



“A Study Of Market Revival Strategies Of GO-Cheese Products Of Select Stores With Reference To Parag Milk Foods In Pune And PCMC Area”

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ABSTRACT :

The project titled "A Study of Market Revival Strategies for GO-Cheese Products in Select Stores with Reference to Parag Milk Foods in Pune and PCMC Area," aimed to develop and implement strategies to boost sales for the GO-Cheese product line. Conducted from May to July 2024, the study utilized a descriptive and analytical research design, collecting qualitative and quantitative data through structured interviews and questionnaires from 50 purposively sampled respondents.

Key findings indicated that insufficient promotion and Amul's dominance in the processed cheese market were major factors contributing to declining sales. Additional challenges included higher pricing of GO-Cheese products, retailer dissatisfaction with profit margins, and limited market reach. Strategic interventions, such as appointing additional promoters and conducting sampling drives, resulted in a modest sales increase and the identification of over 1,400 new potential outlets.

The study's limitations included its restricted geographic scope, small sample size, potential data availability issues, subjectivity in strategy evaluation, and the impact of external market conditions. Despite these constraints, the project provided valuable insights into improving sales performance and highlighted areas for further research and strategic adjustments.

Introduction :

The project, titled "A study of market revival strategies of GO-Cheese products of select stores with reference to Parag Milk Foods in Pune and PCMC area," aims to develop new strategies to enhance sales for the organization. The focus of this project is to design effective market revival strategies through a detailed survey and analysis of current market conditions. This involves examining the challenges associated with the GO-Cheese product line, assessing the distribution channels, and identifying the needs and preferences of both distributors and consumers. By conducting this comprehensive market survey and fostering collaborative efforts, the project seeks to determine optimal strategies for expanding the outlet count and boosting overall sales performance.

What is the project

The project, titled "A study of market revival strategies of GO-Cheese products of select stores with reference to Parag Milk Foods in Pune and PCMC area" aims to pinpoint areas where the company's GO-Cheese products are underperforming in sales. The project involves conducting a market survey across selected outlets to identify factors negatively impacting product sales. Based on the insights gathered from this survey, the project will analyze the data to develop targeted strategies to address these issues and enhance sales performance.

Definition of concept

The project titled "A Study of Market Revival Strategies for GO-Cheese Products in Select Stores: Analyzing Parag Milk Foods in Pune and PCMC Areas" aims to devise effective strategies to boost the sales of GO-Cheese products. The primary focus is on identifying and addressing sales challenges through a detailed market survey conducted across select stores. This survey will help uncover issues impacting product performance and assess the efficiency of current distribution channels. By analyzing the collected data, the project seeks to understand the needs and preferences of both distributors and consumers. Based on these insights, targeted market revival strategies will be developed to improve sales and facilitate the expansion of the outlet count. The project emphasizes a collaborative approach, working closely with the team to integrate findings and formulate actionable strategies to enhance the overall sales performance of GO-Cheese products.

Purpose & Objectives of the project

The primary purpose of the project was to form and implement the strategies. The key objectives included:

1. To identify the main causes in the drop in the sale of GO-Cheese products in Pune and PCMC area.
2. To analyze the market and form the strategies accordingly also implement and monitor the implemented strategies.
3. To monitor the team which is conducting outlet expansion drive as part of the implemented strategy.

Scope of the project

The scope of the project encompassed:

1. To visit the select outlets of the company and convince the retailer to apply the provided offer to the customer by giving him appropriate margins.
2. To regularly visit the distributors and to maintain good relations with the distributors.
3. To efficiently handle the team and distribute the work accordingly.

Salient Contributions of the project

1. Successfully formation strategies and executed the plans in all the selected outlet across Pune and PCMC area.
2. Successfully helped in the growth of GO-cheese sales across Pune and PCMC area.
3. Helped the Sales officers to achieve there monthly targets.
4. Added more than 1400 new outlets from Pune, PCMC, Talegaon Chakan and Lonavala area.
5. Affectively lead and managed the team through out the internship duration.

