A CASE STUDY

A study on market analysis and sales progress of Jaipur dairy

■ **RITA JAIN**

ABSTRACT

Production is most important part in any organization, either firm, company or co-operative sectors. Production can be made for the middle users or for the end-users (direct consumers). Production do the main work of converting raw material into semi-finished or finished goods, it depends on what kind of production the organization is doing. In the context of Jaipur dairy (Saras), people have endless demand for milk and milk products. Jaipur dairy (Saras) undertakes the procurement of milk and its production likewise satisfying the needs and demand of people. It estimates the demand and accordingly production is done for which arrangement of raw material, finance and provision for selling is made by Jaipur dairy.

KEY WORDS : Production, Department, Raw material, Semi-finished goods, Finished goods

Market analysis :

A market studies the attractiveness and the dynamics of a special market within a special industry. It is part of the industry analysis and thus in turn of the global environmental analysis. Through all of these analyses the strengths, weaknesses, opportunities and threats (SWOT) of a company can be identified. The market analysis is also known as a documented investigation of a market that is used to inform a firm's planning activities, particularly around decisions of inventory, purchase, workforce expansion/contraction, facility expansion, purchase of capital equipment, promotional activities, and many other aspects of a company.

Dimensions of market analysis :

David A. Aaker outlined the following dimensions

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of a market analysis:
– Market size (current and future)
– Market trends
– Market growth rate
– Market profitability
– Industry cost structure
– Distribution channels
– Key success factors
– Key success details.

The goal of a market analysis is to determine the attractiveness of a market, both now and in the future, organizations evaluate the future attractiveness of a market by gaining an understanding of evolving opportunities and threats as they relate to that organization's own strengths and weaknesses.

Organizations use the findings to guide the investment decisions they make to advance their success. The findings of a market analysis may motivate an organization to change various aspects of its investment strategy. Affected areas may include inventory levels, a

work force expansion/contraction, facility expansion, purchases of capital equipment, and promotional activities

Sales development :

Sales development is the process that entirely focuses on the front end of the sales cycle (or top of the sales funnel). This includes everything from making outbound calls and emails to setting qualified appointments, all the way up until the demo.

The pioneers of sales development in the 1980s were lead by trend-setters such as oracle, which was one of the fastest growing companies during that era. Other companies, like sales force (started by a former oracle executive) quickly followed suit and put an emphasis on using technology to sell. But with the dotcom crash and financial crisis of the 2000s, progress in the space came to grinding halt and little advancement were made.

However, in the last few years, there is another major movement. Technology is transforming the traditional sales process. A new paradigm for prospecting and qualifying leads is emerging. Combined with data analysis, auto dialers, informed research, drip campaigns, email tracking, and automated database management, this new approach is the perfect marriage of technology, process and people. It is known as "SALES DEVELOPMENT."

Five steps to developing an effective sales strategy:
– Map out your client journey, pre and post-sale. Understand what you do currently.
– Brainstorm how that could be refined to reduce cost of sale and increase client satisfaction.
– Once you have identified your most profitable sales process, think about how this integrates with your marketing to attract and gain returns sales value of your ideal client. Think about your target customer.
– Decide on the singularly keys sales activity that if consistently applied in your business for the next

90 days, would lead to a step change your organization's growth.
– Assign resources and refine your process to include this activity and monitor it on an ongoing basis.

Table 1 : A brief about jaipur dairy	
Registered	March 1975
Plant commissioned	June 1981
APS	April 1984
Coverage	Jaipur and Dausa
Started with	25 PCS

Market analysis and sales progress of Jaipur dairy is based on 7 departments which are as follows:

Functional Departments :
– Production Department
– Finance Department
– Marketing Department
– Human Resource Department
– Purchase and Stores Department
– Organizational Structure of Quality Control Department
– Dispatch and Logistics Department

Product range :
Jaipur dairy (JZDUSS Ltd.,Jaipur) prepares and markets the following milk products.

