

Analysis of Fresh Products Sales Across Different Distribution Channels at Amul

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ABSTRACT - This study investigates the sales performance and distribution strategies of Amul’s fresh products across various modern format stores (MFS) in Raipur. In today’s competitive retail landscape, efficient distribution and strategic channel selection are vital for enhancing market penetration, ensuring product availability, and elevating consumer experience. The research aims to assess the extent of product availability, analyze distribution efficiency, and explore the relationship between retail practices and customer demand in the context of Amul’s diverse product offerings.

A descriptive research design was adopted, utilizing a structured questionnaire distributed to 40 modern format stores. Primary data was collected through direct interaction with store managers, complemented by secondary data from industry reports and existing literature. The data was analyzed using Microsoft Excel to identify patterns in product stocking, demand, promotional efforts, and storage infrastructure such as Amul-branded freezers.

The findings reveal that nearly all surveyed stores stock Amul’s core products—milk, curd, butter, and ice cream—highlighting Amul’s strong retail presence. However, discrepancies were observed in the availability of frozen snacks and vertical freezers, suggesting gaps in distribution logistics and infrastructure support. Notably, 14 stores expressed the need for dedicated Amul freezers, and only 17 regularly stock Amul’s frozen snacks. Seasonal sales trends also indicate that promotional activities during festivals can boost product visibility and sales.

Retailers noted the effectiveness of Amul’s marketing strategies, including product packaging, in-store advertising, and brand visibility. The study also identifies factors influencing distribution choices such as product perishability, customer footfall, and store infrastructure. These insights underscore the need for tailored distribution strategies that align with product characteristics and retailer capabilities.

The research concludes that while Amul maintains a robust presence in MFS, there is potential to enhance sales performance through improved freezer availability, targeted promotions, and better stocking of underrepresented product categories. Strengthening supply chain efficiency and customizing retail support based on store needs can further optimize product availability and consumer reach.

This study contributes valuable insights for strategic decision-making by Amul and similar dairy brands operating in competitive, retail-driven markets. By refining its channel management and retail engagement tactics, Amul can not only meet growing consumer expectations but also reinforce its leadership in the Indian dairy sector.

Key Words: Distribution, Retail, Channel, Availability, Efficiency, Perishability, Promotion, Visibility, Packaging, Inventory, Logistics, Infrastructure, Marketing, Demand, Consumer, Stocking, Sampling, Freezer, Strategy, Optimization.

1.INTRODUCTION

1.1 About the study

Production and sales are becoming extremely complicated in the modern world. Consumers are distributed nationwide and internationally, and products are manufactured far away. Under these conditions, manufacturers cannot provide products directly to the final consumer. There are many reasons for this. Producers lack financial measures and need to maintain a significant sales employee, and products cannot establish separate sales, management, and management issues. You can also focus on production rather than wasting a lot of time and effort on sales. The sales process involves the physical ownership of goods and services originally manufactured by consumers and manufacturers. The process of

sending assets includes trade and distribution channels. Physical distribution issues dealing with storage and transportation issues are related to ownership transfers.

The concept of marketing channel:

The organized network of agencies and institutions that perform all the tasks necessary to combine producers and consumers to perform marketing tasks is called sales channels. Suppliers can use channels to identify product consumers and help buyers get the product they want. The channel usually consists of three parties: a producer, an intermediary (wholesaler/retailer/agent), and a customer. The routes for transferring payments for properties, ownership, products and services are represented by sales channels.

Distribution Channels:

A sales channel is an organized network of institutions and organizations that work together to link manufacturers with consumers and producers to fulfill their responsibilities. Providers can use channels to find product users and help customers get the product they want. Producers, middlemen (wholesalers, retailers, or agents), and customers often make up the channel. The sales channels represent a password covered for the exchange of property, for property, and for payment of goods and services.

Importance Of Marketing Channels:

Distribution channels are particularly important when it comes to the distribution of consumer goods. Without an effective sales infrastructure, even the most innovative products would not be useful at fascinating prices. Consumers are not looking for products. It must be placed in a cheap place where he can quickly get it. Three different types of suppliers, locations and real estate are offered via sales channels. If the customer needs you, the product must be available. This is called a time supplier. By placing products that customers think are useful, you reach the utility of the location. If the product title and physical ownership are given to the customer, the ownership service program is determined. Game: Market Channel.

