

**RETAIL, CPG AND MARKET RESEARCH  
(PRACTICAL)****Semester – IV  
2H – 1C****18BPU412****Instruction Hours / week: L: 0 T: 0 P: 2****Marks: Internal: 40 External: 60****Total: 100****End Semester Exam: 3 Hours****COURSE OBJECTIVES:****To make the students**

1. To understand the concept of marketing research, consumer goods, retailing and media research and its application in BPS industry.
2. To analyse the classification of FMCG industry, Retail formats and media research options and apply the learning lifelong.
3. To Critically formulate the research design for media research and retail research and understand ways to evaluate the best alternative.
4. To communicate orally and written form the concept of marketing research, consumer goods, retailing and media research and its application in BPS industry.
5. To design a report to communicate the findings and suggestion to make business decision.

**COURSE OUTCOMES:****Learners should be able to**

1. Understand the concept of marketing research, consumer goods, retailing and media research and its application in BPS industry.
  2. Analyse the classification of FMCG industry, Retail formats and media research options and apply the learning lifelong.
  3. Critically formulate the research design for media research and retail research and understand ways to evaluate the best alternative.
  4. Communicate orally and written form the concept of marketing research, consumer goods, retailing and media research and its application in BPS industry.
  5. Design a report to communicate the findings and suggestion to make business decision.
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1. Identify a market research problem and formulate a market research plan for finding a solution.
  2. Select Consumer Packaged Goods Food industry classification and identify the major players
  3. Select beverage industry classification and identify the major players
  4. Understand the Retail Formats, try to visit the retail stores of the different format and justify the retail format adopted by the outlet.
  5. Mind map the stages of new product development
  6. In a team of (2-3) conduct a survey to understand consumer behaviour for the purchase of FMCG or beverages. Analyse and prepare a report.
  7. Select the best media to advertise a small business of your choice. Justify the selection of media.
  8. Analyse the case on e-retailing (Brick and mortar Vs. Click Model)
  9. Analyse the real time cases on the technology used in retailing (like RFID, barcoding etc)

**SUGGESTED READINGS:**

TCS BPS study material

## **1. Identify a market research problem and formulate a market research plan for finding a solution.**

Good sampling strategies are critical to obtaining effective market research findings. You can be sure your market research results in actionable consumer insights by following the six steps in the market research process:

- **Step 1** – [Articulate the research problem and objectives](#)
- **Step 2** – **Develop the overall research plan**
- **Step 3** – [Collect the data or information](#)
- **Step 4** – [Analyze the data or information](#)
- **Step 5** – [Present or disseminate the findings](#)
- **Step 6** – [Use the findings to make the decision](#)

The Amul dairy had adopted marketing strategies to improve the growth of the business. So, this study has made an attempt to provide an analysis of the effectiveness of Amul dairy.

**Objective:** The main objective of this is to study the marketing strategy in Amul dairy.

**Methodology:** This research is mainly based on secondary data. The articles which are published in the area of marketing strategies in the dairy industry have been collected for the study and from the website of Amul dairy.

### **Marketing strategy of Amul**

The Marketing strategy of Amul covers various aspects of the business right from segmentation and targeting to the overall mission and vision of the company and the various parameters which the company executes to become the top brand that it has in the market. So what is the Marketing strategy of Amul? The segmentation of Amul is the mass population and in general, you will find people of all different age groups and demography enjoying Amul products. This is because Amul is not only present in Ice cream, but also in Milk, Butter, Cheese and other such products.

As it has a very deep product portfolio, it does not differentiate in its customers but uses a mass marketing principle. And till date, this principle has worked very well for the marketing strategy of Amul. Similarly, the target audience are the regular middle class people. This is because higher end customers do have a lot of high end products as an alternative in ice cream. However, for other products like Butter and cheese, both high end and low end customers are the target. In terms of positioning, Amul has top of the mind positioning because it is the first brand which comes in mind when talking of Ice cream, milk, cheese, butter or any other milk based products.

### SWOT analysis of Amul

Amul is one of the largest milk and milk based products manufacturer in India. Known to be the founder of the white revolution in India, Amul has some strong products and brands up its sleeves, strongest of them being Amul ice cream. Similarly, the Milk & Dairy products company has a very in depth product portfolio including cheese, butter, curd, chocolates, ice cream, and others. You can visit the following link to refer to the marketing mix of Amul. However, following are the points in the SWOT analysis of Amul.