Three tier structure :
The dairy co-operative movement operation is a three tier system wherein farmer members own dairy cooperative societies (DCS) which own district milk producer union. The unions collectively own Rajasthan co-operative dairy federation (RCDF).
– State level (federation)
– Milk unions
– Dairy co-operative society (DCS)

Table 2 : Types of milk						
Product	Name	Packing colour	Price	Fat content	SNF content	Packing
Full cream	Gold	Red	Rs. 36/lit	6.0%	9.0%	½ and 1 lit
Toned milk	Taaza	Blue	Rs.28/lit	3.0%	8.5%	½ and 1 lit
Double toned milk	Smart	Yellow	Rs.28/lit	1.5%	9.0%	½ and 1 lit
Skim milk	Lite	Purple	Rs.30/lit	0.5%	8.5%	1 lit

Table 3 : Fresh milk products of Jaipur dairy		
Product	Packing	Price
Chhach plain	500 ml	Rs. 8
Chhach namkeen	250 ml	Rs. 8
Lassi	250 ml	Rs. 9
Paneer	200 g and 1kg	Rs. 42 and Rs. 210
Ghee	½ lit and 1 lit	Rs. 149 and Rs. 295
Dahi	200 g cup	Rs. 12
Shrikhand plain	100 g cup	Rs. 10
Kesar pista *Shrikhand*	100 g cup	Rs. 11
Milk cake	500 g	Rs. 82.50
Table butter	100 g	Rs. 30
White butter	500 g	Rs. 135
Kheer	100 g	Rs. 11
Rasgulla	1 kg	Rs. 118
Gulabjamun	1 kg	Rs. 128
Cheese	400 g	Rs. 116

Objectives of the study :
- To know the frequency of buying of preferred products of saras dairy
- To know the importance of various attributes of the products of saras dairy.
- To know about the respondent's opinion on quality, price of the products of Saras dairy.
- To know the consumer preference and brand recall ability towards Saras dairy's products in Jaipur city.

Sample size :
Samples of 100 respondents are taken from the city for the study.

Sampling frame :
Individuals from Jaipur city.

Age analysis :
Interpretation :
This chart shows the diversity in the age group that I have chosen for my sample study regarding consumer preference and brand recallability of the Saras dairy's products. From the above analysis, it can be noted that the majority belongs to age group between 21-40 (54 respondents), while the age group of 41-55 consists of 37 respondents, further 8 respondents fall under the 55-above age group and lastly only 1 respondent fall under below-20 age group who prefer and are able to recall

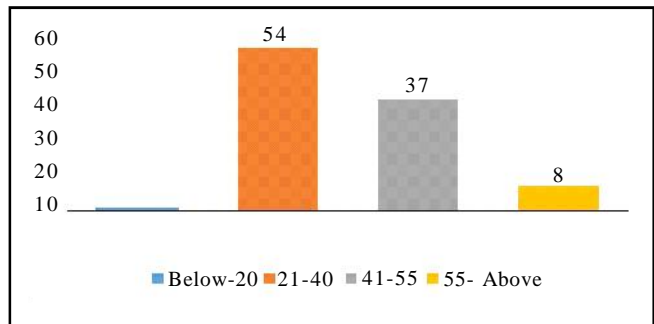| Table 4 : Showing the age of the respondents	
Age	No. of respondents
Below-20	01
21-40	54
41-55	37
55- above	08
Total	100

Fig. 1 :   Showing the age of the respondents

the products of Saras dairy.

Gender analysis :
Interpretation :
The above chart shows that out of 100 respondents surveyed during the research study 66 respondents are male respondent and the rest 34 respondents are female respondent.

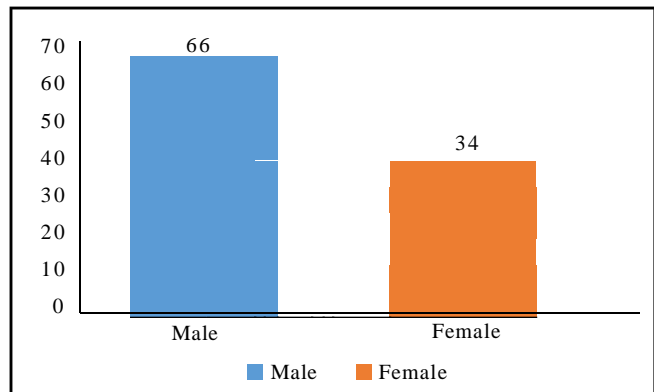| Table 5 : Showing the gender of the respondents	
Gender	No. of respondents
Male	66
Female	34
Total	100

