

RESEARCH PAPER

Advertising and marketing of Prabhat *Ghee*

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ABSTRACT

The study aimed at advertising and marketing strategies of Prabhat Group of Industries. The study was conducted in Family Bazaar, Masjid Bandar area in Mumbai city, Maharashtra state. It has been observed that more number of dairy firms is present in Ahmednagar district of Maharashtra (20 numbers). From this district, Prabhat dairy is selected on the basis of large production of different milk products. Various advertising mediums used by Prabhat dairy for marketing of different products is studied along with its different promotional activities. This paper mainly highlights the task such as in shop activity which was conducted in Family Bazaar, Masjid Bandar area (Mumbai). Under this assignment survey was conducted in Mumbai city, to find out in which area sale is less of Prabhat *Ghee*. During survey we prepared questioner and we found that in Mumbai, Masjid Bandar is the area where sale of Prabhat *Ghee* is less as compared to other companies. After completion of the activity to find out the impact on customer along with the impact it has happened on sales in that area.

KEY WORDS : Advertisement, In shop, Promotion

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Prabhat Dairy Limited is an integrated milk and dairy products company in India catering to institutional as well as retail customers. They produce fresh, dry, frozen, cultured and fermented dairy products, including pasteurized milk, flavoured milk, sweetened condensed milk, ultra-pasteurized or ultra-high temperature (UHT) milk, yoghurt, dairy whitener, clarified butter (*Ghee*), milk powder, ingredients for baby foods, *Lassi* and *Chaas*. They sell their products under our retail consumer brands as well as ingredient products or as co-manufactured products to a number of institutional and multinational companies. Prabhat Group of Industries have received several quality certifications for

its products and production facilities, including certification from Food Safety and Standards Authority of India (FSSAI) for pasteurized milk, flavoured milk, butter, *Ghee* and fermented milk products, AGMARK quality certification by the Government of India for *Ghee* and butter and 'Halal' certification for UHT and flavoured milk products, skimmed milk powder, whole milk powder, dairy whitener and sweetened condensed milk.

What is advertising?

Advertising is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. The purpose of advertising is to convince customers that a company's services or products are the best, enhance the image of

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Sr. No.	Name	Rate (Per day)
1.	Dreams promoter	900
2.	Nestor marketing	1000
3.	Siddhart advertising India PVT LTD	1200

the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programmes, reinforce the salespeople's individual messages, draw customers to the business, and to hold existing customers.

Prabhat dairy uses following mediums for advertisement :

Electronic media :

- FM Radio
- TV
- ETV Marathi
- Star Pravha
- Star Maja.

Outdoor media :

- Hoardings
- Vehicle branding
- Local train branding.

Print media :

- Newspaper advertising
- Leaflets and offer leaflets.

Prabhat dairy uses following mediums for promotion:

- Vehicle road show
- Retailer boards
- Offer coupons
- In shop promotion.

For conducting this activity Prabhat dairy focused on females as target customers and conducted assignment 1) In shop promotion. By performing the activity sale observed was 9-10lit/day, whereas sale was 6-8 lit/day before conducting the In shop activity.

Objectives :

To study the impact of in shop activity on customer and sales of company.

METHODOLOGY

This study was conducted in Masjid Bandar area

(Mumbai) and market named Family Bazaar for promoting Prabhat *Ghee* in the year 2014. Before conducting activity we designed outline of task and following points were considered 1) Survey the market and finalize the shop. 2) Agency selection. 3) Note down the sale during the In shop activity. 4) Find out impact of post in shop activity on sale. 5) Compare the sale of all brands, analyze and report it to marketing dept. head. The shop name Trinity super market was selected based on the criteria of high customer foot fall and low sale also this area was specially selected because company sale had declined in this area due to new competitors such as Amul, Gowardhan, Mother dairy etc. Relevant information was collected through a survey conducted with help of area sales manager of Prabhat dairy. To carry out in shop promotion female promoters were hired from advertising agencies (Table A). Mostly we observed that female usually come to shop so preference was given to female promoters to promote Prabhat *Ghee*. We hired two female promoters, they were provided with samples of *Ghee* along with packaging of 1 lit. 500ml. 250 ml. and 100 ml of *Ghee*. The activity was conducted during the month of June. Time of activity was 10:00 am to 7:00 pm. Promoters were told to be in shop for promotion at 09:45 am during in shop activity and scheme provided was 20 Rs. off for 1 lit pack. And cost of 1 lit. Pack was 410 Rs. (after providing off). Price of 1 lit. pack of Amul and Gowardhan *Ghee* was 425 Rs. and 420 Rs., Respectively. Customers were less during the week but on Saturday and Sunday number of customers visiting shop were more and goes on decreasing upto Monday. Near about half the customers who visited shop were attended (on an average) and sampling was provided to check the quality and purity of *Ghee* along with its taste, also they were asked about different *Ghee* brands and took customer feedback.

ANALYSIS AND DISCUSSION

The in shop day wise report is presented in the Table 1 given below and it was observed that sale gradually increased from Wednesday to Friday and it was highest on Saturday and Sunday during the activity *i.e.* 19-20 lit/

Table 1 : In shop day wise report

Date	Time in	Time out	Foot fall	Customer attended	Sampling done	Sale lit/day
10/6/15 Wednesday	11:00 AM	7:00 PM	60	40	20	15 lit.
11/6/15 Thursday	10:30 AM	7:00 PM	66	35	22	17 lit.
12/6/15 Friday	11:00 AM	8:00 PM	70	40	29	18 lit.
13/6/15 Saturday	10:00 AM	7:00 PM	77	48	36	19 lit.
14/6/15 Sunday	10:00 AM	8:00 PM	72	45	38	21 lit.
15/6/15 Monday	11:00 AM	7:00 PM	55	39	27	13 lit.
16/6/15 Tuesday	11:00 AM	7:00 PM	59	34	25	14 lit.

day. Further it was also found that mostly females shop for their family, so female promoters which we hired for the in shop activity had great impact on customers and we were able to increase our company sale. Approximately 60 per cent of customers who visited the shop were provided with samples of *Ghee* and out of those customers 40 per cent of customers purchased our product it seems that customers switched their brand after they were provided with samples. We found that the rate of women promoter from DREAM PROMOTER agency was minimum so we selected and hired two women promoters from that agency.

Conclusion :

Customers were provided with samples to know about the product and its taste after we provided them with sample of *Ghee*, they were eager to buy the product. And also many customers said that they are willing to buy Prabhat *Ghee* as it has good quality as compared to price. It was observed that sale increased up 9-10lit/day after successfully completing in shop activity before that sale was 6-8lit/day, and during second post in shop survey the sale observed was 10 lit/day so we can conclude that sale can be increased by conducting such activities .

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