



**A**  
**PROJECT REPORT**  
**ON**  
**A STUDY OF BRAND AWARENESS OF LASSI IN SATARA**  
**WITH REFERENCE TO**  
**VITHUMALI MILK AND DAIRY PRODUCTION, SATARA.**  
**SUBMITTED**  
**TO**  
**SHIVAJI UNIVERSITY, KOLHAPUR**  
**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT**  
**FOR THE DEGREE OF**  
**MASTER OF BUSINESS ADMINISTRATION**  
**BY**  
**Miss. SAWANT NEHA GANPAT**  
**(BCS)**  
**UNDER THE GUIDANCE OF**  
**DR. SARANG BHOLA**  
**(M.Com, MBA, PHD)**  
**THROUGH**  
**THE DIRECTOR,**  
**RAYAT SHIKSHAN SANSTHA'S**  
**KARMAVEER BHAURAO PATIL INSTITUTE OF**  
**MANAGEMENT STUDIES AND RESEARCH, VARYE,**  
**SATARA.**  
**YEAR 2022-2023**

## DIRECTOR'S RECOMMENDATION

To,  
The Director,  
Board of Examination and Evaluation,  
Shivaji University, Kolhapur.

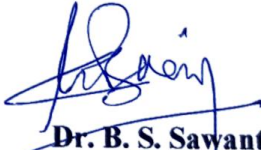
**Subject:** MBA Project Report for the academic year 2022-23.

Respected sir,

I am hereby recommending the project entitled, "A STUDY OF AWARENESS OF LASSI IN SATARA WITH REFERENCE TO VITHUMALI MILK AND DAIRY PRODUCTION, SATARA" submitted by **Miss. Sawant Neha Ganpat**, under the guidance of **Dr. Sarang Bhola** as a partial fulfillment of the award of the Master of Business Administration (MBA) of Shivaji University Kolhapur for the academic year 2022-2023.

Thanking you.



  
**Dr. B. S. Sawant**  
(Director)

Place: SATARA

Date: 21/1/2023

# VITHUMAULI MILK AND DAIRY PRODUCTION, SATARA

VITHUMAULI MILK AND DAIRY PRODUCTION  
SATARA

05 DECEMBER 2022

## TO WHOM IT MAY CONCERN

This is to certify that, Miss. Sawant Neha Ganpat a student of MBA (specialization in marketing) from Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara has successfully completed Two months i.e., 60 days from 08th August 2022 to 08th October 2022 summer internship Programme(SIP) on project titled, "A Study of Awareness of Packaged Lassi In Satara" at Vithumaili Milk and Dairy Production, Satara. During thge period of his summer Internship Programme with us. she had been exposed to different Process and functions and he was found punctual, hardworking and sincere in his work.

we wish her a bright career.

warm regards.



Vithumauli Milk and Dairy Production,  
Satara.

## GUIDE CERTIFICATE

These is to certify that the project entitled as “**A STUDY OF AWARENESS OF LASSI IN SATARA WITH REFERENCE TO VITHUMAULI MILK AND DAIRY PRODUCTION, SATARA**” which is being submitted here with for award of the degree of Master of Business Administration (MBA) of Shivaji University, Kolhapur is the result of original project work completed by **Miss. Sawant Neha Ganpat** under my supervision and guidance and to the best of my knowledge and belief the work embodied in this report has not formed earlier the basis for the award of degree or similar title of this or any other University or examining body.



**Dr. Sarang Bhola**  
**(Project Guide)**

Place: **SATARA**

Date: 21/1/2023

## DECLARATION

To,  
The Director  
Karmaveer Bhaurao Patil Institute of  
Management Studies and Research, Satara.

Respected sir,

I, the undersigned hereby declare that the project report titled as **“A STUDY OF AWARENESS OF LASSI with Reference to VITHUMAULI LASSI PVT. LTD. SATARA”** submitted to **Shivaji University, Kolhapur** for the partial fulfillment of the requirements of the award of the degree of **Master’s in Business Administration(MBA)** written and submitted by me under the guidance of Dr. Sarang Bhola. This is my original work. The empirical findings in this project are based on data from collected by me while preparing the project report.

I have not copied from any other project report. I understand that any copying is liable to be punished in a way the university authorities deem fit.



**Miss. Sawant Neha Ganpat.**

Place: **SATARA**

Date: 21/1/2023

## ACKNOWLEDGEMENT

The gratification and joy that accompanies the successful completion of any task would be incomplete without the humble deep-felt expression of gratitude to the people who made it possible, because success is bridge between hard work and efforts and above all encouraging guidance and support.

I would like to thank **Dr. B. S. Sawant**, Director Karmaveer Bhaurao Patil Institute of management Studies and Research Varye, Satara. For his valuable support and having faith in me. I am also thankful to my project guide. **Dr. Sarang Bhola** the constant source of motivation and inspiration for me who guide and helped in bringing the best out of me. It would be unfair if I forget my friends and family members those always encouraged me to carry on my project with the great zeal and undisturbed work that helped me to concentrate on the given work to complete it within the stipulated period. I express my sincere thanks to all of those who supported me directly or indirectly in carrying out this project.



**Miss. Sawant Neha Ganpat.**

Place: **SATARA**

Date: 21/11/2023

## INDEX

CHAPTER NO	PARTICULARS	PAGE NO
<b>1</b>	INTRODUCTION TO THE STUDY	<b>1-5</b>
	1.1 Introduction of the study	
	1.2 Management Problem	
	1.3 Statement of the research problem	
	1.4 Objectives of the study	
	1.5 Importance of the study	
	1.6 Scope of the study	
	1.7 Research methodology	
	1.8 Chapter scheme	
<b>2</b>	CONCEPTUAL FRAMEWORK	<b>6-13</b>
	2.1 Brand awareness	
	2.2 Importance of brand awareness	
	2.3 Types of brand awareness	
	2.4 Techniques to increase brand awareness	
	2.5 Brand penetration	
	2.6 Importance of brand penetration	
	2.7 Brand penetration formula	
	2.8 Advantages of brand penetration	
	2.9 Market penetration tactics	
<b>3</b>	ORGANIZATIONAL PROFILE	<b>14-15</b>
	3.1 Introduction	
	3.2 Location of company	
	3.3 History/ profile of the firm	
	3.4 Future goals	
	3.5 Product profile	
<b>4</b>	DATA ANALYSIS AND INTERPRETATION	<b>16-39</b>
	4.1 Introduction	
	4.2 Data Analysis and Interpretation	
<b>5</b>	FINDINGS, SUGGESTIONS AND CONCLUSION	<b>40-41</b>
	5.1 Findings	
	5.2 Suggestions	
	5.3 Conclusion	
	ANNEXURE	<b>42-46</b>
	BIBLIOGRAPHY	<b>47</b>

## **CHAPTER: 1**

<b>INTRODUCTION TO THE STUDY</b>
1.1 Introduction of the Study
1.2 Management Problem
1.3 Statement of the Research Problem
1.4 Objectives of the Study
1.5 Importance of the Study
1.6 Scope of the Study
1.7 Research Methodology
1.8 Chapter Scheme



# **CHAPTER 1**

## **INTRODUCTION TO THE STUDY**

### **1.1 INTRODUCTION:**

Lassi is a regional name for buttermilk, the traditional curd (yogurt) - based drink, consumed in the south Asian region.

Lassi is a blend of yogurt, spices and sometimes fruit. while modern sweet lassi is like milkshakes.

Lassi is probably one of the first smoothies ever created, a truly ancient drink. It is believed to originate somewhere around 1000BC, in Punjab and Multan in India.

The market is expected to reach a value of INR 32.7 billion by 2021 by reference of IMARC Group. The report finds that the market exhibited a CAGR (Compound annual growth rate) of 21% during 2010-2016.

Lassi not only offers refreshment during the summertime, but also boosts the energy levels. Apart from this, it also helps in fighting other summer - related problems such as prickly heat, gastro intestinal problems and the buildup of bacteria. These factors have highly added to the market growth.

Available sizes: 1L bag, 500mL/containers, 250 mL glass (glass- pack of 12 or 24)

### **1.2 MANAGEMENT PROBLEM:**

The Indian lassi market exhibited strong growth during 2015- 2020. Looking forward, IMARC (international market analysis research and consulting) Group expects the Indian lassi market to grow at a CAGR of 21% during 2021-2026.

Through it is true that the well-known brands/ companies producing lassi in market sell was goes on increasing but the VITHUMAULI brand producing a lassi sell was not as per expectation, as VITHUMAULI lassi faced problems like brand awareness. Many customers still demand for Amul lassi, mother dairy lassi, GCMMF lassi etc., Well-known brands production than that of the characteristics of VITHUMAULI lassi is better than that of well-known brands lassi, so to know more about it researcher wanted to study that topic.

**1.3 STATEMENT RESEARCH PROBLEM:**

Considering above management problem, the researcher has taken the statement of research problem is as "A study of Brand Awareness of Lassi in SATARA with special reference to VITHUMAULI MILK AND DAIRY PRODUCTION, SATARA TO STUDY THE BRAND AWARENESS OF PACKAGED LASSI IN SATARA"

**1.4 OBJECTIVES OF STUDY:**

Present study has undertaken with following objectives:

1. To understand the dimensions of quality of product lassi.
2. To study the Brand penetration of packaged lassi in Satara.
3. To evaluate Brand preference of packaged lassi in Satara.

**1.5 SCOPE OF STUDY:****1.5.1 GEOGRAPHIC SCOPE:**

Geographic scope of study is limited to SATARA city only.

**1.5.2 CONCEPTUAL SCOPE:**

This study is focused on the concept like brand awareness, brand penetration, brand strategy, quality of product and loyalty, etc.

**1.5.3 ANALYTICAL SCOPE:**

Data was analyzed by using analytical tools such as percentage, mean, standard and deviation.

**1.6 IMPORTANCE OF STUDY:**

The research will be helpful to the VITHUMAULI organization to decide their marketing strategies, by knowing the brand awareness in customer mind. Brand awareness is the number of people who are aware of a particular brand, company, or product. By understanding their brand's position in the market helps when trying to build a presence, develop marketing initiatives, and increase sales.

Organization can be in position to plan marketing activities which will be helpful to them to complete with popular brands to VITHUMAULI lassi. VITHUMAULI lassi production

organization can further go for brand penetration in better way. Brand penetration works as a strategy for young and mature businesses and it's an important part of any brand life cycle. For new companies, it is vital to implement it. If they fail to penetrate the market and it will be difficult for the company to survive.

**1.7 RESEARCH METHODOLOGY:****1.7.1 TYPE OF RESEARCH;**

The research study is Descriptive in nature.

**1.7.2 DATA REQUIRED:****1.7.2.1 PRIMARY DATA REQUIRED:**

The data required for this study is opinion of people in SATARA regarding consuming lassi. Besides this the data regarding theoretical concept about brand awareness, brand penetration, quality testing, branding strategy and loyalty, etc.

**1.7.3 SOURCES OF THE DATA:**

The data required above is to be collected using following source.

**1.7.3.1 PRIMARY DATA SOURCE:**

The opinion of people in SATARA regarding consuming lassi, has been collected by executing questionnaire.

**1.7.3.2 SECONDARY DATA SOURCE:**

Needed theoretical concepts, information regarding the research has been collected from the books and website.

**1.7.4 SAMPLE DESIGN:****1.7.4.1 SAMPLE UNIT:**

This research study is related in opinion of people in SATARA regarding consuming lassi. Every person who consumes the lassi is sample unit for the study.

**1.7.4.2 POPULATION;**

The population for this research is infinite.

**1.7.4.3 SAMPLING METHOD:**

Convenient sampling method has been used to select sample, because population is infinite.

**1.7.4.4 SAMPLE SIZE:**

The researcher has collected data from 80 people respondent by convenient sampling.

**1.7.5 INSTRUMENT:**

Researcher has collected required data by using structured questionnaire. Questionnaire researcher has covered the demographic information and the opinion of people in SATARA regarding consuming lassi.

**1.7.6 DATA ANALYSIS:**

Collected data is presented in the form of table, graphs and it is analyzed using statistical tools such as percentage, mean and standard deviation.

**1.8 CHAPTERIZATION:**

Present research study is presented in five chapters-

**CHAPTER 1: INTRODUCTION TO THE STUDY AND METHODOLOGY**

This chapter includes introduction of study, objective of study, statement of research problem, scope of study, important of study, research methodology, importance and limitations of study.

**CHAPTER 2: CONCEPTUAL FRAMEWORK**

A conceptual framework is a representation of the relationship you expect to see between your variables, or the characteristics or properties that you want to study. Conceptual frameworks can be written or visual and are generally developed based on a literature review of existing studies about your topic.

This chapter descriptive the conceptual frame work includes basic introduction, meaning, definition, objective and purpose, process of performance appraisal, methods, components and characteristics of an effective appraisal system.

**CHAPTER 3: ORGANIZATIONAL PROFILE:**

This chapter includes introduction, history of the VITHUMAULI Pvt. Ltd. vision-mission, policy and objectives, product of the organization and customers of the organization, financial position, manpower scenario and future plans of the organization.

**CHAPTER 4: DATA ANALYSIS AND INTERPRETATION**

This chapter analysis of the data is presented from the information collected by the researcher. presentation of the data is done with the use of research tools for analysis, data analysis, data tables, table interpretation, graphs, etc.

**CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSION**

This chapter contains finding of the study, suggestions of the study, conclusion of study, besides above four chapter the project report is presented with schedule used for data collection and bibliography.

## **CHAPTER: 2**

<b>CONCEPTUAL FRAMEWORK</b>
2.1 Brand Awareness
2.2 Importance of Brand Awareness
2.3 Types of Brand Awareness
2.4 Techniques to Increase Brand Awareness
2.5 Brand Penetration
2.6 Importance of Brand Penetration
2.7 Brand Penetration Formula
2.8 Advantages of Brand Penetration
2.9 Market Penetration Tactics

## CHAPTER 2

### CONCEPTUAL FRAMEWORK

A basic marketing theory states that to maximize sales, a company must position its products or services in the market place in such a way that consumers believe they need a particular product for service or that a product or service they need has a particular benefit. This is also known as creating an image or brand.

#### 2.1 BRAND AWARENESS

Brand awareness is the extent to which a brand is recognised by the target group and is associated with a product or product category.

It's the customer consciousness of the brand when he-

- Witnesses the brand along with other brands while shopping.
- Talks to his friends regarding the product category,
- Reads or hears the brand's ad,
- Reads or hears about the brand's news, etc.
- Buys the brand's products,
- Has other encounters with the brand or the product category.

Brand awareness is the first stage to strategically influence the customer's decision-making process. Companies spend millions just to make their customers aware of their brands.

But, it's still a metric that can't be perfectly measured, and having awareness doesn't always mean that people will buy your brand's products. Nevertheless, brand awareness holds a lot of importance for companies, especially new ones.

#### 2.2 IMPORATANCE OF BRAND AWARENESS:

It is a proven fact that customers prefer known brands over unknown ones. Brand awareness is that first step to make the brand known. But the importance of brand awareness doesn't end there. It is like a diamond, the more you polish, the more it'll shine.

##### 1. IT CREATES PERCEPTION:

Brand awareness spreads through channels like referrals, PR, news, social media, etc. if it goes as planned by the company, it creates a positive perception in the minds of the customers.

Suppose a friend told you about a Nonveg restaurant where he had a wonderful experience. Even if you don't go to the restaurant, there are chances you'll recommend it positively to anyone who takes your suggestions on Nonveg restaurant.

**2. IT FOSTERS TRUST:**

Brand awareness fosters trust. When you see people interacting with a brand and having a good experience, it builds your trust in that brand even if you haven't tried it yet.

Suppose you visit a third world country and encounter three different restaurants; two being local restaurant and one being McDonald's. there's a high possibility that you'll go for McDonald's even if you haven't eaten there in your country. It's just because you know about the brand and trust its hygiene practices.

**3. IT CREATES A NETWORK:**

If planned well, awareness spreads like wildfire. The brand becomes a topic of discussion and it creates a network which can be used to further spread the information.

For example, Tik Tok never advertised itself. Its user spread awareness through its videos and through word-of-mouth as well.

**4. IT CREATES ASSOCIATION:**

When done right brand awareness results in an association. This association comes in two types.

- Where people think of the brand when they encounter the product category.
- Where they use the brand when they encounter the product category.

While the second feat is really hard to achieve, many companies like google, xerox, band-ad, etc. have been successful in achieving it.

**5. IT BUILDS BRAND EQUITY:**

The more people are aware of a brand, the more valuable it becomes. This is the concept behind brand equity is the value of the brand as a separate asset. It makes a generic offering to stand out just because it is offered by a certain by a certain brand.

Brand awareness builds the perceived value of the brand.

**2.3 TYPES OF BRAND AWARENESS:**

Brand awareness can be categorized into three types depending upon the perceived importance of the brand by the target group.



Knowing about the types of brand awareness is most importance for marketers as the current and future marketing strategies are designed to the current awareness of the brand among its target market.

The three types of brand awareness are-

**Brand Recognition:** Brand recognition is when the customer can recognize the brand and differentiate it from other brands when he comes into contact with it. This type of brand awareness doesn't require the customer to recall the name. it just focuses on whether the customer can recognise it when it is presented at the point-of-sale or when he witnesses the visual packaging.

**Brand Recall:** Brand recall is a spontaneous recall of the brand from memory when the customer is prompted by the product category. Most users can't recall more than 3-5 brand names. It is affected by both individual and brand factors like education level, usage, marketing strategies used by both individuals and brand factors like education level, usage, marketing strategies used by the company, etc. these brands form a part of the evoked set of the customer.

**Top-of-mind awareness:** Top-of-mind awareness is a set of 3 brands which the customers always purchase. These is the consideration set of the customers. Getting the brand into this consideration set is the ultimate goal of every marketer.

## 2.4 TECHNIQUES TO INCREASES BRAND AWARENESS:

Brand awareness is built by establishing a relationship with the customer his interests are put on the top. Focus your brand awareness strategy in a way where your offering fulfils his needs without much of an effort from his side.

### 1. Focus on the product:

A strong brand awareness strategy revolves around a strong product. Make sure you are fulfilling your customer needs without him putting much of an effort.

Focus on creating a value proposition that's unique, attractive and is something that forces the customer to share voluntarily.

### 2. Focus On the Positioning and Personality:

Positioning matters Different brands use smart positioning strategies to increase their brand awareness. They might position themselves as a premium product in a market full of daily-use products, or an economic product in the market full of premium products.

Look for a desirable but unexplored positioning which could be capitalized to increase your brand awareness.

A perfect example of building brand awareness with the help of positioning and personality is Apple. The company positioned itself as the most premium brand anyone can opt for in the Smartphone industry. This created a cult following which acted as evangelists of the brand and spread the brand message.

### **3. Provide Something for Free (But Keep It Limited):**

Free spreads like wildfire. It isn't just an indicator of price. It's a very powerful emotional trigger that's often so irresistible that it makes people try anything that's offered at no cost, no matter if they want it or not.

Offering something for free is one of the best ways to increase brand awareness. But, when it's mixed with the scarcity principle, the impact doubles. Provide something for free but keep it limited to increase the impact as it creates a sense of urgency and makes your customers think your offering to be more valuable than the one which is in abundance.

App sumo became a multi-million-dollar start-up just by capitalizing on these two strategies.

### **4. Partner With Famous Brands:**

A good way to establish brand awareness is to let other famous brands talk about you to their audience. Partner with established brands; by brands we mean companies, influencers, celebrities, etc. who have good followership.

Facebook used this strategy and partnered with many niche influencers to increase the awareness of its recently launched product – Facebook Watch.

### **5. Use Social Media A lot:**

It's hard for your target audience to get to know you unless you meet them where they are. Use social media and capitalize on the trends to establish an image among your target audience.

Durex is a perfect example of a company which uses social media to increase its brand awareness.

### **6. Use A Mix of Inbound & Outbound Marketing:**

No doubt, advertising is a really good way to increase the awareness of the brand. However, it is a push technique and not everyone forms a positive perspective of the brand because of the advertisements and other forms of outbound marketing. This is where inbound marketing steps in. Inbound Marketing is a pull marketing technique which uses non-intrusive and targeted strategies like content marketing, social media marketing, event marketing, and search engine optimization etc. to create brand awareness, attract potential clients, and convert them into leads and actual customers.

Use a mix of inbound and outbound marketing to get the best results. Running ads while having a blog which focuses on search engine traffic could be a great strategy to start with.

### **7. Make It Easy to Share:**

There are times when you can leave the awareness job to your existing customers. Just look into their habits and capitalize on what they need. Many eCommerce applications have a handy 'share this product with friends' or 'ask for a recommendation from friends' options which lets their customers share the products they are interested in. This, in turn, increases brand awareness as more people get to know about your offerings from the people trust in.

### **8. Give Incentive to Spread the Brand:**

Starting a referral program or investing in an affiliate strategy is a good idea most of the times. Such strategies delegate the work of spreading brand awareness to other people usually at a lower cost than it would have incurred if you would have done it yourself. Moreover, referrals have more convincing power than your advertisements. Set up an enticing referral program where your existing customers get something of value when they refer your brand or product to someone else. Similarly, providing good commission rates attract many talented affiliates who have good followership. Besides this, other incentives like offering a no-ad version if the user shares the brand, giving him extra lives in a game, and providing special discounts if he gets more users on board, etc. can also be used to increase brand awareness.

## **2.5 Brand Penetration:**

Brand Penetration is a measure of the popularity of the brand. Brand penetration is defined as the number of people who buy a particular brand over a specific period of time divided by the size of the concerned market's population. Brand penetration is a measure of adoption of a brand or the number of sales of a brand as compared to the total theoretical market for that brand.

## **2.6 Importance of Brand Penetration:**

Brand penetration is a business growth strategy in which several initiatives are being taken to increase the market share for its brand in a particular market segment. It is an effort to dig deeper into an existing market place. Thus, brand penetration is both measurement and projection of how successful a brand has been or will be against the competition & a critical component in brand management. Brand Penetration involves assertive sales force or additional marketing to penetrate deeply into an existing customer base. Increased market share is most of the times, the objective for using "Brand Penetration" as a marketing strategy. It is generally the first step towards business growth and performed by early-age businesses. Importance of Brand Penetration

## **2.7 Brand Penetration Formula:**

Brand penetration is calculated as a percentage and is given by the following formula:

Market penetration rate= (No. of customer / Target Market size) \*100

**Brand Penetration:** There are two important metrics which are: Penetration Rate & Penetration Share. Penetration rate is similar to Brand Penetration but Penetration Share is different. Penetration Share is determined by comparing that brand's customer population to the number of customers for its category in the concerned market.

**Brand Penetration Methods:**



[https://www.mbaskool.com/2019\\_images/stories/mar\\_images/brand-penetration.jpg](https://www.mbaskool.com/2019_images/stories/mar_images/brand-penetration.jpg)

Brand penetration techniques include lowering prices, advertisements, bundling products to gain traction, discounts, increasing the mailing list, enhancing brand recall etc. Brand penetration is one of the four marketing strategies from the Ansoff Matrix for brand and market growth. The other three strategies are- market development, product development, and product/market diversification.

**2.8 Advantages of Brand Penetration:**

- “Brand Penetration” as a growth strategy is very effective in providing faster growth to the brand equity. When a brand offers reduced and better prices than the competitors, their customers tend to switch to this brand. Lower prices are linked to higher growth and the more reasonable the prices are, the higher is the impact.
- Economic of scale: with reduced prices and aggressive advertisement, products of that brand tend to sell more. With more sale, the brand compensates for the reduced prices of its products and even more profit than before.

- **Combat Competitors:** Market penetration urges loyal customers of other brands to experience this brand's products once. If the quality and price offered are the most reasonable, this strategy provides an opportunity for the brand to capture those loyal customers and become the market leader.
- It may discourage competitors from entering the market.
- It may create goodwill among the first customers that purchase the product due to the aggressive pricing. This may create customer referrals.

## **2.9 Market Penetration Tactics:**

Following are the different market penetration tactics:

### **1. Price Adjustment:**

The strategy of price Adjustment is one of the most widely used market penetration tactics. Example could be lowering the price of a product or service with the aim of increasing sales is a price adjustment tactics.

Increasing your price consistently may make the customers believe that you are a company of high-profit motive. Decreasing the price too often would make them to believe that your products are of sub-standard quality.

### **2. Augmented promotion:**

The drastic increase in promotion of a product (or service) can lead to dramatic results. For example, advertising can be a wonderful tool for increasing brand awareness. Companies do have a choice of making their campaigns long-term or short-term which depends upon their needs and budget. However, the thing to be considered is that whatever be the size of the campaign, it must be well-planned and thought-out. An easy to counter promotional campaign would be simply ruined by competitors in this age of cut-throat competition.

### **3. Distribution channels:**

The strategy of distribution channels is one of the most constructive market penetration strategies. This strategy typically involves opening of new distribution channels by focusing on a particular distribution channel by focusing on a particular distribution channel. For example, if selling through retail outlets is your primary

channel, then you can learn to gain new channels like telemarketing, email marketing, online marketing, etc. such opening of new distribution channels gave the way for more new channels and thus lead to increased market space and overall profitability.

**4. Improving products:**

It is true that to really appeal to your customers, you must improve your product quality. However, sometimes by communicating to them about the better standard of the product may be needed.

This is because most consumers are encouraged to buy a product just by its appeal and do not necessarily check whether it proves itself or not. Thus, only by doing slight adjustments with the product and it's packaging you can appeal more strongly and increase your sales revenue.

**5. Upsurge usage:**

A very potent method of market penetration is that of increased usage of any product or service. If a marketing promotion campaign is effectively delivered at a specific area, then it would lead to an upsurge in product use which would thus lead to better market penetration with the increase in sales figures.

**6. Knowing Risk and Growth:**

Most marketers whenever think of growth, think of new launches. However, it is only partially true. Actually, it can be risky too. When a new product is being launched, there exists the risk of it being successful or not. But, an efficient distribution channel along with a smooth delivery process makes it sure that the product does meet the expectations. Similarly entering new brand segment of the market can be risky as well. Therefore, it is absolutely essential to know your market and your product in order to do well and beyond expectations. An effective way to do this is to properly communicate with the customers and be sensitive to their requirements and wants.

**7. Be unique and think differently:**

To overcome the challenge, you need to be more unique and highly innovative in your approach. A repetitive selling strategy would yield unsatisfactory results and hinder your growth potential. So, it would be better to think different and modify your penetration tactics as and when required. By being more innovative and adding value to your products you enhance your success chances.

**8. Diversification:**

The product penetration tactics of diversification entails manufacturing new products for new markets. The strategy of diversification is usually followed whenever, there is saturation in the current market or when environment changes such as societal, economic, technological or regulatory make it very hard to generate new sales in those markets.

## **CHAPTER: 3**

<b>ORGANIZATIONAL PROFILE</b>
3.1 Introduction
3.2 Location of Company
3.3 History/ Profile of the Firm
3.4 Future Goals
3.5 Product Profile



## CHAPTER 3

### ORGANIZATIONAL PROFILE

#### 3.1 INTRODUCTION:

VITHUMAULI is one of the Lassi manufactures in SATARA. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of SATARA. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expands its line of products and services and cater to a larger client base. It is an effortless task in commuting to this establishment as there are various modes of transport readily available.

#### Products and services offered:

VITHUMAULI has a wide range of products and / or services to cater the varied requirements of their customers. The staff at this establishment are courteous and prompt at providing any assistance. They readily answer any queries or questions that you may have.

VITHUMAULI is a lassi manufacturer in SATARA. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of SATARA. Over the course of journey, this business has established a firm. The belief that customer satisfaction is as important as their ducts and services, have helped this establishment garner a vast base of customers, which continues to grow by the day.

#### 3.2 Location of company:

VITHUMAULI's head office is Located at:

At Post - SATARA

Tehsil – SATARA

District – SATARA

Maharashtra

415 001

**Name of proprietor:** NALAWADE PRANAV BHAGWAN

**3.3 History/Profile of the Firm:**

Trademark	VMLASSI
Licence No.	21522195000542
Goods and Services	Packaged Lassi
Business Name	VITHU MAULI PRODUCTS
Business Type	Proprietor
Business Sector	Manufacturing

**3.4 FUTURE GOALS:****3.4.1 Vision:**

1. To give best service to customer.
2. To solve customer problem and give them best sales services.
3. Try to give more than what customers expect from us.

**3.4.2 Mission:**

The largest distributor in packaged lassi in SATARA district amount.

**3.4.3 Goals:**

To be the best firm in SATARA deals with packaged milk products.

**3.4.4 Objectives:**

1. To provide unique services.
2. To maximize the profit.
3. To fulfilled the customers expectation.

## **CHAPTER: 4**

<b>DATA ANALYSIS AND INTERPRETATION</b>
4.1 Introduction
4.2 Data Analysis and Interpretation

**CHAPTER 4****DATA ANALYSIS AND INTERPRETATION****4.1 Introduction:**

These chapter includes Data presentation and analysis. It is an attempt to suffice the objectives lay for the study and test the set hypothesis.

The objectives of the studies are as follows:

1. To study the awareness of consuming lassi in SATARA.
2. To study the Brand penetration of lassi in SATARA.
3. To evaluate Brand preference of lassi.

**4.2 Data Analysis:**

The google form prepared for collecting responses from respondent to study the Brand awareness of consuming lassi in SATARA. Furthermore, SPSS software was used for data validation. Afterwards filtered and validated data was used to test its reliability using Cronbach's Alpha. With the help of tables data was classified and presented. Data analysis was done by using percentage, mean, mode, STD deviation etc. Hypothesis was tested by using Pearson Corelation significance test.

Table 4.1

Classification of respondent as per Gender:

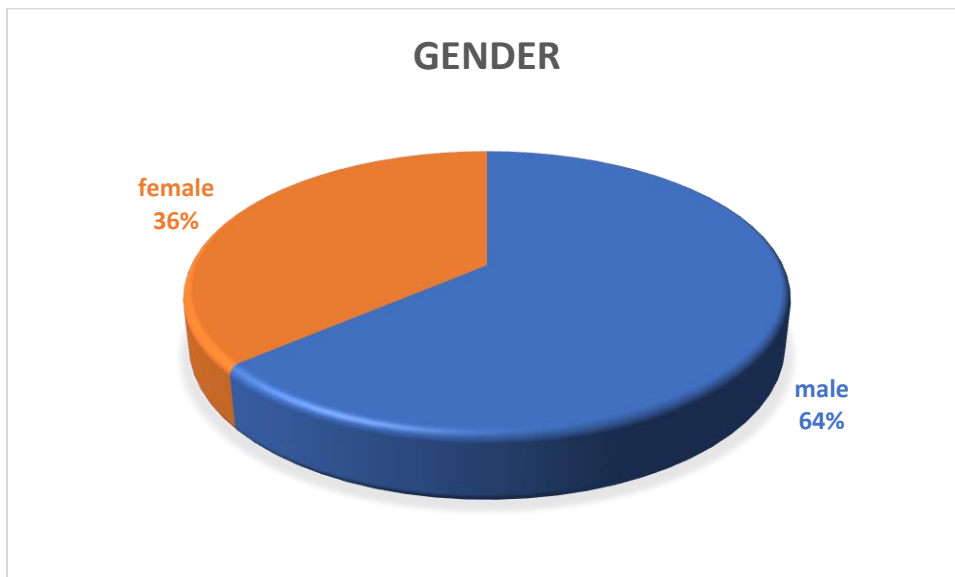
(n=80)

Sr.	Gender	Frequency	Percentage
1	Male	51	63.72
2	Female	29	36.28
	Total	80	100.00

Source: (field data)

Chart 4.1

Classification of respondent as per Gender:



Above table 4.1 shows classification of respondent as per Gender. Maximum i.e., 63.72% respondent are male and 36.28% respondent are female respondents.

