



**A STUDY OF MARKETING STRATEGY OF AMIN
TRADERS, WITH SPECIAL REFERENCE TO
MAHATMA PHULE MARKET YARD, SATARA**

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INTRODUCTION:

As we are moving towards third millennium many developments and changes are taking place around us with all the industries and fumes. Also the needs and wants of customers are changing day by day today customer is regarded as the king of the market and all the activities revolve around them so companies image is built made and known by its customers. To sustain in today's high competitive market way organization has to use different types of promotional tools to increase the sales of products so by carrying out effective sales promotion campaign firm can increase sales and way one in distribution channel will get benefited from it. Hence the success of each firm will be determined by how effectively and aggressively it has launched its sales promotional activity to penetrate into market.

MANAGEMENT PROBLEM:

The study would help market to identify the grey areas in services take the steps to improve it. The study would help market to know the inclination of customers towards gemini oil and take the necessary steps to improve the sale of Gemini sunflower oil.

STATEMENT OF RESEARCH PROBLEM:

The title of the study is "A STUDY OF MARKETING STRATEGY OF AMIN TRADERS WITH SPECIALREFERENCE TO MAHATMA PHULE

MARKET YARD, SATARA.” The topic is market oriented as researcher had to survey Gemini sunflower oil consumers and retailers outlets of Gemini oil in satara and collect the required information.

OBJECTIVES OF THE STUDY:

1. To know the demand of consumers for Gemini oil.
2. To find out the problem faced by retailers and consumers
3. To develop marketing strategy to increase the sale of Gemini oil.
4. To generate consumer awareness.

SCOPE OF THE STUDY:

Scope of the study is based on following points,

This study has been conducted for Mahatma Phule market yard, satara. This study is of Gemini oil consumers and retailers. To do analysis and interpretation different statistical tools such as tables, graphs and percentage has been used.

LIMITATIONS OF THE STUDY:

- DATA collected is applicable only to certain areas in satara.
- The information collected by researcher from the retailers and consumer may have deviations.

IMPORTANCE OF THE STUDY:

During the study researcher observed that the sale of Gemini sunflower oil was less as compared to its competitors in satara. Also the retailers and consumers were facing several problems in case of Gemini oil.

Hence researcher felt important that as satara, there is wide scope to increase the sale of Gemini oil by sales promotion activity.

RESEARCH METHODOLOGY:

Research methodology is the method followed to conduct the designed plan structure and strategy of investigation conceived so as to find out the results.

DATA REQUIRED:

To attain the objectives of the study different types of data was required. It was collected from the retailers and consumers in market yard, satara. It gave the information about the demand for various oil brands in satara. Also data regarding conceptual framework profile of organization was also required.

DATA SOURCES:

The data and information collected for the purpose of study is categorized in two ways :

Primary Data :

It is the data, which is collected afresh and for the first time by the researcher for the project. Primary data was collected from the retailers and consumers with the help of unstructured questionnaires and through the interview method. The information about the demand, awareness and problems faced and suggestions for Gemini sunflower oil were obtained.

Secondary Data :

The data, which already exist and has been analyzed for some other purpose is termed as secondary data. Conceptual framework of sales promotion, profile of organization, product profile, history of organization, sales turnover etc. was collected through.

INSTRUMENTS:

The instruments are prepared in the form of unstructured questionnaire. Questionnaires are filled from the retailers and consumers by interviewing them for consumers and retailers there are close and ended questions respectively which consists of information like, their individual profile, sale, purchasing quantity, problems faced etc.

SAMPLING:

Universe (retailers and consumers) of this research is large and geographically spread in nature, so researcher had selected 100 retailers and 100 consumers for study. Researcher had selected the Non-profitably sampling

i.e. convenient sampling method to collect desired data from retailers and consumers.

DATA ANALYSIS FOR CONSUMERS :

Consumer analysis reveals the analysis of the data which has been collected from consumer the help of questionnaire and analysis done with help of tables and graphs.

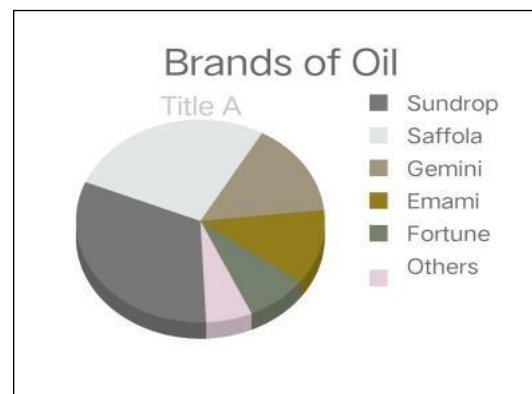
Table No.1

Table showing various brands of oil purchase by consumer.

Sr. No	Brand of Oil	Consumer	No. of Consumer (%)
1.	Sundrop	32	32
2.	Saffola	27	27
3.	Gemini	15	15
4.	Emami	12	12
5.	Fortune	8	8
6.	Others	6	6
	Total	100	100

(Source : Primary Data)

Graph No.1



From the above table no. 1 and graph no.1 it is seen that maximum number of consumers purchase other brands of oil i.e. Sundrop– 32%, Saffola – 27%, Gemini – 15%, Emami – 12%, Fortune – 8% and Others – 6%.

Table No.2

Table showing why consumers don't use Gemini oil.

