer Satisfaction.

Last but not least also gives my sincere thanks to all the people to directly indirectly have help and encourage me in feeling the way to us collecting the requisite information and completing the project effectively and timely.

Date: 02/06/2014

Place: Chakur (Shrirampur)

  
**Mr. Gadhe Amol D.**

(Reg. No.2013/MBA/10/MC)

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# EXECUTIVE SUMMARY

## **EXECUTIVE SUMMARY**

### **PROJECT TITLE: "Study and Analysis of customer satisfaction of Prabhat dairy milk"**

The project work at Prabhat dairy dairy was undertaken for Analysis of customer satisfaction of Prabhat Milk in the Shrirampur city. The project was also done for studying the competitor consumer satisfaction for the above products. The Prabhat dairy dairy is well established dairy industry in the Shrirampur district. It covers most of the area of Maharashtra state for marketing of its milk products. Prabhat dairy have very good distribution network in the Mumbai, Nagpur, Shrirampur city as well as in the Maharashtra state. The Prabhat dairy is the very well established dairy brand in the Mumbai too.

For doing the research study on this project I have made the survey of the consumer of the Shrirampur city. Near about local area of the Prabhat dairy in the Shrirampur cities have observed. 150 consumers were interviewed with the specially designed questionnaire. The data got in the questionnaire and the secondary data was then analyzed. The data analyzed then interpretate and explain with the help of suitable tables and charts. After interpretation of the data, some findings drawn from the project. That finding is based on the information given by the retailers and the observations during the project period.

Though the Prabhat dairy have very good popularity in dairy although there some important lacunas present in their marketing strategy. The retail line and the distribution network of the prabhatdairy is very strong, but due to

improper attention towards retail marketing strategy the actual potential of the distribution is not utilized.

The other well established brand Rajahs is becoming the good competitor for the Prabhat Milkin Shrirampur city. Also the other brands like Sai, Warna ,Amrut Milk also becoming good competitor for Prabhat milk.

The percentage share of Prabhat Milkin the Shrirampur city is less than Rajahs Milk . It is due to the low quality taste and inconvenient packaging.

The most of the consumer are satisfied with the sale of Prabhat Milk. but they get less facilities from the Prabhat dairy as compared to competitor.

So let's move towards detailed analysis and the other hidden things in the project report. I hope this project will help lots of people for their further study

# CHAPTER I

# INTRODUCTION

## **INTRODUCTION**

The dairy sector in the India has shown remarkable development in the past decade and India has now become one of the largest producers of milk and value-added milk products in the world. The dairy sector has developed through co-operatives in many parts of the State. During 1997-98, the State had 60 milk processing plants with an aggregate processing capacity of 5.8 million liters per day.

Dairy is a place where handling of milk and milk products is done and technology refers to the application of scientific knowledge for practical purposes. Dairy technology has been defined as that branch of dairy science, which deals with the processing of milk and the manufacture of milk products on an industrial scale.

In developed dairying countries such as the U.S.A., the year 1850 is seen as the dividing line between farm and factory-scale production. Various factors contributed to this change in these countries, viz. concentration of population in cities where jobs were plentiful, rapid industrialization, improvement of transportation facilities, and development of machines.

Whereas the rural areas were identified for milk production, the urban centers were selected for the location of milk processing plants and product manufacturing factories. These plants and factories were rapidly expanded and modernized with improved machinery and equipment to secure the various advantages of large-scale production. Nearly all the milk in the U.S.A. before 1900 was delivered as raw (natural) milk. Once pasteurization was introduced, it

developed rapidly. Mechanical refrigeration helped in the rapid development of the factory system of market milk distribution.

In India, dairying has been practiced as a rural cottage industry since the remote past. Semi-commercial dairying started with the establishment of military dairy farms and co-operative milk unions throughout the country towards the end of the nineteenth century. During the earlier years, each household in those countries maintained its 'family cow' or secured milk from its neighbor who supplied those living close by. As the urban population increased, fewer households could keep a cow for private use. The high cost of milk production, problems of sanitation etc., restricted the practice; and gradually the family cow in the city was eliminated and city cattle were all sent back to the rural areas

The Indian Dairy Industry has made rapid progress since Independence. A large number of modern milk plants and product factories have since been established. These organized dairies have been successfully engaged in the routine commercial production of pasteurized bottled milk and various Western and Indian dairy products. With modern knowledge of the protection of milk during transportation, it became possible to locate dairies where land was less expensive and crops could be grown more economically. The dairy cooperative movement in India continues to be unparalleled in the world in terms of its scope and scale. Launched in the Kaira district of Gujarat during India's independence, farmers were encouraged to form a cooperative to counter exploitatively low prices offered for their milk by the monopoly milk supplier, Polson Dairy.

The Kaira cooperative launched its operations in 1946 and operated at two levels. The primary village dairy cooperative society of milk producers collaborated with others in the district to form the milk producers union, which procured and processed the milk. The union processed the milk that was procured from the village dairy cooperatives at its processing plants. In addition to collecting surplus milk, the Kaira union assisted members in expanding production. The father of the Indian dairy movement was Varghese Kurien.

A mechanical engineer from the Michigan State University, US, Kurien helped India to become the largest producer of milk in the country. As the number of district unions increased, the Kaira cooperative was transformed into the Gujarat Milk Marketing Federation Ltd (GCMMF) under the chairmanship of Kurien. GCMMF coordinated the operations of the union and marketed milk and milk products. As the operations were based in Anand, Gujarat, this came to be known as the Anand model. This model was replicated across India. In 1965, NDDB was formed under the chairmanship of Kurien and was mandated with the task of building cooperative dairies across the country.

CHAPTER II  
CHAPTER II  
COMPANY PROFILE

## **CHAPTER II**

### **COMPANY PROFILE**

The total sale of milk under Prabhat dairy Brand name in the state is 8.5 LLPD including the sale of milk in Ahmednagar, Pune & Nagpur region.

Prabhat dairy Dairy plant has been established for giving special impetus for development of backward region. At present, we are selling about 30,000 litres. Of milk per day from Ahmednagar Dairy Project.

Prabhat dairy Pune Dairy Plant is established to supply Prabhat Milk to the huge population in Pune city and surrounding area. At present, we are selling about 45,000 litres. of milk per day from Pune Dairy Project.

Nagpur Dairy Plant is establishing to provide special impetus to backward region of Vidarbha in general and Nagpur in particular. At present we are selling about 50,000 litres. of milk from Nagpur Dairy.