Functions Of Marketing Channels:

The next task runs the distribution channel: The channel provides a line between manufacturers and consumers. Users can access products made in far away locations. The intermediary stores the goods in the canal and places them in the market if necessary. They make the product easier to maintain. It's easier to showcase fresh products and objects. They alert customers to new products and support manufacturers in creating demand. You work as a seller while introducing new products. Channel members "break the mass" by providing a modest amount of product to their customers. Channels play a financial role. We offer cash advances to manufacturers and credit options to retailers. It will be easier to transfer property to actual property and goods. They provide market information to buyers. They bring the product closer to the consumer.

Channel Choice:

Choosing the best sales channel for your product shows a challenging problem.

Many things need to be taken into account, including a product's nature, market trends, competitive outlook, pricing regulations, typical consumer items, and the manufacturer's needs.

Product Considerations:

Producers choose a limited number of controlled distribution levels if they are perishable or sensitive. Fastest movement requires a more direct distribution method for rotting elements. For permanent, standardized raw materials, longer and more diverse channels may be required, but you may prefer the direct distribution of custommade products to consumers or industrial users. There is the shortest channel for technical products that need to provide professional marketing and talent. Travel sellers sell expensive items directly to their customers without using intermediate dealers.

Market Considerations:

Retailers are needed for the market for consumer products, but industrial markets can eliminate them. If the market is large, there are also many channels. In smaller markets, direct sales are profitable. Direct sales are sufficient for highly concentrated markets, but the spreading and broad markets require several channels. The size and typical frequency of consumer orders affect the choice of which distribution channels you need to choose. Both wholesalers and retailers need to sell food. Market means that people who have a desire to enjoy money and joy are satisfied. To gather sufficient information about the market segment or target market, you need to look at the customer's age, income group, gender, job, and religion. Customer and dealer shopping patterns affect the channels you choose.

Middlemen Consideration - Considering the services provided by intermediaries, the presence of necessary intermediaries, and recognition of producer guidelines by intermediate traders.

Company Considerations - Service provided by the seller, their desire to control the consideration channel for the company, their management capabilities, and their seller. Financial ability.

Channel Decision:

Organizations should decide whether to try a large, selective, exclusive distribution or a mixture of all three. The selection is made after careful examination of products, consumer preferences, dealers, goals and guidelines, competition and other related aspects. To make products profitable in the market, companies need solutions to channel conflicts. As soon as the unit selects the design and sales level of the basic channel, it is necessary to select mediators, appoint them, promote the work, and assess the value regularly. Each sales channel performs the usual marketing tasks given only to it. Retail, wholesale and physical distribution (transport, storage, inventory control) are considered separate units to make distribution easier to understand. From a marketing management perspective, it continues and constitutes a distribution system in which consumers acquire property and product ownership. The main task of producers, wholesalers and retailers working together to form an integrated sales channel is to identify customers, meet requirements, and provide service and satisfaction.

1.2 Purpose of study:

1. Management of inventory levels, carrying costs, and stockout risks can all be managed with the aid of effective channel strategies.
2. Distribution efficiency: It contributes to waste reduction and good times in terms of efficient distribution of Amul's products in the latest format of transactions.
3. Market penetration: Understanding channel strategies allows Amul to increase its presence in modern retail formats and address a wider range of customers.
4. Consumer Experience: Amul can improve the shopping experience for customers using channel tactics by making products visible and easy to access.
5. Competitive advantage: Amul can outperform competing milk brands in modern supermarkets by improving their sewerage strategies.

1.3 Objective of study:

1. To check the availability of your Amul products with the latest format storage (MFS).
2. To investigate the market potential of the research area.
3. To enhance the overall efficiency and effectiveness of distribution process.

1.4 Significance of study:

1. Consumer Scope: Modern format transactions are essential cables for achieving a larger consumer base, and Amul can expand market penetration by a better understanding of effective marketing techniques.
2. Amul's positioning as a premium dairy brand can affect consumer decisions. Therefore, growth by maximizing sales through modern format transactions is important to investigate and change the way in this regard.
3. Amul can gather important market information that can support product development and market growth.

4. Supply chain efficiency: Investigating channel strategies can lead to more effective supply chain management, reducing costs and increasing overall operation.
5. Market insights can be gained by analyzing channel performance. Amul can gather important market information that can aid in product development and market growth.