Sr. No	Reasons for don't using Gemini oil	Consumers	No. of Consumers (%)
1.	Price	46	46
2.	Taste	34	34
3.	Unavailability	15	15
4.	Unawareness	5	5
	Total	100	100

(Source : Primary Data)

Graph No. 2



From the above table no. 2 and graph no. 2 it is seen that maximum number of consumers don't use Gemini oil i.e. Price – 46%, Trade – 34%, Unavailability – 15% and Unawareness – 5%.

Table No. 3

Table showing why consumers use Gemini oil.

Sr. No	Reasons for using of Gemini oil	Consumers	No. of Consumers (%)
1.	Quality	35	35
2.	Price	26	26
3.	Easy availability	21	21
4.	Others	18	18
	Total	100	100

(Source : Primary Data)

Graph No.3



From the above table no.3 and graph no. 3 it is seen that number of consumers use Gemini oil, i.e. Quality – 35%, Price – 26%, Easy availability – 21% and Others – 18%.

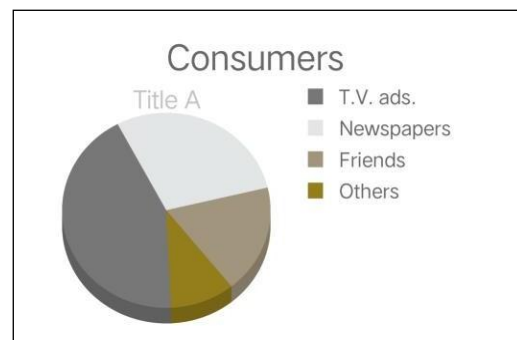
Table No. 4

Table showing how consumers came to know about Gemini oil.

Sr.no	Information about Gemini oil	Consumers	No. of Consumers (%)
1.	T.V. ads	43	43
2.	Newspapers	29	29
3.	Friends	18	18
4.	Others	10	10
	Total	100	100

(Source : Primary Data)

Graph No. 4



From the above table no. 4 and graph no. 4 it is seen that number of consumers came to know about Gemini oil, i.e. T.V. ads – 43%, Newspapers – 29%, Friends – 18% and Others – 10%.

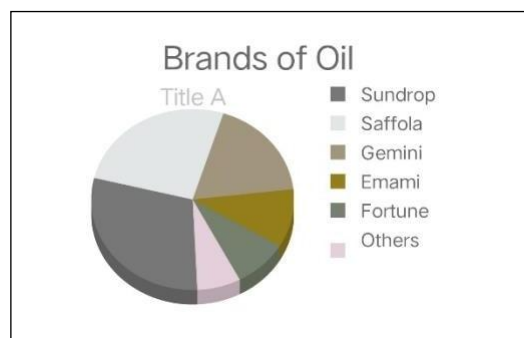
Table No. 5

Table showing quantity of oil consumed weekly by consumers.

Sr. no	Brand of Oil	Consumers	No. of Consumers (%)
1.	Sundrop	1044	34
2.	Saffola	936	30
3.	Gemini	648	21
4.	Emami	396	12
5.	Fortune	324	10
6.	Others	252	8
	Total	3600	100

(Source : Primary Data)

Graph No. 5



From the above table no. 5 and graph no. 5 it is seen that maximum number of consumers consumed other brands of oil, i.e. Gemini – 34%, Saffola – 30%, Fortune – 21%, Sundrop – 12%, Emami – 10% and Others – 8%.

FINDINGS :

- 1) Sale of Gemini Oil is much less than its competitors. From data analysis it is clear that average daily sales of Sundrop oil and Saffola oil are 1080 liters and 951 liters respectively as compared to Gemini oil which is 568 liters. (Table No.2)
- 2) Retailers and consumers prefer Saffola oil rather than Gemini oil. Data analysis reveal that only 18% of retailers out of 100% keep Gemini oil in their shop. Also only 15% of consumers are interested to purchase Gemini oil. (Table no. 1 and Table no. 1)
- 3) Profit margin of Gemini oil is less as compared to its competitors. Profit margin of Sundrop oil is Rs. 10/- per liter and of Saffola oil is Rs. 8/- per liter which is more than Gemini oil, this is 6/- per liter.
- 4) Retailers complain about poor or late distribution of Gemini oil 17% of the retailers said that do not get the delivery on time. (Table no. 4)
- 5) Company doesn't give any replacement facility for leak oil pouch and jar. About 34% of the retailers say that they do not get the replacement of leak oil pouch and jar of Gemini oil. This is one of the major problem retailers are facing. (Table no. 4)
- 6) Some retailers complain about the date which is printed on pouch or jar of Gemini oil. Almost 11% of the retailers and also consumers complete about

the date printed on pouch and jar. Hence they avoid purchasing Gemini oil.
(Table no. 4)

- 7) Retailers and Consumers suggested that various schemes should be launched by company. (Table no. 5)

SUGGESTIONS:

1. Company should be give better schemes to retailers.
2. Company should be taking less time for delivery of Gemini oil.
3. Company gives replacement facility for leak oil pouch and jar to retailers.
4. Company should be given the information about schemes of Gemini oil at proper time to retailers.

CONCLUSION:

The oilseeds and vegetable oils sector in India has been characterized by severe imperfections in information, market and policy.

Information imperfections arise from unreliable supply estimate price behavior and the role played by the vested interests in manipulating information given to the press. Despite the use of several methods of estimation by various organizations, reliable estimates of supply cannot be made. However, the Institute of Rural Management has been striving to establish a methodology for estimating supplies through an integrated approach of sampling method, remote sensing applications and mathematical models. These methodologies now seem to be far better than earlier projections made by the trade and industry.

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