### Strengths in the SWOT analysis of Amul

Very high market share in ice cream – Amul has the top market share in ice cream segment which further helps it push other products into the market.

Excellent brand equity – amul is a beloved brand over the years and the contribution of amul girl and her outdoor ads should specifically be mentioned here.

Excellent quality management – even though amul has such a wide and large distribution network, hardly any quality complaints come for amul.

Strong distribution network – This is one company which is strong in urban as well as rural distribution. You will find amul present even in small towns and villages

Good product portfolio – Amul had a deep product portfolio when compared to any fmcg company. It has many different variety of milk milk based food items like cheese, butter, milk, buttermilk, lassi and many others. In ice creams too, amul has a large variety of flavours

Strong Supply chain – Vendors love Amul and amul is known for the white revolution in India.

Rural presence – Strong rural presence of Amul is its plus point. It is mentioned here separately because this rural presence gives amul a strong competitive advantage.

### Weaknesses in the SWOT analysis of Amul

Cost of Operations – Amul's operation is huge. And so is the cost. Plus the sector is such that maintaining margins becomes difficult day by day. Thus, to face international players, Amul needs to maintain the operations in the same manner it is carrying out today. It is not a weakness but rather a constant challenge for Amul. In fact, during summers, the brand faces severe shortage of supply.

Chocolates – Amul's expansion to chocolate has failed and hardly any product of Amul chocolates is selling in the market. Amul needs further products to expand its product line and increase bottomline.

Concentrate more on chocolate market – Amul has a no advertisement policy which creates a problem for its foray into additional products. Amul should in fact have separate SBU's and concentrate more on increasing its product line through chocolates or other such products.

Opportunities in the SWOT analysis of Amul Export – Amul can export its product to other countries thereby increasing its turnover and margins exponentially.

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Threats in the SWOT analysis of Amul

Increasing competition in Ice cream segment – Many players, local and international, are entering the ice cream market thereby taking away share of wallet from Amul. Kwality walls, Naturals, London dairy, Havmor, Arun ice cream, Vadilal, Ramani, are some of the few brands who are directly in competition with Amul.

## **CONSUMER PACKAGED GOODS FOOD INDUSTRY CLASSIFICATION AND IDENTIFY THE MAJOR PLAYERS**

The **food industry** is a complex, global collective of diverse [businesses](#) that supplies most of the [food](#) consumed by the [world's population](#).<sup>[citation needed]</sup> Only [subsistence farmers](#), those who survive on what they grow, and [hunter-gatherers](#) can be considered outside the scope of the modern food industry.

The food Industry includes:

- [Agriculture](#): raising [crops](#), [livestock](#), and [seafood](#)
- [Manufacturing](#): [agrichemicals](#), agricultural construction, [farm machinery](#) and supplies, [seed](#), etc.
- [Food processing](#): preparation of fresh products for market, and manufacture of prepared food products
- [Marketing](#): promotion of generic products (e.g., milk board), new products, [advertising](#), marketing campaigns, [packaging](#), [public relations](#), etc.
- [Wholesale](#) and [food distribution](#): logistics, transportation, [warehousing](#)
- [Foodservice](#) (which includes catering)
- [Grocery](#), [farmers' markets](#), [public markets](#) and other [retailing](#)
- [Regulation](#): local, regional, national, and international rules and regulations for food production and sale, including [food quality](#), [food security](#), [food safety](#), marketing/advertising, and industry lobbying activities

1. Nestle – headquarters: Switzerland, market value \$229.5 billion

Nestlé has always been one of the world's largest food & beverage companies. Now it has over 328,000 employees and more than 2000 brands ranging from global icons to local favourites presenting in 191 countries around the world.