Fig. 2 :   Showing the gender of the respondents

Annual household income analysis :

Interpretation :

Here, in this chart out of 100, majority of the respondents *i.e.* 41 have the annual household income between 2 lac-4 lac. While 31 respondents are having the income of 4 lac-6 lac. People with more than 6 lac are consists of 17 respondents and lastly 11 respondents fall under the income of less than 2 lac.

self-employed, 16 are student and the remaining is included in others (basically are housewife). This means that 42 per cent of respondents are from service by occupation and 29 per cent of them are self-employed, 16 per cent are student while the rest 23 per cent are others *i.e.* housewives. So, from the above graph, it is clear that the surveyed respondents were mostly from service and self-employed by occupation.

Table 6: Showing the annual household income of the respondents	
Annual household income	No. of respondents
Less than 2,00,000	11
2,00,001 - 4,00,000	41
4,00,001 - 6 ,00,000	31
More than 6,00,000	17
Total	100
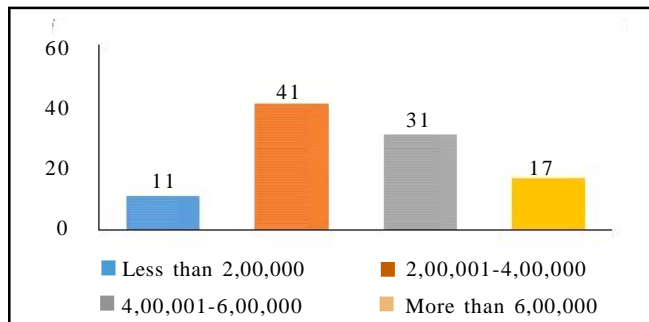
Table 7 : Showing the occupation of the respondents	
Occupation	No. of respondents
Service	42
Self-employed	29
Student	16
Others	13
Total	100

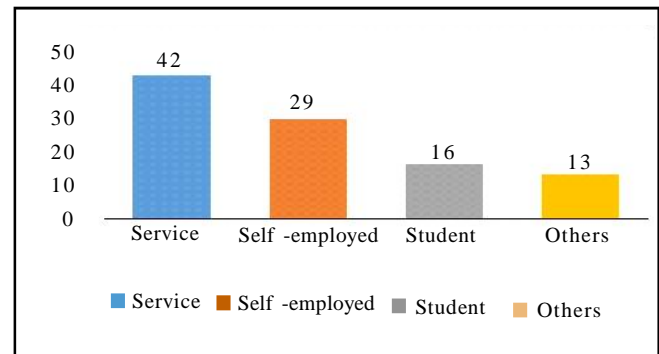**Fig. 3 : Showing the annual household income of the respondents**

Fig. 4 : Showing the occupation of the respondents

For proving objectives on the basis of above data Chi-square test has been used as follows:

Chi-square analysis :

H_0: There is no association between annual household income and average amount spent.

Occupation analysis :

Interpretation :

Out of 100 surveyed respondents, 42 of them are having service background, while 29 respondents are

Table 8 : Showing the association between annual household income and average amount spent					
Average amount spent \ Annual household income	Below 2,00,000	2,00,000-4,00,000	4,00,001-6,00,000	More than 6,00,001	Total
Below Rs.200	01	02	00	00	03
Rs.200 to Rs.400	04	09	06	01	20
Rs.401 to Rs.600	03	18	12	06	39
Rs.601 to Rs.1000	03	13	11	04	31
Rs.1001 and above	00	01	00	06	07
Total	11	43	29	17	100

H_1: There is association between annual household income and average amount spent.

Hence, H_0 is rejected. Therefore, it concluded that there is a strong association between annual household income and average amount spent by the consumers on the purchase of the products of the Saras dairy.

Limitations of the study :
  – First, the sample used for this study consisted mostly of Jaipur city only. Therefore, these results may not be applicable to the wider population in general.
  – Secondly, the results of this study are limited because only 100 sample size has been selected for the study from the whole Jaipur city.
  – Thirdly, only method of questionnaire has been used for the collecting primary data apart from focus group and other methods for the study.