1.5 Scope of study:

1. Analyze the Amul Sales Network to see how well your dairy products are distributed to retailers with current layouts such as supermarkets and hypermarkets.
2. Explore Amul's unique sales channels, such as direct delivery to wholesalers, distributors and retailers, and evaluate the factors that led to their choice.
3. Inventory Management: We investigate Amul's approach to inventory management to ensure that products are well sorted and accessible in shops with modern layouts.
4. Find out how Amul priced in a shop with a modern layout to see how it affects consumer perception and sales.
5. Marketing and Branding: Evaluate marketing and branding strategies for branding initiatives used in Amul, Instore Advertising, product displays, and modern style shops.

1.6 Limitations of study:

1. Data availability: Companies often retain this information for competitive reasons. Therefore, you can limit access to accurate and thorough data, particularly through Amul's marketing channel tactics, in modern format transactions.
2. The retail and dairy industries work in dynamic environments. When new marketing techniques, plans, or retail layouts are displayed, each study can quickly become obsolete.
3. Industry-specific factors: It is difficult to generalize results to other sectors or sectors based on the respective milk industry, Indian regulations and consumer behavior.
4. Competitive Resistance: It is difficult to make a direct comparison as Amur's rivals use different sewer tactics and can retain specific information about yourself.
5. Resources can be limited in terms of time, money and other resources to conduct a comprehensive exam.
6. Collecting data on a company's plans can generate ethical and legal questions, particularly if no information is publicly available.
7. Sample Size: The number of most recent format storage assessed may not be a representative sample of the entire market where research may be implemented.
8. Market Saturation: In some regions, the Amul product market is already fully developed and may affect the viability of certain marketing channel tactics.
9. Consumer preference: The success of a marketing channel strategy can be affected by rapid changes in consumer taste and preferences.

Industry/Sector Profile

2.1 Broad description of the industry

With over 300 million cows and milk production, India has over 187 million tonnes of milk, and has the largest milk flock in the world. India leads all other countries in both milk production and consumption. Minor milk is exported and the majority is exhausted in Germany. South Indian foods use more yogurt and milk, while North Indian cuisine in particular uses a variety of dairy products, such as paneer. Milk and dairy products are used in Hindu myths and religious practices.

8,000 years ago, the domestication of Zeb cattle laid the historical foundation for milk production in the Indian subcontinent. In particular, milk has been consumed in the subcontinent, at least since the Vedic period. This operational flood helped India become the world's largest milk sector until the end of the 20th century. In the past, India produced most of its milk on small family farms.

India's dairy industry has a major economic impact. Bifer milk makes up most of the whole milk, with milk coming in second and goat milk coming in third. India produces a wide range of dairy products. India imports very little dairy products, and those who do this are taxed. Government agencies including the Ministry of Animal Protection, Ministry of Dairy and Fisheries, National Dairy Development Commission and Indian Authority on Food Safety and Food Safety Authority Standards. In the Indian subcontinent, milk production of dairy products corresponds to the initial domestication of Zeb cattle, which is assumed to have begun in India, about 8,000 years. Zebu cows were completely tamed and used in milk at the time of Indus Valley - Zivilization (approximately 3300 '1300 BC). They are spreading in both ceramics and skeletal residues during this period. Buffalo are also found in South Asia. There were wild populations long before domestication, but at the time of Indus Valley they were tamed and used for milking and cultivation. It is unclear whether they were milking or not, but Indus Valley goats and sheep were also tamed. Milk was an average diet staple during the Vedic period (approximately 1500c. 500 BC), which was one of the main ingredients. Clear butter and other dairy products were consumed. The Vedas contain almost 700 references to cows, kept at the highest level and called Agnya (unslaughtered), and several chapters in which milk is being discussed. Both expressions of modern life, Vedas and Pali Canon constantly hint at the milk offer and the processing of milk. Usually, pre-cooked milk, milk was used to make pilages with a mixture of dried barley and other grains. Milk production and consumption in India is the highest of all countries. Since 2018, 186 million tonnes of production have been produced per year.

Daily production has contributed to India's gross domestic product since 2020. According to reports, India's dairy industry rose 4.9% in 2019. The Indian government reported that 18.77 million tonnes of milk were produced in 2018.