Prabhat dairy Wardha Dairy Plant has been started to provide special support to the Dairy Development activity in Amravati region and the plant of Wardha District milk union has been taken on rental basis in order to help Rehabilitation of Wardha milk union with financial assistance from Govt. of India and Govt. of Maharashtra. At present, we are selling about 15,000 ltrs. of milk from Wardha Dairy Plant.

Prabhat Dairy Shirampur: During the financial year 2002-03 the MRSDMM has taken over the Government Milk Scheme Shirampur (GOVERNMENT OF MAHARASHTRA) on long term lease basis (30 years). The Prabhat dairy Shirampur Dairy Plant has been started to provide special support to

develop dairy activity in Marathwada region. At present we are selling about 30,000 liters per day of milk from Shrirampur Dairy Plant. Which includes sale at Hyderabad?

PRABHAT DAIRY DAIRY is the unit run by the MRSDMM, Prabhat dairy Dairy has made significant growth and progress in the field of productivity improvement, quality improvement, energy conservation, cost control etc. due to sincere and dedicated efforts put at all the levels. The details of significant growth, high lights and achievements of MRSDMM / PRABHAT DAIRY DAIRY are as under :

MRSDMM is an Apex Federation of District / Taluka milk unions established to implement the Operation Flood programme in the state of Maharashtra. The main objectives of MRSDMM are to procure milk from the member milk unions at remunerative rates and distribute the same to the consumers at reasonable rates.

## Basic Information

<b>Nature of Business</b>	<ul style="list-style-type: none"><li>• Manufacturer</li><li>• Exporter</li><li>• Supplier</li><li>• Trader</li></ul>
<b>Industry</b>	Manufacturing and Trading of Dairy Prod etc.
<b>Registered Address</b>	2nd floor , Kataria Chamber , Ablove Sanewadi, Aundh, Pune- 411 007, Mahara
<b>Year of Establishment</b>	1998
<b>Total Number of Employees</b>	more than 1000 People
<b>Legal Status of Firm</b>	Private Ltd. Co. Registered under Indian C
<b>Promoter</b>	Mr. Vivek Nirmal

<b>Annual Turnover</b>	Rs. 100 - 500 Crore
------------------------	---------------------

**Infrastructure**

<b>Location Type</b>	Semi-Urban
----------------------	------------

<b>Building Infrastructure</b>	Permanent
--------------------------------	-----------

<b>Size of Premises</b>	100000 Square feet
-------------------------	--------------------

**Company USP**

<b>Primary Competitive Advantage</b>	<ul style="list-style-type: none"> <li>Experienced R &amp; D Department</li> <li>Provi Solutions</li> </ul>
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**Statutory Profile**

<b>Banker</b>	State Bank of India
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<b>PAN No.</b>	AACCP8872E
----------------	------------

<b>TAN No.</b>	PNEP08516E
----------------	------------

<b>Registration Authority</b>	Pune
<b>Registration No.</b>	U15203PN1998PTC013068
<b>Central Sales Tax No.</b>	27080248321C
<b>Value Added Tax Registration No.</b>	27080248321V
<b>Packaging/Payment and Shipment Details</b>	
<b>Payment Mode</b>	<ul style="list-style-type: none"> <li>• Cheque</li> <li>• Online</li> <li>• DD</li> <li>• RTGS</li> </ul>
<b>Shipment Mode</b>	<ul style="list-style-type: none"> <li>• By Air</li> <li>• By Road</li> </ul>

**Who the prabhat is**

With a vision to uplift farmers, Mr. Sarangdhar R Nirmal, a management graduate, initiated milk collection and processing in Srirampur, Ahmednagar district of Maharashtra, India. Being a farmer himself, he believed in sharing prosperity with scores of marginal farmers from the district.

The group philosophy of “delighting the consumer” has been well rewarded by

a wide section of consumers resulting into a high annual CAGR growth. The first year turnover of few lakhs has increased multi-fold and has touched multi million mark.

The group collects around 600,000 litres of milk every day from around 50,000 farmers and processes it in a modern factory at Srirampur.

The group has a well balanced management team comprising of best of industry professionals and well educated family members

## **2.1 Products:**

The Prabhat dairy Dudh Sangh Products are extremely popular in the Local & Distant Markets. Branded as Prabhat dairy Products, they include Milk, Shrikhand, Ghee, Table Butter, Skimmed Milk Powder & White Butter.





- Prabhath dairy Milk
- Prabhath dairy Shrikhand
- Prabhath dairy Ghee
- Prabhath dairy Table Butter
- Prabhath dairy Skimmed Milk Powder (Standard Grade)
- Prabhath dairy Skimmed Milk Powder (Extra Grade)
- Prabhath dairy White Butter
- Prabhath dairy Dahi
- Prabhath dairy Paneer
- Prabhath dairy Lassi
- Prabhath dairy Cooking Butter
- Prabhath dairy Cream

## **2.2 Board of management**

The dairy has 19 elected board of management. One representative each from NDDDB, Dairy development commission, State Federation Registrar of Co-operative Society and CEO of union as member's secretary. The management of dairy vested on Board of Directors. As explained earlier, the representative from those institutions are nominees of those institution of rest are elected members of union.

The Managing Director of dairy is appointed by Board and acts as secretary of Board. He is generally responsible for overall functioning of dairy. The dairy has 510 employees.

## **2.3 Organizational structure**

The general body of member societies is highest body to play in approval of proposals for yearly action plan, budget for that year and legal matters like By-law and internal procedures. At least as per By-laws and co-operative principles, Board of Directors is elected and responsible for general body. Under Board of Directors there are many Operational Departments, like Dairy Management, Input Management, Marketing Management and Finances etc. The financial position of study has been discussed in later part of report.

## **2.4 Objectives of the Prabhat dairy :**

- Development of infrastructure for procurement of Milk in rural areas of Shrirampur District to ensure an assured market for Milk producers throughout the year, as well as good remunerative prices.

- Fulfill the growing need for Milk & Milk products of the consumers in Maharashtra & elsewhere
- Organize the Co-operative structure of milk producers at the village level.
- Supplement the programme extension & inputs, with particular reference to feed & fodder production & implement an intensive breeding programme for Milk animals to increase Milk production.

**A few of our popular schemes:**

- Provident Fund scheme implemented for Milk Producer.
- Pioneer in Unique Prabhat dairy Gram Vikas Yojana (A Community Development Program).
- Started unique Calf Rearing Scheme
- Wrestling competition for Girls and Scholarship for Wrestler
- Issue Debentures to Member Societies.
- 'Kisan' Insurance Package Scheme.
- Woman Dairy Cooperative Leadership Development Program.

