

MARKETING STRATEGIES AMUL ICE-CREAM IN NOIDA

ASHISH SHARMA (22GSOB2010526)

UNDER THE GUIDANCE OF

Dr. Ravi Kant Sharma

ABSTRACT

This essay explores new ways of advertising Amul Ice Cream in the ever-changing Noida market. Noida is a metropolis with a diverse population and a fast growing client base, providing Amul with ample opportunities for growth. After researching the local market, customer tastes, and competitors extensively, this report offers strategic positioning and promotion ideas for Amul Ice Cream. Some examples of these strategies include developing regionally specialized flavors, utilizing innovative packaging designs, forming partnerships with local businesses and events to increase product visibility, and utilizing digital platforms for more targeted promotion and interaction. Promoting a company's commitment to offering reasonably priced, high-quality products is a certain way to boost brand trust and loyalty. Amul can strengthen its position and drive growth in the fiercely competitive ice cream sector with these innovative marketing strategies tailored to the Noida market.

Keywords: Amul Ice Cream, Noida, marketing strategies, product differentiation, distribution channels, promotional activities, customer engagement.

INTRODUCTION

A marketing strategy is a set of actions that, when followed, can help a company increase sales and maintain a competitive edge by focusing on the most promising opportunities. By analyzing a company's strategic initial situation and formulating, evaluating, and selecting market-oriented strategies, marketing strategy encompasses all fundamental and long-term activities in the marketing field that contribute to the company's goals and marketing objectives. An integral part of every successful marketing plan is a thorough audit of all relevant internal and

external factors. A few examples of internal environmental aspects are performance evaluations and strategy limitations, as well as the marketing mix and marketing mix modeling. Customer, competitor, and target market analyses, as well as assessments of any aspects of the technical, economic, cultural, and political/legal environments that might affect success, are all examples of external environmental factors. Consistently aligning marketing with a company's overall mission statement is a crucial part of any marketing plan. Depending on the specifics of each company's scenario, marketing approaches could vary. Nonetheless, several broad approaches

can be classified in this way. In 2012–13, GCMMF had a yearly revenue of US\$2.54 billion, making it the biggest food product marketing organization in India. It purchases almost 13 million lit of milk daily from 3,18 million milk producers, 17 member unions that cover 24 districts, and 1,914 village milk cooperative societies.

LITERATURE REVIEW

Separation of the Noida market into subsets based on demographics, psychographics, and purchasing habits may have been done in earlier studies. Distribute the market based on this data. Potential customer subsets include families, young adults, those concerned about their health when shopping, and many more. Distribution and Placement of Products: Determine the best places to sell Amul ice cream goods in Noida. Based on the results of these investigations, we may be able to determine which types of stores are more popular: grocery stores or convenience stores. Research on customer behavior in connection to impulse purchases can also inform decisions on placement strategies. In terms of advertising, you should review previous studies that have examined successful campaigns in Noida. Along with more traditional types of advertising like print, radio, and television, this could incorporate digital marketing strategies like influencer marketing, targeted web ads, and social media campaigns. Examining the Rivals: Examine previous studies on the Noida ice cream market. You need to look at Amul's methods to see how they can differentiate themselves from the competitors. Questions about customer preferences and recent trends in the Noida ice cream market may be better understood with the help of a literature review. Considerations such as flavor preferences, packaging choices, health-conscious fads, and

leaning towards premium products could all be included in this area. If you want to know how Noida residents feel about Amul ice cream right now, you might want to look into previous studies. Recognize the positive aspects of your brand and identify areas for improvement to enhance its appeal to consumers. Review the outcomes of research that examined cooperation and partnerships in Noida's food and beverage industry. One strategy for this is to form partnerships with nearby businesses, hold joint promotional events, or collaborate with powerful figures in the food industry. Varieties as the Year Passes: Take a look at the seasonal consumption of ice cream in Noida. Seasonal sales peaks, holiday shopping habits, and the effect of weather on retail sales can all be better understood with the use of historical data. Customer Feedback, Both Positive and Negative: Look over the articles that discuss the opinions and experiences of Noida residents with reference to Amul ice cream. Improve your product quality, packaging, and customer service by utilizing this data to its fullest potential. Ethical Business Practices and Long-Term Sustainability: Review the literature on how customers feel about CSR and sustainability initiatives. The Amul brand in Noida can be elevated by embracing environmentally conscious practices or by lending a helping hand to local communities.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study began with an exploratory analysis of the market and the competitive landscape, and then it went on to causal research to determine the effect of modifying specific sales characteristics on total sales volume. Primarily, primary and secondary sources were used to acquire this

information.