The Indian Government for Food Safety and Standards, the Indian Standards (FSSAI), an agency of the Ministry of Health and Family Care of the Government of India, is responsible for the regulation of dairy products for human consumption. In 2019, FSSAI conducted a survey and found that 93% of the milk samples tested were suitable for human consumption. Aflatoxin M1 (found in 5.7% of samples) and antibiotics (found in 1.2%) were contaminated. 1212 of the 6,432 samples investigated were found by adultery such as urea, detergents, and neutralists. A report published by the Indian Consumer Guidance Association (CGSI) shows that up to 79% of milk in Maharashtra is spoiled. Dairy products emissions and animal waste handling. The instructions were published during hearings of lawsuits compliant with Indian dairy farms with environmental standards. The Center Pollution Control Authority is a review of new regulations that stipulate that dairy products are residential and road resets, as well as licenses, license systems and national founding water for environmental testing. In 2020, authorities will be able to monitor the environmental impact of Indian milk farms with special care in their impact on nearby waterbooks, methane emissions from dairy farms and handling of animal waste. Intercation occurred during a lawsuit that involved compliance with Indian dairy products and environmental standards. Naturally, the Central Pollution Control Committee has established new regulations that set up dairy products from dairy and roads, and implement licensing systems, daily environmental audits and checks on dairy farm water use.

Bengen is fast, fast and stable with its large, healthy nature. Livestock always serves as the growth platform for the industry. The government is actively involved in enabling the progress necessary for progress. The industry recognizes that private sector actors must grow strongly and contribute to the goals if they achieve. The dairy industry, which is as favorable as agriculture and other processing transactions, requires aggressive public-private partnerships.

2.2 Size, Products and Geographic scope

Size: India had one of the world's largest dairy industries. Millions of people are employed in the Indian dairy industry, which is important for the country's economy. The size of the dairy industry may change year by year, but at that time it was estimated at billions of dollars.

Product: Some of the most important products made by the Indian milk sector include: Other types of milk are available, such as goats, buffalo and milk. Not only is milk consumed, it is also consumed as a production of dairy products and as an ingredient in various food preparations.

Clear rearing butter, also known as ghee, is a traditional and highly regarded product made by cooking butter to evaporate the remaining water. It is known for its health benefits and delicious taste, and is often used in Indian stoves.

Fresh cheese, known as paneer, is often used in Indian cuisine, especially vegetarian meals. It is used in curry, snacks and sweets, and is a good source of protein.

1. Yogurt: Yogurt is a popular dairy product and is also known in India as "tofu." It can be eaten on its own as an ingredient in other recipes and as a separate object of lassi (yogurt drink).
2. Butter: In India, both the salt scene and the saltless butter are used for bread and paratha to bake, cook and spread.
3. Ice: To accommodate a variety of flavors and preferences, the Indian milk sector offers a wide selection of ice aromas and products.
4. Milk Drinks: Indian markets grow for dairy drinks, such as milk shaking, seasoned milk, buttermilk.
5. Milk Powder: Milk powder can be used as a component of various foods and as a basis for the production of milk and confectionery.
6. Cheese: In India, various types of cheese are produced and consumed, but consumption is relatively low compared to some Western countries.
7. Condensed Milk: Desserts and sweets such as Gulab Jamun and Barfi are made with condensed milk.
8. Milk-based sweets: Rasgula, Sandesh and Kalakand are just a few of the many types of sweets found in milk-based milk, which India is famous for.

These are just a handful of the dairy industry produces in India. The sector develops and develops innovatively to meet the changing needs of its customers.

2.3 Market Analysis

The global milk business is expected to continue to expand, mainly due to increased demand for food, high protein, increased revenues and population growth. Lactic acid based on vegetable-based products such as almonds, soybeans, and oat milk.

Functional Dairy Products: Probiotics, omega-3 fatty acids, and other health-promoting additions for consumers to dairy products.

Special and Premium Products: Customers are ready to issue additional products for manual and premium dairy products, as they are locally and organically manufactured.

Technology Trends:

- Robotics and Automation: Automation reduces labor costs and increases the efficiency of milk production and processing.
- IoT and Data Analytics: This sector uses, for example, technology to make data-controlled decisions on supply chain and herd management efficiency.
- Milk Qualification Test: Technology development allows you to test the safety and quality of milk faster and more accurately. Effects of factors
- Environmental issues: Pressure on the dairy industry exists under pressure to reduce its environmental impact. This represents an exciting initiative for sustainability and the development of innovative, environmentally friendly technologies.
- Regulation Changes: Sectors may be seriously affected by law in terms of labeling, health claims and quality requirements.
- Trade Agreement: Due to the impact on imports and exports, international trade agreements and tariffs may affect the global milk market.

- **Consumer Health and Health:** Increased consumer perception of health and well-being leads to dairy products with reduced fat and sugar content. Products that do not contain lactose or dairy products are becoming increasingly popular due to dietary restrictions and allergies.