**2.5 Product Profile:**

### **2.5.1 Product Profile of Prabhat dairy Dairy**

- India's largest dairy products, milk products selling Organization. , which started Quality Assurance Programme and certified in Sept. 98 for ISO –9002 /ISO 9001/HACCP in 2003. organization manufacturer & exporter of milk, milk products. Prabhat dairy is a Co-operative milk union.

#### **Products**

##### **Milk:**

Milk is an almost ideal food. It has high nutritive value. It supplies body building proteins, bone forming minerals and health giving vitamins and furnishes energy giving lactose and milk fat. Besides supplying some essential fatty acids, it contains the above nutrients in an easily digestible and assailable form. All these properties make milk an important food for pregnant women, growing children, adolescents, adults, invalids, convalescents and patients alike.

Milk may be defined as a whole, fresh, clean, lacteal secretion obtained by the complete milking of one or more healthy Milch animals excluding that obtained within 15 days before or 5 days after calving or such periods as may be necessary to render the milk practically colostrums free and containing the minimum prescribed percentage of milk fat and milk-solids-not-fats.

**Pasteurization:** The term pasteurization refers to the process of heating each & every particle of milk to at-least 63° C for 30 minutes, or 72° C for 15 seconds in approved and properly operated equipment. After pasteurization the milk is gradually cooled to 5° C or below.

**Homogenization:** Homogenization refers to the process of forcing the milk through a homogenizer with the object of sub dividing the fat globules.

**TABLE 2.5.1**

**Standards of different Milks:**

<b>Class Of Milk</b>	<b>Minimum</b>	
	<b>%M.Fat</b>	<b>% SNF</b>
Cow Milk	3.5	8.5
Standardized Milk	4.5	8.5
Toned Milk	3.0	8.5
Double Toned Milk	1.5	9.0
Skimmed Milk	Less than 0.1	8.7
Full Creamed Milk	6	9.0
Buffalo Milk	6	9

## Did you know .....

Milk is rich in protein and calcium which help build the muscles you need to throw a ball or climb a tree. One 200 ml glass of milk provides a power-pack of nutrients a child needs daily. Here's how a glass of milk fulfills your daily requirement of nutrients in percentage terms :

Prabhat's freshly pasteurized milk is processed & pasteurized in a state-of-the-art processing plant under stringent hygienic conditions. This results in delivering consistent quality of milk to the end consumer.

Prabhat offers four varieties of pasteurized milk to cater to a wide cross section of consumer demand.

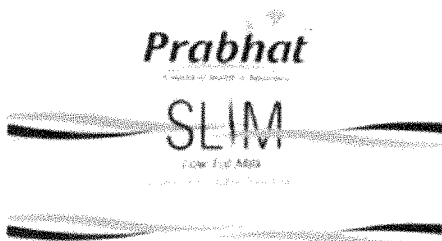
These four varieties are **Prabhat Gold, Prabhat Slim, Prabhat Fresh, Prabhat Taza.**



### PRABHAT GOLD

Prabhat Gold milk is premium, creamy, rich, soft and tasty. The unique balance of fat and other composition ensures a long lasting experience each time you open it. It contains 3.5% MILK FAT.

Enjoy a glass of Prabhat Gold everyday or can be used in tea or coffee, sweets, curd, buttermilk or preparation of homemade ghee.



### PRABHAT SLIM

Health conscious consumers rejoice! Prabhat offers low fat milk with the same taste and experience of regular milk. Prabhat Slim is a guilt free delight, milk fit for regular consumption at only 1.5% MILK FAT.

Balanced diet, regular exercise and Prabhat Slim together make a healthy lifestyle. Prabhat slim offers a daily dose of dairy goodness with less than half the fat of regular milk.



### PRABHAT FRESH

Prabhat Fresh has naturally occurring, easy to digest natural vitamins and minerals and has a great creamy taste. It contains 3.0% MILK FAT.

Prabhat Fresh keeps consumer active throughout the day by providing the necessary essential nutrients.

Enjoy a glass of Prabhat Fresh everyday or it can be used in tea or coffee, sweets, curd, buttermilk or preparation of homemade ghee.



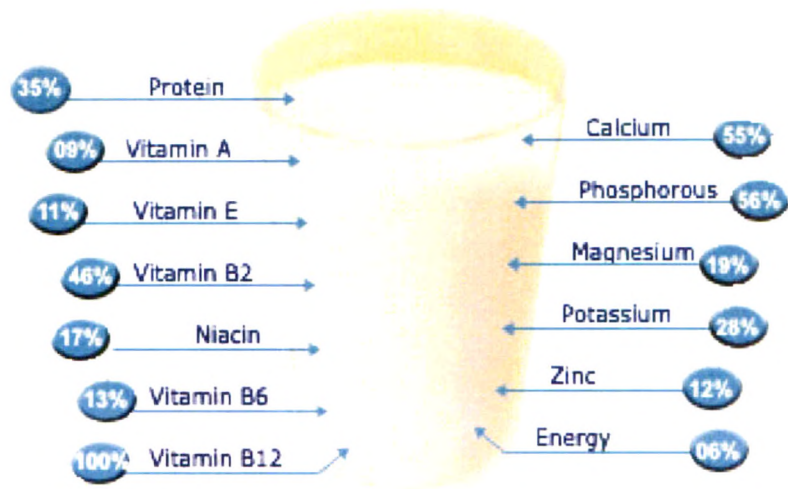
### PRABHAT TAAZA

Prabhat Taza milk is fresh, creamy, and tasty. The unmatched balance of fat and other composition ensures a long lasting freshness. It contains 3.5% MILK FAT.

Just boil it and drink it. You can also enjoy with tea, coffee and even milkshakes.

#### **Packing details:**

ALL BRANDS AVAILABLE IN 250ml / 500ml / 1000ml poly pouches.



### Pure Deshi Ghee

Manufacturer & Exporter of Pure Deshi Ghee. Our product range also comprises of Sweetend Condensed Milk, SKIMMED MILK POWDER and DAIRY WHITNER.

### Pure Deshi Ghee



T-7697

Pure

Deshi

Ghee

Pure Desi Ghee is made from fresh cream and it has classic rich aroma, grainy texture and a rich golden yellow color. Prepare Indian sweets or enjoy it with every day meal. We have wide ranging packs from 100ml to 15kg. Our clients can avail from us superior quality pure Ghee that is processed under the guidance of our skilled experts. This ghee is prepared using the finest grade pure cow milk and is easily digestible. The ghee is prepared using the latest technology in accordance with the international quality standards. The offered product is rich in vitamins. Moreover, clients can avail this ghee in various packaging options at affordable prices.