Lastly, it must be acknowledged that there may be numerous other variables that contribute to the development of customer satisfaction, customer loyalty, and word of mouth communication which are briefly

Table 9 : Cross tabulation

Average spent amount / Household income	Below 2,00,000	2,00,000- 4,00,000	4,00,001- 6,00,000	More than 6,00,000
Below Rs.200	0.33	1.29	0.87	0.51
Rs.200 to Rs.400	2.20	8.60	5.80	3.40
Rs.401 to Rs.600	4.40	17.20	11.60	6.80
Rs.601 to Rs.1000	3.41	13.33	8.99	5.27
Rs.1001 and above	0.77	3.01	2.03	1.19

Table 10: Chi-square

Fo	Fe	Fo-Fe	$(Fo-Fe)^2$	$(Fo-Fe)^2$/ Fe
1	0.33	0.6700	0.4489	1.3603
2	1.29	0.7100	0.5041	0.3908
0	0.87	-0.8700	0.7569	0.8700
0	0.51	-05100	0.2601	0.5100
4	2.2	1.8000	3.2400	10.4976
9	8.6	0.4000	0.1600	0.0186
6	5.8	0.2000	0.0400	0.0007
1	3.4	-2.4000	5.7600	1.6941
3	4.4	-1.4000	1.9600	0.4455
18	17.2	0.8000	0.6400	0.0372
12	11.6	0.4000	0.1600	0.0138
6	6.8	-0.8000	0.6400	0.0941
3	3.41	-0.4100	0.1681	0.0493
13	13.33	-0.3300	0.1089	0.0082
11	8.99	2.0100	4.0401	0.4494
4	5.27	-1.2700	1.6129	0.3061
0	0.77	-0.7700	0.5929	0.7700
1	3.01	-2.0100	4.0401	1.3422
0	2.03	-2.0300	4.1209	2.0300
6	1.1	4.9000	24.0100	21.8273
				X^2=42.7152

Degree of freedom = (r-1) (c-1)
  = (5-1) (4-1) = 12

Level of significance = 5% level
^{2}cal = 42.7152 ^{2}tab = 21.0261
Since, ^{2}cal > ^{2}tab

touched upon.

Conclusion :
– The research shows that from the age group of 21-40 consume more Saras dairy's products.
– There is maximum number of people having their annual household income between 2,00,000 to 4,00,000.
– The study reveals that there is maximum number of people from service background by occupation and the minimum is from others (housewife) by occupation.
– It is also found out that there are 100 per cent respondents who consume the products of Saras dairy.
– It is clear from above study that milk is the brand that remains at the top of the mind among maximum number of respondents. While ghee and thick shake is not at the top of the mind among any of the surveyed consumers.
– I also found out that 11 per cent of the respondents equally able to recall the brands buttermilk, curd and ice-cream without prompting. While only 2 per cent of the respondents are able to recall the brands Thick shake without probing them for the brands.
– While it is also found out that ice-cream is the 2nd favourite brand among most of the consumers.
– We also found out that the average amount spent by the maximum number of consumers (39 respondents) on the Saras dairy's products is between the range of Rs.401 to Rs.600 and the least (03 respondents) amount spent by the consumers is below Rs.200.
– It is also found out that out of total 100 respondents, maximum respondents *i.e.* 92 are satisfied with the quality of the products of the Saras dairy.
– We also came to know that 63 respondents are agreeing towards the price charged by the Saras dairy for the products. While 13 respondents are not agree towards the same.
– We also found out that the attribute price is more important for the majority consumers while purchasing the products of the Saras dairy.
– It is also found out that the quality attribute is the most important for the consumers while making the purchase of the products of the dairy.

– Further, it is also found out that availability attribute is also more important for the consumers.

Recommendation :
– Saras dairy should make the efforts to attract the age group of below 20 year as well as also to attract the age group of above 55 to gain more market share.
– Saras dairy should also make the efforts to increase the products awareness among the consumers.
– Saras dairy should also make some serious effort to made the products available at any time whenever it is demanded by the consumers as well as dairy should also give more attention on manufacturing products in various quantity as per the consumers requirements.
– Saras dairy should also make a serious attempt to attract the consumers who are purchasing the products of their competitors by formulating aggressive marketing strategies.

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