Review of Literature :

The COVID-19 pandemic has fundamentally altered global markets, influencing various industries through a complex interplay of macroeconomic dynamics, consumer behavior, and supply-side disruptions. The transformation is particularly notable in sectors such as FMCG, retail, and banking, where new trends and strategic adaptations have emerged in response to the crisis. In the FMCG sector, particularly in Nigeria, brands have demonstrated remarkable adaptability through crisis marketing strategies. The pandemic accelerated a shift towards digital platforms, with companies leveraging online engagement, e-commerce, and social media to sustain consumer connections. Offline strategies were also redefined, focusing on safety, community engagement, and product diversification. These adaptations have not only mitigated immediate economic impacts but also positioned brands for long-term resilience. The study highlights the importance of continued investment in digital transformation, consumer-centric approaches, and agile, data-driven strategies for future success. In India, the economic downturn triggered by the pandemic has had significant repercussions on aggregate demand and overall economic health. The banking sector, in particular, has explored mergers and acquisitions (M&As) as a revival strategy. The analysis of recent mergers, such as those involving Lakshmi Vilas Bank (LVB) and DBS Bank India Ltd, as well as Indian Bank and Allahabad Bank, illustrates how such consolidations have improved financial stability and operational efficiency. This suggests that M&As can be a viable strategy to navigate financial crises and restore economic stability.

Stock markets have also faced volatility due to various global events, including the Russia-Ukraine war. The study emphasizes the cyclical nature of stock market crashes, suggesting that while market volatility can be unsettling, historical patterns show recovery over time. Investors are advised to maintain patience and a long-term perspective despite short-term market fluctuations. The research underscores the need for effective portfolio management and strategic adjustments in response to market dynamics.

Urban centers, traditionally seen as cultural and economic hubs, experienced significant declines in activity during the early 2020s. The pandemic led to shifts in work habits and increased migration towards rural areas, resulting in a convergence of urban and rural cultures. This shift has stimulated local economies and highlighted opportunities for marketing innovation in rural India. The paper advocates for enhanced collaboration between industrial stakeholders and government interventions to foster rural economic growth, improve technological infrastructure, and increase farmers' revenue.

In Sri Lanka, the pandemic has prompted diverse marketing strategies across various industries, including apparel, FMCG, SMEs, and tourism. The focus has been on adapting to virtual marketing approaches due to social distancing measures. Industries have employed strategies such as visualization in buying for the apparel sector and consumer ethnocentrism to navigate the crisis. This comprehensive literature analysis provides insights into the varying strategies employed globally, emphasizing the role of innovative marketing in overcoming the challenges posed by the pandemic.

Overall, the pandemic has driven significant shifts in industry strategies, emphasizing the need for digital adaptation, strategic mergers, and innovative marketing approaches. These trends offer valuable lessons for businesses seeking to navigate the ongoing economic uncertainties and emerge stronger in a post-pandemic world.

Objective :

1. To identify the main causes in the decline in the sales of GO-Cheese products in Pune and PCMC area.
2. To analyze the market and form the strategies accordingly also implement and monitor the implemented strategies.
3. To monitor the internal team which is conducting outlet expansion drive as part of the implemented strategy.

Research Methodology :

Research design: The research design for this study is primarily descriptive and analytical. It involves the collection of both qualitative and quantitative data to gain insights about the reasons for the decline in the sale of cheese products.

Data Sources: The primary data for this study were collected through structured interviews conducted with respondents. These interviews were the primary source of firsthand information.

Data Collection Instrument: The primary data collection instrument for this study was a structured questionnaire. The questionnaire was designed to elicit detailed responses from respondents regarding their preferences for the Go-cheese products.

Sample Size: The sample size for this study consisted of 50 respondents.

Sampling Method: The sampling method employed for this study was purposive sampling.

Respondents were selected based on their relevance to the research objectives, ensuring that they represented the target population effectively.