Available Packs	<b>BB- 100ml</b> <b>JARS – 200ml / 500ml / 1ltr</b> <b>CEKA – 200ml / 500ml / 1ltr</b> <b>Pouch – 500ml / 1ltr</b> <b>Tin – 5kg , 15 kg</b>
Brand	<b>Prabhat</b>
Taste & Flavour	<b>Pleasant and Clean</b>
Colour	<b>Golden Yellow</b>
Filling Temperature	<b>45 Deg C</b>
FFA	<b>0.34%</b>
Moisture	<b>0.073</b>
RM Value	<b>28.93</b>
P Value	<b>1.1</b>
BR Reading @ 40 Deg C	<b>42</b>
Residue	<b>Absent</b>
MOT	<b>Negative</b>
PODINE Test	<b>Negative</b>
Secondary Packaging (Shipping Case)	<b>5 Ply Brown Corrugated Box</b>
Packaging	
Certification	<b>PFA &amp; AGMARK</b>
Shelf Life	<b>Best before 9 months from date of Mfg.</b>



## **Lassi:**

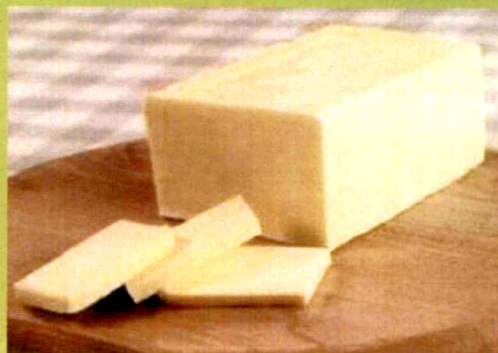
- It is a popular Indian fermented drink similar to drinking yoghurt. The product is made from fresh cow milk by using lactic acid bacteria and mixing sugar.
- It is then pasteurized, homogenized and packed in pouches using form fill seal machine.
- The technology of lassi making is however confined to only households. Lassi has a great potential in the Indian Market.
- Available in poly packs

## **Table Butter**

### **pure Butter**

Manufacturer & Exporter of Pure Butter. Our product range also comprises of Sweetend Condensed Milk, SKIMMED MILK POWDER and DAIRY WHITNER.

### **Pure Butter**



**Product**

**Features-**

Prabhat Butter (Made of pure milk FAT)Prabhat is synonymous with Butter in India. Several Generation of Indian consumers have grown up with the taste of Prabhat Butter for the six decades.Utterly Butterly Delicious taste of Prabhat Butter is must on breakfast table of almost every Indian Household. Prabhat Butter topical is recognized as one of the longest running advertisement campaign in the world.



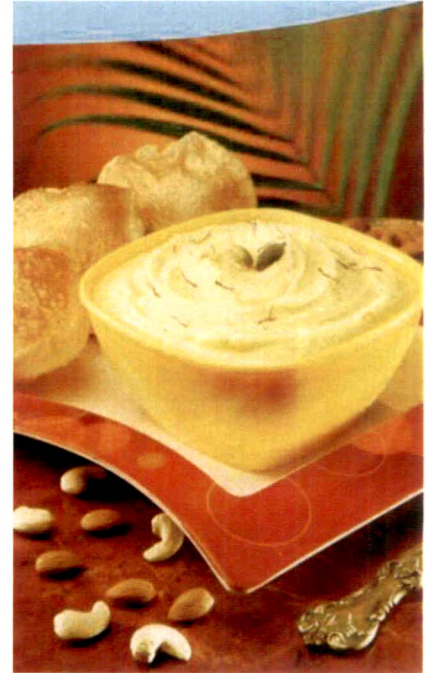
### **Paneer**

- Paneer a milk product prepared by the detoriated or fermented milk
- For fermentation lactic acid bacteria are used so that quick fermented
- Now a day's paneer becoming popular rapidly in most part of the country.

## Shrikhand and Mango Shrikhand:

### Shrikhand

- Is an age old tradition product popular in Western India.
- It is a fermented product containing useful lactic acid bacteria and is made by mixing concentrate curd (CHAKKA) with sugar condiments, fruits, nuts etc.
- It is a product having nutritional advantage of fermented milk product and is rich in milk protein.
- Available in 100gm, 250 gm, and, 500gms in plastic cups



### Mango Shrikhand

- The product is made from concentrated curd sugar and alphanso mango pulp. The product is fermented product having nutritional advantages and distinct flavour due to use of Alphanso mango.
- Available in 200gms and 500gms. Plastic cups.

### Flava Flavoured Milk



Flava flavoured milk is a unique offering in multi colour slim stylized packing bottle with an international look and feel. Available is 9 tasty mouth watering flavoured enjoyed by all age.

**Available flavours :-**

Chocolate	Coffee
Badam	Butter scotch
Eilaichi	Mango
Pinapple	Strawbery / vanila

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# CHAPTER III

# CHAPTER III

## NEED OF THE STUDY

## AND BACKGROUND

## **CHAPTER III**

### **NEED OF STUDY AND ITS BACKGROUND**

Milk processing industry is one of the major industries in India. The country is the world's largest milk producer, accounting for more than 13% of world's total milk production. It is the world's largest consumer of dairy products, consuming almost 100% of its own milk production. Dairy industry has been considered as one of the activities aimed at alleviating the poverty, also the unemployment especially in the rural areas in the rain-fed and drought-prone regions.

Following the success of dairy farming policy, the Government has set up a dairy processing policy, reflected in the .Milk and Milk Products Order.. In addition, the Government uses a variety of import restrictions to protect its domestic dairy market. The milk processing industry is small compared to the huge amount of milk produced every year. Only 10% of all the milk is delivered to some 400 dairy plants. In the organized dairy industry, the cooperative milk processors have a 60% market share. The cooperative dairies process 90% of the collected milk as liquid milk whereas the private dairies process and sell only 20% of the milk collected as liquid milk and 80% for other dairy products with a focus on value-added products.