2. REVIEW OF LITERATURE

Aprillia Elly Kusumastuti and I. Made Sukresna(2023). Significant expansion has been observed in the realm of transnational marketing channel exploration. originally, the literature concentrated on the factors that told the expansion of transnational marketing channels. Presently, a broad diapason of motifs related to the challenges of channel structure selection and channel relationship operation are encompassed in the literature. Several transnational marketing channel exploration papers were delved in this study, involving a review of 146 papers on transnational marketing channels published between 2010 and 2021, using a periodic approach. The condition and progression of the literature served as the foundation for relating arising themes aimed at advancing the field of transnational marketing channels. Several exploration themes have surfaced from this methodical literature review, which can serve as a base for unborn exploration, including marketing globalization, marketing channels, and commerce. Among these themes, commerce exploration offers the most promising prospects for unborn studies.

Singh, S., Kotala, S. S. M., Singh, P., & Yamala, K.(2022). The effect of four independent variables related to dairy retail marketing and distribution(deep freezers, elevations, company support, and distributor- retailer relationship), along with the moderating variable Covid- 19 lockdown, on deals of dairy products during the Covid- 19 epidemic situation is aimed to be explored and understood by this study. particular interviews and door- to door checks, as well as promotional tools, were employed to publicize and collect data from the retailers. The trade data ahead, during, and after the creation exertion were all recorded and estimated to decide an deducible conclusion. The data collected was anatomized using factor analysis and multiple retrogression styles. It was observed in the exploration that four out of the five factors under study were set up to have a significant impact on dairy retail deals. The loftiest impact on deals was contributed by elevations, followed by the impact of deep freezers, and also the distributor- retailer relationship during the study period. Incipiently, but not least, theinfluence of the Covid- 19 lockdown was observed. This study contributes to the body of knowledge in the cold chain distribution process by emphasizing the application of the right blend of tools and tactics for the effective marketing and distribution of dairy products in developing countries, especially during a epidemic situation.

Longani, K. D., & Sharma, P.(2023, April). The cooperative movement in Gujarat in 1946 was initiated by a struggle against the atrocities of Polson Dairy, a locally held dairy in Anand, Gujarat, which was purportedly copping milk from farmers at extremely low prices to sell to the Mumbai municipality government. Amul, designed and founded by the late Dr. Verghese Kurien(who, ironically, passed away in the 50th time of the creation of the Amul girl), was nearly entirely established by him. In 1949, he was transferred by the government to run a dairy in Anand, where he first supported farmers in fixing their outfit before Operation Flood was directed by him, marking a cooperative trouble that converted India from a net importer of milk into one of the world's two largest directors moment.

Ikeda, S., & Natawidjaja, R. S.(2022). The eventuality for smallholder farmers in pastoral Java to engage in contract husbandry with specialized suppliers serving supermarkets was examined in this paper, particularly in light of the decline of modernized retail stores. A field check, predicated on 2006 World Bank cases, revealed that some suppliers plodded to maintain contract husbandry due to issues with growers causing detainments. To help contract breaches, these suppliers employed strategies analogous as making contract-specific investments for planter training and input provision, as well as concluding growers predicated on their social character. Interestingly, farmers who traduced contracts with modern channels began forming their own farmer groups and returning to traditional channels, effectively acting as new peacemakers. This suggests an evolving traditional marketing channel within the terrain of the supermarket revolution.

Latha, A., Gokul, N., & Chipichakkaravarthy, R.(2022, March). The COVID- 19 lockdown needed the restructuring of operations, the creation of inventions, and the relinquishment of contemporary technologies to insure sustainability in the retail business. Notable shifts in consumer geste , product preferences, and shopping locales were linked. This study delved the shopping habits of millennial retail guests during and after the lockdown, with a focus on the choice of essential point merchandisers. The primary thing was to understand millennial preferences for colorful retail formats, including small shops, ultramodern trade, and e-commerce, during these ages. The exploration involved surveying 250 repliers from different regions in Tamil Nadu, encompassing civic, semi-urban, and pastoral areas. Data analysis, including Chi- Square and descriptive statistics, revealed that the place of hearthstone and periodic income situations significantly told millennial guests' retailer choices. Following the relaxation of lockdown measures, an increase in store business was observed in ultramodern trade for groceries(20), FMCG(24), and packaged food products(14). also, the study explored client prospects in online and offline stores, relating digital technologies to enhance the shopping experience.