From the above narration it is clear that, maximum i.e., 63.72% respondent are male, participated in this research.

Table: 4.2

Classification of respondent as per age:

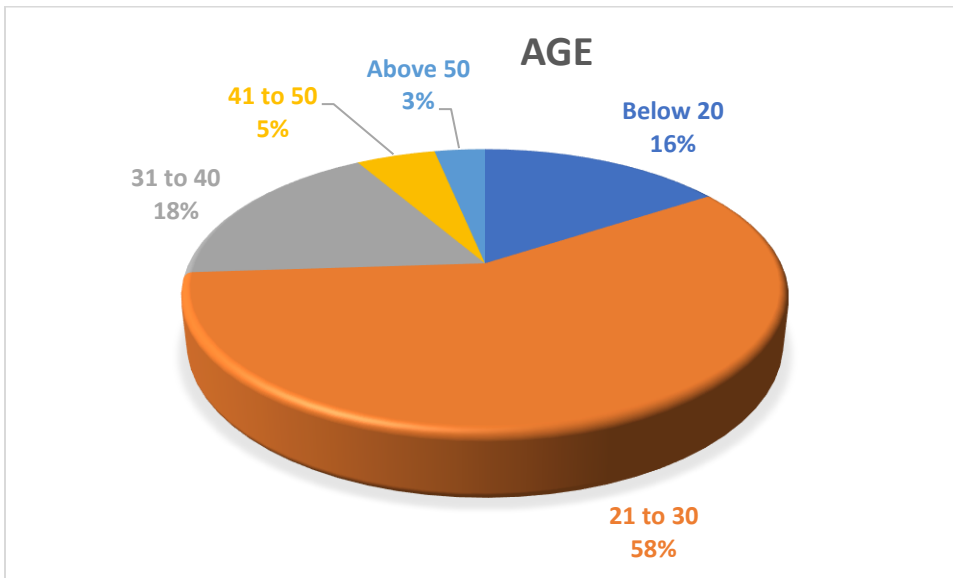
(n=80)

Sr.	Age	Frequency	Percentage
1	Below 20	13	15.81
2	21 to 30	46	58.14
3	31 to 40	14	17.67
4	41 to 50	4	5.12
5	Above 50	3	3.26
	Total	80	100.00

Source: (field data)

Chart 4.2

Classification of respondent as per Age:



Above table 4.2 shows classification of respondent as per age. Maximum i.e., 58.14% respondent are from 21 to 30 age group, followed by 17.67% respondents are from 31 to 40 years age group, followed by 15.81% respondents are from below 20 years age group, followed by 5.12% respondent are from 41 to 50 years age group, and very few i.e., 3.26% respondent are from above 50 years age group.

From above table it is clear that maximum i.e., 73% of sample respondents are from young age category and they are below 30 years of age.

Table 4.3

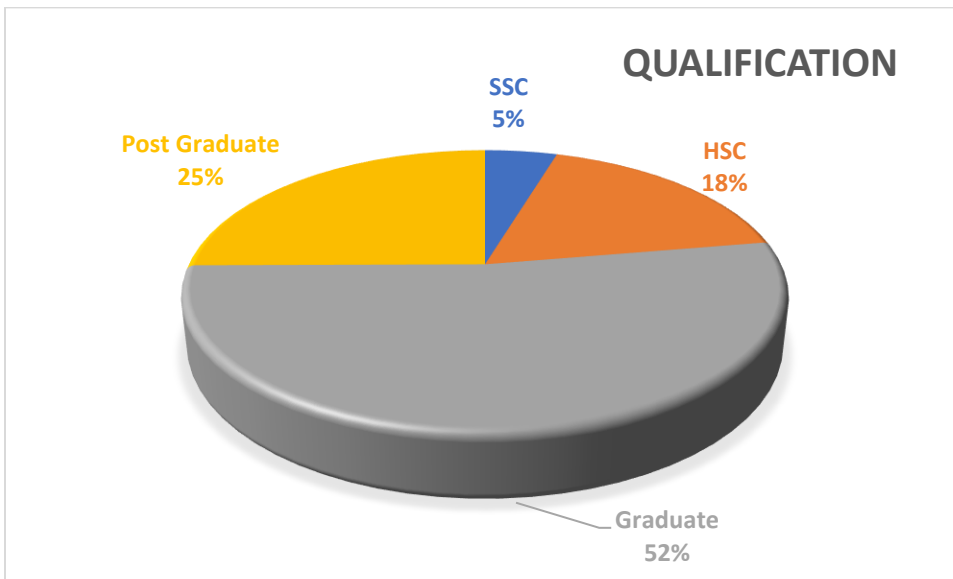
Classification of respondent as per qualification:

(n=80)

Sr.	Qualification	Frequency	Percentage
1	SSC	4	4.65
2	HSC	14	17.67
3	Graduate	42	52.56
4	Post Graduate	20	25.12
	Total	80	100.00

Chart 4.3

Classification of respondent as per Qualification:



Above table 4.3 shows classification of respondent as per Qualification. Maximum i.e., 52.56% respondent are having their qualification graduation, followed by 25.12% respondent are studied up to post graduation, followed by the 17.67% respondent are having their qualification HSC, and very few i.e., 4.65% are from having their qualification SSC.

From above table it is clear that maximum i.e., 52.56% respondent are having their qualification graduation are involved in this study.

Table 4.4

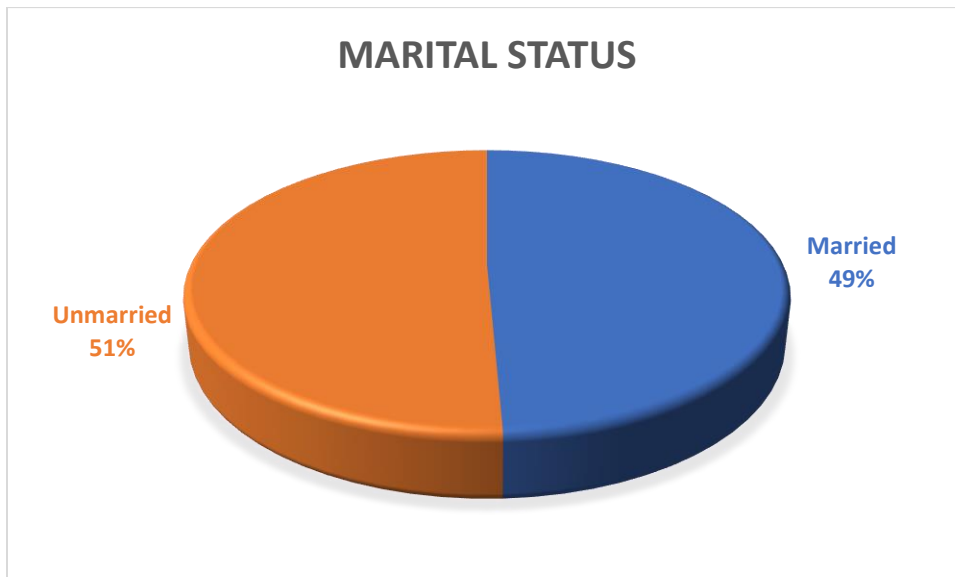
Classification of respondent as per marital status:

(n=80)

Sr	Marital status	Frequency	Percentage
1	Married	39	49.30
2	Unmarried	41	50.70
	Total	80	100.00

Chart 4.4

Classification of respondent as per marital status:



Above table 4.4 shows classification of respondents as per marital status. Maximum i.e., 50.70% respondents are unmarried. And 49.30% are married.

From the above table it is clear that maximum i.e., 50.70% respondent are unmarried.



Table 4.5

Occupation of our respondents

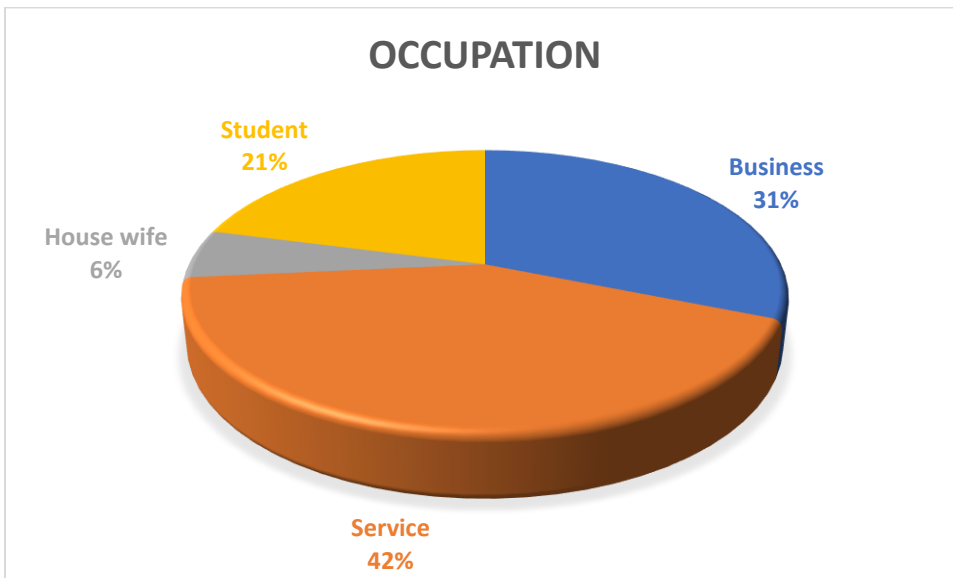
(n=80)

Sr.	Occupation	Frequency	Percentage
1	Business	25	31.16
2	Service	34	42.33
3	House wife	4	5.58
4	Student	17	20.93
	Total	80	100.00

Source: (field data)

Chart 4.5

Occupation of our respondents;



Above table 4.5 shows the classification of occupation what they do for their living. Starting with 20% of respondent have their own business, followed by 42.33% of respondents do service for their earning, then comes least percentage., 5.58% of our respondents they are house wife. And the last one is students with 20.93% of our respondents.

From the above occupation table, it is clear that maximum number of respondents are service men/women i.e., 42.33%. with the less count of respondent are house wife 5.58%.

Table 4.6

Classification of respondent preference to buy packaged lassi

(n=80)

Sr	Preference	Frequency	Percentage
1	Yes	76	94.88
2	No	4	5.12
	Total	80	100.00

Source: (field data)

Chart 4.6

Classification of respondent preference to buy packaged lassi



Above table 4.6 shows the percentage of respondent preference to buy the packaged lassi. Maximum i.e., 94.88% respondents prefer purchasing the packaged lassi and 5.12% respondents don't prefer to purchase packaged lassi.

From above table it is clear that maximum i.e., 94.88% respondent preference to buy packaged lassi.

Table 4.7

Classification of respondent as per usage of packaged lassi.

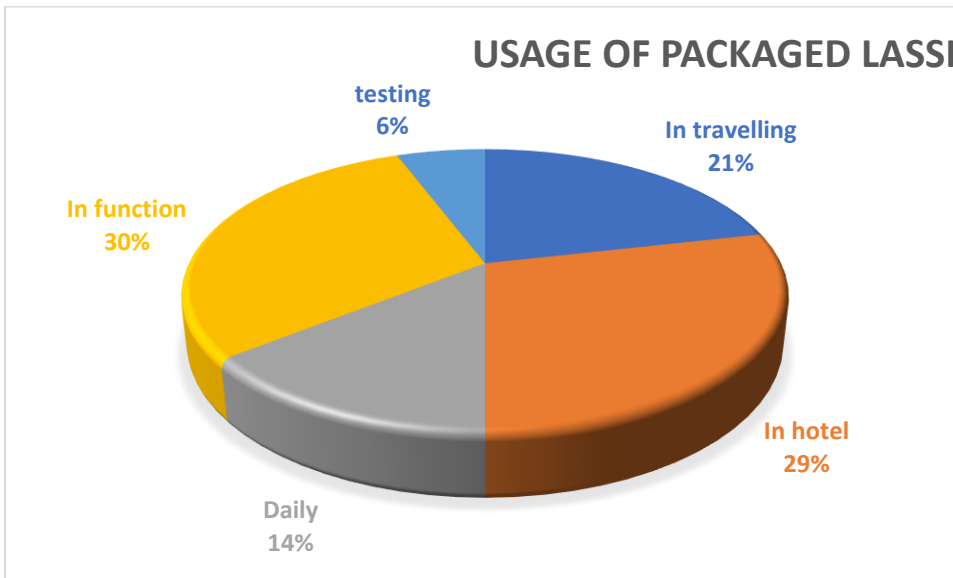
(n=80)

Sr.	Parameter	Frequency	Percentage
1	In travelling	15	20.72
2	In hotel	20	28.96
3	Daily	10	13.48
4	In function	21	29.21
5	For testing	4	6.00
	Total	80	100.00

Source: (field data)

Chart 4.7

Classification of respondent as per usage of packaged lassi



Above table 4.7 shows classification of respondent as per usage of packaged lassi. Maximum i.e., 30% respondents use packaged lassi in function, followed by 29% respondent use packaged lassi while in hotel, followed by 21% respondents use packaged lassi in travelling, followed by 14% respondent use packaged lassi on daily basis and few of them i.e., 6% respondent use packaged lassi for testing.

From above table it is clear that maximum i.e., 30% respondent use packaged lassi in function only.

Table 4.8

Classification of respondent consumption of packaged lassi.

(n=80)

Sr.	Consumption of lassi	Frequency	Percentage
1	50 ml	7	9.77
2	100 ml	26	33.49
3	250 ml	33	39.67
4	500 ml	14	17.67
	Total	80	100.00

Source: (field data)

Chart 4.8

Classification of respondent consumption of packaged lassi



Above table 4.8 show the consumption rate of respondents (per day). 39.07% respondents consume 250 ml lassi at a time. 33.49% respondent consumes 100 ml lassi at a time. 17.67% respondents consume 500 ml lassi at a time. Nearly 9.77% respondent consume 50 ml lassi at a time.

From the above consumption table, it is clear that maximum i.e., 39.07% respondents consume 250 ml lassi at a time.

Table 4.9

Classification of respondent’s prefer size of packaged lassi

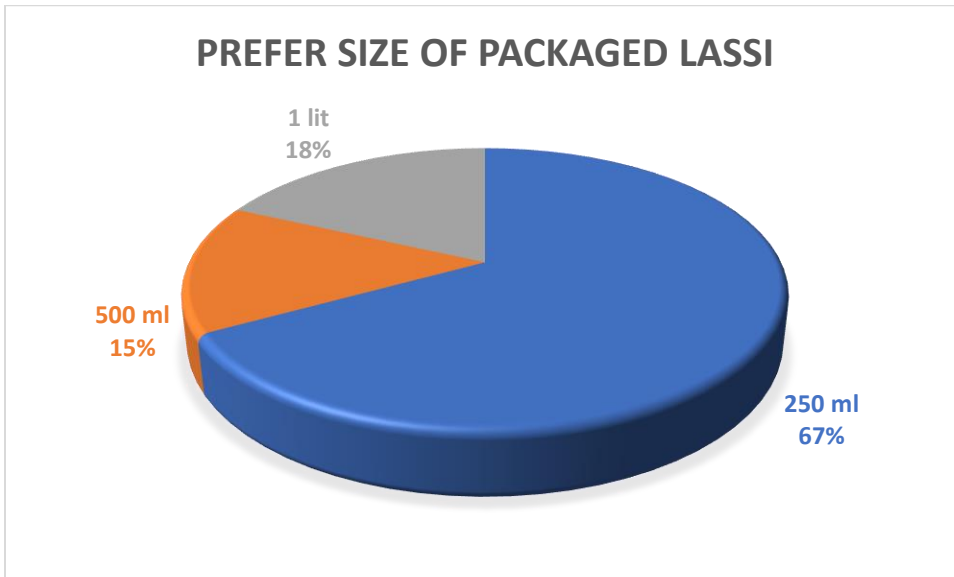
(n= 80)

Sr.	Parameter	Frequency	Percentage
1	250 ml	53	66.98
2	500 ml	12	14.88
3	1 lit	14	18.14
	Total	80	100.00

Source: (field data)

Chart 4.9

Classification of respondent’s prefer size of packaged lassi.



Above table 4.9 respondents on basis of size of packaged lassi. Highest i.e., 66.98% respondent prefer 250 ml size of packaged lassi. 18.14% respondent prefer 1 litre size of packaged lassi. Nearly 14.88% respondents prefer half litre size of packaged lassi.

From the above size of packaged lassi, it is clear that maximum i.e., 66.98% respondents prefer to purchased 250 ml size of packaged lassi pack.

Table 4.10

Classification of respondent as per awareness about packaged lassi pack.

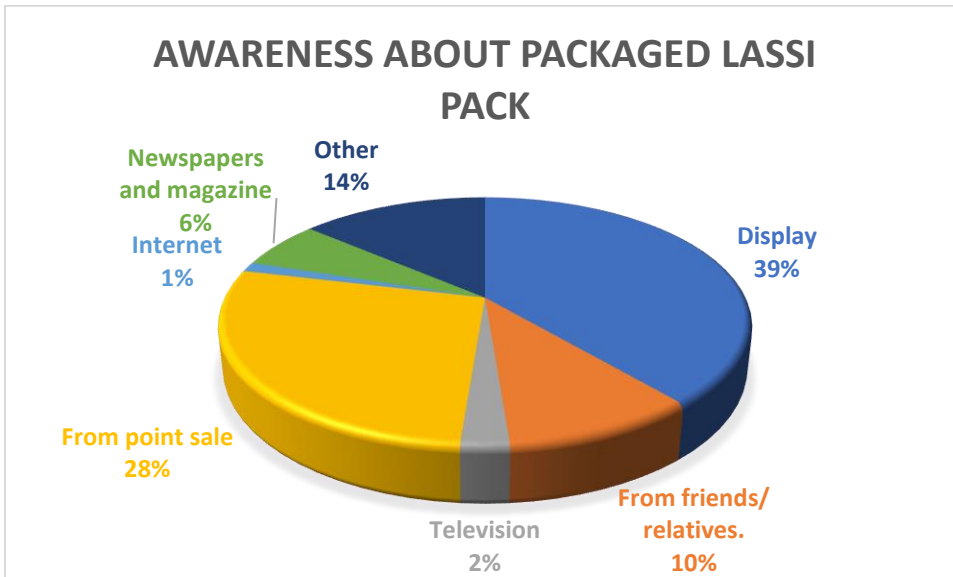
(n= 80)

Sr.	Awareness About packaged lassi pack	Frequency	Percentage
1	Display	31	38.70
2	From friends/ relatives.	8	9.99
3	Television	2	2.49
4	From point sale	22	27.46
5	Internet	1	1.24
6	Newspapers and magazine	5	6.24
7	Other	11	13.73
	Total	80	100

Source: (field data)

Chart 4.10

Classification of respondent as per awareness about packaged lassi pack:



(Responded are allowed to select more than one opinion)

From above table it is clear that maximum i.e., 39% respondent are come to know about packaged lassi pack from display, followed by 28% respondents are come to know about packaged lassi pack from point of sale. 14% respondents are come to know about packaged lassi pack from other things. And very few i.e., 10% respondents are come to know about packaged lassi pack from friends/ relatives. It is clear from above narration that maximum i.e., 39% respondents are come to know about packaged lassi pack from display.

Table 4.11

Classification of respondent environmentally efficient product

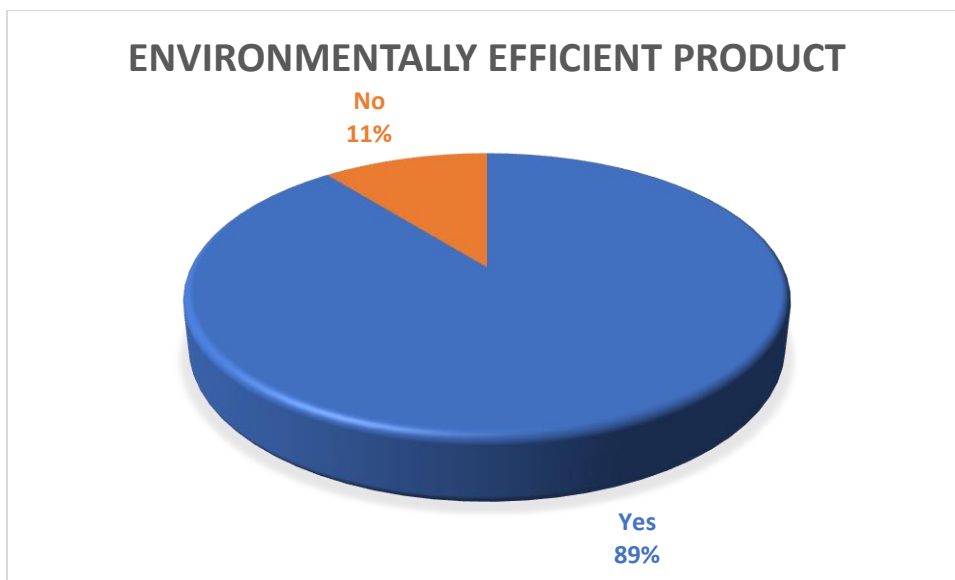
(n=80)

Sr.	Environment friendly	Frequency	Percentage
1	Yes	71	89.30
2	No	9	10.70
	Total	80	100.00

Source: (field data)

Chart 4.11

Classification of respondent environmentally efficient product



Above table 4.10 shows the percentage of respondent's preference to buy the environmentally efficient product. Maximum i.e., 89.30% respondents prefer purchasing the environmentally efficient product and remaining 10.70% respondents don't prefer buy environmentally efficient product.

From above table it is clear that maximum i.e., 89.30% respondents purchasing the environmentally efficient product.

Table 4.12

Classification of respondent on price of packaged lassi is affordable or not.

(n=80)

Sr.	Affordable price	Frequency	Percentage
1	Yes	54	67.44
2	No	26	32.56
	Total	80	100.00

Source: (field data)

Chart 4.12

Classification of respondent on price of packaged lassi



Above table 4.12 shows the percentage of respondent's preference to buy the packaged lassi at affordable price. Maximum i.e., 67.44% respondents have no problem of pricing of packaged lassi and remaining 32.56% respondents who have problems of price of packaged lassi.

From above table it is clear that maximum i.e., 67.44% respondents purchasing the packaged lassi pack at affordable price.



Table 4.13

Classification of respondent preference packaged lassi pack brand

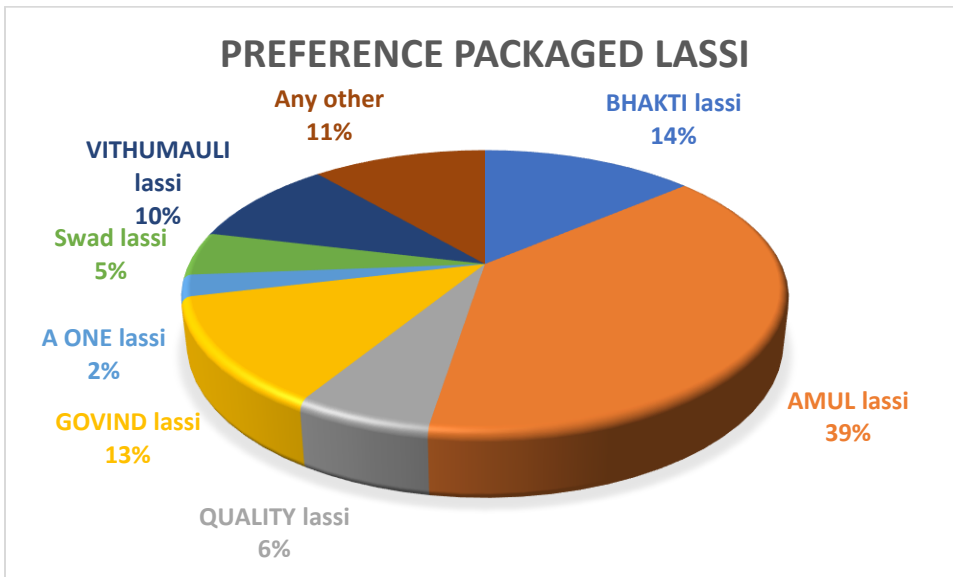
(n=80)

Sr.	Brand	Frequency	Percentage
1	BHAKTI lassi	11	13.73
2	AMUL lassi	31	38.70
3	QUALITY lassi	5	6.24
4	GOVIND lassi	10	12.48
5	A ONE lassi	2	2.49
6	Swad lassi	4	4.99
7	VITHUMAULI lassi	8	9.98
8	Any other	9	11.23
	Total	80	100.00

Source: (field data)

Chart 4.13

Classification of respondent preference packaged lassi brand



Above table 4.13 shows the respondents preference about packaged lassi brand. Maximum i.e., 39 % respondents prefer brand that is AMUL lassi, followed by 14% respondents prefer brand BHAKTI lassi, followed by 13% respondents prefer brand GOVIND lassi followed by 10% respondents prefer brand VITHUMAULI lassi. the 6% respondents prefer QUALITY lassi, where 5% respondents prefer SWAD lassi followed by 2% respondents prefer A ONE lassi brand and 10% respondents prefer Any other lassi brand. It is clear that maximum i.e., 39% respondents prefer AMUL lassi brand.

Table 4.14

Location from where packaged lassi is purchased

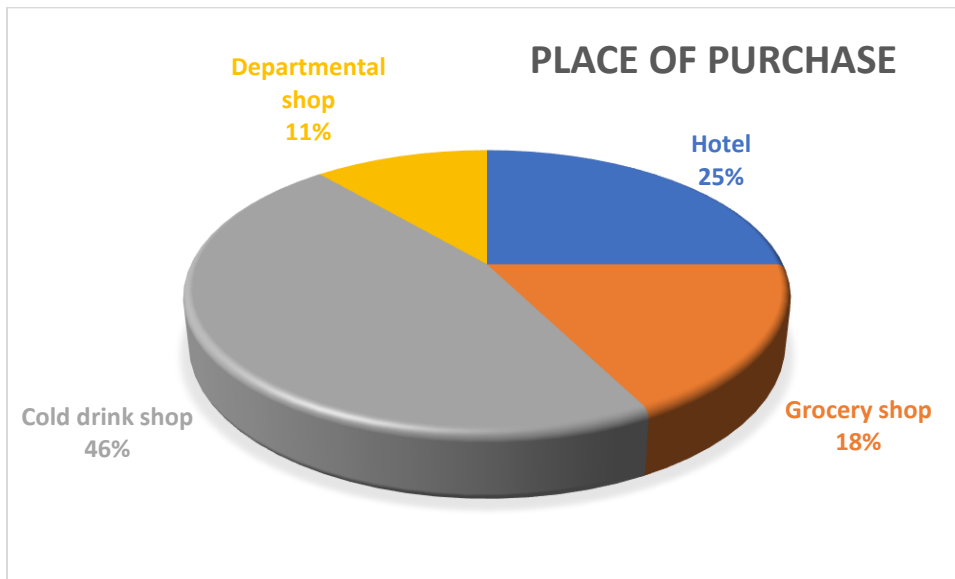
(n= 80)

Sr.	Parameter	Frequency	Percentage
1	Hotel	20	24.96
2	Grocery shop	14	17.47
3	Cold drink shop	37	46.19
4	Departmental shop	9	11.23
	Total	80	100.00

Source: (field data)

Chart 4.14

Location from where packaged lassi is purchased



Above table 4.14 shows the respondents preference about location of packaged lassi pack. Maximum i.e., 46% respondents purchased packaged lassi pack from cold drink shop. Followed by 25% respondents purchased packaged lassi pack from hotel. Followed by 18% respondents purchased packaged lassi pack from Grocery shop. Followed by 11% respondents purchased packaged lassi pack from departmental store.

It is clear that maximum i.e., 46% respondents purchased packaged lassi pack from cold drink shop.

Table 4.15

Frequency to purchase packaged lassi pack:

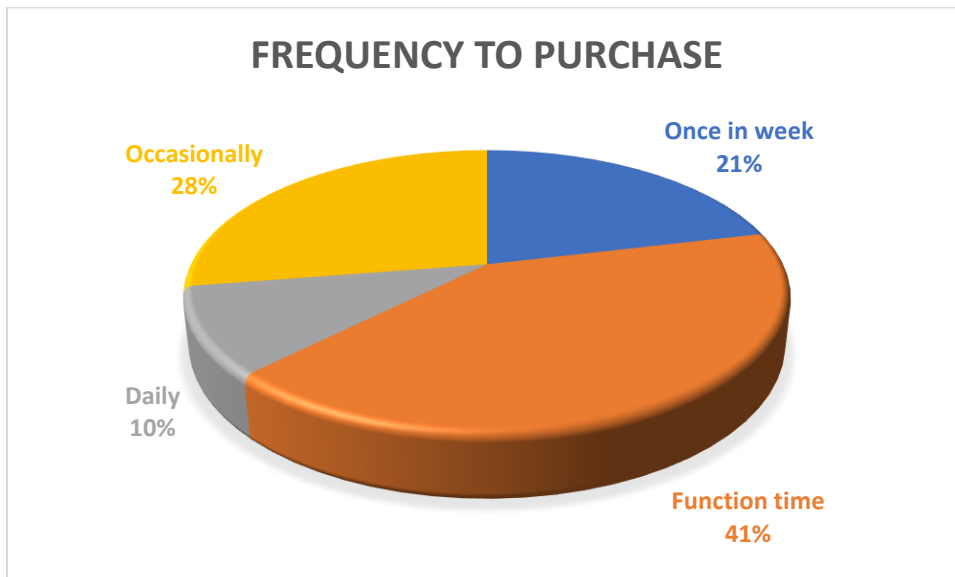
(n=80)

Sr.	Parameter	Frequency	Percentage
1	Once in week	17	21.22
2	Function time	33	41.19
3	Daily	8	10.00
4	Occasionally	22	27.46
	Total	80	100.00

Source: (field data)

Chart 4.15

Frequency to purchase packaged lassi pack:



(Respondent are allowed to select more than one option)

From above table 4.15 it is clear that maximum i.e., 41% respondents are purchase packaged lassi at function time. 28% respondents are purchase packaged lassi pack occasionally. Followed by 21% respondents are purchase packaged lassi pack once in week. And very few i.e., 10% respondents are purchase packaged lassi pack daily.