When I went in the 'Prabhat dairy' dairy for the summer project, marketing manager of 'Prabhat dairy' dairy has told me that though the 'Prabhat dairy' brand is very famous in the various region of the Maharashtra, although some of the other big and small milk product organizations are competing now days to Prabhat dairy products. So he told me for the making the retail marketing study of their milk. As well as for better retail marketing strategy he

told me for making the analysis of the competitor marketing strategy and their share in the milk. In order to study the Indian milk processing sector and to study the milk cooperative sector I had selected the project on 'Retail marketing of milk- Prabhat dairy and competitors brands'. The project was done with two major aspects i.e. to find out the competitive position of 'Prabhat dairy' milk and find out the retailers satisfaction through selling of Prabhat dairy products. Apart from this the project was also deals with service and retail marketing policy of Prabhat dairy for retailers. This study is related with the processing and packaging of the milk. In today's competitive world every organization has its own market strategy i.e. marketing strategy. This study is related with the distribution network of the 'Prabhat dairy' dairy. This study has included the study of market share of 'Prabhat dairy' products in the Shirampur city market.

#### **Background of the study:**

The study is related with the retail line of the company. The study is related with the understanding the opinions of the retailers about the 'Prabhat dairy' products and their satisfaction from the selling of products. The study is very important to know the pricing strategy of the 'Prabhat dairy' dairy. It is important to know the products replacement policy as well as the payment policy for the retailers.

To cope with the existing competition and resource utilization there must be the need of the market survey by which marketers are able to formulate solution over the problem and they can achieve their own goals.

CHAPTER IV  
CHAPTER IV  
**OBJECTIVES AND  
SCOPE**

## **CHAPTER IV**

### **OBJECTIVES AND SCOPE OF THE STUDY**

Hence looking in to milk of Prabhat dairy it is proposed to undertake study with following objective:

- 1) To study the attitude and satisfaction among the consumers for Prabhat dairy Dairy.
- 2) To study and analyze various factors influence the consumers to purchase the Prabhat dairy Dairy milk.
- 3) To analyze the factors influencing perception and buying decision of consumers

#### **Scope of the study**

In modern days in this world there is very high level competition in the market for various products. About the milk products also the picture is same. The Prabhat Milk has a great share in the Shrirampur as well as state market. But the Prabhat dairy has so many competitors in the market and so that it is need to realize and study the Analysis of customer satisfaction of Prabhat dairy milk.

# CHAPTER V

# CHAPTER V

# METHODOLOGY

## **CHAPTER V**

### **RESEARCH METHODOLOGY**

#### **5.1 INTRODUCTION TO TOPIC**

In today's competitive world where cut-throat competition exists, everyone wants to know their position, their strength and weakness, so it is very essential to know opportunity to target the potential market, capture the market, evaluate and form the marketing strategies.

Today is the world of changing era, with modern changes in tastes, fashions, technology and higher standard of living, changing customer's needs and preferences, wants and desires and their high expectations for new and improved products have enforced the companies to bring new, modern and superior products in the market. For this every company must establish and evaluate new product development ideas and strategies.

Market survey is one of the most widely used Marketing Research Techniques. Market survey is at times viewed as synonymous with market research. This is erroneous. It has to be understood clearly that market survey is just one of the techniques of marketing research and is not synonymous with marketing research. It is just one method of collecting the marketing information required for carrying out a given marketing research task. It is used if the required data is not available from the company's internal records and from external published resources. It amounts to original field research work for the purpose of collecting primary data.

The project holds great interest for us as consumer, as students and as

marketers. As consumer we benefits from insight into our own consumption related decision "what we buy and how we buy". As students of human behavior, it is important for us to understand the internal and external influence that impels individuals to act in certain consumption related ways. The project titled to study and analysis of customer satisfaction of Prabhat dairy, Major focus of the project was to find out the awareness, perception, satisfaction level and acceptance of the Prabhat dairy milk.

Thus, this project helps the company in understanding the present and future requirement of Customers. Also this project helps in understanding the customer's ideas about the product in the market. As we know customers are the most important elements of the market, their ideas about the product and market survey will help the company in many ways taking into consideration its important factors of success.

## **5.2 TOPIC SELECTION**

**BACKGROUND:** Topic selection is the one of the important aspects of project. It decides the course of action to be followed. The topic selected should be such that it helps in understanding the market concepts clearly, as given by the company itself.

Always care should be taken so that justice can be done to the topic selected.

**NEED OF THE STUDY:** At the time of study the company was undergoing the problem related to market share. Thus there was a need for the company to analyze consumer satisfaction level so that a rough idea can be obtained, which may later be transformed into various marketing strategies. Hence there was a need to study the above said topic.

The topic given by my project guide was "**Study and Analysis of customer satisfaction of Prabhat dairy milk**" This covers all the things related to the product,

The topic was market oriented, as there was a need to survey on outlet of Shrirampur and had to collect the suitable information. It had to cover 150 customers from different areas of Shrirampur. The company wanted to do the survey of market and to design sales promotion strategy to increase the sales of the Prabhat Milk in the specific areas of Shrirampur

### **5.3 STATEMENT OF PROBLEM:**

This is one of the important factors that a researcher should undergo. Statement of problem enables to lighten the problems faced by the company. Prabhat dairy was facing the problem of market share of milk products in the market because it has to compete with some good and major players like Rajahs. In the area where I studied, Rajahs was the leading brand. So this was the main hurdle that Prabhat dairy products were facing with reference to its market share. So ultimately the company was required to think upon the matter to increase the market share with reference to all its competitors. Thus there was a need to conduct a survey of consumers so that the share of Prabhat dairy products can be defined and effectiveness of marketing strategies presently adopted by the company can be measured. Thus it will guide the company to rework, rethink and reformulate their marketing strategies.

So how the findings of the study can be helpful to them was important. Satisfaction survey helps identify the gap between the consumer's perception and the actual what they receive on different parameters such as product, price,

place and promotion.

## **5.4 RESEARCH DESIGN**

### **METHODS & SOURCE OF DATA COLLECTION**

Facts, information or premises systematically collected and presented for the purpose of the drawing inferences may be called data. The first hand information bearing on any research, which has been collected by we or his agent or assistant, may be called as data.

For collecting the information for this project I have used the source of data. For the collection of the data I have used in-depth interview method for that purpose. I have taken a general interview of consumers. Thus the data obtained through this method is primary one and true.

#### **PRIMARY DATA:**

The data was generally collected by structured questionnaire, the technique applied through personal direct survey, indebt interviews were taken and by observations. Primary data's, most important role is in knowing the;

- Customer's attitude & opinion.
- Customer's awareness about the product/brand.

#### **SECONDARY DATA:**

Secondary data consist of information that is already in existence, having been collected for another purpose.

- Annual report 2010-11 of Prabhat dairy their recent sale and other important project related data.
- Website: [www.Prabhatdairymilk.com](http://www.Prabhatdairymilk.com) from this website, information collected was like the history of organization, regions, market, various

products, competitors, companies' objectives & welfare activities of company.

