

**INDORE INSTITUTE OF MANAGEMENT AND
RESEARCH**



Batch 2021- 2024

Project On

TITLE

"CASE STUDY ON AMUL"

**Submitted in the partial fulfilment for the
Requirements of the degree of B.COM DAVV, Indore**

V. Modak
Research Guide

Dr. Vaibhav Modak

H.O.D. BCOM

Research Scholar (Name of the students)

Anshika Jadhav [DC2123153] *Anshika*

Itisha Mehta [DC2123157] *I. mehta*

Riya Dixit [DC2128164] *Riya*

Yash Maheshwari [DC2123172] *Yash*

Yogita Manawre [DC2123174] *Yogita*



**(04) B.COM. III Field
PRO. 2021-24**

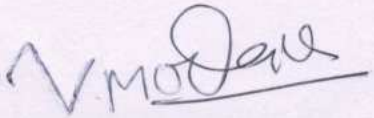
CERTIFICATE

This is to certify that Anshika Yadav, Itisha Mehta, Riya Dixit, Yash Maheshwari, Yogita Manawre. Students of B.com Hons. III Year has successfully completed field project practical Report on

Under my supervision and submitted the practical file. Their work was found satisfactory.

Date: 28/02/24

Place: Indore


Dr. Vaibhav Modak

Associate Professor

H.O.D. B.com



TABLE OF CONTENTS

Chapter No.	Contents	Page No.
	Introduction	
	Research Methodology	
	Consumer Behaviour	
	PESTEL Analysis .	
	SWOT Analysis	
	Marketing mix (4Ps)	
	Major competitors	
	Survey	
	Conclusion	
	Limitation	
	Bibliography	



INTRODUCTION

India's Dairy sector is increasing rapidly from the beginning of the White Movement in India. The pathfinder of this movement is the foundation of India's largest dairy Co-operative Society in the state of Gujarat on 1st December, 1946 just before the Independence of India. The operation initiated on the ground that India is a milk-deficient nation but later on in 1988 it surpassed the production capacity of USA.

The story of Amul started from the backdrop of high demand for milk in Bombay. The major source of income of Kaira district in early 40's, was milk farming and selling. The one and only private milk supplier, at that point of time was Polson Dairy Limited in that area. Hence a monopoly was created and the poor farmers were exploited by the private traders. To take a stand against this unethical practice they collectively approached to Sardar Vallabhbhai Patel (Indian barrister and statesman and one of the leaders of INC) under the leadership of Tribhubandas K. Patel. Sardar Vallabhbhai proposed them to stop supplying milk to traders and start their own Co-operative Society and refer them to Shri Moraji Desai (Indian Activist and 4th Prime Minister of India). He then held a meeting and came to a conclusion that the Co-operative Society will collect the milk first then decide the price according to the quality of the milk. As the government was not reacting to their situation they went on strike for a fortnight and affected the Bombay Milk Scheme. Then with the help of Tribhubandas Patel and Dr. Verghese Kurien (Indian Social Entrepreneur) they lay foundation of

CONCLUSION

From the survey conducted it is observed that Amul gold milk has a good market share.

From the study conducted the following conclusion can be drawn. In order the dreams comes into reality and turning liability into assets one must have to need of the customers.

The factors considered by the customer before purchasing milk are freshness, taste, thickness & availability. Finally I concluded, majority of the customers are satisfied with the Amul gold milk and milk product because of its good quality, reputation, easy availability. Some customers are not satisfied with the Amul gold milk because of higher price, lack of dealer services, spoilage and low shelf life etc.

If slight modification in the marketing programs such as dealers, outlets, promotion programmes, product lines etc. Definitely company can be as a Monopoly and strong market leader. Amul has also to take care of its competitors into consideration and more importantly its customers before making any move.



INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree

B.Com. III Year

Submission of Filed Project Practical Report on

**“The Comparative Analysis of Effect of covid-
19 over business organization”**

Session- 2023-24

V. Modak
Submitted to-
Dr. Vaibhav Modak
Associate Professor
H.O.D. (B.Com.)



Submitted by-

- 1. Harshal Prajapati**
- 2. Akshita Sisodiya**
- 3. Ayush Yadav**
- 4. Priyansh Mandal**
- 5. Gourav Panchal**

(03) B.COM. III Field

CERTIFICATE

This is to certify that **Harshal Prajapati, Akshita Sisodiya, Ayush Yadav, Priyansh Mandal, Gourav Panchal** students of B.Com. Hons. 3rd Year has successfully completed Filed Project Practical Report on “**The Comparative Analysis of Effect of covid-19 over business organization**” under my supervision and submitted the practical file. Their work was found satisfactory.



V. Modak

Dr. Vaibhav Modak

Associate Professor
H.O.D. B.Com.