It is clear from above narration that maximum i.e., 41% respondents are purchase packaged lassi pack at function time.

Table 4.16

Preference regarding problem faced while buying packaged lassi.

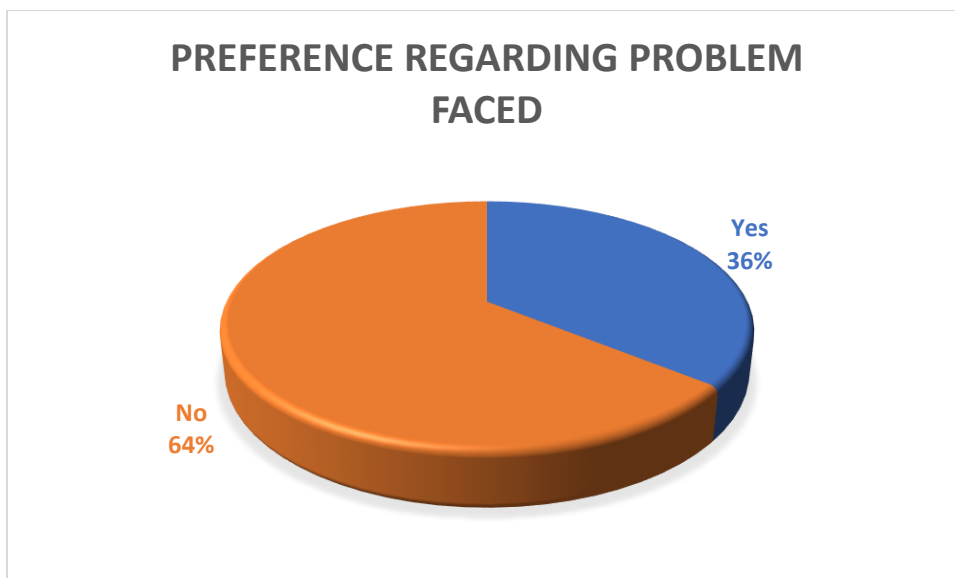
(n=80)

Sr.	Parameter	Frequency	Percentage
1	Yes	29	35.81
2	No	51	64.19
	Total	80	100.00

Source: (field data)

Chart 4.16

Preference regarding problem faced while buying packaged lassi.



Above table 4.16 shows the percentage of respondent's preference regarding problem to buy the packaged lassi. Maximum 64.19% respondents didn't face any problem to buy the packaged lassi. followed by 35.81% respondents face various problem while buying packaged lassi. from above table it is clear that maximum i.e., 64.19% respondent didn't face any problem to buy the packaged lassi.

Table 4.17

Classification of respondent on factors prefer while selecting packaged lassi pack

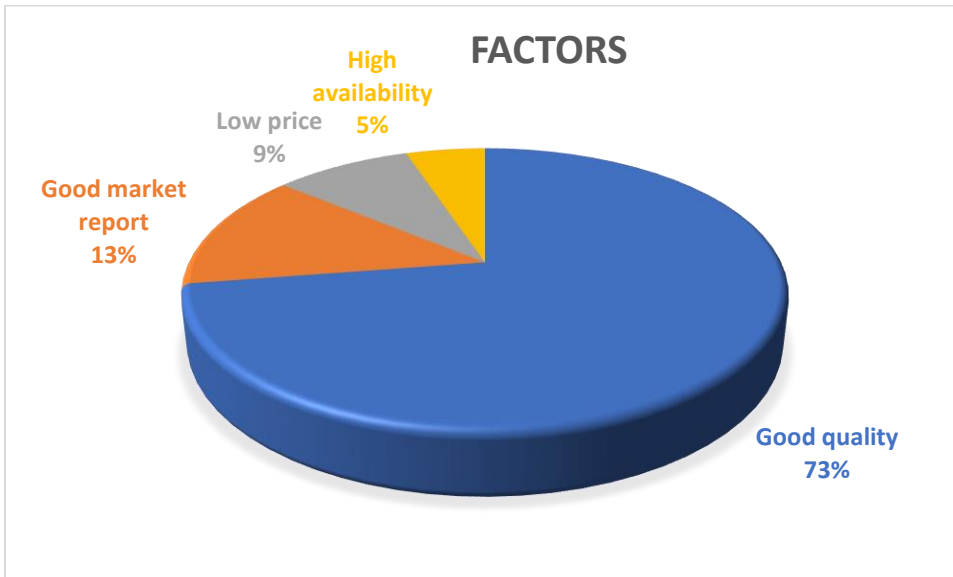
(n=80)

Sr.	Factors	Frequency	Percentage
1	Good quality	58	72.56
2	Good market report	11	13.49
3	Low price	7	8.84
4	High availability	4	5.12
	Total	80	100.00

Source: (field data)

Chart 4.17

Classification of respondents on factors prefer while selecting packaged lassi pack.



Above table 4.17 shows the percentage of respondents on factors prefer while selecting packaged lassi pack. It is started that respondents i.e., 72.56% purchased good quality packaged lassi pack. It is stated that respondents i.e., 13.49% requires good market report of packaged lassi pack. It is stated that respondents i.e., 8.84% requires low price packaged lassi pack. It is stated that respondents i.e., 5.12% requires high availability of packaged lassi pack.

from above table it is clear that maximum i.e., 72.56% respondent's prefer select good quality packaged lassi.

Table 4.18

Classification of respondents on problem faced

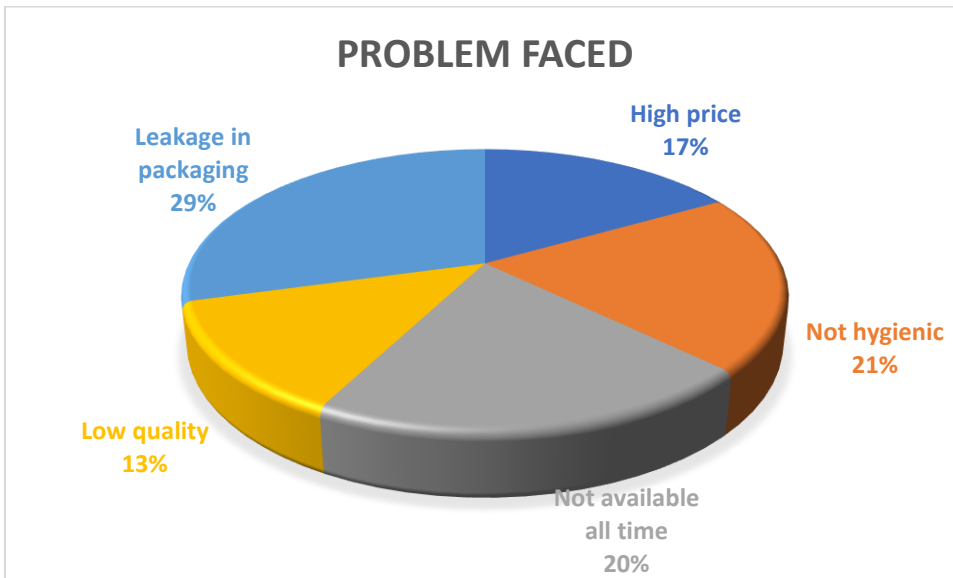
(n=80)

Sr.	General problem	Frequency	Percentage
1	None of the all	14	16.74
2	High price	16	20.47
3	Not available all time	16	20.47
4	Low quality	10	13.02
5	Leakage in packaging	24	29.30
	Total	80	100.00

Source: (field data)

Chart 4.17

Classification of respondent on problem faced



Above table 4.17 shows classification of respondents as per problems faced. Maximum i.e., 29.30% respondents face problem of leakage in packaging of lassi pack, followed by 20.47% respondent face problem of lassi pack that is unhygienic, followed by 20.47% respondents face problem of availability of lassi pack, followed by 16.74% respondents face problem of high price of lassi pack and very few i.e., 13.02% respondents face low quality of lassi pack.

From above table it is clear that maximum i.e., 29.30% respondents face problem of leakage in packaging of lassi pack.

Table 4.18

Reasons for purchasing packaged lassi:

(n=80)

Sr.	Parameter	Minimum	Maximum	Mean	Std. deviation	variance	Rank
1	It is useful for weight gain	1	5	2.33	0.961	0.923	15
2	It is good source of lactic acid and vitamin D.	1	5	3.17	0.954	0.909	14
3	For lowering blood pressure	1	5	3.17	0.985	0.97	12
4	It is good for digestion.	1	5	3.37	0.986	0.973	10
5	It is available all time	1	5	3.79	1.233	1.521	3
6	It is more hygienic	1	5	3.56	0.935	0.874	4
7	It's package is comparatively good	1	5	3.55	0.879	0.772	5
8	As it is relatively cheap in price	1	5	3.36	1.004	1.008	11
9	It is available in affordable size	1	5	3.46	1.008	1.016	8
10	Packaged lassi is a product for which brand can be compromised.	1	5	3.45	1.012	1.024	9
11	Packaged lassi is consumed mainly while staying outside.	1	5	3.81	1.201	1.442	2
12	Packaged lassi is germ free	1	5	3.53	0.99	0.979	7
13	Packaged lassi is safer than unpackaged lassi	1	5	3.89	1.157	1.339	1
14	Packaged lassi is suitable for all occasions.	1	5	3.54	1.022	1.044	6

15	Packaged lassi is suitable to protect us from stomach infection	1	5	3.19	0.934	0.872	13
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Above table 4.18 shows reasons why samples purchase packaged lassi. Respondents give their opinion on five-point liker scale. It is observed that respondents give 1<sup>st</sup> rank to the parameter, “packaged lassi is safer than unpackaged lassi”, with 3.89 mean. It means that respondents are agree with parameter that they consume packaged lassi as it is safer than unpackaged lassi. Followed by respondents gives 2<sup>nd</sup> rank to the parameter, “Packaged drinking is consumed mainly while staying outside” with 3.81 mean. It means that respondents are agree with parameter that they consume packaged lassi mainly when they went away from their home. Followed by respondents gives 3<sup>rd</sup> rank to the parameter, “It is available all time”, with 3.78 mean. It means that respondents are agree with parameter that they consume packaged lassi as it available all time. Respondents gives 14<sup>th</sup> rank to the parameter, “It is good source of lactic acid and vitamin D”, with 3.17 mean. It means that respondents showing neutral opinion with parameter. Respondents give last i.e., 15<sup>th</sup> rank to the parameter, “It is useful for weight gain” with 2.33 mean. It means that are not agree the parameter weight gain is the reason to purchase the packaged lassi.

It is observed from above narration that, respondents give 1<sup>st</sup> rank to the parameter, “packaged lassi is safer than unpackaged lassi”, with mean 3.89. it means that respondents are agree with parameter that they consume packaged lassi as it is safer than unpackaged lassi. Respondents give last i.e., 15<sup>th</sup> rank to the parameter, “it is useful for weight gain” with mean 2.33. it means that are not agree the parameter weight gain is reason to purchase the packaged lassi.



Table 4.19

Drawbacks of using packaged lassi:

(n=80)

Sr.	Parameter	Minimum	Maximum	Mean	Std deviation	Variance	Rank
1	Plastic packing of lassi will change the environment	1	5	2.89	1.062	1.128	4
2	Packaged lassi will always cost more than unpackaged lassi.	1	5	3.87	0.928	0.861	1
3	Packaged lassi doesn't contains fluoride.	1	5	2.66	0.887	0.788	6
4	Packaged lassi leaves a significant carbon footprint.	1	5	3.76	0.890	0.792	2
5	It poses health risks due to the chemicals in plastic.	1	5	2.82	1.009	1.018	5
6	It poses many unfavourable environmental hazards.	1	5	3.00	0.925	0.855	3

Above table 4.19 shows drawbacks of using packaged lassi. Respondents gives their opinion on five-point liker scale. It is observed that respondents give 1<sup>st</sup> rank to the parameter, “packaged lassi will always cost more than unpackaged lassi” with 3.87 mean value it means that respondents are agree with the parameter that packaged lassi is always having more cost than unpackaged lassi. Followed by respondent gives 2<sup>nd</sup> rank to the parameter, “packaged lassi leaves a significant carbon footprint” with mean 3.76 mean value which shows their agreement with the fact that packaged lassi leaves a significant carbon footprint. Respondent gives last i.e., 6<sup>th</sup> rank to the parameter, “packaged lassi doesn't contain fluoride” with 2.66 mean value. It means respondent are having neutral opinion about the parameter.

It is observed that respondents give 1<sup>st</sup> rank to the parameter, “packaged lassi will always cost more than unpackaged lassi” with 3.87 mean value. It means that respondents are agree with the parameter that packaged lassi is always having more cost than unpackaged lassi. Respondent gives last i.e., 6<sup>th</sup> rank to the parameter, “packaged lassi doesn't contain

fluoride” with 2.66 mean value. It means that respondents are having neutral opinion about the parameter.

#### 4.3 Brand penetration of packaged lassi:

1. Brand penetration of BHAKTI lassi (better to calculate the brand penetration for all the brands)

$$\begin{aligned}\text{Brand penetration} &= \text{Number of consumers using that product/ total samples} * 100 \\ &= 11/80 * 100 \\ &= 13.75\%\end{aligned}$$

11 samples prefer purchased BHAKTI lassi pack

80 is the sample size

Above calculation shows that brand penetration of BHAKTI lassi 13.75%

2. Brand penetration of AMUL lassi (better to calculate the brand penetration for all the brands)

$$\begin{aligned}\text{Brand penetration} &= \text{Number of consumers using that product/ total samples} * 100 \\ &= 31/80 * 100 \\ &= 38.75\%\end{aligned}$$

31 samples prefer purchased AMUL lassi pack

80 is the sample size

Above calculation shows that brand penetration of AMUL lassi 38.75%

3. Brand penetration of QUALITY lassi (better to calculate the brand penetration for all the brands)

$$\begin{aligned}\text{Brand penetration} &= \text{Number of consumers using that product/ total samples} * 100 \\ &= 5/80 * 100 \\ &= 6.25\%\end{aligned}$$

5 samples prefer purchased QUALITY lassi pack

80 is the sample size

Above calculation shows that brand penetration of QUALITY lassi 6.25%

4. Brand penetration of GOVIND lassi (better to calculate the brand penetration for all the brands)

$$\begin{aligned}\text{Brand penetration} &= \text{Number of consumers using that product/ total samples} * 100 \\ &= 10/80 * 100 \\ &= 12.5\%\end{aligned}$$

10 samples prefer purchased GOVIND lassi pack

80 is the sample size

Above calculation shows that brand penetration of GOVIND lassi 12.5%

5. Brand penetration of A ONE lassi (better to calculate the brand penetration for all the brands)

$$\begin{aligned}\text{Brand penetration} &= \text{Number of consumers using that product/ total samples} * 100 \\ &= 2/80 * 100 \\ &= 2.5\%\end{aligned}$$

2 samples prefer purchased A ONE lassi pack

80 is the sample size

Above calculation shows that brand penetration of A ONE lassi 2.5%

6. Brand penetration of SWAD lassi (better to calculate the brand penetration for all the brands)

$$\begin{aligned}\text{Brand penetration} &= \text{Number of consumers using that product/ total samples} * 100 \\ &= 4/80 * 100 \\ &= 5\%\end{aligned}$$

4 samples prefer purchased SWAD lassi pack

80 is the sample size

Above calculation shows that brand penetration of SWAD lassi 5%

7. Brand penetration of VITHUMAULI lassi (better to calculate the brand penetration for all the brands)

$$\begin{aligned}\text{Brand penetration} &= \text{Number of consumers using that product/ total samples} * 100 \\ &= 8/80 * 100 \\ &= 10\%\end{aligned}$$

8 samples prefer purchased VITHUMAULI lassi pack

80 is the sample size

Above calculation shows that brand penetration of VITHUMAULI lassi 10%

8. Brand penetration of ANY OTHER lassi (better to calculate the brand penetration for all the brands)

$$\begin{aligned}\text{Brand penetration} &= \text{Number of consumers using that product/ total samples} * 100 \\ &= 9/80 * 100 \\ &= 11.25\%\end{aligned}$$

9 samples prefer purchased ANY OTHER lassi pack

80 is the sample size

Above calculation shows that brand penetration of ANY OTHER lassi 11.25%

#### 4.4 Conclusion:

The entire analysis of data can be concluded that the penetration of different brands has been assessed and it has found that the AMUL lassi has highest penetration rate which is 38.75% and immediately after that BHAKTI lassi penetration rate is 13.75% and the rest of the brands penetration rate was not so much different it's pretty much the same from 2% to 14%.

## **CHAPTER: 5**

FINDINGS, SUGGESTIONS AND CONCLUSION
5.1 Introduction
5.2 Findings
5.3 Suggestions
5.4 Conclusion

## CHAPTER 5

### FINDINGS, SUGGESTIONS AND CONCLUSION

#### Introduction:

Data collected by researcher for the study has been analysed with the help of table. The researcher has drawn certain finding and observation which is based on analysed.

#### 5.1 Findings:

1. Classification of respondents as per gender, maximum respondents i.e., 63.72% are male and 36.28% are female. (Refer table no 4.2.1)
2. By the analysis of the respondents as per the age, maximum respondents i.e., 58.14% are from 21 to 30 age group. (Refer table no. 4.2.2)
3. It is found that 52.56% respondent education is graduation, 25.12% respondents education is post graduate and 17.67% respondents education is HSC and very few respondents education is SSC. (Refer table no. 4.2.3)
4. It is observed that 50.70% respondents are unmarried and 49.30% respondents are married. (Refer table no. 4.2.4)
5. Classification of respondents as per occupation, maximum respondents i.e., 42.33% are in service category. (Refer table no. 4.2.5)
6. Analysis reveals that 94.88% respondents are preference to buy packaged lassi and very few i.e., 5.12% respondents are not preference to buy packaged lassi. (Refer table no.4.2.6)
7. It is found that maximum usage of packaged lassi at function time i.e., 29.12% and very few i.e., 6% respondents use to test lassi. (Refer table no. 4.2.7)
8. Classification of respondents as per consumption of lassi, maximum respondents i.e., 39.67% are consume packaged lassi 250 ml at a one time. (Refer table no. 4.2.8)
9. It is observed that maximum respondents choose or prefer the 250 ml size for packaged lassi and 18.14% respondents prefer the size of 1 litre for packaging and very few i.e., 14.88% respondents prefer size of packaged lassi is 500 ml. (Refer table no. 4.2.9)
10. It is found that 38.70% respondents are aware about packaged lassi pack from the display of pack. 27.46% respondents are aware from packaged lassi pack from the point of sale, also many respondents are aware about packaged lassi from the friends, television, internet, newspapers and magazines and other channels. (Refer table no. 4.2.10)
11. Classification of respondents as per environmentally efficient product, maximum respondents i.e., 89.30% are purchasing the environmentally efficient product. (Refer table no. 4.2.11)
12. Analysis reveals that 67.44% respondents are use to say the price of packaged lassi pack is affordable and 32.56% respondents are use to say the price of packaged lassi pack is not affordable. (Refer table no. 4.2.12)

13. It is observed that maximum i.e., 38.70% respondents preference to packaged lassi pack is to AMUL lassi brand and minimum i.e., 2.49% respondents preference to A ONE lassi brand. (Refer table no. 4.2.13)
14. Classification of respondents as per the place of purchase the packaged lassi, maximum respondents i.e., 46.19 % are purchase lassi from cold drink shop. (Refer table no. 4.2.14)
15. Analysis reveals that frequency to purchase packaged lassi pack at function time is maximum i.e., 41.19% and minimum frequency to purchase packaged lassi in daily basis. (Refer table no. 4.2.15)
16. Classification of respondents as per the preference regarding problem faced, maximum respondents i.e., 64.19 % are preferred the answer NO. (Refer table no. 4.2.16)
17. Classification of respondents as per the factors prefer while selecting the packaged lassi, maximum respondents i.e., 72.56% are prefer the good quality of lassi. (Refer table no. 4.2.17)
18. It is observed that respondents give 1<sup>st</sup> rank to the parameter, “packaged lassi will always cost more than unpackaged lassi” with 3.87 mean value it means that respondents are agree with the parameter that packaged lassi is always having more cost than unpackaged lassi. Respondent gives last i.e., 6<sup>th</sup> rank to the parameter. “Packaged lassi doesn’t contain fluoride” with 2.66 mean value. It means respondent are having neutral opinion about the parameter. (Refer table no.4.2.22)
19. It reveals that Brand penetration of VITHUMAULI lassi is 10%. (Refer 4.3.7)

## 5.2 Suggestions:

From above study of Brand awareness of lassi, there are some suggestions for organization as follows:

1. Offering something for free is a good way to get potential customers to try your product.
2. Work with the social network.
3. Organization should focus on proper packaging of the product.
4. Organization must be focus on improving the test of lassi.

## 5.3 Conclusion:

Researcher did research on the topic, “A study of Brand Awareness of packaged lassi in SATARA” with an intension to find awareness of packaged lassi and to study the Brand penetration of packaged lassi in SATARA. She found that maximum male young consumers consuming more packaged lassi. The consumer prefer to use packaged lassi at the function time, also it is observed that brand penetration of VITHUMAULI packaged lassi is 10% owing to this fact researchers give some suggestion to the organisation, if organisation work on it, it will beneficial to them to increase the market share.

## ANNEXURE

### SCHEDULE

“A study of Brand awareness of packaged lassi in SATARA”

#### Objectives:

1. To understand the dimensions of quality of product lassi.
2. To study the Brand penetration of packaged lassi in SATARA.
3. To evaluate Brand preference of packaged lassi in SATARA

#### Demographic profile:

Name:

Gender – 1. Female                      2. Male

Age –

<b>Below 20</b>	
<b>21 to 30</b>	
<b>31 to 40</b>	
<b>41 to 50</b>	
<b>Above 50</b>	

Qualification – 1. SSC                      2. HSC                      3. Graduate                      4. Post Graduate

Marital status – 1. Married                      2. Unmarried

Occupation – 1. Business    2. Service                      3. Self-employed    4. House wife    5. Student

#### Brand penetration of packaged lassi:

- 1) Do you prefer to buy packaged lassi.
  1. Yes
  2. No
  
- 2) For what purpose do you use packaged lassi?
  1. In travelling
  2. In hotel
  3. Daily purpose
  4. In function
  5. For testing purpose

6. Occasionally
- 3) Which packaged lassi brand do you used till now? (Select as many as you used.)
  1. BHAKTI
  2. AMUL
  3. QUALITY
  4. GOVIND
  5. A ONE
  6. SWAD
  7. VITHUMAULI
  8. ANY OTHER
- 4) From where you prefer to buy packaged lassi pack?
  1. Hotel
  2. Grocery shop
  3. Cold drink shop
  4. Departmental shop
- 5) How frequently you purchase packaged lassi?
  1. Once in week
  2. Function time
  3. Daily
  4. Occasionally
- 6) Did you face any problem while using packaged lassi pack?
  1. Yes
  2. No
- 7) In which size you purchase packaged lassi pack?
  1. 250 ml
  2. 500 ml
  3. 1 lit
  4. 5 lit
- 8) How did you come to know about packaged lassi pack?
  1. Television and radio
  2. Newspaper and magazines
  3. The access of internet
  4. Display
  5. From friends/ relatives
  6. From point of sales
  7. Any other



- 9) Would you pay a bit more for environmentally efficient product?  
 1. Yes  
 2. No

- 10) Do you feel that packaged lassi is available at affordable price.  
 1. Yes  
 2. No

- 11) Which packaged lassi brands do you used still now? (Select as many as you used.)

Sr.	Packaged lassi pack	
1	BHAKTI	
2	AMUL	
3	QUALITY	
4	A ONE	
5	SWAD	
6	VITHUMAULI	
7	ANY OTHER	

- 12) Generally which factors you prefer most while selecting packaged lassi pack?  
 1. Good quality  
 2. Good market report  
 3. Low price  
 4. High availability

- 13) Which type of problem you face?  
 1. None of the all  
 2. High price  
 3. Non available all time  
 4. Low quality  
 5. Leakage in packaging

- 14) Here are some reasons for purchasing packaged lassi, sample should mark their opinion on Five-point Likert scale where (5-strongly agree, 4-agree, 3-neutral, 2-disagree, 1-strongly disagree)

Sr.	Parameter	1	2	3	4	5
1	It is useful for weight gain					
2	It is good source of lactic acid and vitamin D.					
3	For lowering blood pressure					

4	It is good for digestion.					
5	It is available all time					
6	It is more hygienic					
7	It's package is comparatively good					
8	As it is relatively cheap in price					
9	It is available in affordable size					
10	Packaged lassi is a product for which brand can be compromised.					
11	Packaged drinking is consumed mainly while staying outside.					
12	Packaged lassi is germ free					
13	Packaged lassi is safer than unpackaged lassi					
14	Packaged lassi is suitable for all occasions.					
15	Packaged lassi is suitable to protect us from stomach infection					

15) Here are some drawbacks of using packaged lassi, samples should mark their opinion on Five-point Likert scale where (5-strongly agree, 4-agree, 3-neutral, 2-disagree, 1-strongly disagree)

Sr.	Parameter	1	2	3	4	5
1	Plastic packing of lassi will change the environment					

2	Packaged lassi will always cost more than unpackaged lassi.					
3	Packaged lassi doesn't contain fluoride.					
4	Packaged lassi leaves a significant carbon footprint.					
5	It poses health risks due to the chemicals in plastic used in packaging.					
6	It poses many unfavourable environmental hazards.					

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### Books Referred:

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Kotler, P. (2015). Marketing management. Pearson Education India.

### Web-sites Referred:

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[https://www.mbaskool.com/2019\\_images/stories/mar\\_images/brand-penetration.jpg](https://www.mbaskool.com/2019_images/stories/mar_images/brand-penetration.jpg)

## GUIDE STUDENTS MEETING RECORD

Student: Sawant Neha Granpat  
 Guide: Dr. Sarang Bhola.  
 Contact No: 9325123267

Contact No:  
 Contact No:

Topic: A study of Brand Awareness  
 of lass in satara.  
 Organization: vithumauli milk & dairy  
 production, Satara.

Contact Person: Mr. Pranav Nalawade.  
 Designation:  
 Contact No.

Sr.No	Date	Description	Signature of Guide / Experts	Signature of Student
1	10/10/22	Presentation of in plant training project work		
2	15/12/22	Submission of First Draft		
3	17/12/22	Submission of Second Draft		
4	20/12/22	Submission of Third Draft		
5		PPT Presentation of Project Work Before Committee and Students		
6	31/12/22	Submission of Final Draft of Project report		

Sr.No.	Date	Description of Discussion	Signature of Guide	Signature of Student
1	10/8/2022	Company Profile		
2	16/8/2022	Management Problem.		
3	22/8/22	Objectives & Research methodology.		
4	25/8/22	Theoretical Background.		
5	15/9/22	Actual status of operation <sub>time</sub>		
6	20/9/22	Data Analysis		
7	30/9/22	Data Analysis		
8	5/10/22	Data Analysis.		
9	16/10/22	Findings		
10	15/11/22	Findings		
11	30/11/22	Suggestions		
12	5/12/22	Conclusions		

Director  
 2/11/23

JOINING REPORT

Date: 10 Aug, 2022

To,

The Director,

Karmaveer. Bhaurao Patil,  
Institute of Management  
Studies & Research, Satara

Sub: Joining Report

Respected sir,

I shri/ Ms.


..... Sawant. Neha Ganpat ..... have Joined  
..... Vithumauli Milk & Dairy Production. Satara. for the  
Summer in-plant training from 5<sup>th</sup> Aug, 2022 for the project work to be carried out.

I would be carrying out project work under the guidance and supervision of shri/ Ms.


Nalawade. Pranav. Bhagwan ..... (Designation)  
Production Manager

Production ..... area. The title of my project work is A study of  
Brand Awareness of Lassi in Satara.

I shall join the college immediately after completion of my training i.e. on 1<sup>st</sup> August 20 without fail.

  
Sawant Neha Ganpat  
(Name & signature of the Student)



  
Nalawade Pranav Bhagwan  
(Name and Signature of the seal of Organization)

Industry Guide)

## WEEKLY PROGRESS REPORT

Progress Report No: 1

Name of Student	Sawant Neha Ganpat
Title of Study	A Study of Brand Awareness of Lassi in Satara.
Name of Guide	Mr. Pranav Nalawade
Organisation	Vithurnaoli milk & Dairy production Satara
Date of joining Organisation	5 <sup>th</sup> August, 2022
Date of progress Report	12 <sup>th</sup> August, 2022
Period of progress Report	5 <sup>th</sup> August, 2022 to 11 <sup>th</sup> August 2022
Progress:	Introduced with all the staff members & also studied the products information in the organisation.



Signature

Student



Signature

Industry Guide

## WEEKLY PROGRESS REPORT

Progress Report No: 2

Name of Student	Sawant Neha Ganpat
Title of Study	A study of Brand Awareness of Lassi in satara.
Name of Guide	Mr. Pranav Nalawade
Organisation	Vithumauli Milk & Dairy Product, satara
Date of joining Organisation	5th August, 2022
Date of progress Report	19th August, 2022
Period of progress Report	12th August 2022 to 18th August, 2022
Progress:	Identified management problem & finalized topic & objectives



Signature

Student



Signature

Industry Guide



WEEKLY PROGRESS REPORT

Progress Report No: 3

Name of Student	Sawant Neha Ganpat
Title of Study	A study of Brand Awareness of Lassi in satara.
Name of Guide	Mr. Pranav Nalawade
Organisation	Vithumauli Milk & Dairy Production, Satara
Date of joining Organisation	5 <sup>th</sup> August, 2022
Date of progress Report	26 <sup>th</sup> August, 2022
Period of progress Report	19 <sup>th</sup> August, 2022 to 25 <sup>th</sup> August, 2022
Progress:	Set Research Methodology



Signature

Student



Signature

Industry Guide

## WEEKLY PROGRESS REPORT

Progress Report No: 4

Name of Student	Sawant Neha Ganpat
Title of Study	A study of Brand Awareness of Lassi in Satara.
Name of Guide	Mr. Pranav Nalawade.
Organisation	Kithumauli Milk & Dairy Production, Satara.
Date of joining Organisation	5 <sup>th</sup> August, 2022
Date of progress Report	2 <sup>nd</sup> Sep, 2022
Period of progress Report	26 <sup>th</sup> Aug to 1 <sup>st</sup> Sep, 2022
Progress:	Studied theoretical Background



Signature

Student



Signature

Industry Guide

## WEEKLY PROGRESS REPORT

Progress Report No: 5

Name of Student	Sawant Neha Ganpat
Title of Study	A study of Brand Awareness of Lassi in Satara.
Name of Guide	Mr. Pranav Nalawade.
Organisation	Vithumauli Milk & Dairy Production Satara.
Date of joining Organisation	5th Aug, 2022
Date of progress Report	9th Sep, 2022
Period of progress Report	2nd Sep to 8th Sep, 2022
Progress:	Visit the organisation & studied the organisation profile.