Cho, J., Chun, H., & Lee, Y.(2023). The global retail geography has witnessed significant advancements in productivity due to the substantial redistribution and restructuring prodded by the expansion of large ultramodern retailers(LMRs). This study, which utilizes establishment- position tale data, investigates the places of LMRs and lower retail outlets in this process within the Korean retail trade sector. It's revealed that the primary motorist of retail sector productivity growth is the emergence of lower, largely effective stores, which tend to establish themselves in counties with LMR presence. also, the beginners in LMR-rich counties parade lesser productivity situations compared to those in other areas. This finding underscores a synergistic relationship between small and large retailers, a departure from the prevailing trend in developed countries, where enhanced retail productivity primarily stems from more effective, larger players like Wal- Mart displacing less productive incumbents.

Kim, S., Connerton, T. P., & Park, C.(2022). The end of this study is to determine the factors impacting the intention of omnichannel consumers in the automotive retail sector to use Buy Online & Pick up in Store(BOPS) services. The study introduces a abstract frame called extended UTAUT- TTF, which combines colorful theoretical perspectives to uncover the underpinning mechanisms of consumer geste . A check involving 436 implicit guests in South Korea was conducted using a factorial check system, revealing that Performance expectation, trouble expectation, and Easing conditions play a interceding part in impacting operation intention through Task- technology fit. The study also highlights the crucial factors affecting consumers' preference for BOPS, with Social influence showing no significant impact on operation intention, while particular ingeniousness, an extension of UTAUT, surfaced as the most influential predictor of client BOPS operation intention. This exploration offers precious perceptivity into the acceptance of technology and underscores the significance of UTAUT- TTF in prognosticating consumer geste in the future.

3. RESEARCH METHODOLOGY

3.1 Research Design

The study follows a descriptive research design, which is used to systematically describe the characteristics, trends, and factors affecting Amul's sales performance in modern format stores.

- **Why Descriptive Research?**

- This design is appropriate because it allows for a detailed examination of existing market conditions, retailer perceptions, and sales patterns without manipulating variables.
- It helps in identifying relationships between product availability, customer demand, and distribution effectiveness.

- **Key Aspects of the Research Design:**

- It focuses on collecting quantitative and qualitative data to provide a comprehensive understanding of Amul's sales performance.
- The study uses structured surveys and statistical analysis to derive meaningful insights.

3.2 Sources of Primary and Secondary Data

- **Primary Data:**

- Directly collected from store managers of modern format stores through structured questionnaires and interviews.
- Provides first-hand insights into product availability, retailer challenges, and customer demand patterns.

- **Secondary Data:**

- Gathered from company websites, research articles, reports, and books.
- Helps in understanding industry trends, Amul's market strategies, and comparative analysis with competitors.
- Acts as a supporting framework for validating findings from primary data.

3.3 Method Used for Data Collection

- A survey method is used as the primary data collection technique.
- The survey consists of organized, closed-ended questions designed to:
 - Measure product availability and visibility in stores.
 - Assess retailer perceptions regarding sales, promotions, and customer preferences.
 - Identify challenges faced by retailers in stocking Amul's fresh products.
- The structured format ensures consistency in responses, making it easier to analyze trends and patterns in the collected data.

3.4 Instruments Used for Data Collection

- The study employs a structured questionnaire as the main data collection tool.
- The questionnaire includes:
 - Likert Scale Questions (e.g., rating product availability, customer demand, and sales performance).
 - Yes/No Questions (e.g., whether Amul freezers are available in the store).
 - Multiple-choice questions to capture retailer preferences and market trends.
- The questionnaire is designed to ensure clear, objective, and measurable responses, which help in statistical analysis.

3.5 Sample Design

3.5.1 Sample Size:

- The study uses a purposive sampling technique with a total sample size of 40 modern format stores (MFS) in Raipur.
- This sample size is considered sufficient to provide representative insights into Amul's market performance in the selected region.

3.5.2 Sampling Method:

- Purposive Sampling is used, meaning that stores are selected based on their relevance to the study rather than randomly.
- The researchers specifically choose store managers from different MFS to ensure diverse perspectives on product availability, sales, and customer demand.

3.6 Tools Used for Data Analysis

- The collected data is analyzed using Microsoft Excel, which allows for:
 - Data organization (sorting responses into categories).
 - Descriptive statistical analysis (calculating averages, frequencies, and trends).
 - Graphical representation (bar charts, pie charts) to visually interpret findings.
- Descriptive statistics are applied to:
 - key trends in product availability, customer demand, and distribution efficiency.
 - Compare sales performance across different stores.
 - Draw meaningful insights that can help Amul improve its market strategies.