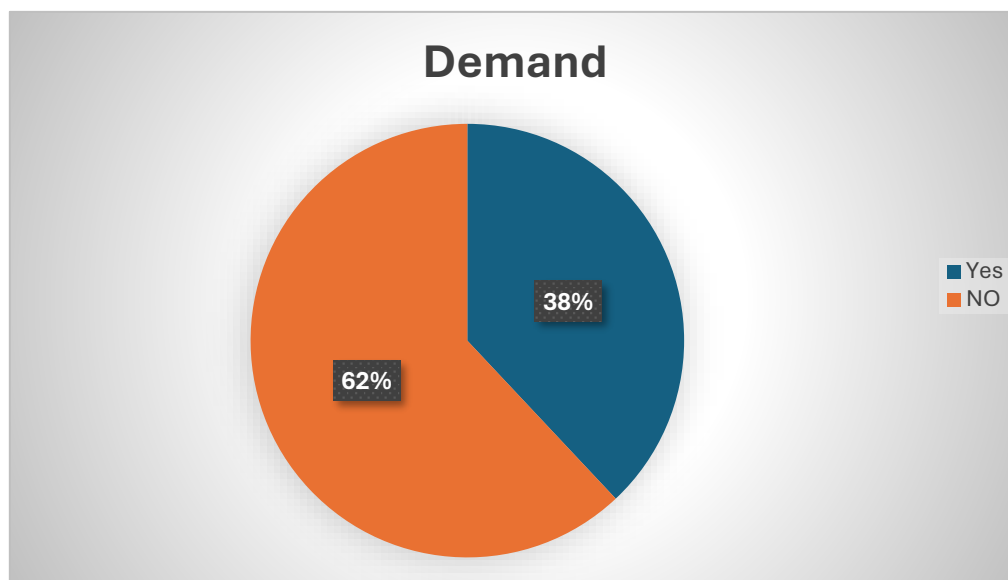
Sampling Unit: This sampling approach was chosen to ensure that the selected respondents possessed the necessary knowledge and experience to provide meaningful insights into the research objectives. The sample size was determined to be adequate for statistical analysis and meaningful interpretation of the data collected

Data Analysis :

Questions to retailers of PCMC and Pune area.

Q.1 Is there adequate demand for GO-cheeses products?

Yes	19	38%
No	31	62%
Total	50	100%



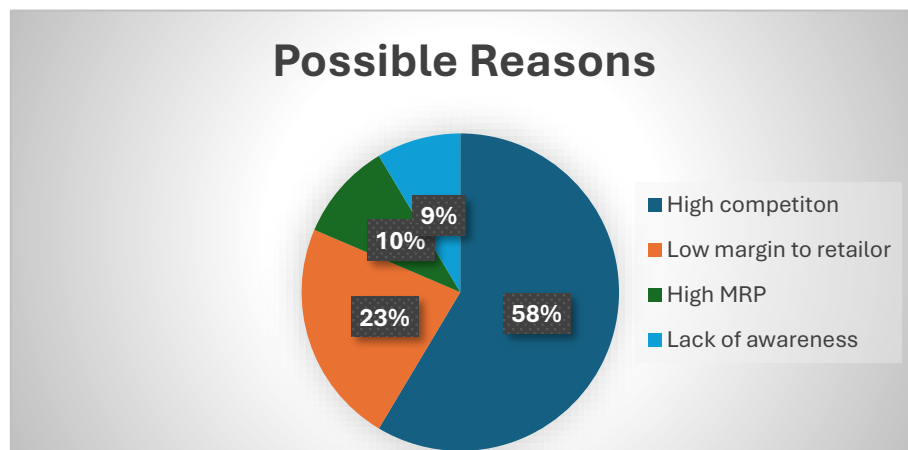
Graph No 1

Interpretation

The above graph shows data of the adequate demand of Go-cheese products the sample size consist of 50 respondents of PCMC and Pune area. The data shows that nearly 62% of the respondents says that the demand of Go-cheese products has declined and has resulted in decrease in the demand of cheese sales in the region.

Q2. What are the possible reason for the decline in the sale of Go-cheese products?