Signature

Student



Signature

Industry Guide

WEEKLY PROGRESS REPORT

Progress Report No: 6

Name of Student	Sawant Neha Ganpat.
Title of Study	A study of Brand Awareness of lassi in satara.
Name of Guide	Mr. Pranav Nalawade.
Organisation	Vithumauli Milk & Dairy Production, Satara.
Date of joining Organisation	5 <sup>th</sup> August, 2022
Date of progress Report	16 <sup>th</sup> Sep, 2022
Period of progress Report	9 <sup>th</sup> Sep to 15 <sup>th</sup> Sep, 2022
Progress:	Collected required data from company's standard statements.



Signature

Student



Signature

Industry Guide

## WEEKLY PROGRESS REPORT

Progress Report No: 7

Name of Student	Sawant Neha Ganpat.
Title of Study	A study of Brand Awareness of Lassi in satara.
Name of Guide	Mr. Pranav Nalawade.
Organisation	Vithumauli Milk & Dairy Production, Satara.
Date of joining Organisation	5 <sup>th</sup> August, 2022
Date of progress Report	23 <sup>rd</sup> Sep, 2022
Period of progress Report	16 <sup>th</sup> Sep to 22 <sup>nd</sup> Sep, 2022
Progress:	study the information about brand awareness and brand penetration & their tactics.



Signature

Student



Signature

Industry Guide

## WEEKLY PROGRESS REPORT

Progress Report No: 8

Name of Student	Sawant Neha Ganpat
Title of Study	A study of Brand Awareness of Lassi in Satara.
Name of Guide	Mr. Pranav Nalawade.
Organisation	Vithumawli milk & Dairy Production, Satara.
Date of joining Organisation	5 <sup>th</sup> August, 2022
Date of progress Report	23 <sup>rd</sup> sep, 2022
Period of progress Report	23 <sup>rd</sup> sep, to 29 <sup>th</sup> sep, 2022
Progress:	studied Brand awareness & analyzed data using it.



Signature

Student



Signature

Industry Guide

## WEEKLY PROGRESS REPORT

Progress Report No: 9

Name of Student	Sawant Neha Ganpat.
Title of Study	A study of Brand Awareness of Lassi in Satara.
Name of Guide	Mr. Pranav Malawade.
Organisation	Vithumawi Milk & Dairy Production, Satara.
Date of joining Organisation	5 <sup>th</sup> August, 2022
Date of progress Report	7 <sup>th</sup> Oct, 2022
Period of progress Report	30 <sup>th</sup> Sep to 6 <sup>th</sup> Oct, 2022
Progress:	Findings, suggestions & conclusion.



Signature

Student



Signature

Industry Guide



A  
PROJECT REPORT  
ON

“A STUDY OF CUSTOMER SATISFACTION WITH RESPECT TO  
R.D.FOOD PRODUCTS PVT. LTD ,SATARA”.

SUBMITTED TO

SHIVAJI UNIVERSITY, KOLHAPUR.

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR  
THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION (MBA)

BY

MRS. KAJAL SOURABH NEVASE

(B.SC)

UNDER THE GUIDANCE OF

DR.S. S.BHOLA

(M.COM, MBA, PH.D.)

THROUGH

THE DIRECTOR

KARMAVEER BHAURAO PATIL INSTITUTE OF  
MANAGEMENT STUDIES AND RESEARCH, VARYE, SATARA.

YEAR

2022-2023



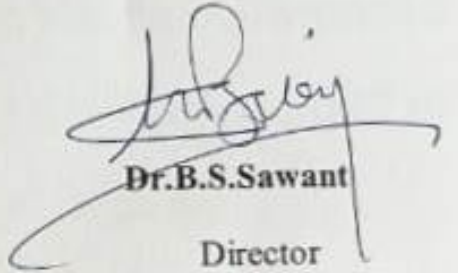
## INSTITUTE RECOMMENDATION

This is to certify that **MRS. KAJAL SOURABH NEVASE** is a bonafide student studying in MBA-II. She has completed project report on “**A STUDY OF CUSTOMER SATISFACTION WITH RESPECT TO R.D.FOOD PRODUCTS PVT. LTD ,SATARA**” under the guidance of Dr.S.S.Bhola satisfactorily and submitted to Shivaji University ,Kolhapur for the partial fulfilments of the requirement of the award of the Degree of Master of Business Administration (MBA)

Place: Satara

Date: 8/1/2023



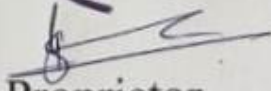
  
**Dr. B.S. Sawant**  
Director



Date : 20/

This is to certify that, **Mrs.Kajal Sourabh Nevase** student of M.B.A College of **Karmaveer Bhaurao Patil Institute of Management Studies & Research, Satara** she has completed her internship training and project from date 05 August 2022 to 25 Sept. 2022 at our Manufacturing Unit RG Kitchen 24.



  
Proprietor

**R. D. FOOD PRODUCT**  
Plot No.27, Velang(K) Rahimatpur Road,  
Koregaon, Dist.Satara

**MFG BY-**

**M/s. R.D FOOD PRODUCT**

Plot No27, Velang (K), Rahimatpur Road Tal Koregoan, Dist SATARA.

Customer Contact No.: 9359943748

## GUIDE CERTIFICATE

This is to certify that Mrs. Kajal Sourabh Nevase has completed the project report on "A STUDY OF CUSTOMER SATISFACTION WITH RESPECT TO R.D.FOOD PRODUCTS PVT. LTD ,SATARA" under my guidance satisfactorily. The project report is of original nature and not copied from other earlier project report and part of it has been submitted to any University for partial fulfilment of conditions for passing any examination. The observations and suggestions are based on data collected during implant training.

Place: Satara

Date: / /



**DR. S. S. BHOLA**

Project Guide

## DECLARATION

To, Director,

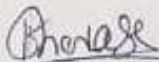
Karmaveer Bhaurao Patil Institute of Management Studies and Research,  
Varye, Satara.

Respected Sir,

It he undersigned this by declare that project report entitled "A STUDY OF CUSTOMER SATISFACTION WITH RESPECT TO R.D.FOOD PRODUCTS PVT. LTD ,SATARA" under the guidance of Dr. S. S. Bhola and submitted to Shivaji University, Kolhapur for the partial fulfillment for the requirement of the award of the degree of Bachelor of Business Administration. This report written and submitted by me under the guidance of Dr. S. S. Bhola is my original work. The empirical findings in this project are based on data collected by me while preparing the project report. I have not copied from any report. I understand that any such copying is liable to be punished in anyway the University Authorities deem it.

Place: Satara

Date: / /

  
Mrs. Nevase Kajal Sourabh

Signature of the Student

## ACKNOWLEDGEMENT

I express my sincere thanks to all of those who supported me directly or indirectly in completion of my project. It is my great pleasure and proud to be able to and complete present this project report on "A STUDY OF CUSTOMER SATISFACTION WITH RESPECT TO R.D.FOOD PRODUCTS PVT.LTD ,SATARA" Within the given span of time. The completion of this project work is an important beginning and milestone in my professional life and the completion of the same was possible only with the inspiring and valuable guidance, co-operation and united support render to me by **DR. S. S. BHOLA** of the institute who guided me on this project. I am thankful to my project guide for his guidance and the valuable suggestion has given throughout the project work. I would like to thank **Dr.B.S.Sawant**, Director of Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara for his valuable support and having faith in me. It would be unfair if I forget my friends and family members those always encourage me to carryon my project with the great zeal that helped me to concentrate on the given work to complete it within the stipulated period.

Place: Satara

Date: / /

**Mrs. Nevase Kajal Sourabh**

Signature of the Student

## INDEX

Chapter No.	Title	Page No.
	<b>INTRODUCTION TO STUDY</b>	<b>1-5</b>
<b>1</b>	1.1 INTRODUCTION	1
	1.2 MANAGEMENT PROBLEM	1
	1.3 STATEMENT OF RESEARCH PROBLEM	2
	1.4 OBJECTIVE OF THE STUDY	2
	1.5 SCOPE OF THE STUDY	3
	1.6 IMPORTANCE OF THE STUDY	3
	1.7 RESEARCH METHODOLOGY	3-4
	1.8 CHAPTERIZATION	4-5
	<b>ORGANIZATIONAL PROFILE</b>	<b>6-17</b>
<b>2</b>	2.1 INTRODUCTION OF COMPANY	6
	2.2 BRIEF HISTORY OF THE ORGANIZATION AND PRESENT POSITION	7-9
	2.3 DEPARTMENT IN ORGANIZATION	9-10
	2.4 PRODUCTS SERVICES OFFERED	11-13
	2.5 MILESTONE ACHIEVED BY THE COMPANY	13-14
	2.6 HUMAN RESOURCE SCENARIO OF ORGANIZATION	14
	2.7 OPERATIONS MANAGEMENT OF THE ORGANIZATION	15
	2.8 MARKETING SCENARIO OF THE ORGANIZATION	16
	2.9 FUTURE PLANS OF ORGANIZATION	16
	2.10 ORGANIZATION STRUCTURE	17
	<b>THEORETICAL BACKGROUND / CONCEPTUAL FRAMEWORK</b>	<b>18-22</b>
<b>3</b>	3.1 INTRODUCTION OF MARKETING	18
	3.2 CHARACTERISTICS	19
	3.3 ADVANTAGES AND DISADVANTAGES	20
	3.4 FUNCTIONS	21
	3.5 IMPORTANCE OF BASIC CONCEPT	21-22

<b>4</b>	<b>DATA ANALYSIS &amp; INTERPRETATION</b>	<b>23-36</b>
	4.1 INTRODUCTION	23
	4.2 DATA ANALYSIS AND INTERPRETATION ON CUSTOMER	24-36
<b>5</b>	<b>FINDINGS AND SUGGESTIONS</b>	<b>37-39</b>
	5.1 INTRODUCTION	37
	5.2 FINDINGS	37-38
	5.3 SUGGESTIONS	38-39
	5.4 CONCLUSION	39
	<b>QUESTIONNAIRE</b>	40-41
	<b>BIBLIOGRAPHY</b>	42

**CHAPTER 1**  
**INTRODUCTION TO THE STUDY**

- 1.1 Introduction
- 1.2 Statement of Management Problem
- 1.3 Statement of Research Problem
- 1.4 Objective of The Study
- 1.5 Scope of The Study
- 1.6 Importance of The Study
- 1.7 Research Methodology
- 1.8 Chapterization



**CHAPTER 1****INTRODUCTION TO THE STUDY****1.1 INTRODUCTION :**

India has traditionally been known for its spice and culinary herb production and it is one of the largest spice producing and consuming countries. Spices are essential ingredients adding taste and flavouring in food preparations. Indian spices are of the finest quality and its excellent cuisine, its unique regions of cooking, and a pleasant dining experience. The use of Ready Mix Masala plays an important role in the modern day-to-day life. Most of the people prefer using Masala Products in order to save their time and energy to cook a variety of food easily. There are many companies involved in manufacturing Masala Products all over the country. As of now, many varieties of Masala Products are available in the market which we use for preparing Vegetarian as well as Non Vegetarian items.

The Masala food items usually give the same taste as like Traditional Cooking. As it is always available in the nearby shop, people can get the Masala Products at their door steps too. Hence, the Masala Products becomes an essential in everybody's life in fast running world. Spices are used in different forms: whole, chopped, ground, roasted, sautéed, fried, and as a topping. They blend food to extract the nutrients and bind them in a palatable form. Some spices are added at the end as a flavoring — those are typically heated in a pan with ghee (Indian clarified butter) or cooking oil before being added to a dish. Lighter spices are added last, and spices with strong flavor should be added first. "curry" refers to any dish in Indian cuisine that contains several spices blended together, whether dry or with a gravy base. However, it also refers to curry leaves, commonly used in South India.

Below is a list of spices and other flavoring substances commonly used in India.<sup>1</sup>Spices can make any simple dish flavorful and aromatic. Many different types of masala (spices) have different flavors and purposes. Apart from adding a delightful flavor to the dish, spices also have several health benefits. Masala like turmeric, garlic, and ginger have antibacterial and immunity-boosting properties. Many Indian households have a 'masala box' in the kitchen filled with all the essential spices required in

everyday cooking. We bring you the top 20 Indian spices list that is a go to for Indian or traditional cuisine! Get to know these types of spices better and cook a feast!

**1.2 Management Problem: -**

Every business is established to make profit. This profit depends upon the various factors including the three basic factors as people, structure and technology. There are some management problems in R.D. food products this are :The organization supply best quality food products to peoples in an around Satara districts company has expand business in this districts, company observed that they are not getting business as per expectation company facing problem from the competitors. Company has facing another problem is they identified the customer satisfaction level of R.D. food products with respect to various parameters in order to make customers loyal and to retain them for business sustainability.

**1.3 Statement Of Research Problem:-**

Packaged masala powder industry has many key players. With such high competition ,it is very important to retain existing customers and target potential customers . Retention of customers is not possible without customer satisfaction .If customers are satisfied , they shall purchase other products of the same brand and also tell about the products to their friends and others. Hence, this study was conducted to identify the customer satisfaction level of R.D. food products with respect to various parameters in order to make customers loyal and to retain them for business sustainability.

**1.4 Objectives Of The Study: -**

1. To study the consumer satisfaction towards products of company.
2. To examine the factors, influences the purchasing patterns of customer .
3. To identify the want of existing consumers towards different products of company

**1.5 Scope Of The Study:-**

The area of study is limited to be segment selected within Satara city. This study is mainly confined to the customer satisfaction only.

**1.5.1 Geographical Scope: -**

The geographical scope is limited to R.D. Foods (spices) Satara. And the company has its factory in city Satara. The factory is located in the area of velang (k) rahimatpur road tal koregaon in Satara city.

**1.5.2 Conceptual Scope: -**

The study of conceptual scope is limited to the subject of the study on “consumer satisfaction towards Indian spices”.

**1.5.3 Analytical Scope: -**

The analytical scope is based on the data which has been taken from the faculty presented there and in simple percentage\ tabulation form to analyze the data.

**1.6 Importance Of The Study:-**

Most of the companies want to know about the customer satisfaction, because normally they had made a huge amount of investment to make the products known to the customers. In order to know the effectiveness of sales and customer satisfaction can be made through the particular survey. If the customers are not satisfied they would switch over to the other products it is very difficult to bring back those customers to make purchase and encourage them to make a word of mouth. Every customer has certain expectations, needs and a strong desire to satisfy them. To satisfy expectations they purchase products. If they are satisfied with the product they shall become the consumer of the firm and also tell about the product to their friends and others.

**1.7 Research Methodology**

The researcher is using both types of data which as primary data which is collected from consumer of R.D. Food masala product in Satara city. The primary data are gathered through well-structured questionnaire.

**Methodology**

The researcher is used data, which has collected in two ways such as primary and secondary data.

**Data Collection And Data Source: -**

Data has been collected from primary and secondary source.

**Primary source: -**

All the primary information has been collected from the survey all around the consumer. The feedbacks and their opinions matter in the primary source to gather the information. All the data includes their personal experience they use products . It also includes the personnel interview and questionnaire.

**Secondary source: -**

The secondary information is taken from the Google, internet brochure and newspapers too. It helped me to get informative.

- Sampling Method : Researcher Select sample using convenient sampling method.
- Sampling Size : Researcher select samples for the study-101.

**1.8. Chapterization:**

The present study is presented with the help of flowing chapters.

**Chapter 1**

Introduction to the Study: This chapter includes introduction, management problem, and research problem, objectives of the study, importance of the study, scope of the study, instrument, research methodology and sampling framework, Data analysis.

**Chapter 2**

Organizational Profile: This chapter includes the profile of the organization, objectives of the organization, vision of the organization, products, manpower scenario, future plan and organizational chart.

**Chapter3**

Conceptual Framework: This data deals with the conceptual framework of the study. It includes Introduction of the marketing and market research, Definition, Importance of marketer search, 4 Ps of marketing, steps of market research.

**Chapter 4**

Data Analysis and Interpretation: The researcher has collected data for the purpose of study. This data has analyzed to fulfill objectives of study and interpretation is made. The analysis and interpretation has covered in this chapter.

**Chapter 5**

Findings and Suggestions: This Chapter is mainly depends upon the fourth chapter. In this Chapter, findings are made on analysis of data and the researcher has provided some suggestions and conclusions are drawn on the basis of observation.

The project is appended with bibliography and questionnaire used for collection of data and references used for study.

## **CHAPTER 2**

### **ORGANIZATION PROFILE**

- 2.1 Introduction To The Organization
- 2.2 Brief History Of The Organization And PresentPosition
- 2.3 Departments In Organization
- 2.4 Products Services Offered
- 2.5 Milestones Achieved By The Company
- 2.6 Human Resource Scenario Of Organization
- 2.7 Operations Management Of The Organization
- 2.8 Marketing Scenario Of The Organization
- 2.9 Future Plans Of Organization
- 2.10 Organization Structure



## CHAPTER 2

### ORGANIZATION PROFILE



#### 2.1 Introduction To The Organization: -

India is known across the world for its variety of spices. For centuries, India has remained the centre of attraction due to its exotic spices and food. We are the proud creators of this authentic taste through a host of our products. Our spice blends have delighted customers across Maharashtra with their amazing quality, extraordinary taste, rich aroma and memorable flavours. R.D. Food spices were started four years ago in city Satara, by Mr Ranjeeth Jedhe as a home activity with the purpose of introducing a few products for daily consumption. Soon, the small initiative took up speed as the customers' mouth publicity scaled up the demand.

Product service and strategy evolve overtime but the essence of RG masale comes from what never changes, our beliefs. They shape the culture and define our character.

The express the expectations we have of each other and ourselves.



**Company Commitments**

We are committed to take the food category to new levels with respect to health. We make everyday food in extraordinary ways. We relentlessly work to give our customer & consumer the best quality products, services, product selection and value.

R.D. Food spices were founded on the principles of morality and authenticity, more so because it is part of the food industry. The purity and quality of our products are vital to us as we believe that customers depend on us to recreate the authentic taste of various traditional dishes. To win over more and more people, we are not only committed to quality and consistency but also provide diversified products like Spices, Spice Blends, Pickles and Chutneys.

**2.2 Brief History Of The Organization And Present Position: -**

India is known across the world for its variety of spices. For centuries, India has remained the centre of attraction due to its exotic spices and food. We are the proud creators of this authentic taste through a host of our products. Our spice blends have

delighted customers across Maharashtra with their amazing quality, extraordinary taste, rich aroma and memorable flavours. R.D. Food spices were started four years ago in city Satara, by Mr. Ranjeeth Jedhe as a home activity with the purpose of introducing a few products for daily consumption. Soon, the small initiative took up speed as the customers' mouth publicity scaled up the demand.

Mr. Ranjeeth Jedhe came in with a dream of reaching every Maharashtrian household with their products. They took it forward as a cottage industry by employing needy women & manufacturing in the house premises before four years ago.

It was founded on the principles of morality and authenticity, more so because it is part of the food industry. The purity and quality of our products are vital to us as we believe that customers depend on us to recreate the authentic taste of various traditional dishes. To win over more and more people, we are not only committed to quality and consistency but also provide diversified products like Spices, Spice Blends, Pickles and Chutneys.

Striving to achieve our goal, we are 100% committed to serving our customers with pure, authentic and quality products, consistently to serve across the state of Maharashtra, through advanced manufacturing and lean management technology.

It is not just about 'spices' because to spice up anything in life requires passion and that is what makes brand the ultimate tastemaker in Maharashtra today.

Product service and strategy evolve overtime but the essence of RG masale comes from what never changes, our beliefs. They shape the culture and define our character.

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### **Company Commitments**

We are committed to take the food category to new levels with respect to health. We make everyday food in extraordinary ways. We relentlessly work to give our customer & consumer the best quality products, services, product selection and value.

**Company Team**

Committed to innovation and quality, our aim to take the RG masala to multi industries as well as a multi brand organization and to take the food category to higher and healthier level.

**Company Values:**

A) **Ambition:** to turn RG Masala into multi industry as well as a multi brand organization and to take the food category to higher, healthier level we believe that the sky is our limit.

B) **Quality:** RG masala has steadfast commitment to quality and believes that it begins with each and every member of a company.

C) **Innovation:** as a key drive of growth in any organization, RG masala invest in creating new products as well as packing concepts. Many ideas have been launched in the past times and quite few are on the pipeline.

**2.3 Departments In Organization: -**

They are as follows:

**A). General Management**

This department develops and executes overall business strategies. It is responsible for the entire organization. General management deals with determining overall business strategies, planning, monitoring execution of the plans, decision making, and guiding the workforce, and maintaining punctuality and disciplinary issues.

**B). Marketing Department**

The workforce in this department is responsible in identifying customer needs and creating home based products to satisfy them. The marketing managers mainly are involved in the following activities –

- **Market Research** – It includes understanding the environment, staying tuned with the economic developments, knowing customer needs, and strengths and weaknesses of peer competitors.
- **Product Decisions** – It is about deciding about addition or removal of a product feature in an offering, deciding about development of new product, manipulating product features.
- **Price Decisions** – It involves decisions about the selling cost of product as well as discount rates.
- **Product Distribution** – It pertains to which intermediary to employ and where to place the promotional material.

**C). Finance Department**

The Finance Department is responsible for acquiring and utilizing money for financing the activities of the spices business. The finance people assess short term and long term capital requirements.

**D). Sales Department**

This department is solely responsible for selling the relevant home based products to the consumers. The sales person in the spices business is the first link between the tourism business itself and the consumer. The staff must have deep knowledge of the product and strong communication skills to convince the consumers. The sales staff identifies and cultivates new customers.

## 2.4 Products Services Offered: -



### Blended Spice Powder:

1. turmeric powder
2. onion garlic powder
3. chili powder
4. coriander powder

### Chutneys:

1. groundnut chutney
2. jawas chutney
3. spe. Mix chutney
4. garlic coconut chutney
5. kadipatta chutney
6. karala chutney

**Masale:**

1. sambar masala
2. kitchen king masala
3. misal masala
4. pav- bhaji masala
5. garam masala
6. paneer masala
7. lemon tea mix
8. egg curry masala
9. mutton masala
10. chicken masala
11. biryani masala

**Products of the Organization:**

**Organization is offering following products to the customers.**

Sr No	Products	Quantity	Price
1.	Turmeric powder	500 gm	120 rs
2.	Onion garlic powder	1 kg	220 rs
3.	Chili powder	1 kg	480 rs
4.	Coriander powder	1 kg	270 rs
5.	Groundnut chutney	500gm	260 rs
6.	Jawas chutney	100 gm	55 rs
7.	Spe. Mix chutney	500 gm	220 rs
8.	Garlic coconut chutney	1 kg	240 rs
9.	Kadipatta chutney	500 gm	229 rs
10.	Karala chutney	1 kg	175 rs
11.	Sambar masala	50 gm	38 rs
12.	Kitchen king masala	50 gm	30 rs
13.	Misal masala	50 gm	42 rs
14.	Pav- bhaji masala	50 gm	40 rs
15.	Garam masala	50 gm	45 rs
16.	Paneer masala	50 gm	44 rs
17.	Lemon tea mix	1 kg	350 rs
18.	Egg curry masala	50 gm	40 rs
19.	Mutton masala	50 gm	43 rs
20.	Chicken masala	50 gm	43 rs

**2.5 Milestones Achieved By The Company: -**

Our journey from more than **4 years** has been fraught with challenges. Every challenge has inspired us to drop inhibitions and embrace change and innovation to surge ahead with renewed optimism that has culminated into path-breaking business endeavors.

Many notable certificates have been achieved by RG KITCHEN

2.4. I would like to mention the main and authorized certificate:

### **FSSAI- FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA**

**FSSAI is Food Safety and Standards Authority of India (FSSAI).** The FSSAI has been established under the Food Safety and Standards Act, 2006, which is a consolidating statute related to food safety and regulation in India. FSSAI is responsible for protecting and promoting public health through the regulation and supervision of food safety.

### **RSETI- RURAL SELF EMPLOYMENT TRAINING INSTITUTES**

**RSETI is Rural Self Employment Training Institutes.** Institutions designed as to ensure necessary skill training and skill up gradation of the rural BPL youth to mitigate the unemployment problem.

### **2.6 Human Resource Scenario Of Organization: -**

According to the human being the spices play an integral role from many years. They are an important part of our daily diet with a rich history. It's hard to imagine a single meal without some spice in it. They have been in use for thousands of years not only for their taste enhancing properties, but also for their health benefits, and food preservation properties.

In short, RG Foods spices are the essence of life – balancing flavours from everyday ingredients and elevating them to a whole new flavour profile while serving our dietary needs and promoting wellness. Derived from plants, spices have a multitude of properties which can positively impact our health. Many spices contain antioxidant, anti-inflammatory, anti-bacterial, and anti-viral properties which have health benefits and benefit the body.

For example, ginger and turmeric have anti-inflammatory properties and are widely used in recipes not only for their taste but for these health benefits. Another example is spices like cumin and cinnamon which play an important role in digestion of human body and can help with body weight management. Adding different spices to our meals can certainly help boost our nutrition.



**2.7 Operations Management Of The Organization: -****Spices and Masala Grinding, Blending and Packing**

Spices are non-leafy parts (e.g. bud, fruit, seed, bark, rhizome, and bulb) of plants used as a flavoring or seasoning, although many can also be used as an herbal medicine. They impart aroma, color and taste to food preparations. The volatile oils from spices give the aroma and the oleoresins impart the taste. India is the largest producer, consumer and exporter of spices and spice products in the world and produces more than 50 spices.

Some operations are being carried out before the export of spices:

- 1. Cleaning:** it is a very initial process for spice making in which the ungrounded spices are clean manually by removing impurities like stone, dust and dirt.
- 2. Drying:** after cleaning and washing process display them in sunlight so that they dry, the quality of the spice powder will depend on the well dried spice, if proper cleaning and washing do not take place it will lead to the growth of bacteria, which will poison food.
- 3. Roasting:** Once spices are dried, they are going through the roasting process, the roasting of the spices is essential because it will help to give the aroma, color and good taste to spice powder.
- 4. Grinding:** Grinding machine is used for pulverizing to convert the spices into powder form.
- 5. Grading:** the grading is the process which is the basis of the inclusion and proportion of the spices mix with their raw material used, also depends on type of the spices flavor, size, shape, density and color.
- 6. Sieving:** make sure that spice powder has uniform mesh size.
- 7. Packaging of the spice:** protect and preserve your spices and seasonings with pouches and packaging bags will give you the flexibility to choose you the best size, style and features for your spices.

**2.8 Marketing Scenario Of The Organization: -**

The brand focuses on establishing its authenticity and ‘traditional’ vibe with all its communication. You may never have seen anything apart from a Television ad, we bet, but the MDH is present on digital platforms and its engaging with its potential audience by leveraging social media tactics and beyond. As the best social media optimization company, we believe that apart from TV promotions, there is more that the brands potential audience can experience on any digital / social media platform.

**Here are some marketing tactics that have helped R G Masale to grow**

Most of the marketing of the company is done through Amazon selling with a tagline “natural spices natural aroma” The company also spends on newspaper ads for the branding. Social Media platforms are also used by the company to reach a lot of people.

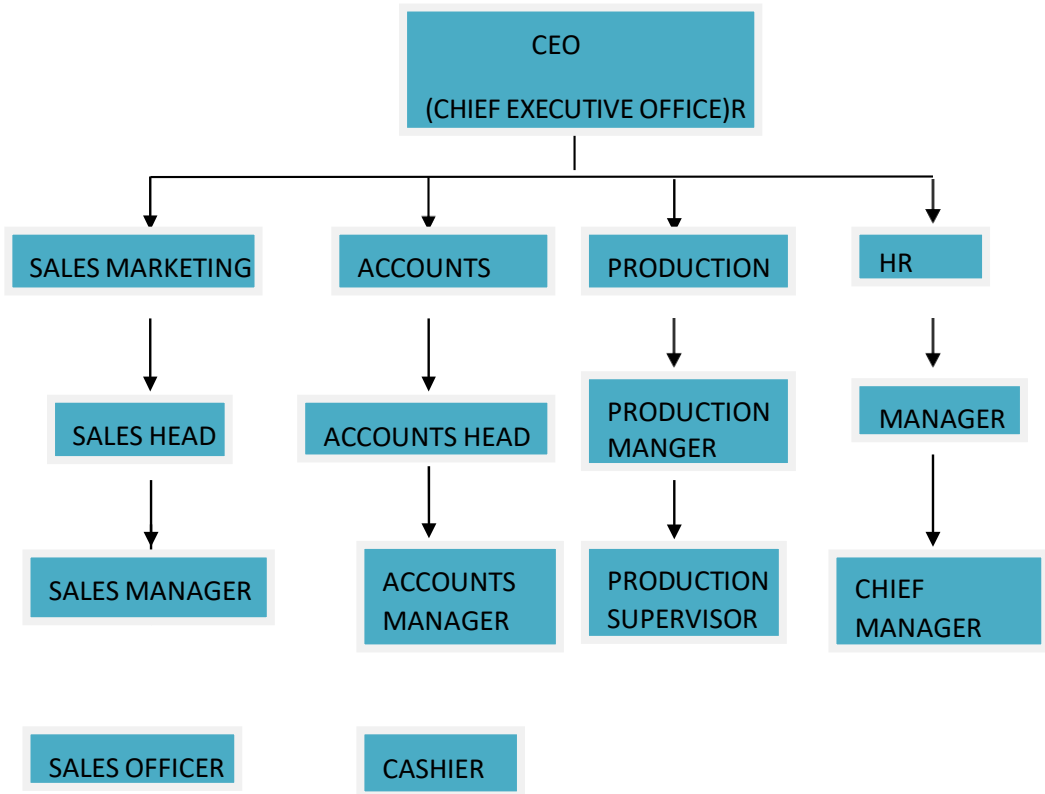
**Marketing and Promotions done by R G Masala**

R G Masale has a gigantic brand recall and has kept up its branding and marketing methodology for an exceptionally prolonged stretch of time. They have tried marketing via print, newspapers and digital mediums. They also have a good offline marketing strategy by advertising in local magazines, food magazines, women centric magazines and hoardings.

**2.9 Future Plans Of Organization: -**

At RG Masale, we believe that natural goodness is the way to go for a healthy, balanced life. And we plan to take this authentic taste of Maharashtrian recipes across India and the world. We aim to export our products all over the globe so that every Maharashtrian staying in any part of the world feels connected to his homeland. On the technological front, we would like to minimize all human interference in any of our production processes, and work towards a high-tech, fully automated and standardized process.

