

“Competitive Market Position Analysis of Agri Search”

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Abstract - The agricultural input industry in India is experiencing rapid growth due to increased demand for micronutrient fertilizers and modern farming practices. This research analyzes the competitive market position of Agri Search (India) Pvt. Ltd. in Nashik district, focusing on customer satisfaction, competitor performance, pricing, distribution, and brand penetration. A primary survey of 200 farmers and 50 retailers, along with secondary data from company documents and online sources, was conducted. The study reveals that Agri Search holds approximately 30% market share, ranking second after Aries Agro Ltd. Findings indicate strong product acceptance and quality appreciation among users, but limited promotional activities and inadequate market reach hinder further growth. The paper concludes with recommendations for enhancing brand visibility, strengthening dealer networks, and improving customer communication to achieve competitive advantage.

Key Words: Micronutrient fertilizers, Market analysis, Competitor analysis, Customer satisfaction, Agricultural inputs, Agri Search, Nashik district.

1. INTRODUCTION

Micronutrient fertilizers play a vital role in improving crop productivity and meeting the increasing demands of the agricultural sector. Farmers cultivating grapes, vegetables, and commercial crops particularly rely on quality micronutrients for enhanced yield.

Agri Search Pvt. Ltd., established in 2001, offers a range of micronutrient fertilizers, bio-pesticides, plant growth regulators, and herbal formulations. Despite its product quality and technical expertise, it faces strong competition from established companies such as Aries Agro Ltd., Swaroop Agro Chemicals, and Multimol Industries.

Understanding market position, customer behavior, and competitive landscape is essential for designing effective marketing strategies. This study evaluates Agri Search's strengths, weaknesses, market share, and customer satisfaction to determine its competitive position in Nashik district.

2. Objectives of the Study

1. To analyze the competitive market position of Agri Search Pvt. Ltd.
2. To identify key competitors and compare their product offerings.
3. To measure customer satisfaction levels and brand loyalty.
4. To evaluate pricing, distribution, and promotional strategies.
5. To estimate Agri Search's market share in Nashik district.
6. To recommend strategies for strengthening market presence.

3. Review of Literature

Several studies emphasize the importance of micronutrients in modern agriculture and highlight the rising demand for balanced nutrition in crops. Literature on competitive marketing strategies suggests that customer perception, pricing, availability, and dealer support play major roles in shaping market dominance. Previous research indicates that companies with strong dealer relationships and farmer-centric promotional programs outperform others in rural markets.

4. Research Methodology

4.1 Research Design

A descriptive and causative research design was chosen. The study examines existing market conditions and identifies factors influencing customer preference.

4.2 Data Collection Methods

Primary Data:

- Survey of 200 farmers
- Survey of 50 retailers
- Structured questionnaires
- Interviews and telephonic communication

Secondary Data:

- Company reports
- Websites and published articles

- Industry publications and government records

4.3 Sampling Technique

Random sampling was used.

- **Area:** Nashik, Niphad, Dindori
- **Sample size:**
 - Farmers: 200
 - Retailers: 50

4.4 Data Analysis Tools

- Percentage analysis
- Tables
- Charts and graphs
- Comparative analysis

5. Company Profile: Agri Search Pvt. Ltd.

Agri Search is an ISO 9001:2015 and ISO 14001:2015 certified company engaged in manufacturing micronutrients, bio-fungicides, plant growth enhancers, and organic agro-inputs. With a strong R&D team and a growing dealer network, the company aims to provide safe, innovative, and eco-friendly solutions for modern agriculture.

6. Results and Discussion

6.1 Farmer Survey Analysis

- **Satisfaction:**
 - 16% very satisfied
 - 40% satisfied
 - 4% dissatisfied
- **Awareness Gap:** 40% of farmers were unaware of the brand.
- **Source of Information:**
 - 66% via dealers
 - 25% via media
- **Product Availability:** 100% of existing users reported easy availability.
- **Price Comparison:** 90% felt price was equal to competitors; 10% found it cheaper.

6.2 Retailer Survey Analysis

- 70% retailers reported Agri Search products are consumed most in their region.
- 60% satisfied with revenue generated.
- Price perceived as equal to competitors by 60% retailers.
- Retailers identified limited promotional activities as major concern.

6.3 Competitor Analysis

Major Competitors Identified:

- Aries Agro Ltd.
- Swaroop Agro Chemicals
- Multimol Micro Fertilizers
- DuPont
- Local brands

Market Share Estimation (Nashik District):

- Aries Agro Ltd. – 40%
- Agri Search – 30%
- Swaroop – 15%
- Multimol – 10%
- Others – 5%

Key Competitor Advantages:

- Strong dealer networks
- More aggressive promotional activities
- Greater product awareness

6.4 SWOT Analysis of Agri Search

Strengths:

- ISO-certified products
- High farmer satisfaction
- Strong R&D facilities
- Eco-friendly formulations

Weaknesses:

- Low brand awareness in rural areas
- Limited advertising
- Weak two-way communication with farmers

Opportunities:

- Growing demand for micronutrients
- Government subsidy programs
- Expansion into untapped rural markets

Threats:

- Increasing competition
- Low-cost local brands
- Price-sensitive farmer segments

7. CONCLUSIONS

The study concludes that Agri Search holds a strong position in the micronutrient fertilizer market of Nashik district, ranking second with 30% market share. While product quality and customer satisfaction levels are high, the company faces challenges related to brand awareness, marketing activity, and communication gaps. Strengthening promotional efforts, enhancing dealer engagement, and expanding rural outreach are essential for gaining competitive advantage and surpassing market leaders like Aries Agro.

8. Recommendations

1. Increase promotional activities in rural markets (farmer meets, demonstrations, free samples).
2. Strengthen dealer loyalty programs and incentives.
3. Improve communication channels between company and farmers.
4. Use local media—newspapers and radio—for advertising.
5. Offer competitive pricing strategies to counter local brands.
6. Provide pre- and post-sale technical support to enhance trust and satisfaction.
7. Expand distribution network into remote villages.
8. Focus on non-users and convert them through awareness campaigns.

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