High Competition	18	58%
Low margin to retailer	12	23%
High MRP	11	10%
Lack of awareness	9	9%
Total	50	100%



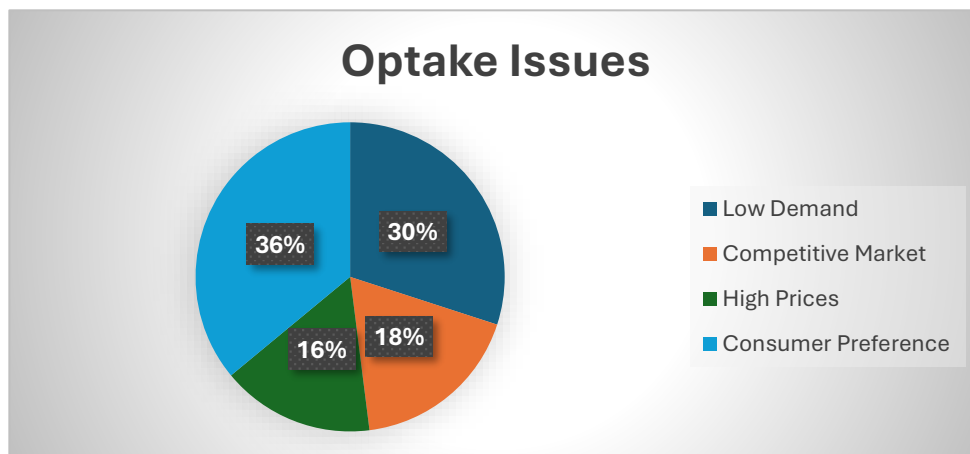
Graph No2

Interpretation

The above graph shows data of the possible reasons in decline of sales of Go-cheese products the sample size consists of 50 respondents of PCMC and Pune area. In which 58% of the people say that the reason could due to high completion and Amul being the preferred brand by the customer.23% of the respondents say that it is due to low margins provided by the company to the retailer.10% of the retailers say that the reason could be the high MRP of the product and the rest 9% of the retailer say that the reason could be the lack of awareness among the customers about the product.

Q3. Why do the retailers face optake issues?

Low Demand	15	30%
Competitive Market	9	18%
High Prices	8	16%
Consumer Preference	18	36%
Total	50	100%



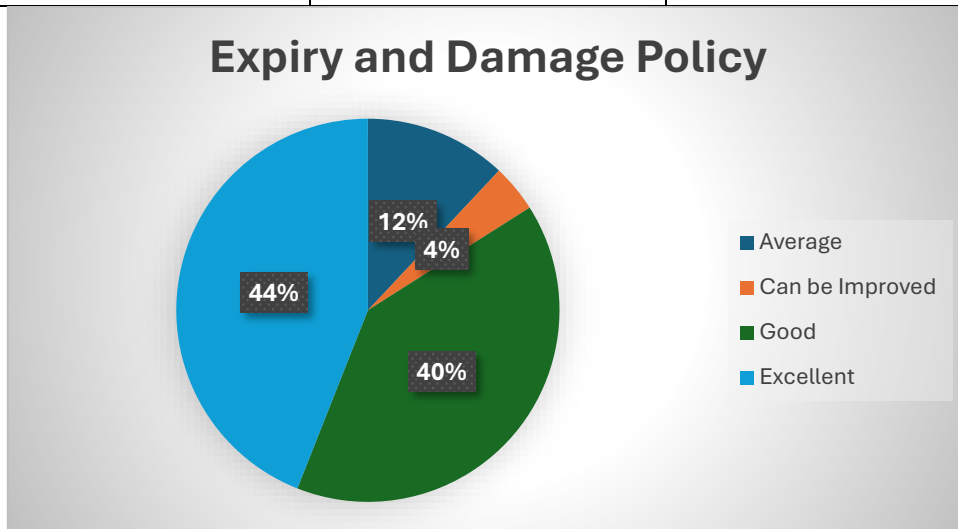
Graph No3

Interpretation

The above graph shows the optake issue of Go-cheese products the sample size consists of 50 respondents of PCMC and Pune area. In which 36% of the people say that it is due to consumer preferences 30% of the people say that is due to low demand for the products 18% of the people say that is due to competitive market and many players and the rest 16% say that is due to the high prices of the products.

Q4. How is the “Expiry and Damage” service policy of the company?