2.10 Organization Structure :



Also we are in the process of launching the official shop of **R G KITCHEN 24 FOOD SPICES**

# **CHAPTER 3**

## **CONCEPTUAL FRAMEWORK**

3.1 Introduction of Marketing

3.2 Characteristics

3.3 Advantages and Disadvantages

3.4 Functions

3.5 Importance of Basic Concept

3.6 Competitive Scenario Concept



## CHAPTER 3

### CONCEPTUAL FRAMEWORK

#### 3.1 Basic concepts - Definitions: - Definitions of customer satisfaction:

##### **The most suitable definition of customer satisfaction is that**

In his book **Marketing Metrics**, **Paul Farris** defines customer satisfaction as 'the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals'. In fact, this definition is endorsed by the Marketing Accountability Standards Board as the standard definition of customer satisfaction. It is a measure of how products and services supplied by a company meet or complete customer expectation.

Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services ratings exceeds specified satisfaction goals." Customers play an important role and are essential in keeping a product or service relevant; it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty.

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and measures that appear in **Marketing Metrics** as part of its ongoing Common Language in Marketing Project. Customer satisfaction is viewed as a key performance indicator within business. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a major differentiator and increasingly has become an important part of business strategy.

### 3.2 Characteristics: -



What makes a customer satisfied or unsatisfied in doing business with you? A recent survey from marketing provides important insights. The “Consumer Satisfaction Research Study,” based on data gathered from customers, asked consumers to identify the characteristics of companies they do business with, including their marketing practices. It also asked whether they were satisfied or unsatisfied.

#### **The characteristics are as follows:**

The company doesn't always try to sell to me but tries to provide value

Its marketing is not interfering

It respects my privacy

It makes me feel like that I have a relationship with them

Its marketing is engaging and interesting for me

It knows what I like and don't

The company doesn't make me feel like they have a relationship with me the company always tries to sell me instead of providing value” and “the company doesn't know what I do and do not like” .So get to know your customers. Not just what they buy, but

when they buy, why they buy, and their preferences. Be respectful of their privacy and don't make them feel as if they are under a watch. Instead, be familiar, engaging, and relevant. Make your audience feel as if you more interested in improving their lives than simply selling a product.

### **3.3 Advantages and Disadvantages: -**

#### **Advantages of Customer Satisfaction Surveys**

- **Feedback:** Gather current customer feedback on various aspects of your company. You can stay on top of customer trends through regularly scheduled online surveys or email surveys, and receive instant customer feedback. It is always useful to acquire insight into how your customers are currently reacting to all aspects of your business.
- **Results:** Make a good survey which can have the same questions, which will allow you to compare data over time and benchmark survey data across previous years to determine if any changes need to be made.
- **Be familiar:** Customers like to be asked for their feedback. It gives the customer the perception that your company values them which is committed to keeping them as a long-term customer and business decisions on their feedback.

#### **Disadvantages of Customer Satisfaction Surveys**

- **Many surveys with maximum questions:** Your customers are irritated with online surveys. Surveys may be simple to complete, however, some people simply don't like to complete them. Sending surveys often can irritate customers and lead to customer get angry. Customers anger can result in low response rates or result in lower satisfaction scores, despite your reputation for providing excellent products or services.
- **Privacy Issues:** In those advance age there are too many junk and spam mails which could cause threat to data. When taking an online survey or a phone survey (or any type of survey), it is hard for the customers to believe that they aren't being tracked. Because of insecurities of releasing private information, customers today are not giving out information that may lead to more junk email and unwanted calls. Make certain to assure customers that the information they provide in response to your customer



satisfaction surveys will not be used. Without this disclaimer, it may be difficult to receive a good response rate.

### **3.4 Functions: -**

- **Product or Service Improvement**

First impressions count. The quality and positioning of your company's products or services are cardinal in the marketplace. Consequently, think seriously about what you're selling, who you're selling it to and what the competition is selling. Customers play a central role in improving corporate activities because they can tell top leadership what's good or bad in operating processes.

You can improve products, services and customer service by sending quality improvement surveys to clients and thoroughly sifting through survey results.

- **Role of Customer in Profitability**

Customers help companies generate profits, the economic fuel needed to run a thriving business. By buying corporate products and services, clients reward a company for its operating prowess, setting businesses with lackluster goods apart from segments with performing products. As a business owner, you can feel the economic pulse in the marketplace by reviewing general price trends and adjusting your company's prices accordingly. Reviewing prices occasionally helps your company stay competitive.

### **3.5 Importance of basic concepts: -**

1. Set up the objectives
2. Determine the target groups
3. Choose the methods of data collection
4. Develop the measurement
5. Analyze and report the data
6. Effective collection, analysis, and application of customer satisfaction information

There is several importance of information about customer satisfaction some include:

1. Customer satisfaction results can help to present the current standing of customer satisfaction. This utilization often goes beyond reporting statistical data such as mean, range, and standard deviation. These descriptive data can assist in identifying specific strengths and weaknesses in satisfaction dimensions, the specific items under each, as well as information about overall scores.
2. Customer satisfaction results can help to identify important customer requirement Identification of the specific customer requirements for achieving satisfaction is useful at a very fundamental level. An organization is able to clearly focus efforts in those areas that are most important to the customer. Distinguishing those requirements most valued by customers allows for pinpointing efforts for service modifications as well as further.
3. Customer satisfaction results can help to monitor customer satisfaction results over time. Quite simply, the same information gathered at different points in time can assist in identification of trends and patterns that develop as an organization evolves and changes. Furthermore, this can be helpful in demonstrating the levels of effectiveness of interventions, services and so forth at particular points in history. Customer satisfaction results can help to provide comparisons to other organizations.
4. Comparisons either within an organization by department or sub-group as well as with outside agencies can provide a wealth of information. This includes not only structural and organizational strengths and weaknesses, but also effectiveness of product/service components and product/service delivery.
5. Customer satisfaction results can help to determine the effectiveness of business practices. Data gathered from customer satisfaction studies can provide valuable and accurate information that can assist in evaluation of product/service components and delivery. Products/services can be altered to become more effective, and business practices can be altered to meet the standards of excellence within a certain business.

# **CHAPTER 4**

## **DATA ANALYSIS AND INTERPRETATION**

4.1 Introduction

4.2 Data Analysis and Interpretation on Customers



**CHAPTER 4****DATA ANALYSIS AND INTERPRETATION****4.1 Introduction: -**

This chapter highlights the data which is collected by survey and discussion with the consumers who are satisfied and regular customer of R.D. Food Products of Indian spices and masalas survey. The data is analyzed and interpreted after collection of data with the help of 101 samples of customers.

**4.2 Data Analysis and Interpretation: -**

The data analysis is information which has been created by the analyzing of the information. The below data analysis is made by the field survey and with proper information. The data collected has been represented in the tabular form and interpreted the information through the charts below in form of pie chart.

Interpretation is the result of analysis, which allows converting the data into statement with suggestion and conclusion which completes the research organization.

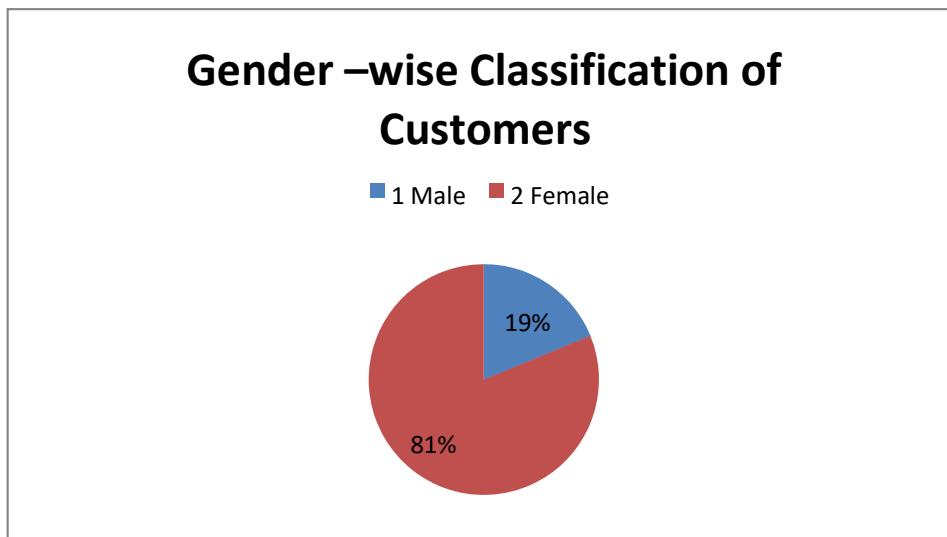
**Table No -4.2.1****Gender –wise Classification of Customers**

Following table show gender wise classification of samples under study.

(n =101)

Sr.	Gender	Number of Responses	Percentage
1	Male	19	18.81
2	Female	82	81.19
	Total	101	100

(Source:Primary data)

**Graph No- 4.2.1****Gender –wise Classification of Customers**

(Source:Primary data)

The above table 4.2.1 and graph 4.2.1 show that out of the 101 respondents, 19 of the respondents are male buyers of the R. D. food products and 82 of the respondents are female buyers of R.D. food products, out of the available data 81% of customer are female and 19% of customers are male. Hence, the majority of the female buyers are neither satisfied nor dissatisfied.

**Table No-4.2.2**

**Awareness about R.D. Food**

Following table show awareness about R.D. Food

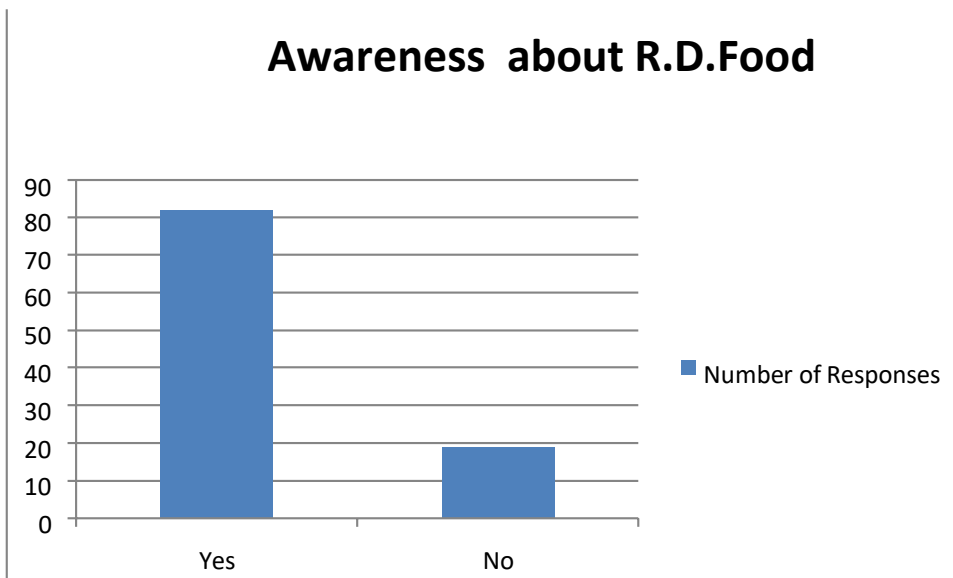
(n=101)

Sr	Opinion	Number of Responses	Percentage
1	Yes	82	81.20%
2	No	19	18.80%
	Total	101	100%

(Source : Primary data)

**Graph No-4.2.2**

**Awareness about R.D. Food**



(Source : Primary data)

Above table 4.2.2 and Graph show that out of available maximum customer i.e. 81.20% customer are aware about R.D. Food and 18.80% customer are not aware about R.D. Food .

**Table No 4.2.3****Satisfaction of customers about R.D. Food products**

Following table show satisfaction of customers about R.D.Food products

(n=101)

Sr	Opinion	Number of Responses	Percentage
1	Highly Satisfied	34	33.70%
2	Satisfied	21	20.80%
3	Neutral	32	31.70%
4	Dissatisfied	11	10.90%
5	Highly Dissatisfied	3	3%
	Total	101	100%

(Source : Primary data)

**Table No 4.2.3**

Basic table followed by satisfaction of customers about R.D. Food products

**Statistics**

B2

Valid	101
N	
Missing	0
Mean	2.29
Median	2.00
Mode	1
Std. Deviation	1.134
Variance	1.287
Range	4
Minimum	1
Maximum	5
Sum	231

(This statistical calculation calculated by using SPSS)

(Source – filed data)

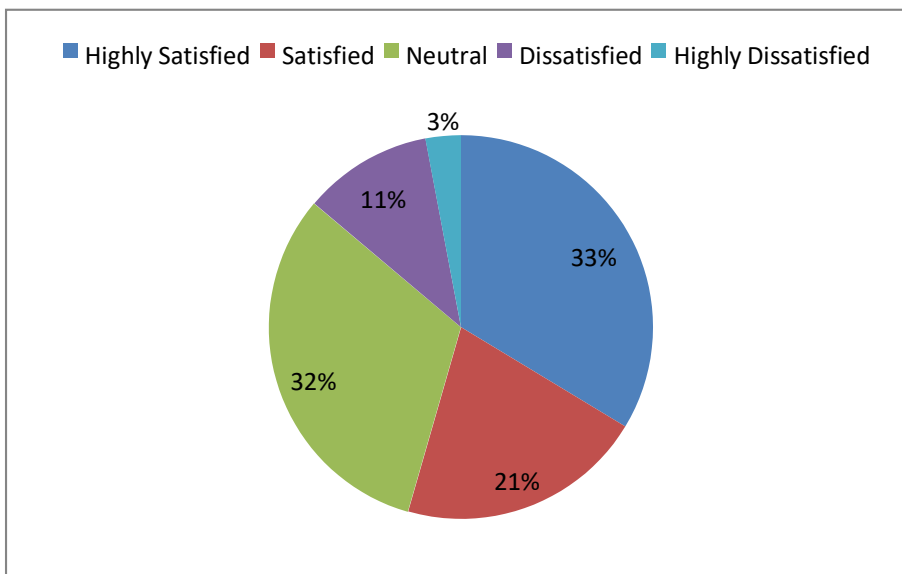


The above table 4.2.3 said frequency data has also been proceed using inferential statistics like measures of central tendency and measures of dispersion as follows.

Mean is 2.29 here set 5 as a standard so mean is above standard that's why results is positive. Median is 2.00 also result is positive. Mode is 1 so respondent are agree about this statement. Standard deviation is less than one so respondent are satisfied about this statement.

### Graph No-4.2.3

#### Satisfaction of customers about R.D. Food products



(Source : Primary data)

The above table 4.2.3 and Graph show 33 % customers are highly satisfied about R.D.Food products,32% customers are neutrally satisfied about R.D.Food products,21% customers are satisfied about R.D. Food products,11% Customers are dissatisfied about R.D.Food products,3% customers are highly dissatisfied about R.D.Food products.

**Table No 4.2.4****Satisfied customer about price of R.D. Food products**

Following table show satisfied customer about price of R.D.Food products

(n=101)

Sr	Opinion	Number Of Responses	Percentage
1	Highly Satisfied	24	23.80%
2	Satisfied	34	33.70%
3	Neutral	24	23.80%
4	Dissatisfied	13	12.90%
5	Highly Dissatisfied	6	5.60%
	Total	101	100%

(Source : Primary Data)

**Table No 4.2.4****Satisfied customer about price of R.D. Food products****Statistics**

B3

Valid	101
N	
Missing	0
Mean	2.44
Median	2.00
Mode	2
Std. Deviation	1.161
Variance	1.348
Range	4
Minimum	1
Maximum	5
Sum	246

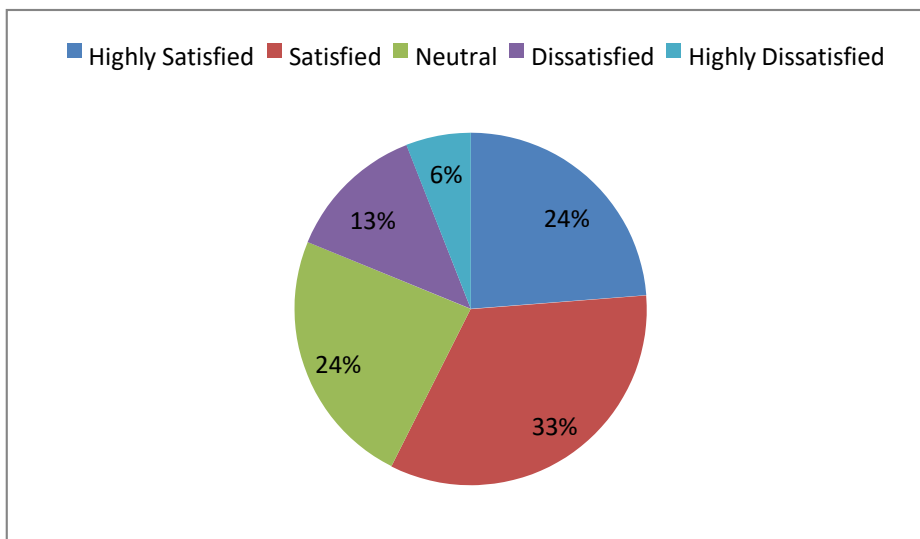
(This statistical calculation calculated by using SPSS)

(Source – filed data)

The above table 4.2.4 said frequency data has also been proceed using inferential statistics like measures of central tendency and measures of dispersion as follows.

Mean is 2.44 here set 5 as a standard so mean is above a staers that's why results is positive .Median is 2.00 also result is positive. Mode is 2 so respondent are agree about this statement. Standard deviation is less than one so respondent are satisfied about this statement.

**Graph No 4.2.4 Satisfied customer about price of R.D. Food products**



(Source :Primary data)

The above table 4.2.4 and Graph show 24 % customers are highly satisfied about price of R.D.Food products,24% customers are neutrally satisfied about price of R.D. Food products,33% customers are satisfied about price of R.D. Food products,13% Customers are dissatisfied about price of R.D.Food products,6% customers are highly dissatisfied about price of R.D.Food products.

**Table No 4.2.5****Satisfaction of customers about products packaging of R.D. Food products**

Following table show Satisfaction of customers about products packaging of R.D. Food products

(n=101)

Sr	Opinion	Number Of Responses	Percentage
1	Highly Satisfied	28	27.70%
2	Satisfied	35	34.70%
3	Neutral	21	20.80%
4	Dissatisfied	6	5.90%
5	Highly Dissatisfied	10	9.90%
	Total	101	100%

(Source : Primary data)

**Table No 4.2.5****Satisfaction of customers about products packaging of R.D. Food products****Statistics**

B4

Valid	100
N	
Missing	1
Mean	2.35
Median	2.00
Mode	2
Std. Deviation	1.234
Variance	1.523
Range	4
Minimum	1
Maximum	5
Sum	235

(This statistical calculation calculated by using SPSS)

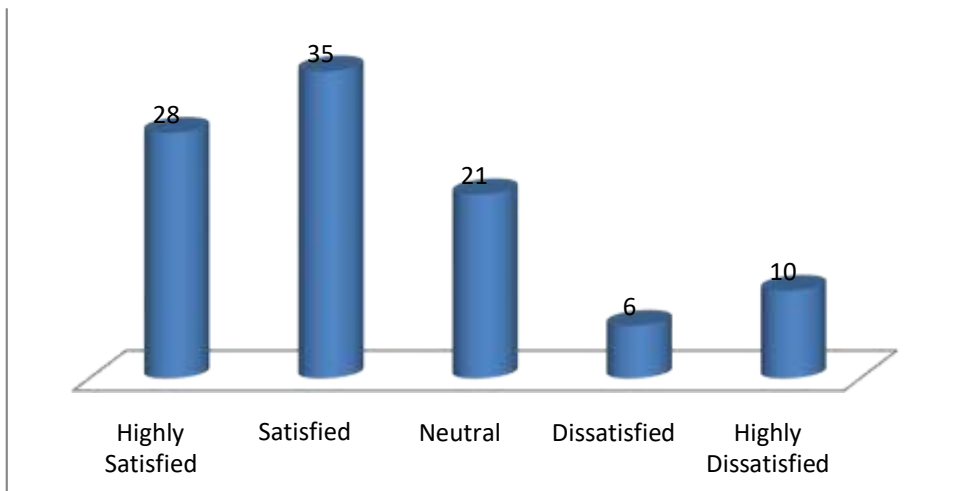
(Source – filed data)

The above table 4.2.5 said frequency data has also been proceed using inferential statistics like measures of central tendency and measures of dispersionas follows.

Mean is 2.35here set 5 as a standard so mean is above a staers that’s why results is positive. Median is 2.00 also result is positive. Mode is 2 so respondent are agree about this statement. Standard deviation is less than one so respondent are satisfied about this statement.

**Graph No 4.2.5**

**Satisfaction of customers about products packaging of R.D. Food products**



The above t able 4.2.5 and Graph show 28 % customers are highly satisfied about product packaging of R.D.Food products,21% customers are neutrally satisfied about product packaging of R.D. Food products,35% customers are satisfied about product packaging of R.D. Food products,6% Customers are dissatisfied about product packaging of R.D.Food products,10% customers are highly dissatisfied about product packaging of R.D.Food products.

Table No - 4.2.6

**Particular reason behind buying spices frequently**

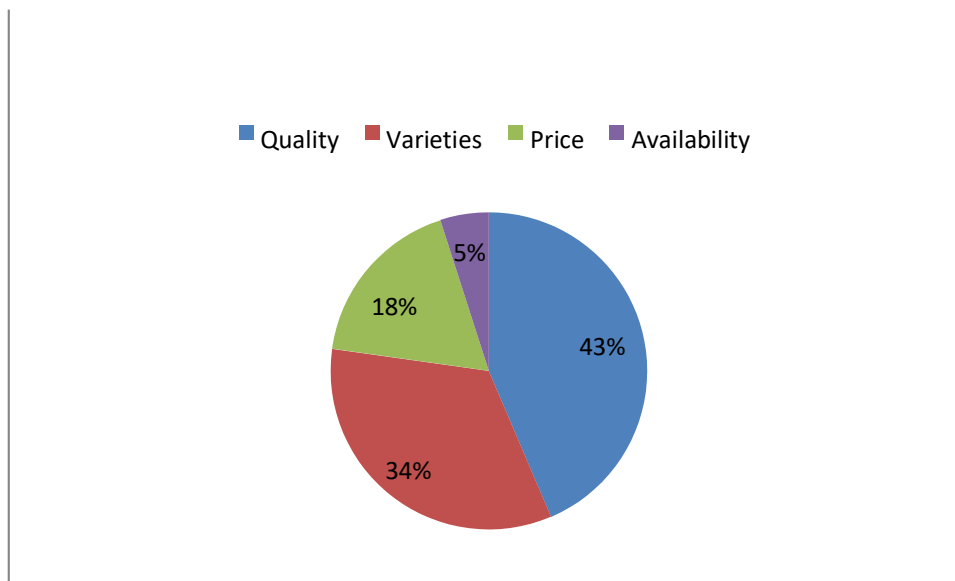
Following table show particular reason behind buying spices frequently

(n=101)

Sr	Purchase Decision	Number of Responses	Percentage
1	Quality	44	43.60%
2	Varieties	34	33.70%
3	Price	18	17.80%
4	Availability	5	5.50%
	Total	101	100%

(Source : Primary data)

Table No - 4.2.6

**Particular reason behind buying spices frequently**

Above table 4.2.6 show particular reason behind buying spices frequently customers.43% customers buy this products for quality,34% customers buy this products for various varieties in spices,18% customers buy this products for affordable price,5% customers buy this products for availability of spices.

**Table No 4.2.7**

**Customers prefer to buy the quantity**

**Following table show customers prefer to buy the quantity**

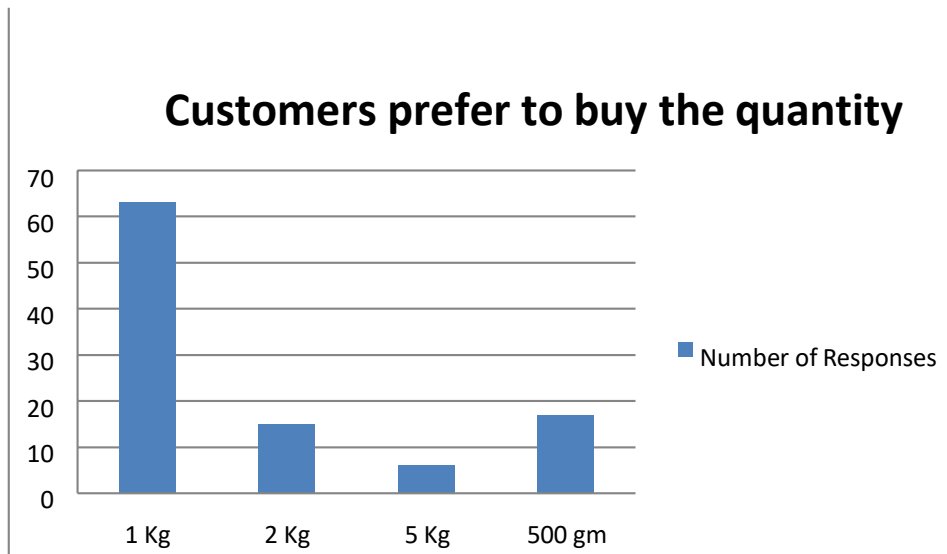
**(n=101)**

Sr	Number of Quantity	Number of Responses	Percentage
1	1 Kg	63	42.40%
2	2 Kg	15	14.90%
3	5 Kg	6	5.90%
4	500 gm	17	16.80%
	Total	101	100%

(Source : Primary data)

**Graph No 4.2.7**

**Customers prefer to buy the quantity**



(Source : Primary data)

Above table 4.2.7 and chart customers buy these spices regularly then how much of quantity prefer to buy. In this table 42.40% customers buy these spices regularly in 1 kg quantity,14.90% customers buy these spices regularly in 2 kg quantity,5.90% customers buy these spices regularly in 5 kg quantity,16.80% customers buy these spices regularly in 500 gm quantity. Hence ,the majority of the respondents are purchase quantity of 1 kg .

Table No -4.2.8

Frequency customers buy from R.D. Foods in last 3 months

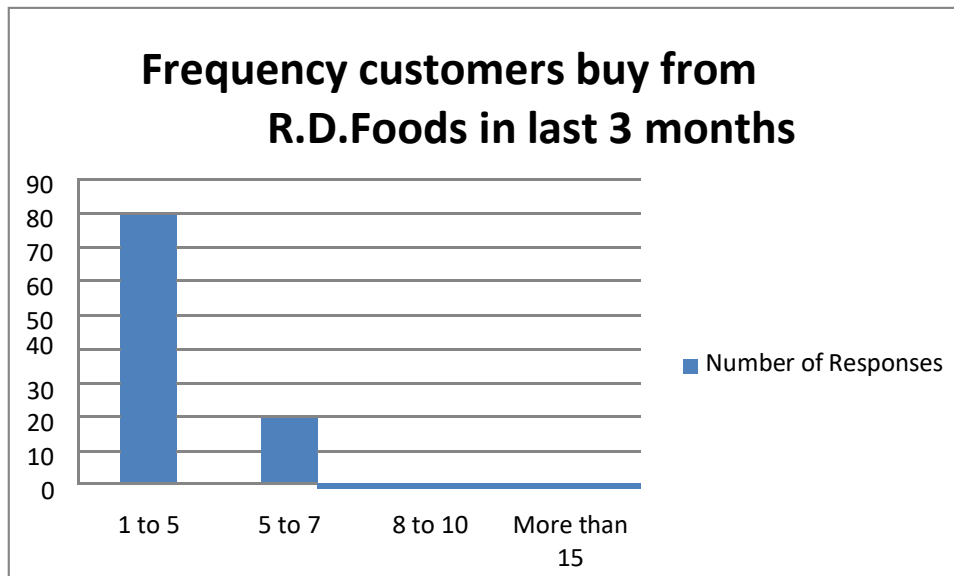
(n=101)

Sr	Perchase Time	Number of Responses	Percentage
1	1 to 5	78	77.20%
2	5 to 7	19	18.80%
3	8 to 10	3	3.00%
4	More than 15	1	1.00%
	Total	101	100%

(Source : Primary data)

Graph No -4.2.8

Frequency customers buy from R.D. Foods in last 3 months



(Source : Primary data)

Above table 4.2.8 and chart show for how many time customers using R.G Foods products in a 3 months,77.20% customers using 1 to 5 times,18.80% customers using 5 to 7 times, 3.00% customers purchase 8 to 10 times and 1.00% customers purchase more than 15 times we can conclude that the company is able to retain its customer.



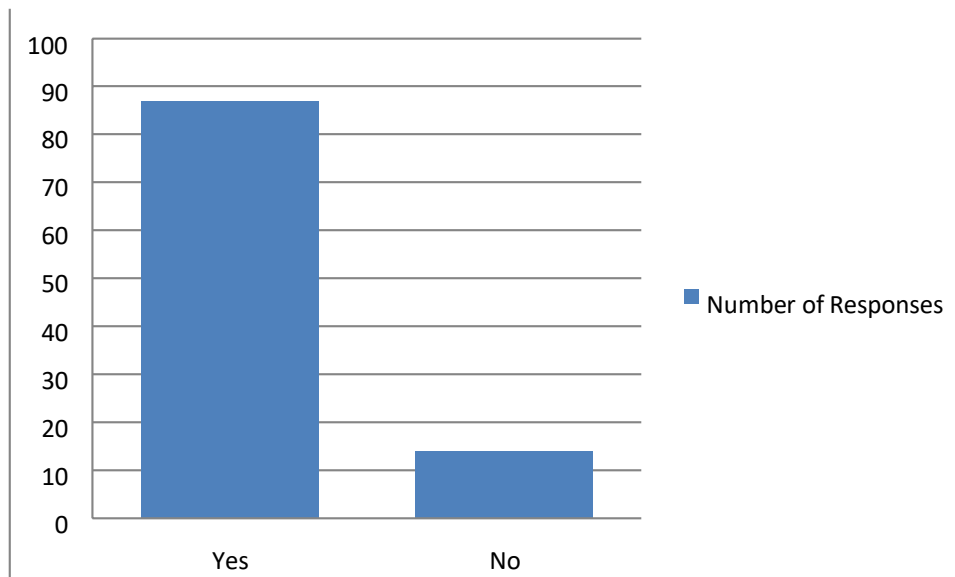
Table No - 4.2.9

**Trust of customers about the quality of R.D. Food Products**

Sr	Opinion	Number of Responses	Percentage
1	Yes	87	86.10%
2	No	14	13.90%
	Total	101	100%

(Source : Primary data)

Graph No - 4.2.9

**Trust of customers about the quality of R.D. Food Products**

Above table 4.2.9 and chart show Customers trust the quality of R.D. Food Products then 86.10% customers opinion are yes and 13.90% customers opinion are no.