#### **5.5 SAMPLE DESIGN:**

The Research Design adopted in the study was descriptive in nature because the study aims at describing the situation as it exists at present.

It shows the consumers satisfaction for Prabhat dairy Dairy milk.

#### **SAMPLING PROCEDURE:**

The study involves area sampling method. Area sampling method involves selecting a probability sample of geographic areas and selecting units or individuals within the selected areas for the sample.

#### **SAMPLE SIZE:**

The sample size of 150 customers, belonging sample region.

#### **SAMPLING APPROACH:**

First the consumers were surveyed with the help of Questionnaire and interview method in which the perception problem and suggestion of consumers were recorded.

#### **5.6 Constraints influencing purchasing decision of the consumers**

The constraints which influencing the purchasing decision of the consumers were identified and well designed questionnaire. The constraints identified are

A) Packaging

B) Offer

- C) Customer preference**
- D) Season**
- E) Trust of company**
- F) Occasion**
- G) Economic background**

# CHAPTER VI CHAPTER VI

## **DATA PRESENTATION AND ANALYSIS**

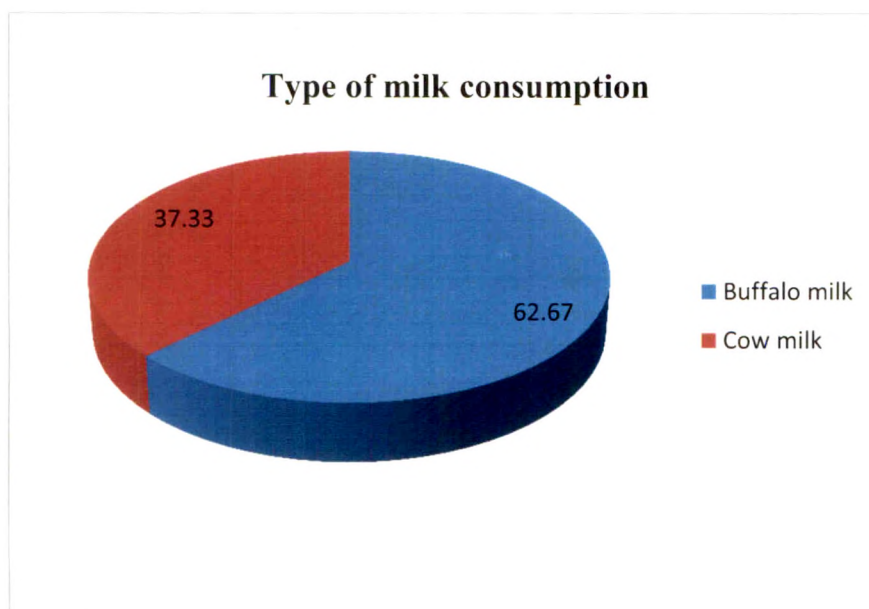
## CHAPTER: VI

### DATA PRESENTATION AND ANALYSIS

#### 6.1 The attitude and satisfaction among the consumers for Prabhat Dairy.

**TABLE 6.1.1 Type of milk consumption.**

Milk type	Buffalo milk	Cow milk	total
Consumers response	94	56	150
Percentage %	62.67	37.33	100.00



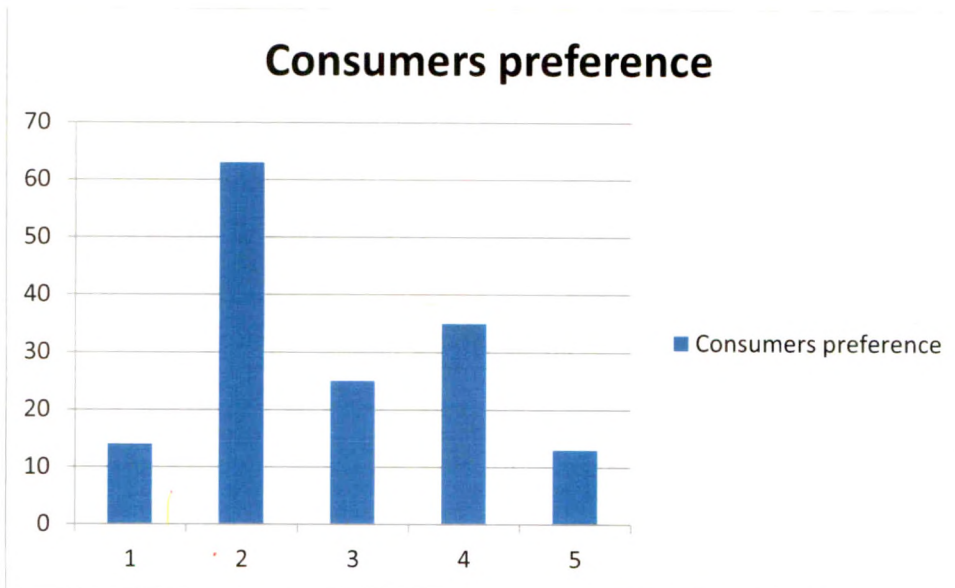
**Figure No. 6.1.1 Type of milk consumption**

**Observation:**

- 1) Above graph shows the type of milk consumer consumes.
- 2) From the above graph we can see that 62.67% consumers prefer the buffalo milk while 37.33 % consumer prefers cow milk.
- 3) Most of the consumers prefer the buffalo milk.

**TABLE NO. 6.1.2 Company wise purchase of milk.**

Company	Warna	Rajahs	Prabhat dairy	Sai	Other	Total
Consumers preference	14	63	25	35	13	150
Percentage %	9.33	42	16.67	23.33	8.67	100.00