Average	6	12%
Can be Improved	2	4%
Good	20	40%
Excellent	22	44%
Total	100	100%



Graph No4

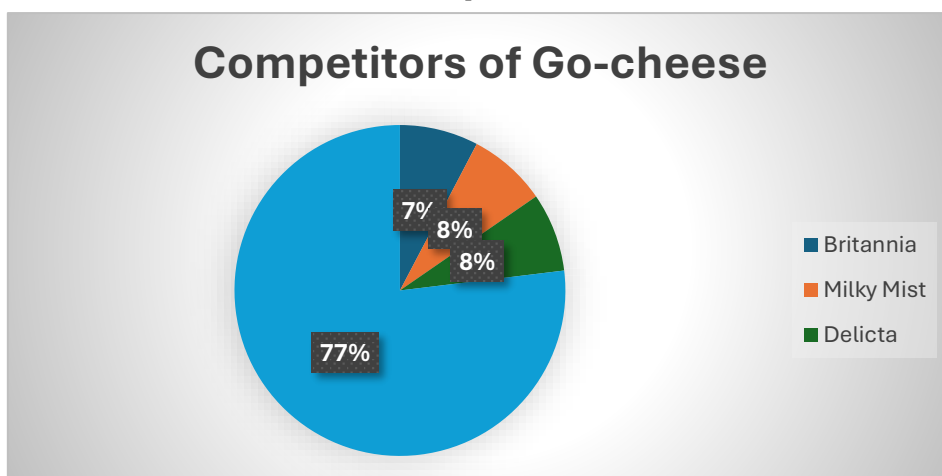
Interpretation

The above graph shows data of the adequate demand of Go-cheese products the sample size consists of 50 respondents of PCMC and Pune area. 44% of the respondents say that the policy is excellent of the company 40% of the retailers say that is good and 12% and 4% retailers feel that it is average and can be improved based on there experiences.

Q5. Who are the biggest competitors of Go-cheese?

Amul	35	77%
Britannia	5	7%
Milky Mist	5	8%
Delicta	5	8%
Total	50	100%

Graph No 5



Interpretation

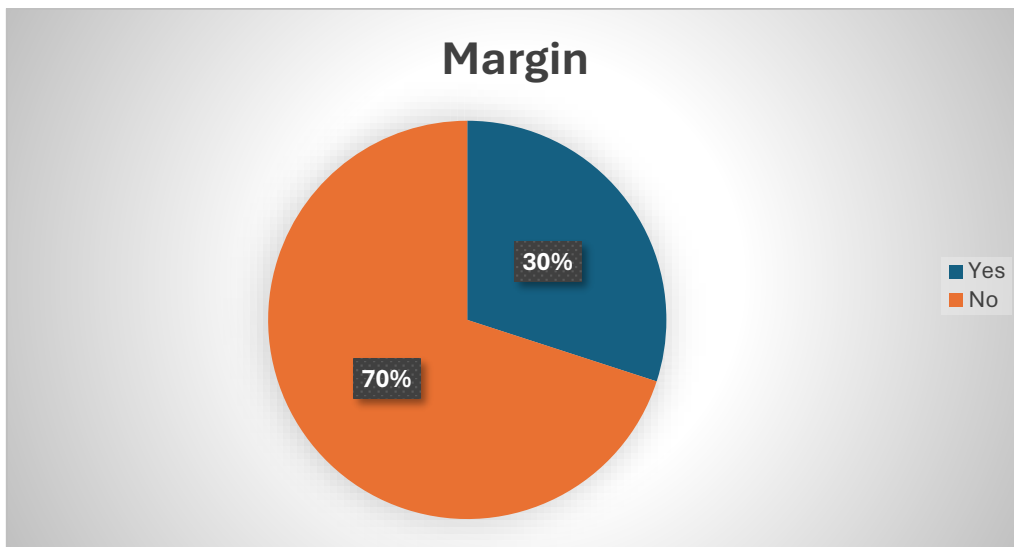
The above graph shows data of the competitors of Go-cheese products the sample size consists of 50 respondents of PCMC and Pune area. 77% of the respondents say that Amul is the biggest competitor of Go-cheese products followed by Britannia, milky mist, and delicta with 5% each.