Table No - 4.2.10

Customer feedback about the price quality, production ,delivery service of company

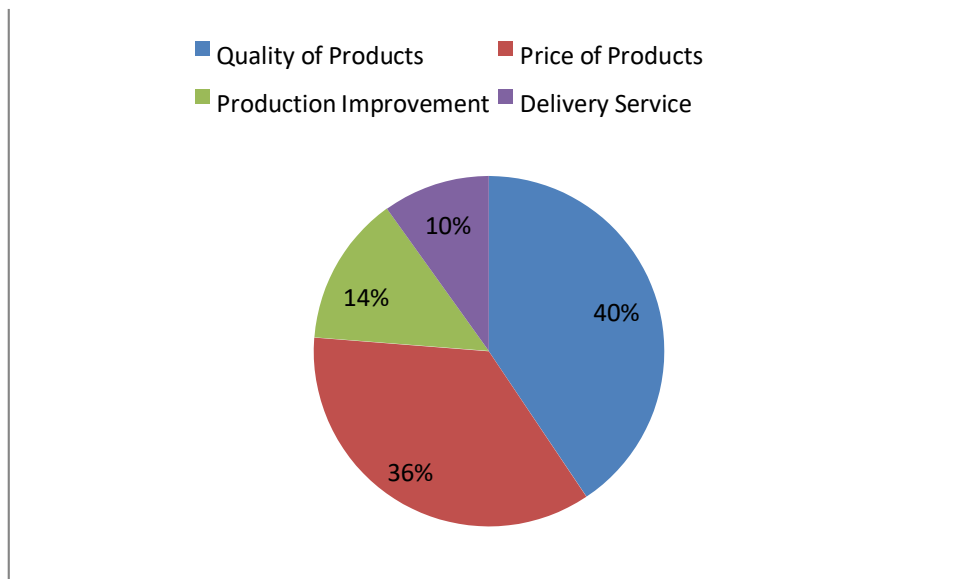
Following table show customer feedback about the price quality, production ,delivery service of company

(n=101)

Sr	Opinion	Number of Responses	Percentage
1	Quality of Products	41	40.60%
2	Price of Products	36	35.60%
3	Production Improvement	14	13.90%
4	Delivery Service	10	9.90%
	Total	101	100%

Graph No - 4.2.10

Customer feedback about the price, quality, production ,delivery service of company



Above table 4.2.10 and chart show customer feedback about the price quality, production ,delivery service of company, 40% customer feedback about quality of product, 36% customer feedback about the price of product, 14% customer feedback about the improvement of production, 10% customer feedback about the delivery service.

**CHAPTER 5**  
**FINDINGS, SUGGESTIONS AND CONCLUSION**

5.1 Introduction

5.2 Findings

5.3 Suggestions

5.4 Conclusion



## **CHAPTER 5 FINDINGS SUGGESTION AND CONCLUSION**

### **5.1 Introduction:-**

This chapter deals with findings suggestions and conclusion which are drawn by researcher on the basis of data analysis and interpretation. A finding of the study consists of data obtained from customers. The suggestion proposed by researcher would be helpful improve the customer satisfaction with there reference of R.D.Food, SATARA. Researcher has collected data required to fulfill objectives of the study through schedule. The data is analysed using various marketing strategies and concept.

#### **Findings:-**

1. Out of the 101 responses available majority 81% of samples are female and 19% of samples are male.(Table No : 4.2.1)
2. Maximum samples i.e. 81.20% samples are aware about R.D. Food and 18.80% sample are not aware about R.D. Food .(Table No :4.2.2)
3. The satisfaction towards products price has been assumed and with has found that 33 % samples are highly satisfied about R.D.Food products,32% samples are neutrally satisfied about R.D. Food products,21% samples are satisfied about R.D. Food products,11% samples are dissatisfied about R.D.Food products,3% samples are highly dissatisfied about R.D.Food products. (Table No : 4.2.3)
4. The satisfaction towards products packaging has been assumed and with has found that 28 % samples are highly satisfied about product packaging of R.D.Food products,21% samples are neutrally satisfied about product packaging of R.D. Food products,35% samples are satisfied about product packaging of R.D. Food products,6% samples are dissatisfied about product packaging of R.D.Food products,10% samples are highly dissatisfied about product packaging of R.D.Food (Table No : 4.2.4)
5. Particular reason behind buying spices frequently customers.43% samples buy this products for quality,34% samples buy this products for various varieties in spices,18% samples buy this products for affordable price,5% samples buy this products for availability of spices. (Table No : 4.2.5)

6. Customers buy these spices regularly then how much of quantity prefer to buy. In this table 42.40% customers buy these spices regularly in 1 kg quantity,14.90% customers buy these spices regularly in 2 kg quantity,5.90% customers buy these spices regularly in 5 kg quantity,16.80% customers buy these spices regularly in 500 gm quantity. (Table No : 4.2.6)

7. For how many time customers buy from R.D. Foods in a 3 months,77.20% customers purchase 1 to 5 times,18.80% customers purchase 5 to 7 times, 3.00% customers purchase 8 to 10 times and 1.00% customers purchase more than 15 times. (Table No : 4.2.7)

8. Customers trust the quality of R.D. Food Products then 86.10% samples opinion are yes and 13.90% samples opinion are no. (Table No : 4.2.8)

9. Above table and chart show customer feedback about the price quality ,production ,delivery service of company, 40% customer feedback about quality of product, 36% customer feedback about the price of product, 14% customer feedback about the improvement of production, 10% customer feedback about the delivery service. (Table No : 4.2.9)

### **Suggestions :**

On the basis of our interpretation and the discussion with customers of R.D. Food, few suggestions are proposed to improve the customer satisfaction. They are-

1. 16% respondent have to be undertaken to improve the packaging of products so as to increase the satisfaction in this regard. Company should focus on text ,colour scheme, design of packing length and width of packing . They should also use eco-friendly packaging.
2. Thirty six percent customers are having the opinion of high price of the R.D. food products. so, Many customers are price sensitive. Company should study appropriate pricing strategy and successfully practical implementation of it and offer a possible discount and advance on the product to attract customers.
3. Promotion is essential for develop good brand identity .Company should build strong brand identity advertisement through different mode would fetch more customers for R.D.Food products. for this I suggest that social media is an effective platform to reach

towards potential customer in easiest way. Take feedback on the product ,make videos on customer feedback and post on the social media.

4. Organization should aware about change in preferences of customers for new products so maintain their uniqueness of products and quality, build trust with your customers. For that I suggest company should ask for feedback, create loyalty program and offer excellent customer service.

**Conclusion :**

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Therefore, it is essential for businesses to effectively manage customer satisfaction.

The study, customer satisfaction towards the R.D.Food in Satara , is an attempt to identify the level of satisfaction of customers regarding various parameters. The study identified that customers have an excellent satisfaction about physical distribution related parameters. The satisfaction level for product related parameters are good. Hence, we can conclude that balancing product quality, improve the product packaging and implement appropriate pricing strategy without affecting the quality would give the brand a competitive advantage as well as a lot of more satisfied customers.

**APPENDIX**

**SCHEDULE**

**Name**

**Age**

**Gender**

**1. Are you aware about R.D. Food?**

- a. Yes
- b. No

**2. Do you satisfied with R.D. Food products?**

- a. Highly Satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Highly Dissatisfied

**3. Are you satisfied with the price of products?**

- a. Highly Satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Highly Dissatisfied

**4. Are you satisfied with company products packaging?**

- a. Highly Satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Highly Dissatisfied

**5. you buy these spices regularly then how much of quantity you prefer to buy?**

- a. 1 kg
- b. 2 kg
- c. 5 kg
- d. 500gm



**6. For how many time you buy from R.D. Foods in a 3 months?**

- a. 1 to 5
- b. 5 to 7
- c. 8 to 10
- d. More than 15

**7.Do you trust the quality of R.D. Food Products?**

- a. Yes
- b. No

**8.What do you think the company should improve on ?**

- a.Quality of products
- b.Price of products
- c.Production improvement
- d.Delivery service

**9.Which type of spices do you prefer most?**

## **BIBLIOGRAPHY**

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New Delhi
- C R KOTHARI research methodology new age publication 2 nd edition

### Website

- [WWW.google.com](http://WWW.google.com)
- WWW. wikipedia.com
- <https://corpbiz.io/learning/spice-business-in-india/>

JOINING REPORT

Date: 4-8-2022

To,  
The Director,  
Karmaveer Bhausaheb Patil  
Institute of management studies and  
Research, Varye, Satara.

Sub: Joining Report

Respected Sir,

I, Sri/Ms.  
Nevase Kajal Saurabh ..... have joined  
R.D. Food Product ..... for the  
summer in-plant training from 4 Aug 2022 for the Project Work to be carried  
out.

I would be carrying out project work under the guidance and supervision of Shri. /Ms.  
Dipali Jedhe ..... (designation)  
production Manager in  
..... area. The title of my project work is

I shall join the college immediately after completion of my training i.e. on 1<sup>st</sup>  
August 20 without fail.

Nevase  
Nevase Kajal Saurabh  
(Name & signature of the Student)  
Industry Guide)

Dipali Rajit Jedhe  
(Name and Signature of the  
For M/s R.D FOOD PRODUCT  
Seal of Smt Dipali  
Proprietor



## GUIDE STUDENTS MEETING RECORD

Student: Nevase Kajal Sourabh Contact No: \_\_\_\_\_  
 Guide: Prof. Dr. S. S. Bhole Contact No: \_\_\_\_\_

Topic: TO Study of customer satisfaction  
 Organization: R. G. Food Products, Sector Contact Person: Mrs. Dipali Jedhe  
 Designation: Manager Contact No. \_\_\_\_\_

Sr.No	Date	Description	Signature of Guide / Experts	Signature of Student
1	10/10/22	Presentation of in plant training project work		<u>Nevase</u>
2	3/11/22	Submission of First Draft		<u>Nevase</u>
3	10/12/22	Submission of Second Draft		<u>Nevase</u>
4	16/12/22	Submission of Third Draft		<u>Nevase</u>
5		PPT Presentation of Project Work Before Committee and Students		
6		Submission of Final Draft of Project report		

Sr.No.	Date	Description of Discussion	Signature of Guide	Signature of Student
1	12/8/22	Discussion of title		<u>Nevase</u>
2	16/8/22	Finalisation of topic		<u>Nevase</u>
3	20/8/22	company profile		<u>Nevase</u>
4	26/8/22	Management problem		<u>Nevase</u>
5	15/9/22	objective and Research		<u>Nevase</u>
6	25/9/22	Theoretical Background		<u>Nevase</u>
7	27/9/22	Discussion on Questionnaire		<u>Nevase</u>
8	1/10/22	Data Analysis		<u>Nevase</u>
9	6/10/22	Findings		<u>Nevase</u>
10	15/11/22	suggestion		<u>Nevase</u>
11	25/11/22	Conclusion		<u>Nevase</u>
12				

Director  
 6/11/2023

# WEEKLY PROGRESS REPORT

Progress Report No. 1

Name of Student	Kajal Sourabh Nenase
Title of the Study	A Study of customer Satisfaction
Name of Guide	Mrs. Dipali Ranjit Jedhe
Organisation	R. D. Food products, satara.
Date of Joining Organisation	4-8-2022
Date of Progress Report	11-8-2022
Period Of Progress Report	4-8-2022 to 10-8-2022
Progress:	Introduction with all the staff members and studied the production process of an organization.

Kajal  
Signature  
Student



D. R. Jedhe  
Signature  
Industry Guide

# WEEKLY PROGRESS REPORT

Progress Report No. 2

Name of Student	Kajal Sourabh Nene
Title of the Study	A study of customer satisfaction
Name of Guide	
Organisation	R. D. Food products, Satara.
Date of Joining Organisation	4-8-2022
Date of Progress Report	19-8-2022
Period Of Progress Report	12-8-2022 to 18/8/2022
Progress:	Identified Management problem finalized topic and objectives for research.

Bhavage  
Signature  
Student



D. R. Jodhe  
Signature  
Industry Guide

# WEEKLY PROGRESS REPORT

Progress Report No. 3

Name of Student	Kajal Sourabh Nevale
Title of the Study	A Study of customer Satisfaction
Name of Guide	Mrs. Dipali Ranjit Jedhe
Organisation	R.D. food products, Satara
Date of Joining Organisation	4-8-2022
Date of Progress Report	26-8-2022
Period Of Progress Report	19-8-2022 to 25-8-2022
Progress:	Setting of research Methodology

Kajal  
Signature  
Student



D.R. Jedhe  
Signature  
Industry Guide

# WEEKLY PROGRESS REPORT

Progress Report No. 4

Name of Student	kajal sourabh Menase
Title of the Study	A study of customer satisfaction.
Name of Guide	Mrs. Dipali Ranjit Jedhe
Organisation	R.D. food products, satara.
Date of Joining Organisation	4-8-2022
Date of Progress Report	2-9-2022
Period Of Progress Report	26-8-2022 to 2-9-2022
Progress:	Studied Theoretical Concept.

(Menase)

Signature  
Student



D.R. Jedhe

Signature  
Industry Guide



# WEEKLY PROGRESS REPORT

Progress Report No. 5

Name of Student	kajal sourabh Nerase
Title of the Study	A study of customer satisfaction
Name of Guide	Mrs. Dipali Ranjit Jedhe
Organisation	R.D. Food Products, Satara
Date of Joining Organisation	4-8-2022
Date of Progress Report	10-9-2022
Period Of Progress Report	3-9-2022 to 10-9-2022
Progress:	Studied problems and design Questionaries.

Bherase

Signature  
Student

D.R. Jedhe

Signature  
Industry Guide



# WEEKLY PROGRESS REPORT

Progress Report No. 6

Name of Student	Kajal Sourabh Newase
Title of the Study	A study of customer satisfaction
Name of Guide	Mrs. Dipali Ranjit Jedhe
Organisation	R.D. Food products, Satara.
Date of Joining Organisation	4-8-2022
Date of Progress Report	27-9-2022
Period Of Progress Report	11-9-2022 to 27-9-2022
Progress:	collected the data with the help of Questionnaires.

Bhelas  
Signature  
Student



D.R. Jedhe  
Signature  
Industry Guide

# WEEKLY PROGRESS REPORT

Progress Report No. 7

Name of Student	Kajal Sourabh Nene
Title of the Study	A study of customer satisfaction
Name of Guide	Mrs. Dipali Ranjit Jedhe
Organisation	R.D. Food Products, Satara.
Date of Joining Organisation	4-8-2022
Date of Progress Report	8-10-2022
Period Of Progress Report	28-9-2022 to 8-10-2022
Progress:	findings, suggestions and conclusion

Bhewase  
Signature  
Student



D.R. Jedhe  
Signature  
Industry Guide



A  
PROJECT REPORT  
ON  
“STUDY ON WORKING CAPITAL WITH REFERENCE TO  
VENNA MILK AND MILK PRODUCTS PVT LTD, SATARA”.

SUBMITTED  
TO,  
SHIVAJI UNIVERSITY, KOLHAPUR  
IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR  
THE DEGREE  
OF  
MASTER OF BUSINESS ADMINISTRATION

SUBMITTED BY  
MISS.DIPTEE DATTATRAY SANKPAL  
[B. Sc (PHYSICS)]

UNDER THE GUIDANCE OF  
Mr . V. D. Patil  
(M.Com, B.Ed, M.B.A, G.D.C &A, SET)

THROUGH  
THE DIRECTOR  
KARMAVEER BHAURAO PATIL INSTITUTE OF  
MANAGEMENT STUDIES AND RESEARCH, VARYE ,SATARA.  
YEAR  
2022-2023

## DIRECTOR RECOMMENDATION

To,

The Controller of examination,

Shivaji University,

Kolhapur.

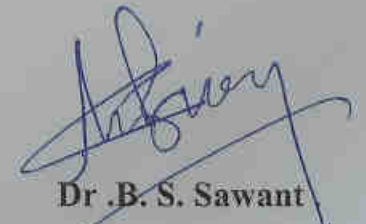
Sub : MBA Project Report for the academic year 2022-2023.

Respected Sir,

I undersigned here by, recommending the project entitled, **“STUDY OF WORKING CAPITAL WITH REFERENCE TO VENNA MILK AND MILK PRODUCTS PVT LTD, SATARA”**. Submitted by Miss. Diptee Dattatray Sankpal under the guidance of Mr.V.D. Patil as a partial fulfilment of the requirement for the award of the degree of **Master of Business Administration (MBA)** of Shivaji University , Kolhapur of the academic year 2022-2023.

Thanking You,



  
Dr .B. S. Sawant  
(Director)

Place: Satara.

Date: 07/01/23

Ref No.

Date : 02 / 11 / 20 22

## CERTIFICATE

This is certify that Miss.Diptee Dattatray Sankpal,a student of "Karmveer Bhaurao Patil Institute Of Management studies and Reaserch Varye ,satara".persuing two years full time masters in business administration (MBA)successfully completed two months of internship from 09/08/2022 to 08/10/2022 at "VENNA MILK & MILK PRODUCTS PVT LTD SATARA".

During the tensure of her internship with us,she was found hardworking punctual and inquisitive .

Her association with us was very fruitful and we wish her all the best in her future endeavors .We wish her every success in life and career.



Authorized Signature

Board of Director

(VENNA MILK & MILK PRODUCTS, PVT  
LTD.SATARA)



## GUIDE CERTIFICATE

This is to certify that, the project report titled "A STUDY OF WORKING CAPITAL WITH REFERENCE TO VENNA MILK AND MILK PRODUCTS PVT.LTD. SATARA". Which is being submitted here with for the award of the degree of **Master of Business Administration (MBA)** of Shivaji university, Kolhapur is the result of the original project work completed by **Miss. Diptee Dattatray Sankpal** under my supervision and guidance and to the base of my knowledge and belief the work embodied in this report has not formed earlier the basis for the award of any degree or similar title or any other university or examining body.



Mr. V. D. Patil

(Project Guide)

Place : Satara.

Date : 7/1/23

## DECLARATION

To,  
The Director,  
Karmaveer Bhaurao Patil Institute Of  
Management studies and Research,  
Varye , Satara.

Respected Sir,

I undersigned here by, declare that the project report entitled " **A STUDY OF WORKING CAPITAL WITH RESPECT TO VENNA MILK AND MILK PRODUCTS SATARA.**" Submitted to Shivaji University ,Kolhapur. for partial fulfilment of the requirement of the award of the Degree of **Master of Business Administration** written and submitted by me under the guidance of **Mr. V. D. Patil.** This is my original work. The empirical findings in report based on the data collected by myself while preparing the project I have not copied from any other.

I understand that any copying is liable to be punishing in a way the university authorities deem fit.



Yours Sincerely;

Miss. Diptee Dattatray Sankpal.

Place : Satara .

Date: 07/01/23



## ACKNOWLEDGEMENT

The gratification and joy that accompanies the successful completion of any task would be incomplete without the humble deep -felt expression of gratitude to the people who made it possible ,because success is bridge between hard work and efforts and above all encouraging guidance and support. I would like to extend my heartiest thanks to **Mr. Prabhakar Sabale . THE "VENNA MILK AND MILK PRODUCTS, SATARA "**.Who gave me an opportunity to work under him.

I also express my sincere thanks to **Dr. B.S.Sawant** Director Of Karmaveer Bhaurao Patil Institute of Management studies and Research Varye , Satara. for their encouragement throughout the project.

I would like to convey my sincere thanks to **Mr.V.D. Patil** for his guidance and in help in giving the project the best shape.

I am also thankful to **My Parents and Friends** for helping me directly or indirectly to complete my project work.



Yours Sincerely;

**Miss. Diptee Dattatray Sankpal.**

**Place : Satara.**

**Date : 07/01/23**

## INDEX

CHAPTER NO	PARTICULARS	PAGE NO
<b>1</b>	<b>INTRODUCTION TO THE STUDY AND METHODOLOGY</b>	<b>1 - 8</b>
	1.1 Introduction of the study	
	1.2 Management Problem	
	1.3 Research Problem	
	1.4 Objectives of the study	
	1.5 Importance of the study	
	1.6 Scope of the study	
	1.7 Limitations Of the study	
	1.8 Research Methodology	
	1.9 Tools and techniques of the analysis	
	1.10 Chapter Scheme	
<b>2</b>	<b>CONCEPTUAL BACKGROUND</b>	<b>9 - 22</b>
	2.1 Introduction of working capital	
	2.2 Concept of working capital	
	2.3 Definition and meaning of working capital	
	2.4 Classification of working capital	
	2.5 Sources of working capital	
	2.6 The operating cycle and working capital needs	
	2.7 Determinants of working capital	
	2.8 Advantages of working capital	
	2.9 Problem faced by inadequate working capital	
	2.10 Financing of working capital	
	2.11 Ratio Analysis	

	<b>COMPANY PROFILE</b>	
	3.1 Introduction	
	3.2 The brief profile of the organization	
	3.3 History of the organization	
	3.4 Future plan of the organization	
	3.6 Human Resource Scenario	
<b>3.</b>	3.7 Financial Scenario	<b>23 - 37</b>
	3.8 Production Profile	
	3.9 Vision	
	3.10 Mission	
	3.11 Quality and Food safety objectives	
	3.12 Distribution System of Venna Milk and Milk Products	
	3.13 Dairy Products & price of products	
	3.14 SWOT Analysis of the organization	
	3.15 Achievement	
	3.16 Organization Flow Chart	
	<b>ANALYSIS AND INTERPRETATION OF DATA</b>	
<b>4</b>	4.1 Introduction	<b>38 - 61</b>
	4.2 Data Analysis And Interpretation	
	<b>FINDINGS, SUGGESTIONS AND CONCLUSION</b>	
	5.1 Introduction	
	5.2 Findings	<b>62 - 65</b>
<b>5</b>	5.3 Suggestions	
	5.4 Conclusion	
	<b>ANNEXURE</b>	<b>66-71</b>
	<b>BIBLIOGRAPHY</b>	<b>72</b>

## LIST OF TABLES

<b>Table No</b>	<b>Table Title</b>	<b>Page No</b>
1.2.1	Inventory, Sales & Cash Comparison	2
1.2.2	Sundry Debtors & Creditors, Sales to Inventory proportion	3
1.2.3	Sundry Creditors to total current liabilities comparison	4
3.2	Brief information of the organization	24
3.6	Human Resource Scenario	26
3.7	Financial Scenario	27
3.8.1	Machinery Details	30
3.8.3	Various Milk Test in company	31
3.12.1	Daily Customer list of organization	34
3.13.1	Price of product	35
3.15	Achievement	36
4.2.1	Working capital position analysis	39
4.2.2	Inventory Analysis	42
4.2.3	Current Assets Analysis	44
4.2.4	Current liabilities analysis	48
4.2.5	Current Ratio	51
4.2.6	Quick Ratio	53
4.2.7	Creditors Payable Ratio	56
4.2.8	Debtors receivables ratio	58
4.2.9	Cash Ratio	60

## LIST OF GRAPHS

<b>Graph No</b>	<b>Graph Title</b>	<b>Page No</b>
4.2.1	Working capital position analysis	41
4.2.2	Inventory Analysis	43
4.2.3	Current Assets Analysis	46
4.2.4	Current liabilities Analysis	50
4.2.5.1	Current Assets and current liabilities comparison	51
4.2.5.2	Current Ratio	52
4.2.6	Quick Ratio	55
4.2.7.1	Creditors and sales comparison	56
4.2.7.2	Creditors Payable Ratio	57
4.2.8.1	Debtors and Sales comparison	58
4.2.8.2	Debtors Receivables Ratio	59
4.2.9.1	Cash & cash equivalents and current liabilities comparison	60
4.2.9.2	Cash Ratio	61
4.2.10.1	Net sales and Total Assets comparison	62

## LIST OF PIE CHARTS

<b>Pie Chart No</b>	<b>Pie Chart Title</b>	<b>Page No</b>
3.6 .1	Human Resource Scenario	26
4.2.a	Net Working Capital	40
4.2.b	Inventory increase/ decrease Analysis	42
4.2.	Current Assets Analysis 2019	45
4.2.d	Current Assets Analysis 2020	45
4.2.e	Current Assets Analysis 2021	46
4.2.f	Current Liabilities analysis 2019	48
4.2.g	Current Liabilities analysis 2020	49
4.2.h	Current Liabilities analysis	49
4.2.i	Quick Ratio Elements 2019	53
4.2.j	Quick Ratio Elements 2020	54
4.2.k	Quick Ratio Elements 2021	54

## **CHAPTER – 1**

### **INTRODUCTION TO THE STUDY & METHODOLOGY**

1.1 Introduction

1.2 Management Problem

1.3 Statement of Research Problem

1.4 Objectives of the Study

1.5 Importance of the Study

1.6 Scope of the Study

1.7 Limitations of the Study

1.8 Research Methodology

1.9 Tools and Techniques of the Analysis

1.10 Chapter Scheme

## CHAPTER NO – I

### INTRODUCTION AND RESEARCH METHODOLOGY

#### 1.1 Introduction :-

Indian economic is agriculture and in india 65% to 75 % people live in rural area most people are depend on agricultural and agricultural business. India now has indisputably the world's biggest dairy industry in terms of milk production. Mainly dairy farming is included in agricultural supplementary business quantity of people involved in dairy farming is more. Varghese Kurian has a valuable contribution whose succeed dairy farming on co-operative level in India. Milk is an excellent source of vitamins and minerals particularly calcium. It has an important role in bone health. Due to this reasons demand for Milk and Milk Products is increases day by day.

Management of working capital is one of the most significant area in the day to day management of the company. It is that function area of the finance which covered all the current account of the company. It deal with management of the level of individual current assets and total working capital finance management mean procurement of funds is required to finance working capital as well as fixed assets this capital deal with different issue related financing and management of comparative study of and working capital.

This project report titled “ A study of working capital with reference to Venna Milk and Milk products , Pvt. Ltd. Satara”.

Milk plays most vital role in Milk Products ,availability of the Raw Milk is a difficult task nowday. Venna milk and milk products specializes in the “high quality low price” products. Venna is the well known brand in satara city and they are popular for their milk products and quality of products is too good. Their products made with milk are Basundi, Dahi, Shrikhand, Amrakhand, Pedha, Ghee, Khoa, Paneer, Chakka, Fruit khand, Lassi, etc.

Working capital is a measure of companys efficiency and short term financial health. working capital involves inventories, account receivables and payable, cash. Working capital is used in venna milk and milk products for the following purpose :



work in progress, finished goods, inventories, sundry debtors, sundry creditors and day to day cash requirements.

## 1.2 Management Problem :-

Venna Milk and Milk Products Pvt. Ltd, Satara was established and carrying out their business successfully from last 21 years. But from last year they can facing problem of increasing inventory as compare to sales.

### 1.2.1 Inventory , Sales and Cash Comparison :-

Following table shows that Inventory, Sales and Cash comparison:-

**Table No :- 1.2.1**

**(Rs.in lakhs)**

Year	Inventories (Amt.in lakhs)	Increase/ Decrease (%)	Sales (Amt .in Rs)	Increase/ Decrease (%)	Cash (Amt.in lakhs)	Increase/ Decrease (%)
2018- 19	2202184		124266066		2246271	
2019- 20	4162822	(+)89	143123007	(+)15.17	3507958	(+)56.16
2020- 21	1932207	(-)53	89463116	(-)37.49	2125939	(-)39.39

(Source: Annual Report of the company)

From the above table 1.2.1, it shows that companies inventories was increasing with a more proportionate with increase in sales. At the end of FY2018-FY2019 , the inventory was Rs.2202184 which is increased by 89% in comparison with last year figure. Simultaneously, the company's sales was Rs. 143123007 which is increased by 15.17% in comparison with last year figure. At the end of FY2019-2020, inventory was decreased by 89% in comparison with last year figure , also sales decreased by 37.49% in comparison

inventory as compare to sales increases more proportionately than sales figure. Sales is increasing less proportionately than the inventory. As per that, sales is not increasing as per inventory and their most of the money is locked up into inventories so that's why company is facing shortage of funds. Cash was not recovered. Ultimately , it affects cash conversion cycle and disturb the working capital management. And table also depicts, three years Cash of company in FY2019 it is Rs.2246271, in FY2020 it is Rs.3507958 and in FY2021 it is Rs.2125939. It shows decreased trend.

### 1.2.2 Sundry Debtors, Creditors and Sales to inventory proportion Comparison:-

Following table shows that the three year sundry debtors, creditors and sales to Inventory proportion Comparison.

**Table No:- 1.2.2.**

**(Rs.in Lakhs)**

Year	Sundry Debtors(Amt.in lakhs)	Increase/ Decrease (%)	Sundry creditors(amt. in lakhs)	Increase /decrease(%)	Sales ÷ Inventory(%)
2018-19	7444479		4200030		56.42
2019-20	7364775	(-)10.7	5027332	(+)19.6	34.3
2020-21	9371933	(+)27	3843662	(-)23.54	46.30

(Source : Annual Report of the company)

Above table no 1.2.2 depicts that , sundry debtors , sundry creditors and sales to inventory proportion sundry debtors in year 2018-19, 2019-20 and 2020-21 are Rs.7444479, Rs.7364775 and Rs.9371933 respectively. In FY2019-20 sundry debtors decreases by proportion -10.7% and in year 2020-21 it is increased by 27% .it is not good sign for company. Sundry creditors in year 2019-20 increased by 19.6 % and in FY2020-21 it was decreased by -23.54%. Sales to inventory ratio in FY2019, FY2020 and FY2021 are 56.42, 34.3 and 46.30 respectively.

**1.2.3 Sundry Creditors and Current Liabilities comparison :-**

Following table shows that sundry creditors and current liabilities comparison .

**Table No :- 1.2.3.****(Rs.in Lakhs)**

Year	31.03.2019	31.03.2020	31.03.2021
Sundry Creditors ( Rs.in Lakhs)	4200030	5027332	3843662
Total current liabilities ( Rs.in Lakhs)	11030168	12382757	19681591
<b>Proportion (%)</b>	<b>38.07766119</b>	<b>40.59945616</b>	<b>19.52922403</b>

(Source :- Companies Balance Sheet)

In the above table 1.2.3 shows that sundry creditors and total current liabilities proportion of the organization. The sundry creditors of the company for FY2019, FY2020, and FY2021 are Rs.4200030, Rs.5027332 and Rs.3843662 respectively. In FY2019, FY2020 and FY2021 total current liabilities of the organization are Rs.11030168, Rs.12382757 and Rs.19681591 respectively. The table shows reduced proportion. The sundry creditors to Total current liabilities proportion of the company is 38.077%, 40.59% and 19.52% in FY2019, FY2020 and FY2021 respectively. It shows that, in FY2019 which is base year proportion increased by +2.52% and in year 2021 it was decreased by -18.55% from base year. It shows that from base year to current year creditors are decreased and therefore it shows that the purchases of the company are decreased because of the sales of the company decreased. Decrease in amount of creditors result in decrease in cash. It indicates negative cash flow. This means that cash has actually been paid to vendors or suppliers and therefore company has less cash. Also liability side, short term provisions are increased as compared to base year, and same year creditors proportion decreased, hence it is clearly defined that, organization faces shortage of funds. therefore company cannot actively perform their day to day activities . company faces the problem of shortage of funds.