2. PepsiCo – headquarters: US, market value: \$159.4 billion

Founded in 1965, PepsiCo is one of the largest beverage companies in the US. With over 264,000 employees, PepsiCo has a complementary food and beverage portfolio that includes 22 brands, and each generated more than \$1 billion in estimated annual retail sales in 2016. Must Read: Top 10 Food and Beverage Manufacturers in the US

3. Coca-Cola – headquarters: US, market value: \$182.9 billion

Led by Coca-Cola, one of the world's most valuable and recognizable brands, Coca-Cola company's portfolio features 21 billion-dollar brands. Through its world's largest beverage distribution system, Coca-Cola is also the world's leading provider of both sparkling and still beverages. More than 1.9 billion servings of beverages made by Coca-Cola are enjoyed by consumers in more than 200 countries.

4. Kraft Heinz Company – headquarters: US, market value: \$110.4 billion

**KARPAGAM ACADEMY OF HIGHER EDUCATION**

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(Practical)**

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The Kraft Heinz Co. is one of the world's largest producer for processed food and beverages. The company's leading products include condiments and sauces, cheese and dairy, ambient meals, frozen and chilled meals, and for infant and nutrition.

5. Anheuser-Busch InBev – headquarters: Belgium, market value: \$213.1 billion

Anheuser-Busch InBev SA is one of the world's leading beverage companies. Its activities include manufacturing, marketing and distribution of alcoholic and non-alcoholic drinks. Anheuser-Busch owns many world's famous beer brands across the globe, such as Budweiser, Corona and Stella Artois etc. Must Read: Top 10 Indonesian Palm Oil Companies

6. Mondelez International – headquarters: US, market value: \$67.4 billion

Mondelez International, Inc. is a world leading manufacturer and marketer for snack food and beverage products. The company's products include beverages, biscuits, meals, chocolate, and gum and candy. Its brands include but not limited to Nabisco, Oreo, and LU biscuits; Cadbury, Cadbury Dairy Milk, Milka chocolates and Trident gum etc.

7. Danone – headquarters: France, market value: \$42 billion

Danone SA is a world major player in food processing industry. The company operates through the four major divisions: Fresh Dairy Products, Waters, Early life Nutrition, and Medical Nutrition. Its products range from dairy, aqua drinks, infant formula, to food with medical purposes.

8. Diageo – headquarters: UK, market value: \$71.2 billion

Diageo is a global leader in beverage alcohol with over 200 world famous brands, such as Johnnie Walker, Crown Royal, JeB, Buchanan's, Windsor and Bushmills whiskies, Smirnoff, Ciroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness. Every year, Diageo produces more than 6.5 billion litres of alcohol from more than 100 manufacturing sites in 30 countries.

9. Archer Daniels Midland – headquarters: US, market value: \$25.6 billion

Archer Daniels Midland Co. is a world's leading food processor and food ingredient providers for oilseeds, corn, wheat, cocoa and other food & agricultural commodities. Archer Daniels Midland now has more than 32,300 employees serving customers in more than 160 countries.

10. Heineken – headquarters: Netherland, market value: \$23 billion

Heineken is the world's largest beer company with brands including Heineken, Amstel, Anchor, Biere Larue, Bintang, Birra Moretti, Cruzcampo, Desperados, Dos Equis, Foster's, Newcastle Brown Ale, Ochota, Primus, Sagres, Sol, Star, Strongbow, Tecate, Tiger and Zywiec etc.

## Beverage Industry Classification And Identify The Major Players

The **drink industry** (also known as the **beverage industry**) produces [drinks](#), in particular [ready to drink](#) products. Drink production can vary greatly depending on the product being made. ManufacturingDrinks.com explains that, "bottling facilities differ in the types of [bottling lines](#) they operate and the types of products they can run". Drinks may be [canned](#) or [bottled](#) ([plastic](#) or [glass](#)), hot-fill or cold-fill, and natural or conventional. Innovations in the drink industry, catalysed by requests for [non-alcoholic drinks](#), include: drink plants, drink processing, and drink packing.

## Largest companies

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The largest global players in 2017:

1. [AB InBev](#)
2. [The Coca-Cola Company](#)
3. [PepsiCo](#)
4. [Nestlé SA](#)
5. [Suntory](#) Holdings Ltd.
6. [Heineken NV](#)
7. [Starbucks](#) Corp.
8. [SAB Miller](#)
9. [Diageo](#)
10. [Unilever](#)

1. Mind map the stages of new product development