Data Analysis :

Questions to distributors of PCMC and Pune area.

Q1. Are you satisfied with the percentage of margin given by the company for the distribution the Go-cheese products.

Yes	15	30%
No	35	70%
Total	50	100%



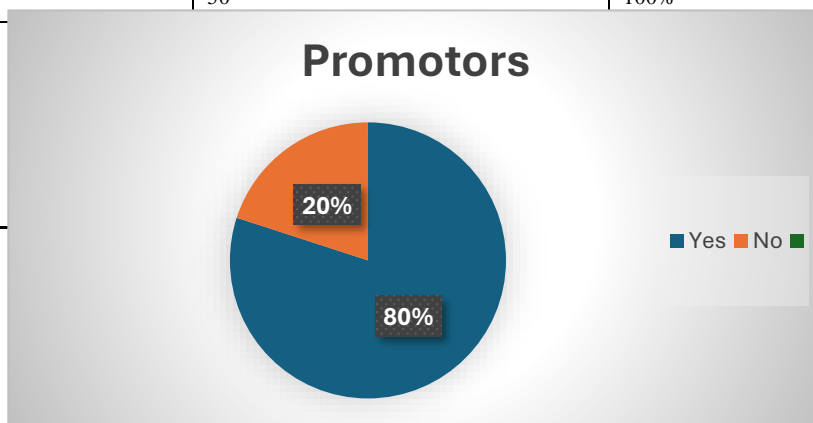
Graph No6

Interpretation

The above graph shows data of the margin of Go-cheese products the sample size consists of 50 respondents of PCMC and Pune area. The data shows that 70% retailers are not satisfied with the margins provided by the company which have been cut down from 5.5% to 4.2% by the company.

Q2 Do you think that company should appoint more promoters for select outlets?

Yes	40	80%
No	10	20%
Total	50	100%



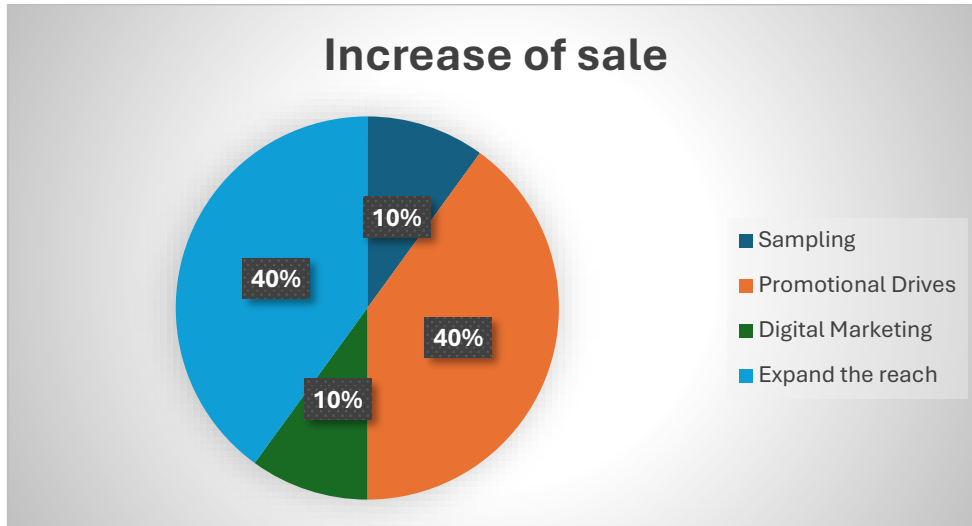
Graph No 7

Interpretation

The above graph shows data of addition of promoters of Go-cheese products the sample size consists of 50 respondents of PCMC and Pune area. In the data the distributors that a strong suggestion about the addition of more promoters to boost the sale of cheese.

Q3. What more efforts should company take to increase the sales of Go-cheese products?