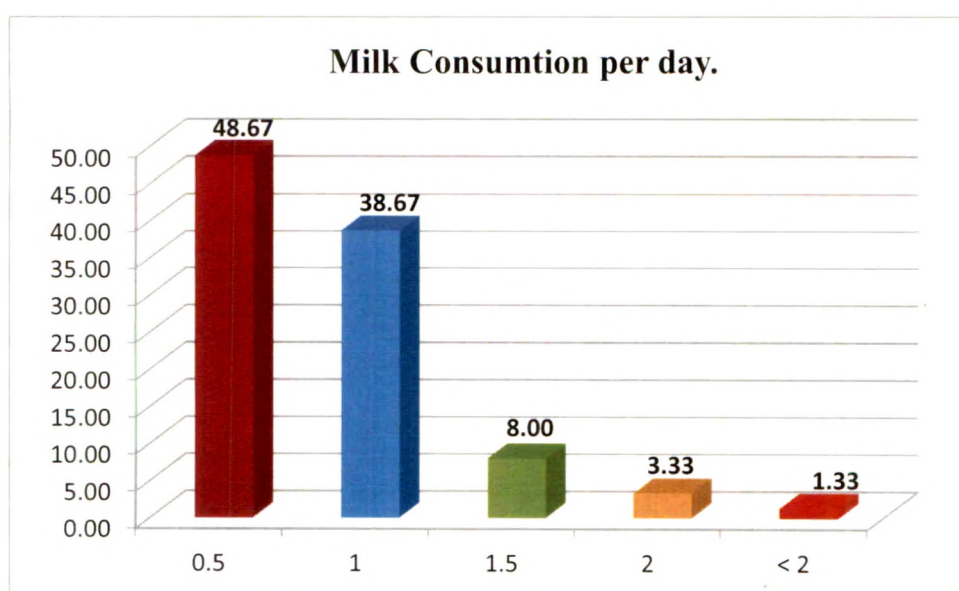
**Figure No. 6.1.2 Company wise purchase of milk.**

**Observation:**

- 1) From the above graph we can see that 9.33%, 42%, 16.67%, 23.33% and 8.67% consumer purchases Warna, Rajahs, Prabhat dairy, Sai, Other, milk respectively.
- 2) Most of the consumers purchases Prabhat dairy milk.
- 3) While Prabhat dairy stands at third position.

**TABLE NO. 6.1.3 Qty. of milk consumption per day.**

Qty. (liters)	0.5	1	1.5	2	< 2	Total
Consumer preference	73	58	12	5	2	150
Percentage%	48.67	38.67	8.00	3.33	1.33	100.00



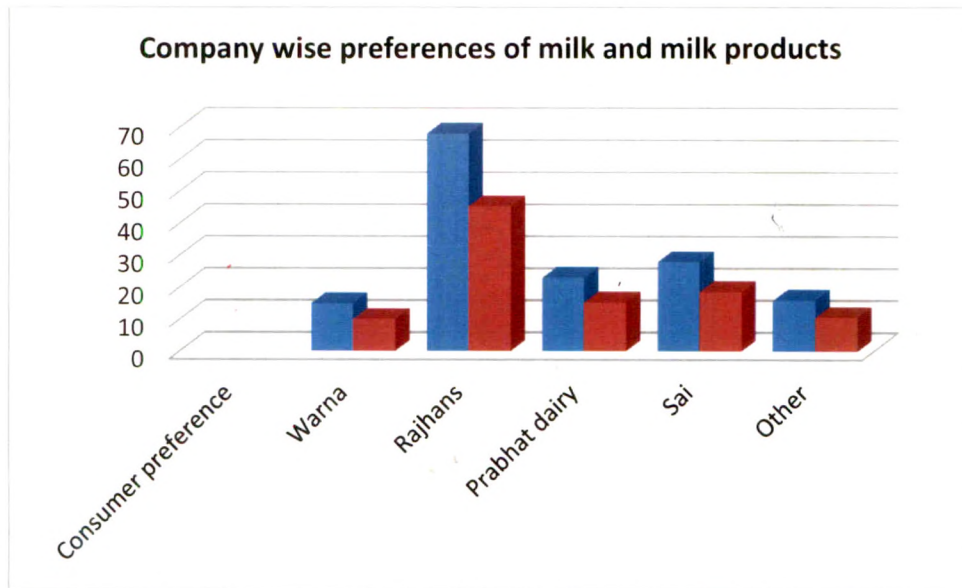
**Figure No. 6.1.3 Qty. of milk consumption per day.**

**Observations:**

- 1) Above graph shows the consumption of milk per day.
- 2) From the above graph it is clear that 48.67% consumer consumes 0.5 lit. Milk, 38.67% consumes 1 lit., 8% consumes 1.5 lit., 3.33% consumes 2 lit., and 1.33% consumes more than 2 lit. Daily.
- 3) The strength of 0.5lit./ day consuming people is high i.e. 48.67%

**TABLE NO. 6.1.4 Company wise preferences of milk and milk products.**

Company	Warna	Rajahs	Prabhat dairy	Sai	Other	Total
Consumer preference	15	68	23	28	16	150
Percentage%	10	45.33	15.33	18.67	10.67	100



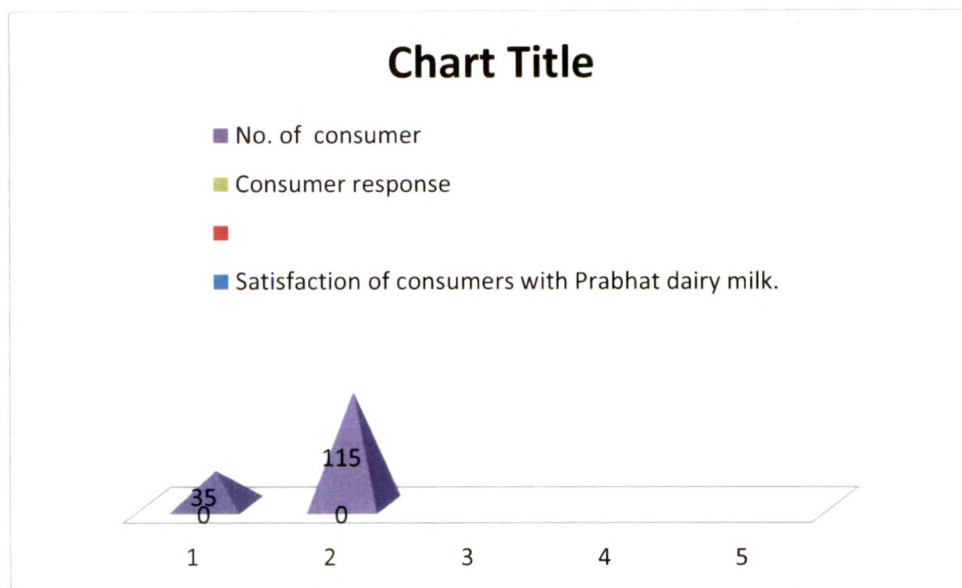
**Figure No. 6.1.4 Company wise preferences of milk and milk products**

**Observations:**

- 1) From the above graph we can see that 10% consumers like Warna, 45.33% likes Rajahs, 15.33% likes Prabhat dairy, 18.67% likes Sai and 10.67% likes other respectively.
- 2) Most of the consumers like Rajahs' milk.