3.7 Objectives of the Study

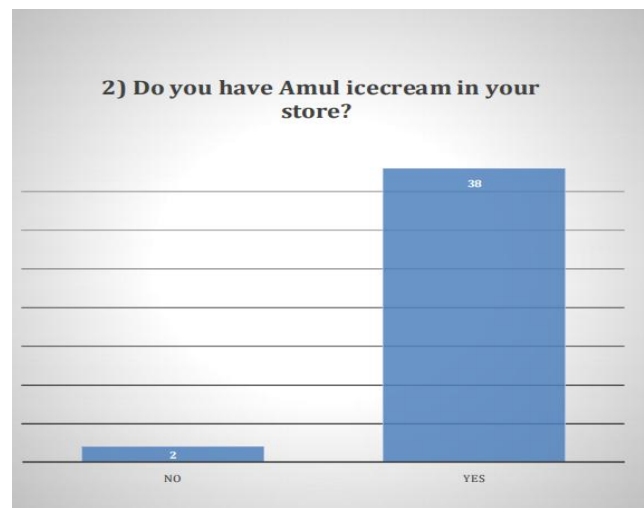
The study aims to analyze the performance of Amul's fresh products in modern format stores (MFS) with a focus on the following key objectives:

- **Assessing Product Availability:**
 - Determine how widely Amul's fresh products (such as milk, curd, butter, and frozen snacks) are stocked in MFS.
 - Identify factors that impact the availability of these products, such as supply chain efficiency, retailer stocking preferences, and storage constraints.
- **Studying Market Potential:**
 - Evaluate consumer demand for Amul's fresh products in modern retail environments.
 - Identify opportunities for market expansion based on sales trends, customer preferences, and competitor influence.
- **Enhancing Distribution Efficiency:**
 - Analyze the effectiveness of Amul's supply chain and logistics in ensuring timely product delivery.
 - Recommend improvements in distribution processes to enhance product reach, minimize stockouts, and improve retailer satisfaction.

4. DATA ANALYSIS AND INTERPRETATION



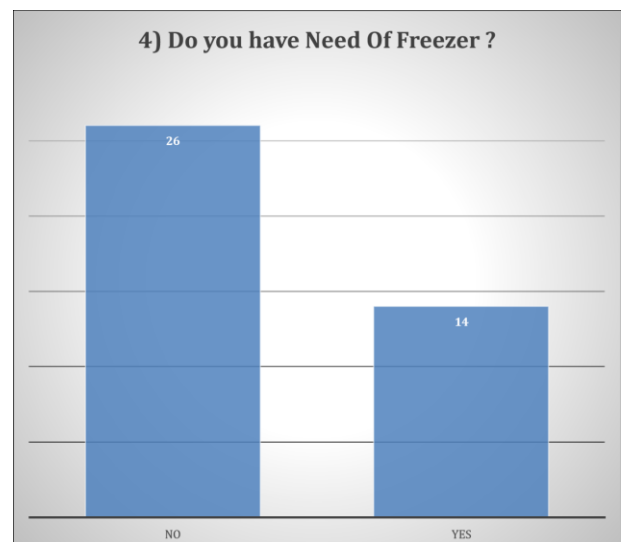
Above graph is showing that among 40 MFS 39 has Amul freezer



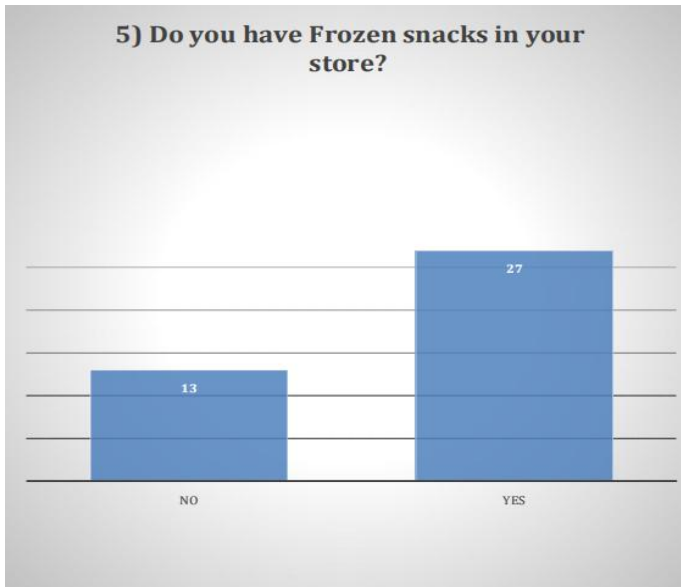
Above graph is showing that among 40 MFS 38 has Amul Ice-cream