Sampling	5	10%
Promotional Drives	20	40%
Digital Marketing	5	10%
Expand the reach	20	40%
Total	50	100%



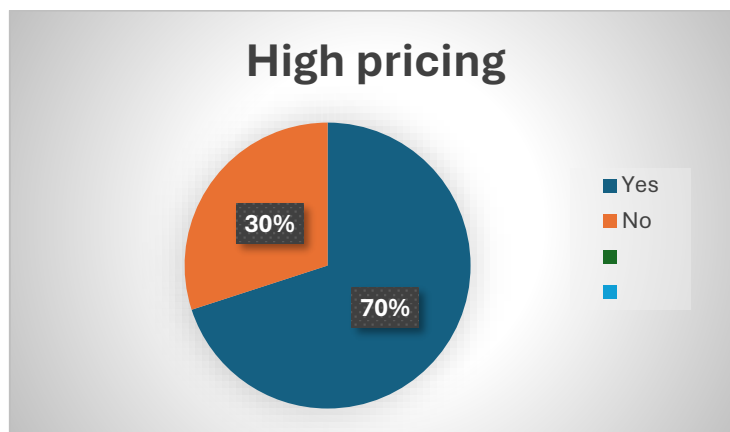
Graph No8

Interpretation

The above graph shows data of sales strategies of Go-cheese products the sample size consists of 50 respondents of PCMC and Pune area. Most of the people had the thought that the company should focus more on promotional drives and try to expand the area with 40% votes each.

Q4. Is the high price of the products reason behind the decline in the sale of products?

Yes	35	70%
No	15	30%
Total	50	100%



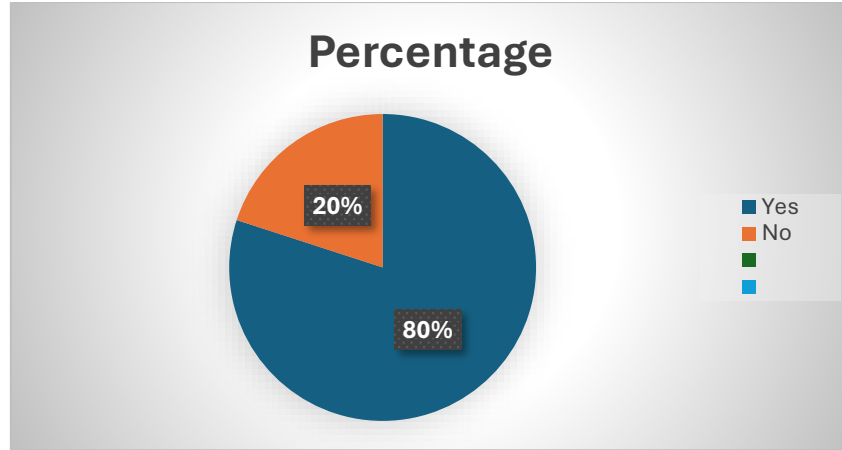
Graph No9

Interpretation

The above graph shows data of the high pricing of Go-cheese products the sample size consists of 50 respondents of PCMC and Pune area. Most the respondents feel that the high pricing has affected the sale of cheese products of the company.

Q5. Are you satisfied with the subsidy percentage provided by the company for the installation of cold storage?

Yes	40	80%
No	10	20%
Total	50	100%

**Graph No10****Interpretation**

The above graph shows data of subsidy percentage for the cold storage of Go-cheese products the sample size consists of 50 respondents of PCMC and Pune area. 80% of the respondents agreed on the fact that the company provides a significant amount of subsidy to the distributors.

Major Findings :

- The major reason for the decline in the sale of Go-cheese products are because of the lack of awareness in the people about the products due to it low promotion.
- Amul holds a significance amount of market share (about 80%) in processed cheese segment in Pune and PCMC area.
- Prices of the Go-cheese products are high compared to Amul which results in decline in the sale of cheese products.
- Few of the retailers are not completely satisfied with the margin provided by the company.
- Many of the retailers demand for more schemes and offers on select Go-cheese products to improve the sale of cheese products.
- Many parts of Pune and PCMC area where uncovered and the company had a limited reach.
- Upon strategically formed schemes and offers the offers the implemented in select stores (SAMT) in Pune and PCMC area.
- After the implementation of the schemes and offers most of the stores saw a little growth in the sale of the cheese products.
- As part of the strategy additional 5 promotors where appointed across Pune and PCMC area.
- Many sampling drives where conducted at various places across Pune and PCMC area.
- With the help of the team more than 1400 potential outlets where identified to be potential hub for the sale of Go-cheese and Gowardhan Ghee. (Main product of Parag Milk Foods)