### **1.3 Statement of the Research Problem:-**

Considering above management problem the researcher has taken the statement of research problem is as “ A study of working capital with reference to VENNA MILK AND MILK PRODUCTS PVT, LTD. SATARA”.

### **1.4 Objective of the Study :-**

1. To understand the concept and factors affecting working capital.
2. To study working capital position in Venna Milk and Milk Products PVT. Ltd Satara
3. To analyse the liquidity position through various working capital related ratios.
4. To suggest ways for better working capital management and control of working capital at the concern.

### **1.5 Importance of the Study :-**

The study is important for researcher, to get practical knowledge of working capital management and the study is important for the organization to know liquidity position through various working capital related ratio. The study is important to the organization to know how much amount of working capital is kept them. With the help of these they can run their business operations smoothly. Working capital management is a extremely important in understanding the cash conversion cycle of organization. It allows determining a organization current position with regards to its shorts term commercial strengths and weaknesses. It also gives an understanding of the key drivers of an organization through multiple factors. It holds a lot of information that can be used for multiple purposes. The financial analysis program provides vital methodologies of financial analysis. This study will help organization to find out way to improve the working capital position of company.

## **1.6 Scope of the Study :-**

### **1) Topical scope :-**

The topical scope of these study is “ A study of financial statement with special reference to Venna Milk and Milk Products Pvt Ltd Satara”.

### **2) Geographical Scope :-**

Geographical scope of the study is related to “Venna Milk and Milk Products pvt. Ltd.satara, 467/7/b Sadar Bazar Shrinath Apartment Uttekar Nagar Satara, Maharashtra , 415001 India.

### **3) Conceptual Scope :-**

The conceptual scope of the study is covers of working capital management and related theoretical aspects of the study like introduction , concept, Definition , objectives. Types of working capital, factors affecting working capital , determinants, advantages, inadequacy of working capital , financing of working capital, ratio analysis etc.

### **4) Analytical Scope :-**

Data is collected with the help of internal documents of company and analyse, interpreted to arrive at some conclusion. The analytical scope is restricted to percentage and average for this purpose ratio tool is used.

### **5) Periodical scope:-**

It is based on secondary data.

Financial statement- Last three years financial statement . 2018-19, 2019-20, 2020-21.

## **1.7 Limitations of the study :-**

1. The study was restricted to Venna Milk and Milk Products Private Limited Satara only.
2. The analysis is depend upon Annual Reports of the industry only.

## **1.8 Research Methodology :-**

Methodology is the process of collecting the information and help to find out the solution to project select by researcher, whereas research helps to study and finds out techniques with proper process. In order to collect the required information for the project.

### **1.8.1 Research Type :-**

Type of Research is descriptive inferential in nature.

### **1.8.2 Data required for study:**

The secondary data is required for the study.

The needed information for this research, working capital data of 2018-19, 2019-20, and 2020-21 years required, profit & loss account, balance sheet of Venna Milk And Milk Products Pvt.Ltd, satara. current assets, current liabilities, inventory, and sales etc.

### **1.8.3 Data sources:**

#### **1. Secondary data sources :-**

The secondary data are collected from information which is used by other. It is not direct information. This information already collected and analysis by other and that information used by others. This secondary data are collected from following :

#### **I.Companies Annual Report -**

Secondary data has collected from annual reports of the company from that, current assets , current liabilities, sundry debtors /sundry creditors, etc this items are taken.

#### **II. Internet website –**

With the help of internet Organisation profile, and some information related to working capital management is taken by researcher.

## **1.9 Tools and technique of the Analysis :-**

For the study statistical techniques are used such as tables, graphs, etc. are used for the study. Data were analysed by using financial tools as follows :

1. Ratio Analysis.

## **1.10 Chapter Scheme :-**

This study is presented with the help of five chapters as follows:

### **Chapter- 1 : Introduction and research methodology**

Introduction of the study, statement of the study, objective of the study, scope of the study, Research methodology, significance of the study, limitation, reference period of the study.

### **Chapter- 2 : Theoretical background**

This chapter deals with basic concepts and definition of working capital management, Meaning and types, Methods, factors affecting working capital, determinants, Objective, its need, importance of working capital management, goals, etc.

### **Chapter - 3 : Company profile**

This chapter is related to Introduction, established history of company, purpose, future plan, organization flowchart, Board of directors, Production profile, Financial scenario, Human Resource Scenario, Vision, Mission, Department of organization, Achievement, etc. of Venna Milk and Milk Products Pvt Ltd Satara.

### **Chapter- 4 : Data Analysis and Interpretation**

In this chapter data collected by the researcher is analyzed and interpreted with the help of ratio analysis.

### **Chapter- 5 : Findings, Suggestions and conclusion**

This chapter represents the findings based on the analysis and the researcher has provided some suggestions and conclusions after observation. Besides the above five chapters the project is appended with relevant annexure and bibliography.

**CHAPTER -II**  
**CONCEPTUAL BACKGROUND**

- 2.1 Introduction of Working Capital.
- 2.2 Concept of Working Capital.
- 2.3 Definition and Meaning of Working Capital.
- 2.4 Classification of Working Capital.
- 2.5 Sources of Working Capital.
- 2.6 The Operating cycle and the Working Capital Need
- 2.7 Determinants of Working Capital.
- 2.8 Advantages of Working Capital.
- 2.9 Problem faced by inadequate Working Capital
- 2.10 Financing of Working Capital.
- 2.11 Ratio Analysis.



## **CHAPTER : II**

### **CONCEPTUAL BACKGROUND**

#### **2.1 Introduction of working capital:-**

Management of working capital is one of the most significant areas in day-to-day management of the firm. It is that functional area of finance which covers all the current accounts of the firm. It deal with management of the level of individual current assets and total working capital. Financial management means procurement of funds and its judicious use. Procurement of fund is required to finance working capital as well as fixed assets. This capital deals with different issues relating to financing and management of working capital.

#### **2.2 Concept of working capital :-**

There are two types of working capital Gross and Net.

The term gross working capital also referred to as a working capital, means the total current assets.

The term net working capital can be defined in two way.

- 1.The most common definition of net working capital is the difference between current assets and current liabilities.
- 2.Alternate definition of net working capital is that portion of current assets which is financed with long term fund.

The task of financial manager in managing working capital efficiency is to ensure sufficient liquidity in the portion of the enterprise. The liquidity of a business firm is measured by its ability to satisfy short term obligation as they became due. The three basics measure of a firms overall liquidity are

- 1.The acid test ratio
- 2.The net working capital
- 3.The current ratio

In brief ,they are useful in inter firm comparison of liquidity. Net working capital as a measure of liquidity, is not very useful for internal control. The net working capital helps in comparing the same firm over time.

### **2.3 Definition and Meaning of working apital :-**

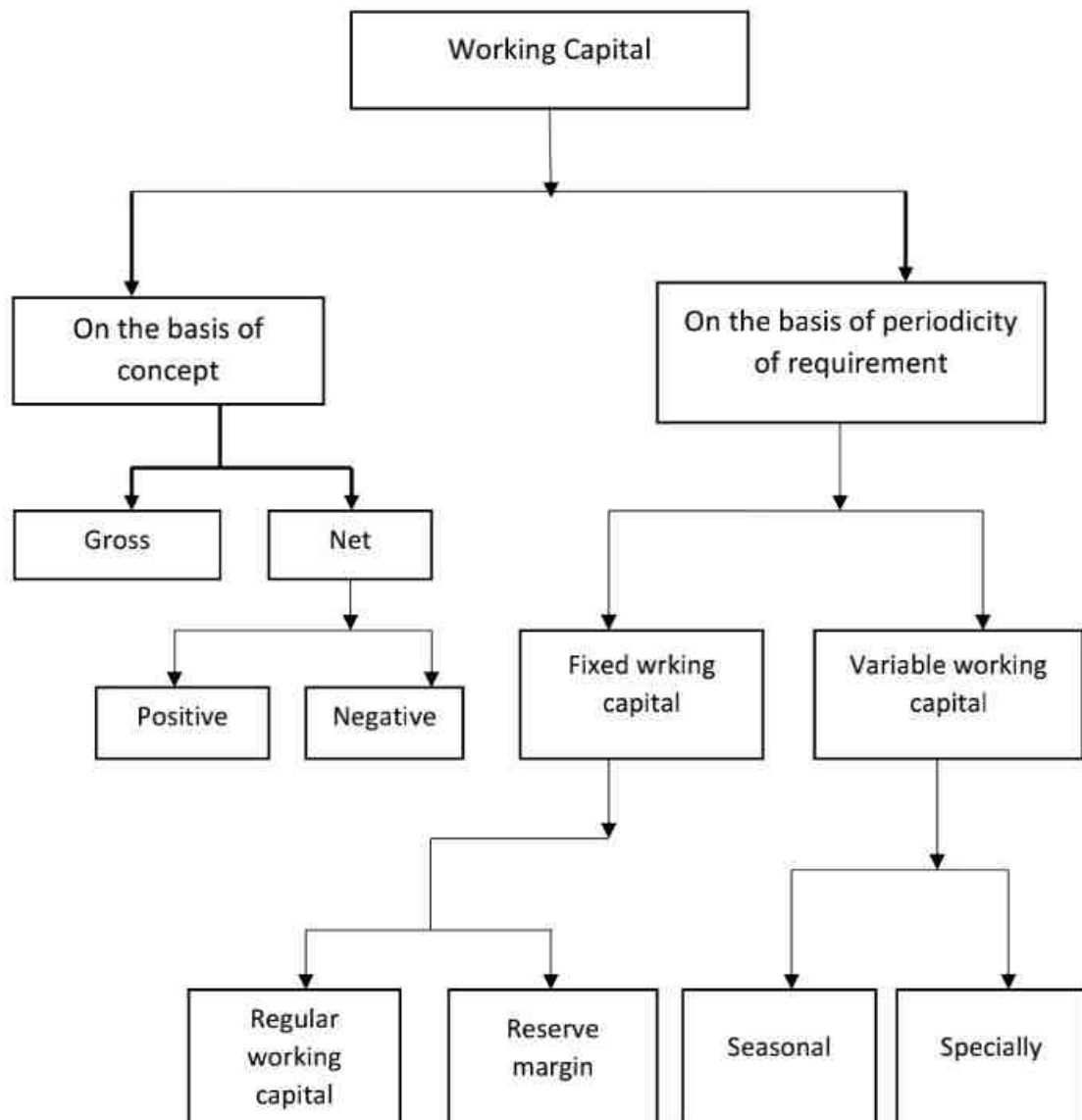
Working capital is defined as “excess of current assets over current liabilities.” It comprise of current assets and current liabilities.

#### **Current Assets :-**

Those assets which can be converted into cash in the ordinary course of business without reduction in value or disrupting the operation of the firm. Current assets are essential for utilizing fixed assets profitably , e.g. a machine cannot run without raw material .Funds invested for buying raw material are considered as working capital. Thus some funds are always blocked in raw material , work in process , finished goods, sundry debtors ,consumable stores and daily cash requirement.

#### **Current Liabilities :-**

Those liabilities which are incurred with the intention to be paid off within a year. E.g. Account payable, bills payable, bank overdraft and outstanding expenses. The goal of working capital management is to manage the firm current assets and current liabilities in such a way that a satisfactory level of working capital is maintained.

**Classification of working capital :-**

( Source :- Alok .D(2003). Working capital management (1<sup>st</sup> Edition Ed ) )

**A] Working capital from the point of view or Concept**

There are two concept of working capital i.e gross and net.

**Gross Working Capital :-**

Means total of investment in all current assets. The total current assets are termed as the gross working capital or circulating capital. Total current assets include , cash marketable securities , account receivable , inventory, prepaid expenses, advance payment of tax etc. this concept also called as quantitative or broader approach.

**Net working capital :-**

Means excess of total current assets over total current liabilities. Another definition of Net Working Capital is that portion of current assets which is financed with long term funds. Current liabilities means those liabilities which are payable within a period of one year, out of the current assets or earning of the concern. Example of current liabilities are account payable ,bills payable , bank overdraft and outstanding expenses.

$NET\ WORKING\ CAPITAL = CURRENT\ ASSETS - CURRENT\ LIABILITIES$

**Negative working capital :-**

When current liabilities are more than current assets there is negative working capital. Such firms have problem of liquidity and difficulty in making payments.

**Zero working capital :-**

Companies maintain current liabilities just equal to the current assets. So capital is zero.

**B] Working capital from the point of view of time**

There are two categories of working capital i.e Permanent And Temporary.

Business activity do not case with the realization of cash from customers.

**Temporary Or Variable Working Capital :-**

It refers to that portion of the total working capital which is needed by a business over and above the permanent working capital. This working capital is required to meet the fluctuation in demand due to changes in production and sales as a result of seasonal changes. Since the volume of temporary working capital is constantly fluctuating from time to time depending on business activities , it may be financed from short term sources. Continuous and hence there is continuous requirement of working capital. However, the magnitude of working capital needed is not constant , but fluctuating.

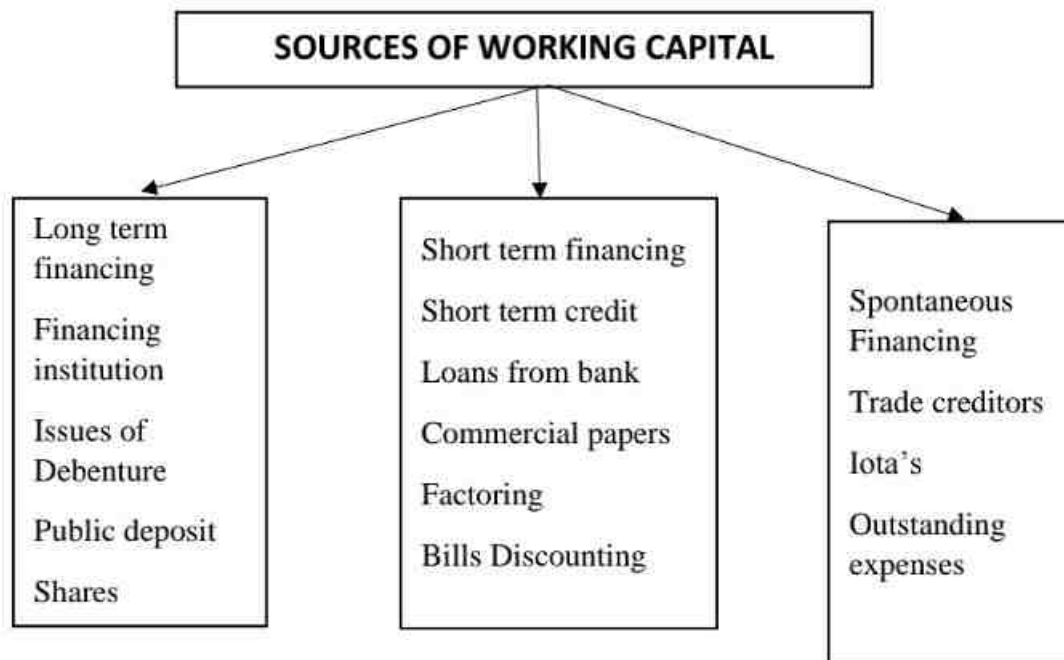
### Permanent or fixed Working Capital :-

It refers to the hard core working capital. It is the minimum level of investment in the current assets which is carried by the business at all times to carry on its minimum level of activities.

### 3.5 Sources of Working capital

There are three of working capital requirements :-

1. Long term financing requirement
2. Short term financing requirement
3. Spontaneous financing requirement.



(Source :- Alok .D(2003). Working capital management (1<sup>st</sup> Edition Ed ). )

#### 2.5.1 Long Term Financing :-

In long term financing following are the sources which can be tapped by the financial manager.

- a] Loans from financial institutions.

b] Floating at debentures.

c] Issues of additional equity shares.

### **2.5.2 Short Term Financing :-**

These sources include short term bank loans, commercial papers and factoring receivable, cash credit ,overdraft bills discount etc.

#### **Short term bank Loan :-**

A loan scheduled to be repaid in less than a year. When your business doesn't qualify for a line of credit from a bank , you might still have success in obtaining money from then in the form of a one time, short term loan to finance your temporary working capital needs.

#### **Commercial papers & factoring receivable :-**

Commercial papers is an unsecured short term debt instrument issued by a corporation , typically for the financing of account receivable , inventories and meeting short term liabilities. Maturities on commercial paper rarely range any longer than 270 days.

#### **Cash Credit :-**

Cash credit is a short term loan provide to companies to fulfil their working capital requirement. Overdraft is a facility given by the bank to companies, to withdraw money "more" than the balance available in their respective accounts. Security pledge or hypothecation of inventory.

### **2.5.3 Spontaneous Financing :-**

The major sources of such financing are trades credit , outstanding expenses.

**Trades credit :-** A trades credit is an agreement where a customer can purchase good an account ( without paying cash) , paying the supplier at a later date. Usually when the goods are delivered , a trade credit given for a specific number of days – 30, 60, or 90. Jewellery business sometimes extend credit to 180 days or longer.

**Outstanding expenses :-**

Outstanding expenses are those expenses which have r, but are not paid. Examples include outstanding salary , outstanding rent, etc.

**2.6 The operating Cycle and the working vapital needs :-**

The working capital requirement of a firm depends to a great extent up on the operating cycle of the firm. Thraw material and ending with the sales e operating cycle may be defined as the duration from the procurement of goods or raw material and ending with sales realization. The length and nature of the operating cycle may differ from one from to another depending up or the size and nature of the firm.

In the trading concern there is a serious of activities starting from procurement of goods ending with realization of sales revenue. Similarly in case manufacturing concern. This serious start from procurement of raw material and ending with the sales realization of finished goods. In both the cases however there is a time gap between the happening of the first event and the happening of last event. This time gap is a operating cycle. Thus the operating cycle of a firm consist of the time required for the completion of chronological sequence of some or all the following.

1. Procurement of raw material services .
2. Conversion of raw material in the work in progress.
3. Conversion of work in progress in to finished goods.
4. Sales of finished goods (cash or credit)
5. Conversion of receivables into cash.

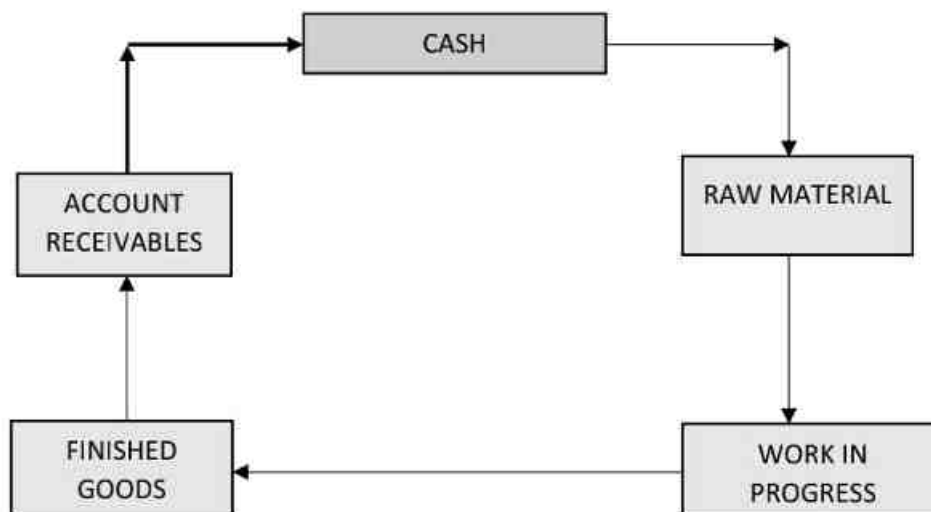
The firm is after required to extent credit facilities to customer. The finished goods must be kept in store to take care of the orders and minimum cash balance must be maintained. It must also have minimum of raw material to have smooth and uninterrupted production process. So in order to have a proper and smooth running of the business activities, the firm must make investment in all these current assets. This requirement of funds depend up on the operating cycle period of the firm and also denoted as the working capital needs of the firm.

### Operating Cycle :-

The duration of time required for completing the following sequences of events in case of manufacturing firm as called the operating cycle.

1. Conversion of cash into raw material
2. Conversion of raw material into work in progress
3. Conversion of work in progress into finished goods.
4. Conversion of finished goods into debtors & bills receivables through sale
5. Conversion of debtors & bills receivables into cash

### Operating Cycle :-



( Source :- Alok .D(2003). Working capital management (1<sup>st</sup> Edition Ed ).)

The duration of operating cycle for the purpose of estimating working capital requirement is equivalent to the sum of duration of cash of these tables less the credit period allowed by the suppliers of the firm.



## **2.7 Determinants of working capital :-**

The working capital requirement of a firm depends on wide variety of factors. These factors vary from time to time and affect different enterprises differently. Some of these factors are:

### **2.7.1 General nature of business :-**

The type of business could influence the quantum of working capital

- a] service industry : least amount of working capital because of no inventories and mostly cash sales.
- b] Trading enterprise :- Working capital is reduced because no manufacturing expenses, stock of raw material and work in progress.
- c] Manufacturing enterprise :- Largest amount of working capital because of blockage of funds in assets.

### **2.7.2 Production cycle :-**

Depending on the technology , if the time required to convert raw material into finished goods is long, working capital requirement would increase. Eg. Durables goods.

### **2.7.3 Business cycle:-**

Business fluctuation lead to cyclical and seasonal changes in production and sales which affects the requirement of working capital. Larger working capital during boom period in economy whereas during recession activities decline, hence working capital also decrease .

### **2.7.4 Seasonal Variations :-**

Seasonally factors creates production and storage problem. If production in peak season only , working capital required for maintaining working force and physical facilities throughout the year. If there is steady production policy working capital required for maintaining large stock.

### **2.7.5 Inventory Policy :-**

The inventory policy of a company greatly influences the working capital requirements as huge amounts of funds is usually locked up in inventories. An efficient firm may keep raw material for a smaller period and hence require smaller amount organization working capital.

### **2.7.6 Credit Policy :-**

a] Credit granted to customer :- If it is liberal , larger working capital due to increase in debtors.

b] Credit from suppliers :- If liberal , current liabilities increase and working capital decrease.

### **2.7.7 Growth and Expansion :-**

When company grows it requires larger amount of working capital to finance the period from starting operations to achieving sales. However , the growth in industries may not directly vary with the growth in working capital. Growth industries normally need more working capital than those which are static.

### **2.7.8 Problems in raw material availability :-**

Irregular supply of raw material or sources at long distance leads to firms keeping larger stock of raw material which increase working capital.

### **2.7.9 Inflation :-**

During inflation , raw material prices increase due to which working capital increase because company cannot immediately increase the price of their final product.

### **2.7.10 Profit Level :-**

The levels of profits earned vary from firm to firm. It is determined by the nature of the product , hold on the market , monopoly power , quality of management , etc, large profit margins, low working capital therefore profits are available for payments.

### **2.7.11 Dividend policy :-**

The payment of dividend utilizes cash resources which affects working capital. Again, if a firm retains its profit, it will increase its working capital. Thus in working capital requirement planning it is to be decided whether profits will be retained or paid to shareholders.

The inventory policy of a company greatly influences the working capital requirements as huge amount of funds is usually locked up in inventories. An efficient firm may keep raw material for a smaller period and hence require smaller amount organization working capital.

### **2.8 Advantages of working capital :-**

Working capital should be adequate for smooth running of the operations and uninterrupted flow of product. Both the inadequate and excessive working capital is dangerous. If the working capital is inadequate the production will suffer low liquidity and low production may lead to low profitability which in turn affects the liquidity.

If the working capital is excessive, excessive inventory is main target. It results in the operational inefficiency leading to low profitability.

- Adequate working capital enables a firm to avail cash discount facilities offered to it by the supplier as the amount of cash discount reduces the cost of purchase.
- Adequate working capital enables a firm to make prompt payment, which creates and maintains goodwill.
- It facilitates to meet situations of crisis and emergencies and enables business to withstand periods of depression smoothly.
- Adequate working capital helps in increasing profits as purchasing requirements in bulk when prices are lower and holding its inventories for a higher period.
- Sufficient amount of working capital helps in research problems, innovations and technical development.
- Adequate working capital enables a concern to pay regular dividends to its investors, which gains confidence in the minds of investors and this situation creates a favourable market to raise additional funds in the future.
- Adequate working capital creates an environment of security, confidence, high morale etc. and creates overall efficiency in business.

## **2.9 Problem faced By inadequate working apital**

- In case of inadequate working capital , firm may not be able to take advantages of cash discount.
- It may not be able to take advantages of profitable business opportunities.
- It may fail to pay dividend because of non- availability of fund.
- Short term liabilities cannot be paid because of inadequate working capital, which leads to borrow funds at exorbitant rates of interest.
- Fixed assets cannot effectively and efficiently be utilized on account of lack of sufficient working capital.
- Its low liquidity position may lead to liquidation of firm thus it may lose its reputation therefore a firm not be able to get credit facilities.

## **2.10 Financing of Working Capital :-**

One of the important decision in the field of working capital management is the financing of different kinds of current assets both permanent and temporary with diverse sources of working capital.

There are number of approaches an appropriate financing mix.

### **2.10.1 Conservation Approach :-**

The financing policy of the firm is said to be conservation when it depends more on long term funds for its financing needs. It relies heavily on long term financing and therefore is less risky.

### **2.10.2 Moderate / Hedging or matching Approach :-**

Long term finance is used to finance fixed assets & permanent portion of current & short term borrowings are used to finance variable. In other words, the firm adopt a financing approach which involves the matching of expected life of assets with the expected life of the source of funds raised to finance assets. Moderate/Hedging or Matching approach The moderate strategy is one of those approaches of working capital management which lies in between the above two approaches, i.e., aggressive and conservative approach. In this strategy, a balance between risk and return is maintained in order to benefit more by more effective use of the funds. This approach classifies the requirements of total working capital into permanent and temporary. Permanent or

fixed working capital is the minimum amount required to perform normal business operations, whereas temporary or seasonal working capital is required to satisfy specific requirements. Under this approach, the core/permanent working capital is financed from long-term capital sources, and short-term funding/borrowing is used to meet seasonal variations or temporary working capital needs.

### **2.10.3 Aggressive Approach :-**

An aggressive policy said to be followed by the concern when it used more short term funds in the in the financing of current assets & part of their fixed assets. Under this approach, current assets are maintained solely to just meet the current liabilities without cushioning for any variations in working capital requirements. The aggressive approach suggests that the entire estimated requirements of current assets or working capital should be financed from short-term funding sources. It says that even a part of fixed assets investments is to be financed from short-term competitors. The benefit of this strategy is that lower levels of funds are tied up with working capital, thereby leading to lower financial costs. However, the flip side might be that the organization may not grow, leading to less utilization of fixed assets and long-term debts. Over the long run, the firm could stay behind its competitors.

### **2.11 Ratio Analysis :-**

#### **2.11.1 Liquidity Ratio :-**

Liquidity ratio measure the ability of a firm to meet its short term obligations & reflects its short term financial strength solvency.

##### **1. Current Ratio :-**

Current ratio is the ratio of total current assets to total current liabilities. A satisfactory current ratio would enable a firm to meet its obligations even if the value of the current declines. It is how even quantitative index of liquidity as it does not differentiate between the components of current assets, such as cash & inventory which is not equal liquidity.

##### **2. Quick Ratio:-**

The quick ratio acid test ratios take into considerations the liquidity of the different components of current assets. It represents the ratio between quick current assets & the

total current liabilities. It is a rigorous measure & superior to the current ratio. However, both these ratio should be used to analyses the liquidity of a firm.

### **3. Cash Ratio :-**

The cash ratio indicates to creditors, analysts, and investors the percentage of a company's current liabilities that cash and cash equivalents will cover. A ratio above 1 means that a company will be able to pay off its current liabilities with cash and cash equivalents, and have funds left over. Creditors prefer a high cash ratio, as it indicates that a company can easily pay off its debt. Although there is no ideal figure, a ratio of not lower than 0.5 to 1 is usually preferred. The cash ratio figure provides the most conservative insight into a company's liquidity since only cash and cash equivalents are taken into consideration.

#### **2.11.2 Turnover Ratio :-**

The less category of ratio is the activity ratios. They are also known as the efficiency or turn over ratio are concerned with measuring the efficiency in assets management. The efficiency with which assets are managed or used is reflected into sales. Thus the activity ratios are a test of relationship between sales or cost of goods sold & assets.

##### **• Working capital Turnover Ratio:-**

Working capital turnover is a ratio that measures how efficiently a company is using its working capital to support sales and growth. Also known as net sales to working capital, working capital turnover measures the relationship between the funds used to finance a company's operations and the revenues a company generates to continue operations and turn a profit.

##### **• Asset Turnover Ratio :-**

The asset turnover ratio measures the value of a company's sales or revenues relative to the value of its assets. The asset turnover ratio can be used as an indicator of the efficiency with which a company is using its assets to generate revenue. The higher the asset turnover ratio, the more efficient a company is at generating revenue from its assets. Conversely, if a company has a low asset turnover ratio, it indicates it is not efficiently using its assets to generate sales.

**CHAPTER – III**  
**PROFILE OF THE COMPANY**

- 3.1 Introduction
- 3.2 The brief profile of the Organization
- 3.3 History of the Organization
- 3.4 Future Plan
- 3.5 Purpose
- 3.6 Human Resource Scenario
- 3.7 Financial Scenario
- 3.8 Production Profile
- 3.9 Vision
- 3.10 Mission
- 3.11 Quality And Food Safety Objectives
- 3.12 Distribution System of Venna Milk  
And Milk Products Pvt , Ltd. Satara.
- 3.13 Dairy Products
- 3.14 Swot Analysis of the Organization
- 3.15 Achievement
- 3.16 Organisation Flow Chart

## CHAPTER – III

### PROFILE OF THE ORGANIZATION

#### 3.1 Introduction :-

In this chapter researcher include an introduction of the organization as well as history of the “VENNA MILK AND MILK PRODUCTS”. The company has achieved their position in today's competitive world with honesty and willingness of to offer best quality milk products to their customers with low pricing. The Venna Milk And Milk Products with its presence has constantly strived to produce quality products through continuous development of their infrastructural facility.

Dairy enterprise is an important occupation of farmer. In India nearly 70% of the people depend on agriculture. It is the backbone of India. Dairy is linked with agriculture industry to a large extent. Animal husbandry in India is an essential part of agriculture. It is mainly a rural occupation closely associated with agriculture.

Development of Dairy Industry in India: During the Pre-independence year there was no serious stress given to dairy industry. In 1886 the Department of Defense of the British Government established the dairy farms for the supply of milk to the British troops in Allahabad. Later, in 1920 serious steps were taken by Mr. William Smith, an expert in dairy farming to improve the milk production. There was discrimination done to the Indians hence this led to the rise of the first milk union in India.

