



Research Paper

A study on sales management of edible oil by Karnataka co-operative oilseeds grower's federation limited (KOF)

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ABSTRACT : Edible oils and fats are essential ingredients for a wholesome and balanced diet and are vital items of mass consumption. There are two sources of oils – primary source and secondary source. The primary sources are nine principal oilseeds viz., groundnut, rapeseed / mustard, soybean, sunflower, sesame, niger, safflower, castor and linseed. Edible oils obtained through secondary source include coconut, cottonseed, rice bran and oilseed cakes. The KOF registered on 26th October 1984 which was inspired by the Anand Model of Milk Co-operatives, is designed to create an integrated Co-operative System of production, procurement, processing of oilseeds and marketing of edible oil and its by-products. KOF adopted various sales promotion strategies to attract the attention of ultimate customers. KOF is providing discount sales, price offers, festival offers, coupons, gift voucher and scratch cards to distributors, wholesalers, retailers and to the consumers. This has helped to improve the sales of edible oil by the KOF. Sales promotion measures / strategies are necessary to motivate distributors, wholesalers and retailers to maintain the stock and push their brand to ultimate customers. Sales promotion measures undertaken by the federation were advertising in the television (ETV, Z Kannada and Suvarna channels), radio, magazines (Sudha, Taranga and Gruhashobha), boards (Hoarding) at busy roads, exhibitions, pamphlets, leaflets and wall painting. Sales promotion expenses incurred through different media were found to be maximum on television which accounted for 41.32 per cent (Rs. 10 lakhs). The compound growth rate of net sales of edible oil of the KOF was statistically significant at 1 per cent level (8.3 %) during the period 2001-02 to 2010-11. Monthly seasonal indices of sales of edible oil of KOF found to be maximum in the month of January and minimum in the month of April.

KEY WORDS : Edible oils, KOF, SAFAL, AGMARK, Sales promotion

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