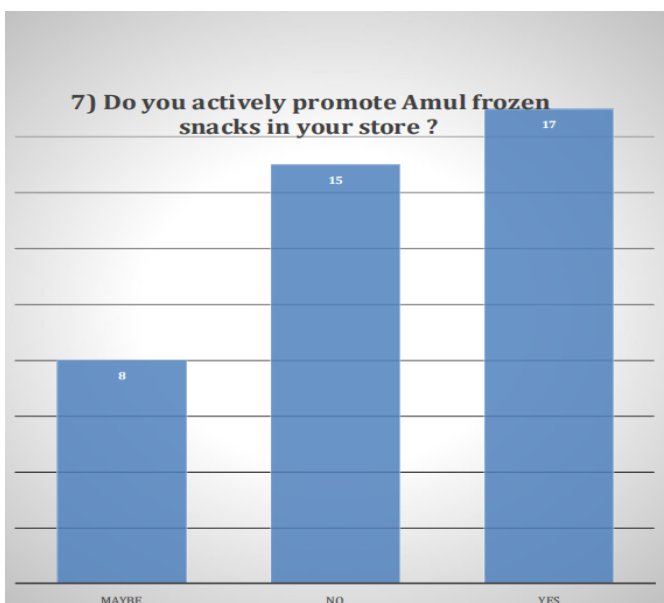
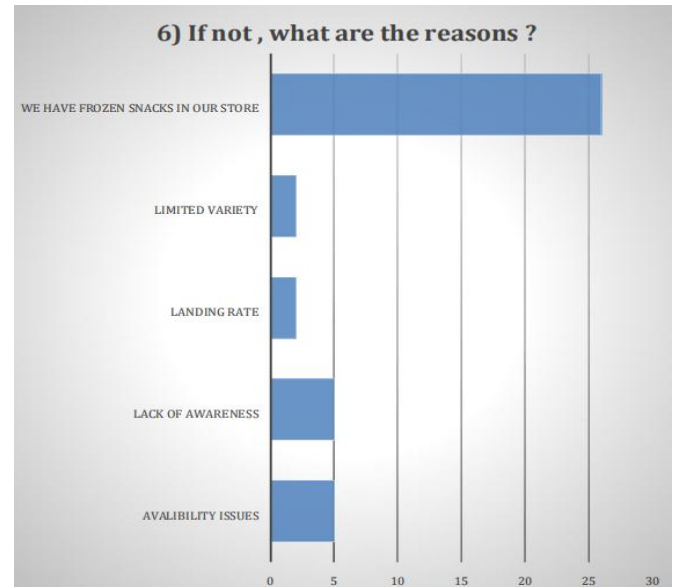
Above graph is showing that among 40 MFS 39 has need of freezer.



Above graph is showing that among 40 MFS 14 has Amul Fresh product.



Above graph is showing that among 40 MFS only 27 has frozen snacks.



Above graph is showing that among 40 MFS only 17



Above graph is showing that among 40 MFS only 8 stores makes special arrangement regularly for amul products in festive season actively.

5. SURVEY & FINDINGS

1. Some retailers offer special arrangements and displays for Amul items throughout the festive season.
2. Strong ties with MFS owners and managers may increase Amul goods accessibility and exposure.
3. With the exception of 2, 3, all stores carry Amul dairy items, ice creams, and fresh goods.
4. The Amul freezer is wanted by 14 retailers.
5. Amul frozen snacks are available in stores, albeit some are not always readily available.
6. A large percentage of Amul products land.
7. Shops actively advertised Amul goods.
8. The store manager rates the Amul package favourably.

6. CONCLUSIONS

Amul is a top-notch marketing company that specialises in selling food and dairy goods, both fresh and long-lasting, while integrating technology and putting the needs of the client first.

One of the well-known brands on the market is Amul. Amul now conducts research and development and introduces a variety of ready-to-eat food varieties based on market demand. The Amul firm uses a variety of marketing methods, including television advertising and social media. Modern format stores make the most contribution to the promotion of Amul goods.

- Amul freezers are available in every store (but some do not have vertical freezers).
- Fresh produce, dairy items, and ice cream are available in every supermarket, but frozen food and ice cream are hard to come by.
- Amul freezers are required for some establishments.
- MFS regularly advertises Amul goods.
- The public is less informed about Amul frozen snacks.

7. ACKNOWLEDGEMENT

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