Conclusions :

The Go-cheese brand faces significant challenges in the Pune and PCMC market, primarily due to low product awareness, strong competition from Amul, higher pricing, and limited market reach. These factors have contributed to a decline in sales. However, the company has taken proactive steps to address these issues, implementing targeted schemes and offers, expanding their promotional team, and conducting sampling drives. These efforts have shown promising results, with a slight increase in sales observed in select stores. The identification of over 1,400 potential new outlets presents a substantial opportunity for growth. Moving forward, Go-cheese needs to focus on increasing brand visibility, optimizing pricing strategies, improving retailer satisfaction through better margins and schemes, and expanding their market presence. By capitalizing on the initial positive outcomes of their recent strategies and leveraging the newly identified market opportunities, Go-cheese has the potential to significantly improve its market position and compete more effectively against the dominant player, Amul.

Limitations :

- **Limited Scope:** The study may be restricted to only certain stores and geographical areas (Pune and PCMC), which may not provide a comprehensive view of the overall market or consumer behavior across a broader region.
- **Sample Size:** If the study involves a small number of stores or participants, the findings might not be representative of the wider market, limiting the generalizability of the results.
- **Data Availability:** Access to reliable and up-to-date sales data or market trends might be limited, potentially affecting the accuracy of the analysis.
- **Subjectivity in Evaluation:** Market revival strategies might be assessed based on subjective opinions and perceptions, which could introduce bias and affect the objectivity of the conclusions.
- **Changing Market Conditions:** Market dynamics and consumer preferences can change rapidly, making it difficult for the study's findings to remain relevant over time.
- **External Factors:** Factors such as economic conditions, competitors' actions, and supply chain issues could influence the effectiveness of revival strategies but may not be fully accounted for in the study.
- **Implementation Challenges:** Even if effective strategies are identified, practical difficulties in implementing them across different stores and ensuring consistent execution could limit the success of the revival efforts.

Learnings :

- Gained a thorough understanding of the Fast-Moving Consumer Goods (FMCG) industry.
- Acquired detailed knowledge of the company's product range and SKU specifications.
- Learned how products are marketed differently based on geographical regions.
- Understood the calculation of margin percentages for retailers and distributors.
- Explored how margin calculations are adjusted when consumer offers are provided, ensuring retailer margins are maintained.
- Gained insights into the distribution channel functions at Parag Milk Foods.
- Learned key concepts such as markup, markdown value, and their impact on pricing.
- Acquired knowledge of primary and secondary sales concepts.
- Studied the strategy formation and implementation process within the company.
- Understood the significance of total calls versus productive calls in the sales process.
- Enhanced bargaining skills and communication abilities through interactions with retailers during the offer implementation process.
- Developed an understanding of consumer preferences, routes, and beats.
- Improved team management and leadership skills while managing a team.

Recommendations :

- To revive GO-Cheese products in Pune and PCMC, Parag Milk Foods should consider implementing localized marketing campaigns that align with local cultural events and consumer preferences.
- Enhancing in-store promotions through discounts and product bundles can increase visibility and drive sales at key retail locations.
- Strengthening relationships with retailers by providing additional support, training, and marketing materials will help them better promote GO-Cheese products.
- Optimizing product placement strategies will ensure that GO-Cheese products are prominently displayed and easily accessible in stores.
- Implementing a system for collecting and analyzing consumer feedback will allow for continuous refinement of product offerings and better address customer needs.
- Increasing digital and social media engagement through targeted campaigns can build brand awareness and attract potential customers.
- Developing innovative product variations or packaging options that cater to local tastes, including limited-edition or seasonal releases, can generate excitement.
- Finally, improving distribution efficiency will ensure consistent product availability and timely delivery in high-demand areas within Pune and PCMC.

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