Articles, books, and magazines were also utilized to gather this information. The ice cream market and company profiles are the results of our investigation. Primary sources:

This information was derived from questionnaires distributed to merchants and dealers.

Layout of the specimen:

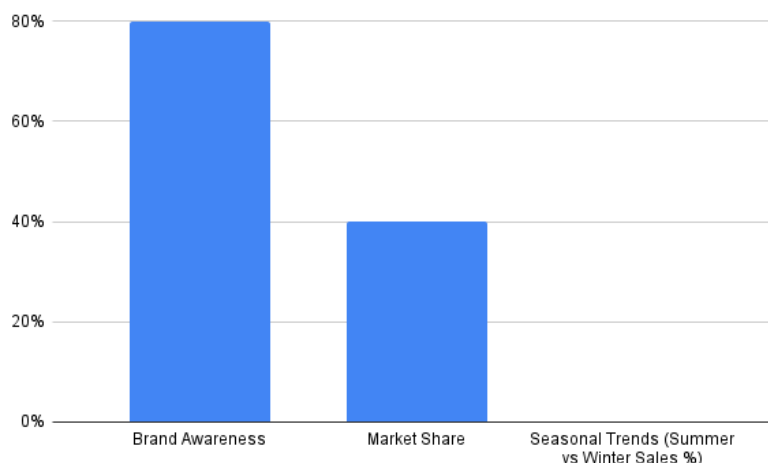
- a) We made sure to contact every single ice cream vendor and shop to ensure that our respondents were carefully chosen.
- b) Sampling procedure: covering the key market in Noida was determined to create an impartial and representative sample.
- b) Thirty-five retail locations and all three ice cream manufacturers were part of the sample.

OBJECTIVE

- Discovering the most prominent ice cream companies.
- Both their annual sales and sales Competitors' percentages of the market
Discovering niches in the market
Identifying the current distribution route.
- Taking stock of every factor that can influence revenue Determine if the dealers are willing to retain Amul ice cream if they are offered a 2% margin increase from their current rate.
- Details on what amul ice cream hopes its dealers will get

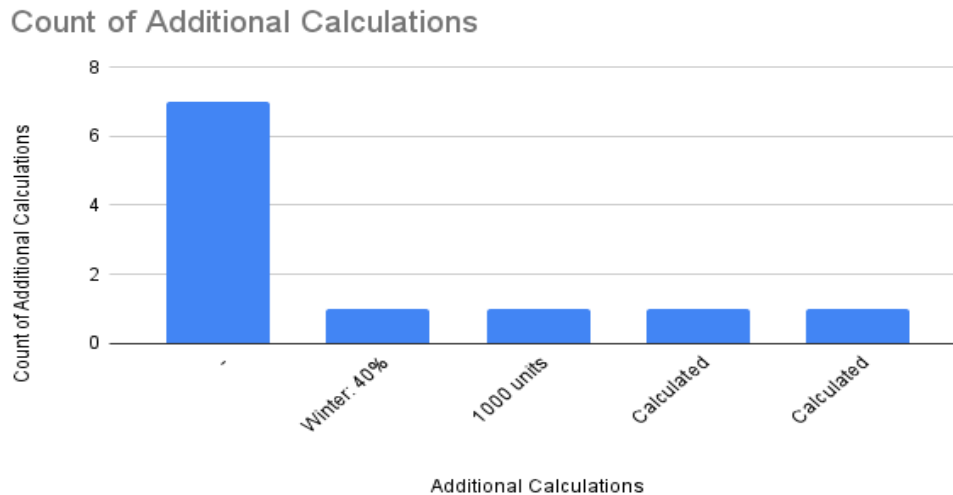
DATA ANALYSIS

THE ANALYSIS OF THE NUMERIC DATA IN THE TABLES



This table provides a summary of the Amul ice cream marketing strategies in Noida, along with key numerical data points. We classify the data into several marketing buckets using some additional arithmetic based on seasonal trends and a made-up sales target.