**TABLE NO. 6.1.5 Satisfaction of consumers with Prabhat dairy milk.**

Consumer response	YES	NO	Total
No. of consumer	35	115	150
Percentage%	23.33	76.67	100



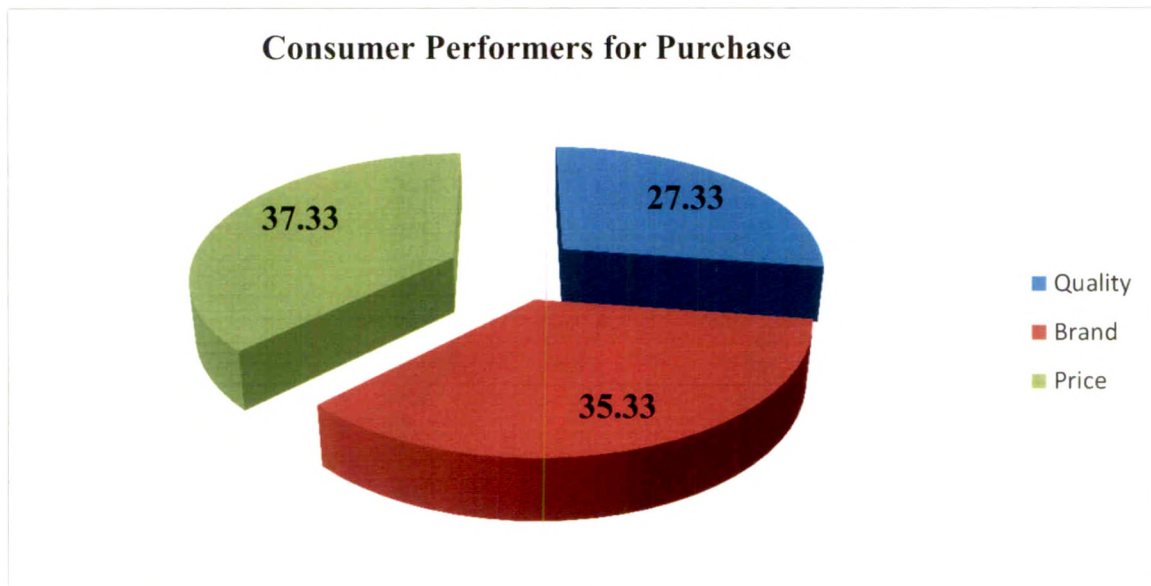
**Figure No. 6.1.5 Satisfaction of consumers with Prabhat Milk**

**Observation:**

- 1) Above figure shows the satisfaction of consumers of Prabhat dairy milk.
- 2) From the above figure it is clear that 23.33% of the consumers are satisfied with Prabhat dairy milk. While 76.67 % of consumers are unsatisfied.

**TABLE NO. 6.1.6 Consumer Performers for Purchase**

Sr. No.	Particular	Consumer Preference	Percentage
1	Quality	41	27.33
2	Brand	53	35.33
3	Price	56	37.33
4	Total	150	100



**Figure No. 6.1.6 Consumer Performers for Purchase level of the consumers.**

**Observations:**

1) Above graph shows consumer performers for purchase level of the consumers.

2) From the above graph we can see that highly consumer performers for purchase 37.33% consumers performance for price and 35.33% for brand and 27.33% for quality.

**Table 6.2 the average rankings given by consumers for identified constraints**

<b>Constraints</b>	<b>Ranking</b>
Avaibility	I
Season	II
Packaging	III
Occasion	IV
Economic background	V

# CHAPTER VII CHAPTER VII

# FINDINGS

## **CHAPTER: VII**

### **FINDINGS**

Rajahs is the most leading brand in the Shrirampur market followed by Sai, Prabhat dairy, Warna and other.

- From the consumer survey I found that most of the customers preferred Rajahs milk and then Sai milk and Prabhat Milkproducts followed by others.
- Rajahs dairy product available is more than Prabhat dairy but more than others.
- There is good demand for Rajahs milk by the customers.
- Taste and quality is the most important perceptual factor for taking buying decision to the consumers.
- Trust of the company is the major factor influencing purchasing decision.
- Satisfaction level of most of the customers is highest for the Rajahs milk and milk products.

CHAPTER VIII  
CHAPTER VIII

**SUGGESTIONS**

## **CHAPTER VIII**

### **SUGGESTIONS**

- ❖ All products are not available in each retailer's so company outlet should in deferent location in Shrirampur city for increase awareness as well as customer satisfaction.
- ❖ Due to the lack of awareness of milk product, the company should be advertised of product by print and electronic media especially in local channel and newspapers.
- ❖ Company should appoint a public relations officer (PRO) to attain the problems and complaints of customers. This will help to improve service and to build Brand Loyalty among the customers.

# CHAPTER IX CHAPTER IX

# CONCLUSIONS

## **CHAPTER IX**

### **CONCLUSIONS**

- ❖ After conducting Consumer research for Prabhat dairy dairy we came to know different needs of consumer's, their valuable suggestions and responses to the different questions. With this information we can conclude that there is bad market awareness about Prabhat dairy dairy in the market.
  
- ❖ Customer's satisfaction level of most respondents is higher for Rajahs dairy, which is provided by survey. Lower satisfaction level of Prabhat dairy dairy was due to Rajahs dairy provides good service, quality.
  
- ❖ Rajahs dairy image is best in Shrirampur city and most popular brand from many years. Rajahs is most popular brand in Shrirampur.

# ANNEXURE

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## APPENDIX III

### QUESTIONNAIRE FOR CONSUMER

#### Study on Customer satisfaction of Prabhat Milk

❖ Name of the Consumer :- \_\_\_\_\_

❖ Age :- \_\_\_\_\_

Q.1 which milk do you consume regularly?

a) Cow milk

b) Buffalo milk

Q.2 Which company's milk do you purchase?

a) Warna

b) Prabhat da

c) Sai

d) Rajahs

e) Other

Q.3 How many litres of milk do you consume/day?

a) Half liter

b) One liter

c) One & Half liter

d) Two lit

e) More than two litters

Q.4 Which company's Milk do you like mostly?

a) Warna

b) Prabhat  ry

c) Sai

d) Rajahs

e) Other

Q.5 Are you satisfied with the PRABHAT DAIRY milk?

a) Yes

b) No

Q.6 Which other factor given below influence your purchasing decision?

a) Pack

d) Occasion

b) Availability

e) Economic background

c) Season

Q.7 Customer Preference for milk purchase?

a) Brand

b) Price

c) Quality

**Thank you for your kind cooperation, valuable inputs & time.**