Date: 28/02/24

Place: Indore

Indore Institute of Management & Research

External -

Prashant Malpani
Dr. Prashant Malpani

TABLE OF CONTENTS

Chapter No.	Contents	Page No.
1	Introduction	1-4
2	Impacts of Covid-19 in Business	4-8
3	Business facing losses Due to COVID-19	9-13
4	Business facing profit Due to COVID-19	14-18
5	Preparation And Preventive Measures	19-21
6	future Perspective	22-23
7	Conclusion	24-25
8	References	26



INTRODUCTION

What do you mean by covid-19? How does the new coronavirus spread?

COVID-19 is the disease caused by the new corona virus that emerged in china in December 2019.

COVID-19 symptoms include cough, fever or chills, shortness of breath or difficulty breathing, muscle or body aches, sore throat, new loss of taste or smell, diarrhea, headache, new fatigue, nausea or vomiting and congestion or runny nose. COVID-19 can be severe, and some cases have caused death.

The new coronavirus can be spread from person to person. It is diagnosed with a laboratory test.

There is no coronavirus vaccine yet. Prevention involves frequent hand-washing, coughing into the bend of your elbow, staying home when you are sick and wearing a cloth face covering if you can't practice physical distancing.

As of now, researchers know that the new corona virus is spread through droplets released into



REFERENCES

1. Economicsindia . Com
2. Articles . Com
3. Gettyimages . com
4. Aduaineducation . com
5. Indianaviation industry . Com
6. Survey sparrow . com
7. Bussinessnews . com
8. Worldhealthorganization . com .



INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree

B.Com. III Year

Submission of Filed Project Practical Report on

"Nestle and its Products"

Session- 2023-24

Submitted to- *V. Modak*
Dr. Vaibhav Modak

Associate Professor



H.O.D. B.Com.

Submitted by-
Student Names-

- 1) **MINA CURBANI**
DC2123171
- 2) **SONU DHAKAD** DC2123169
- 3) **SHREYANSHI LAHOTY**
DC2123168
- 4) **SHIVANSH SHRIVASTAV**
DC2123167
- 5) **RICHA PANDEY**
DC2123163

(02) B.COM. III Field
PRO. 2021-24

External Name.

CRTIFICATE

This is to certify that we the students of

B.COM (HONS) IIIrd year [Tina, Shreyashi, Shikharsh, Richa,
Sonaj]

students of B.Com. Hons. I Year has successfully completed Filed Project

Practical Report on "Nestle and its products"

under my supervision and submitted the practical file. Their work was found
satisfactory.



V. Modak
Dr. Vaibhav
Modak

Date: 28/02/24

Place: Indore

Associate Professor
H.O.D. B.Com.

Indore Institute of Management & Research

INDEX

PARTICULARS	PAGE NO.
• HISTORY	1-2
• INTRODUCTION	3-7
→ Nestle Max/duide	
→ Company Profile	
→ Products	
• BUSINESS	8-9
• ABOUT	10-20
• CONSUMER BEHAVIOUR AND	21-34
• SATISFACTION	21-23
• THEORIES	23-27
→ Economy theories	
→ Psychological theories	
→ Psycho-analytical theories	
→ Socio cultural theories	
• FACTORS AFFECTING CONSUMER BEHAVIOUR	27-34
• RESEARCH METHODOLOGY	35-44
• ANALYSIS OF THE STUDY	
• RESULT	45
• CONCLUSION	46



HISTORY.

The company dates to 1867, when two separate Swiss enterprises were founded that would later form the core of Nestlé. In the succeeding decades the two competing enterprises aggressively expanded their businesses throughout Europe and the United States.

In August of 1867 Charles A. and George Page, two American brothers from the country, established the Anglo-Swiss Condensed Milk Company in Cham, their first British operation was opened at Chippington, Wiltshire in 1872.

In September 1867 in Vevey, the Nestlé developed a milk based baby food and soon began marketing it. Nestlé merged in 1875, but the company, under new ownership, retained its name as *Fabriek Lait Nestlé*.

In 1874, Anglo-Swiss added milk-based baby food to its products, and in the following years the Nestlé company added condensed milk, so that the firm became a *product* and *five* animals.



In 1905 the companies merged to become the Nestlé and Anglo-Swiss Condensed Milk Company, retaining that name until 1947, when the name

RESULT

I was appointed a meeting with M.M of Nestle for project work. When I was going for meeting with M.M I feel relax and happy because i want to do something practical in this field. When i started conversation with M.M meeting. I felt little anxious about question answer section which asked from manager but manager gives the answer in a good way and friendly talk. The meeting was good i learn a lot of things from this meeting.

- A learning organization is the term given to a company that facilitates the learning of its members and continuously transforms itself. It encourages organization to shift to a more interconnected way of thinking.
- Latest technology used in Nestle makes its employees more learning, and make the organization a learning organization.
- Learning is part of the Nestle culture. Each employee, at all levels, is conscious of the need to upgrade continuously his knowledge and skill. The willingness to learn is therefore a non-negotiable condition to be employed by Nestle.
- Knows that: increasing people want healthier foods.