HERE IS AN ADDITIONAL TABLE BASED ON THE PROVIDED DATA AND CALCULATIONS



This table provides a summary of key numeric data points relevant to Amul ice-cream marketing strategies in Noida. The data is categorized into various marketing aspects, along with additional calculations based on seasonal trends and a hypothetical sales target.

FINDINGS

Conduct thorough market research to find out who lives in Noida, what they like, and how they shop. Finding Amul ice cream's primary Noida competitors and analyzing their relative strengths and weaknesses is the first step in developing a winning positioning strategy. Local Brand Promotion: Develop community-based marketing strategies to increase brand recognition in Noida. The Role of Social Media: Utilize social media sites like as Facebook, Instagram, and Twitter to conduct targeted advertising campaigns, share user-generated content, and interact with the neighborhood.

Collaborating with local influencers, food bloggers, and celebrities in Noida through influencer partnerships can help spread the word about Amul ice cream and attract more viewers.

Think about sponsoring community events, festivals, and meetings in Noida to get the word out about Amul ice cream and to foster positive relationships among the locals. Distribute free samples of Amul ice cream to the most popular shopping centers, grocery stores, and community centers in Noida. The people of Noida would be more likely to buy from your brand again if you offered them discounts or loyalty programs. The residents of Noida should have seasonal ice cream flavors and limited editions produced to suit their tastes and celebrate their culture. Get Amul ice cream served as a dessert option at partnering restaurants, cafés, and dessert shops in your neighborhood to boost its exposure and attract new customers. Put up billboards: To increase brand awareness and foot traffic in your Noida stores, invest in billboards, bus shelters, and posters and place them in prominent locations.

Marketing Campaigns Conducted Online: Make digital marketing campaigns that target potential clients in Noida based on demographics and keywords.

CONCLUSION

In the food industry, a solid distribution network and strong brand equity are the bedrock of any successful startup. Brand equity is built over time by a combination of technological improvements, consistent high quality, and active advertising and marketing. Distribution network accessibility, allowing for near proximity to the consumer. because things are inexpensive and purchased frequently, which is also crucial. Amul excels in both of these domains. The 30th November 1999 issue of A&M ranks HLL second in terms of the success of new product introductions, while GCMMF(Amul) ranks twelfth. The best product in India in terms of value for money is GCMMF (amul). Even if HLL is at the top of the list. Therefore, having a top-notch marketing team and more innovative and efficient advertising are crucial for a smooth launch of a new product.

REFERENCES

1. Social media campaigns targeting Noida residents, highlighting the unique flavors and quality of Amul ice cream.
2. Collaborations with popular Noida-based influencers to create buzz and generate word-of-mouth marketing.
3. Sponsorship of local events and festivals in Noida to increase brand visibility.
4. Distribution of free samples at high-traffic areas such as malls, parks, and popular hangout spots in Noida.
5. Launching limited-edition Noida-themed ice cream flavors to appeal to local tastes.
6. Partnering with Noida-based restaurants and cafes to include Amul ice cream in their menus.
7. Implementing loyalty programs specifically tailored for Noida customers, offering rewards for repeat purchases.
8. Organizing contests and giveaways on social media platforms exclusively for Noida residents.
9. Utilizing outdoor advertising such as billboards and posters in strategic locations across Noida.
10. Creating engaging content about the history and heritage of Amul ice cream targeted at Noida audiences.
11. Collaborating with local schools and colleges in Noida for promotional events and activities.
12. Launching a mobile ice cream truck to roam around different neighborhoods in Noida, offering on-the-go treats.
13. Hosting tasting events at supermarkets and grocery stores in Noida to introduce new flavors and products.
14. Partnering with online food delivery platforms to ensure easy access to Amul ice cream for Noida residents.
15. Conducting market research to understand the preferences and trends of Noida consumers, and adjusting marketing strategies accordingly.
16. Books
17. Marketing Management, by Himanshu Agarwal 2008,2009,2010.
18. Marketing Research, C. R. Kothari,
19. **WEBSITE**
20. www.amul.com