India has emerged as the largest milk producing country in the world. Venna Milk And Milk products private limited's headquarters is located at 467/7/b Sadar Bazar Shrinath Apartment Uttakar Nagar Satara, Maharashtra , 415001 India. Venna milk and milk products Private Limited is a private incorporated on 03 February 1999. It is classified as Non-govt company and is registered at Registrar of companies, pune. Its authorized share capital is RS.100000000 and its paid up capital is RS.2470900. It is involved in manufacture of dairy products [ production of raw milk is classified in class 0121]

Venna milk and milk products private limited Annual General Meeting (AGM) was last held on 30 November 2021 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2021.



Directors of venna milk and milk products private limited are Madhukar Dinkar Nalawade, Rahul Hanmant sabale, Prabhakar Sadashiv Sabale, Arun Gulabrao Nalawade and Vijay uttam Sabale.

Venna milk and milk products private limited's Corporate Identification Number is(CIN) U15203PN1999PTC013287 and its registration number is 13287. Its Email address is [vennamilk\\_milk@rediffmail.com](mailto:vennamilk_milk@rediffmail.com).

### 3.2 The Brief Information of The Organization:-

Name of the company	Venna Milk And Milk Products Private Limited
Date of Incorporation	03 February 1999
Head Office	Satara
Address	467/7/b Sadar Bazar Shrinath Apartment Uttekar Nagar Satara, Maharashtra , 415001 India.
Status	Active
Company Class	Private
Company Category	Company Limited By Shares
Company Sub Category	Non- Govt. company
Register Details	U15203PN1999PTC013287
Authorized Capital	100.0 lakhs
Paid Up Capital	19.15 lakhs
Register Date	03 Feb 1999

(Source:- Company's website)

### **3.3 History of The Company :-**

Twenty one year ago, Prabhakar Sabale, Madhukar Nalawade, Arun Nalawade, Vijay Sabale, and Rahul Sabale they are from a farming family came together and established this company. The good human being mentioned above they are Madhukar Dinkar Nalawade, Rahul Hanmant sabale, Prabhakar Sadashiv Sabale, Arun Gulabrao Nalawade and Vijay uttam Sabale had started Venna Milk and Milk Products Private Limited's in the year 03 February 1999 for the development and well growth of farmers workers and their native area. They gave a very good way to every worker former and employee to earn money the company registered address at post Satara Tal-Satara , Dist- Satara.

### **3.4 Future Plan :-**

1. To enhance the keeping quality of milk.
2. To manufacture various milk products as per market demand.
3. To provide quality products at affordable prices to the consumers.

### **3.5 Purpose :-**

1. Provide that service to the customer which is not available in the city.
2. Getting more and more profit.
3. Lower risk of obesity.
4. Provide high nutrient content.

### 3.6 Human Resource Scenario :

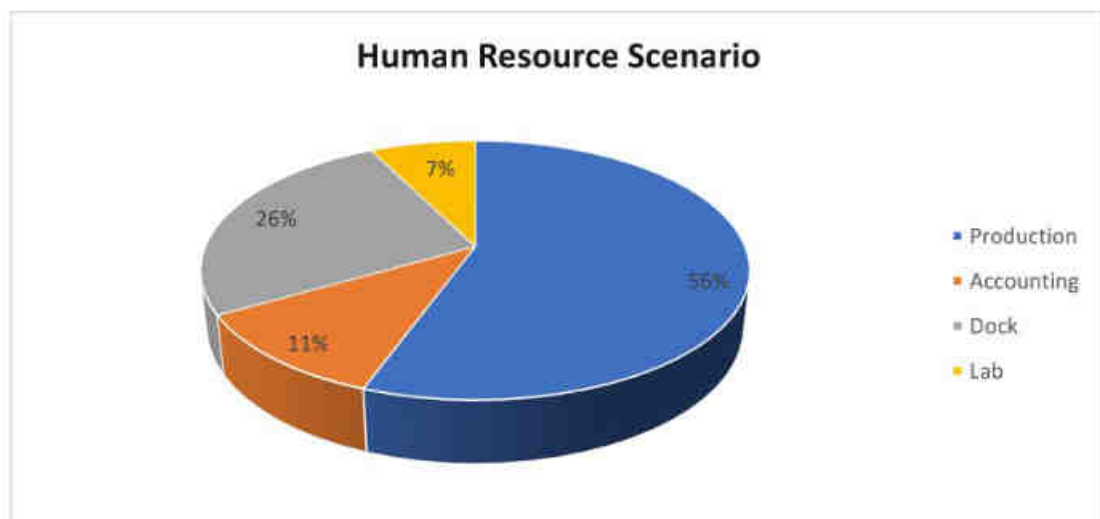
**Table No 3.6.1**

Sr. No	Department	Officer/Manager	Workers	Total
1	Production	1	14	15
2	Accounting	1	2	3
3	Dock	2	5	7
4	Lab	1	1	2
	Total	5	22	27

(Source : Field data)

#### Pie Chart No :- 3.6.1

Following pie chart shows that the department wise percentage of Human Resource Scenario of company:-



Above pie chart 3.6.1 shows that , the total number of employees with respect to particular department. The production, Accounting, Dock and Lab department contains 56%, 11% ,26% and 7% respectively.

From above table 3.6.1 The production department have 15 employees. Accounting department have 3 employees. Dock is known for collection and processing of milk have 7 employees. Lab department have 2 employees . Lab department is only known for detection of adulterated milk.

have 7 employees. Lab department have 2 employees . Lab department is only known for detection of adulterated milk.

### 3.7 Financial Scenario :-

Following table shows that three years financial scenario of Venna Milk and Milk Products Pvt. Ltd. Satara. Since last three year.

**Table No :- 3.7.1.**

**(Amount in Rs)**

Sr.No	Year	Turnover in Crores	Net working capital	Net profit	Current assets	Current liabilities
1	2018-19	124266066	6018619	5143908	17048787	11030168
2	2019-20	143123007	8831717	1595322	21214474	12382757
3	2020-21	89463116	(1497401)	(4949745)	18184190	19681591

(Source: Annual report of the company)

Above table No 3.7.1 depicts that financial scenario of the company since last three year. The table mainly shows, turnover Rs.124266066, Rs.143123007 and Rs.89463116 for the FY2019, FY2020 and FY2021 respectively. The Net working capital of the company is Rs.6018619, Rs.8831717 and Rs. (1497401) for the FY2019, FY2020 and FY2021 respectively. The Net profit of the company is Rs.5143908, Rs.1595322 and Rs.(4949745) for the FY2019, FY2020 and FY 2021 respectively. The current assets of the company is Rs.17048787, Rs.21214474 and Rs.18184190 for the year 2019, 2020 and 2021 respectively. The current liabilities of the company is Rs.11030168, Rs.12382757 and Rs.19681591 for the FY2019, FY2020 and FY2021 respectively.

### 3.8 Production profile :-

There are two main brands but they maintain one product as a professional.

1. Venna processed Milk :-

2. Venna milk products :-

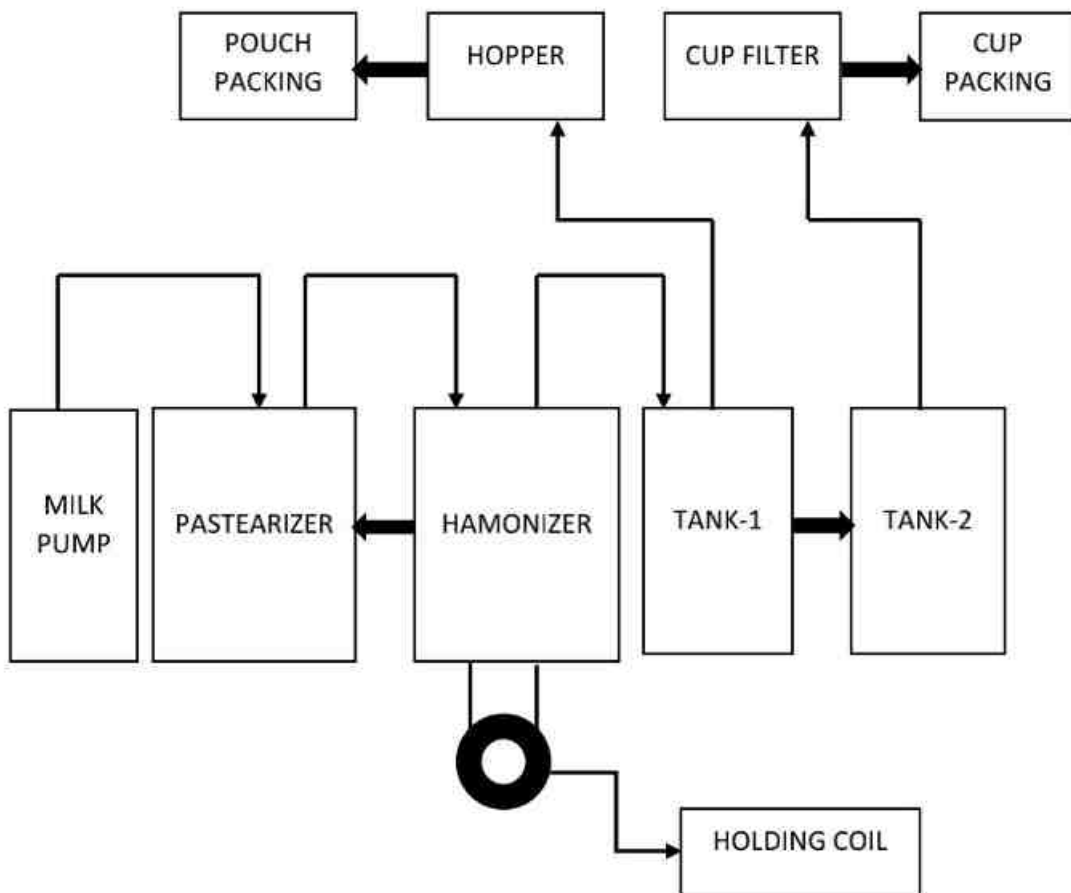
Those milk product distributed in 200ml, 500ml, and 1 liter. Packets in market.

Collected milk is distributed in packing and other stock of milk is used for production of milk products like standard milk, paneer, Shrikhand, Basundi, Dahi, Amrakhand, Fruit Shrikhand, Lassi, Pedha, Butter, Khawa, etc.

Today in market there is a huge competition in various brands but venna milk and milk products maintain their quality and give better service to customer.

### How milk is processed in venna milk and milk products?

- **Collecting** - Raw milk is collected and cooled at a particular temperature to make it ready for further processing.
- **Separating** - Any kind of sediment or debris is removed from milk in this step. A separator separates lighter milk and heavier milk fat to give cream and skim milk.
- **Pasteurizing** - The extracted milk is heated to a certain temperature for killing off the pathogenic microorganisms present in it. It also increases the time for which you can store the milk in a tank.
- **Homogenizing** - Homogenizing, as the name suggests, is the process to make milk even throughout. It is done by breaking down the heavier particles present in milk.
- **Storage** - The milk is then stored in a storage tank for further delivery either to the plants or the manufacturers of dairy products. This is the last step in the process of milk production.

**Production process flow chart :-****(Source :- Field Data)**

Above figure, shows companies production process flow chart. The raw milk is first poured into the milk pump. and then the milk is put into the pastearizer, it is then poured into the hamonizer. Hamonizer gives the milk a creamy texture. The milk is properly mixed with the help of hamonizer. After which it is poured into two tanks. The milk is packed in two ways. One is pouch packing and other is cup packing.

**Machinery used for production :-**

- 1) refrigerator system
- 2) Compressor
- 3) Condenser
- 4)Receiver
- 5) Expansion valve
- 6) Evaporator

Milk pasteurizer, Bulk Milk Cooler, Drem Saver, Can washer, Milk Pump, Packing Machine, cream separator, Homoginizer, CIP System, Milk chiller, etc.

**Few Machinery Daitails :****Table No :- 3.8.1**

<b>Sr.No</b>	<b>Machinery Name</b>	<b>Function</b>	<b>Machinery price. Rs</b>
1	Automatic dairy processing plant	Capacity: 1000 litres/hr	25 lakh
2	Cream separator machine	Capacity 60lph	18500
3	Milk pasteurizer machine	Rigid design, hassel free functioning. Capacity=100 to 5000 Ltr	2 lakh
4	Bulk milk cooler	Maintaining the temperature	133599
5	Plastic Packing machine	Smooth packing	1799
6	Condenser	Customised , Capacity : 500 ltr/hr	15 lakh

**(Source :- Field Data)**

Above table , 3.8.1 depicts that the details of companys few machinaries with their prices and function.

### Quality testing in Venna Milk and Milk products:-

In venna milk and milk products at every stage, care is taken to ensure that the customer gets the product, which has a very high quality. Hence there is separate department called Quality Department, where the quality testing is done. Quality control is very essential as to maintain the freshness of the milk. All the containers, pipes and other equipments are washed with hot water before starting off with new production. There are many tests conducted here. The packed milk, we get will have undergone 3 quality tests. First test is done on raw milk, which we get from chilling center. Next before standardization and the last test before packing.

### Various milk test in Venna Milk and Milk products are as follows :-

Following table shows that the various tests , related to milk in company.

**Table No :- 3.8.2**

Test	Reason
Temperature	Should be below 5°c
Clot on boiling	If milk curdles soon after boiling milk is rejected
Acidity test	To test the extent of acidity
Alcohol Test	To check the heat stability of milk
Lactometer	To check the density of milk
Fat Test	Percentage of fat is determined
SNF	Percentage of SNF is determined for pricing

**(Source:-Field Data)**



**Products Portfolio:-**

End to end products categories.

The dairy products are categorized into different classes such as given below,

- 1) Fermented milk products :-dahi, chakka, shrikhand, lassi
- 2) Heat desiccated :- Basundi, khoa, pedha
- 3) Acid coagulated milk product :-paneer

**3.9 Vision :-**

- 1) Provide For customer with the cleanest and healthiest milk, for which the focus on nutrition starts from the collection of milk thus leading to more nutritional milk and milk products.
- 2) Provide more and more satisfaction to the farmers,
- 3) Improvement in the technologies used in their industry ,thus enhancing the quality of their raw material , internal process, and the competency of people.
- 4) Maintain sensitivity to environment.

**3.10 Mission :**

- 1) Understanding customer needs and their interest to build lifelong relationship and brand loyalty.
- 2) To continuously improve milk processing facilities to produce the best quality milk and milk products in the most efficient way and under most hygienic conditions.
- 3) To be among the most valued brand from the perspective of the shareholders.
- 4) Inspire sustained growth for their entire workforce and farmers who have engaged in long tem partnership with them.

### **3.11 Qualitative And Food Safety Objective :-**

- 1) To modify and enhance processes as per customer expectatins and market trend at least one year for improving quality and safety of product.
- 2) They are always vigilant to strictly follow all principles of food safety.
- 3) They are committed to supply quality milk and milk products with the help of latest technology.for this they will adopt continuous improvement policies.
- 4) They are constantly striving to maintain a vibrant work environment to achieve greater excellence.
- 5) They are constantly striving to achieve economic and social development of rural farmers to improve their overall social upliftment and overall quality of life.

### **3.12 Distribution System of Venna Milk and Milk products in various Region :-**

The organization distribution of milk and its products in following area :

Nira, Phaltan, Bhuijn, Wai, Satara, Khandala , Shirval, Belgoan, Pune, Poladpur, Lonand, Mahabaleshwar, Koregoan, Mahad, Rahimatpur, Pachgani, etc.

For distribution in above area are possible only through, having their long time relationship with different areas retailers, where they can distribute their products. Their daily customer range is about 31.

#### **3.12.1 Sales Channel :**

Producer > wholesaler > Retailer > Consumer

1) Transportation :

Tankers ,Van , Pick-up

2) Nature of Service :

Daily, Weekly, monthly, and season based.

3) Payment terms and condition :

Payment mode is cash, cheque, online payment.

**Daily Customer list of the organization :-****Table No :- 3.12.1**

Following table depicts that, the daily customers of the organization.

Sr.No	Customers
1	Samarth snack
2	Samadhan hotel
3	Swara milk
4	Dinbandu dairy
5	Rajtej milk shopy
6	Swami Samarth kirana
7	Samarth milk and milk
8	Morya enterprises
9	Dattakrupa Agency
10	Arya milk and milk
11	Om Bhakti
12	Samarth snack

( Source :- Field Data )

**3.13 Dairy Products :-**

Paneer	Lassi
Ghee.	Fruitkhand
Basundi.	Buttermilk
Shrikhand.	Khawa
Amrakhand.	Modak
Pedha.	Kaju wadi
Dahi.	Butterscotch Shrikhand

**Price of Product :**

The following table depicts that, product's in Venna Milk and milk products with their prices .

**Table No :-3.13.1**

Sr. No	Product	Weight	Price
1	Curd	200 gm	18 Rs
		500 gm	35 Rs
2	Lassi	200 ml cup	25 Rs
		200 ml pouch	20 Rs
3	Shrikhand	250 gm	60 Rs
		500 gm	110 Rs

(Source :- Field Data)

### 3.14 Swot Analysis of the organization :

Strength :-

- Quality of products are good.
- Increasing demand of products.
- Transportation facility available
- Well known product in satara district.

Weakness :-

- No online marketing
- Lack of labours
- Regional imbalance of milk supply.
- Lack of appropriate technologies for tropical climate condition.

**Opportunities :-**

- Growing demand for products
- Online marketing
- Improved export potential for milk products.
- Expose product in large market.
- Improved collection of data on contract basis through agencies.

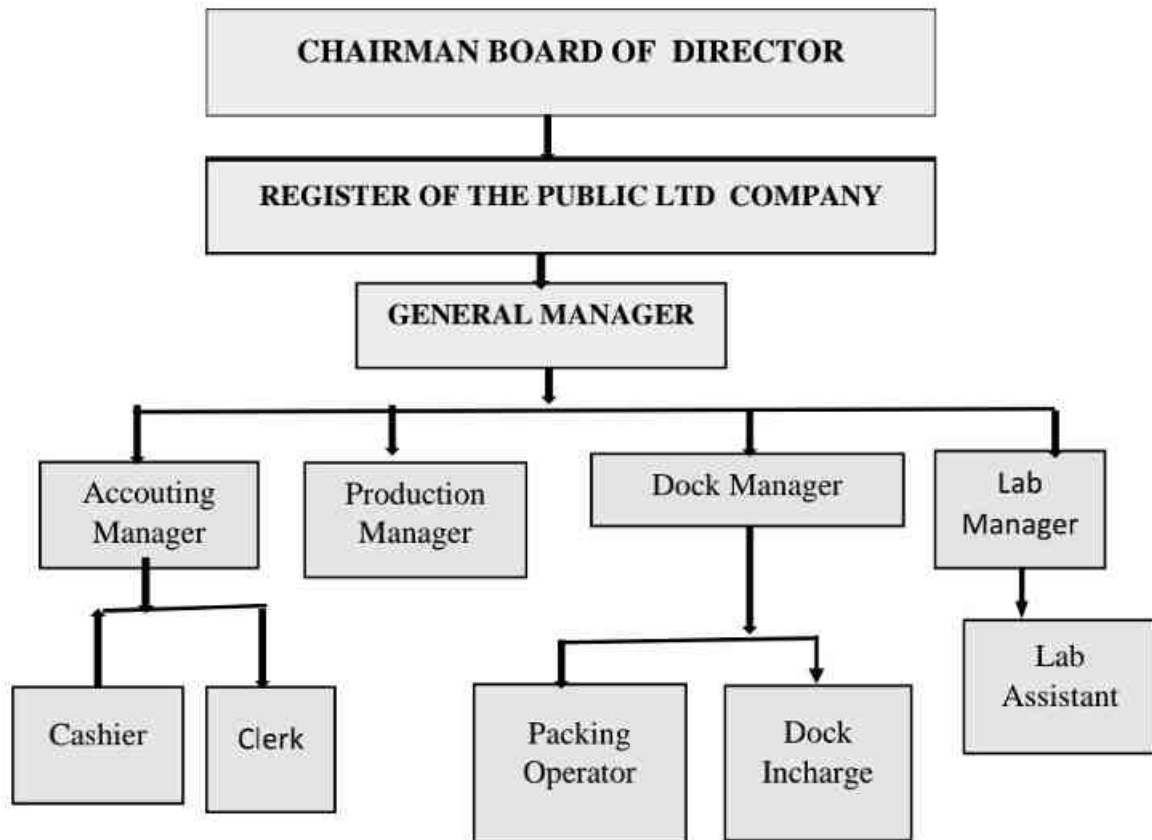
**Threats :-**

- Other competitive brands in term of price.
- High competition in market.
- Taxation
- The liberalisation of the dairy industry is likely to be exploited by multinationals. They will be interested in manufacturing value added products. It will create milk shortage in the city adversely affecting the consumers.

**3.15 Achievement :-**

Sr. No	Award Category	Year
1	Maharashtra Shasan District award	2019

( Source :- Field Data )

**2.16 ORGANIZATION FLOW CHART :****ORGANIZATION FLOW CHART**

( Source :- Primary Data )

In this organisation hierarchy is top to bottom. Top level is handling under General Manager. And then it is subdivided into four department. Accounting, production, Dock and Lab etc. Which are further subdivided as Accounting department into middle class consists cashier and clerk. Production department handle by only production manager. Then Dock department divided as Dock incharge and Packing Operator. In lab department there is lab manager and lab assistant at middle level.

**CHAPTER – IV**  
**DATA ANALYSIS AND INTERPRETATION**

4.1 Introduction

4.2 Data Analysis

**CHAPTER: – 4****DATA ANALYSIS AND INTERPRETATION****4.1 Introduction:-**

The data after collection has been processed and analysed with the help of simple statistical tools. Interpretation is the result of analysis which enables the conversion of data into statement , and conclusion which ultimately complete the research objective. This chapter deals with data processing, tabulation, presentation, analysis and interpretation of data.

**4.2 Data Analysis :-**

Data analysis deals with analysis of whole data collected through various techniques. Researcher has analysed the data with the help of flow chart.



**4.2.1 WORKING CAPITAL POSITION ANALYSIS :-**

FORMULA :-

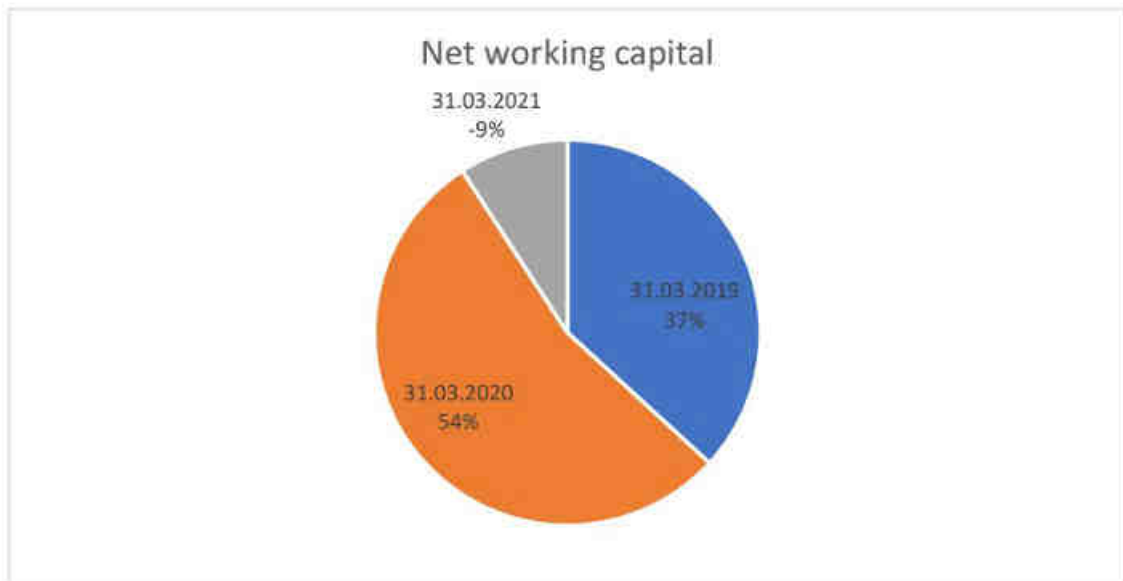
$$\text{NET WORKING CAPITAL} = (\text{CURRENT ASSETS} - \text{CURRENT LIABILITIES})$$

Following table shows that three years working capital position analysis

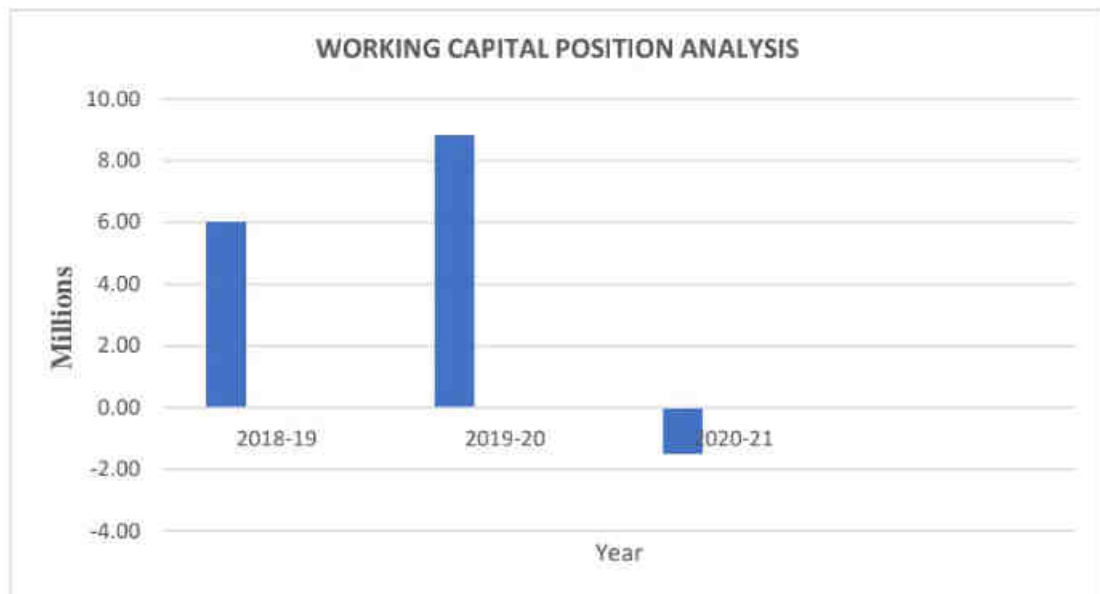
**Table No :- 4.2.1. Working Capital position Analysis ( Rs. In Lakhs )**

<b>CURRENT ASSETS:-</b>			
<b>Year</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>
Inventories	2202184	4162822	1932207
Cash and cash equivalent	2246271	3507958	2125939
Trade receivables	7444479	7364775	9371933
Short term loans and advances	1745446	6178919	4754111
other current assets	3410407	-	-
<b>Total ( current assets)</b>	<b>17048787</b>	<b>21214474</b>	<b>18184190</b>
<b>CURRENT LIABILITIES:-</b>			
<b>Year</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>
Trade payables	4200030	5027332	3843662
short term borrowings	2634746	3684734	4977727
short term provisions	886852	3359781	7664541
other current liabilities	3308540	310910	3195661
<b>Total (current liabilities)</b>	<b>11030168</b>	<b>12382757</b>	<b>19681591</b>
<b>Net working capital</b>	<b>6018619</b>	<b>8831717</b>	<b>(-1497401)</b>

( source : Companies Balance Sheet )

**Pie Chart No :- 4.2.a**

Above graph depicts that increase and decrease in the net working capital in FY2019, FY2020 and FY 2021 was 37%, 54% and -9% respectively. In FY2019 the net working capital is 37%. And then it was increased which was 54% in FY2020. In FY 2021 net working capital decreased, it was -9%.

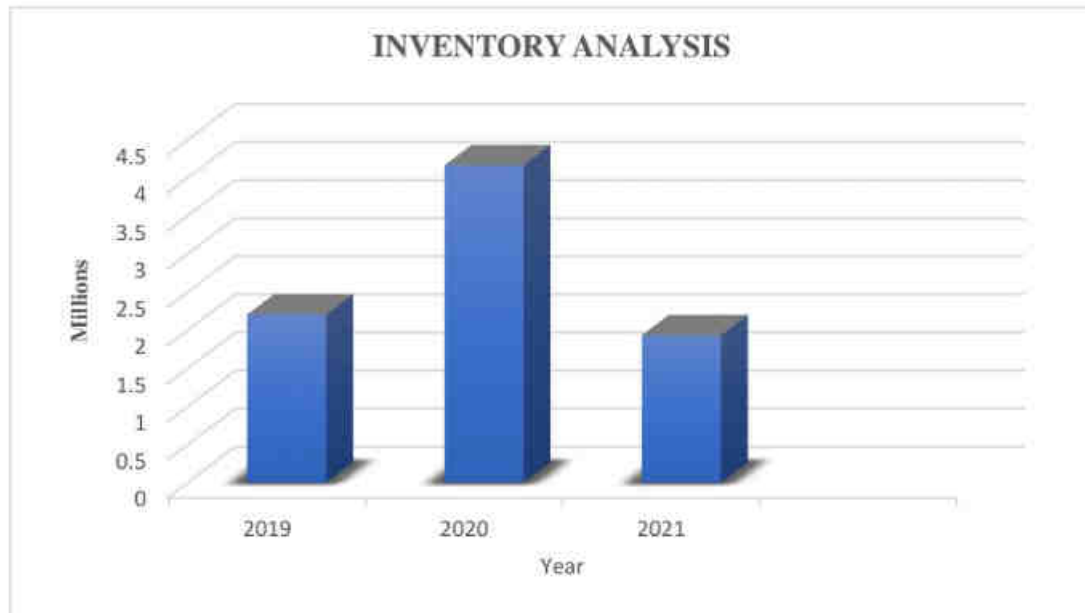
**GRAPH NO: 4.2.1 WORKING CAPITAL POSITION ANALYSIS:**

Above table and graph 4.2.1 shows that the analysis of three years working capital position of the company. In FY2019 it was Rs. 6018619, in FY 2020 it was Rs.8831717 and in FY2021 it was Rs.-1947401 respectively. Researcher find out that company has sufficient working capital in FY2019 to meets its short term liabilities, it is good indicator for the company but in FY2020 working capital increase by almost Rs.281.3 lakhs. Because of companies current asset is increased. Which shows that a sufficient amount has been blocked in working capital which could be used for other more beneficial purpose. Also in FY2021 working capital is too less , because current liabilities are increased than current assets and also in FY2021 net working capital was Rs. -1497401. So it represents decreasing trend from base year. It is not good sign for company.



Above pie chart depicts that ,three years inventories percentage. In FY 2019 it was 27% , and then it was increased in FY2020 which is 50%. In FY 2021 it was decreased which is 23%.

#### Graph No : 4.2.2 INVENTORY ANALYSIS

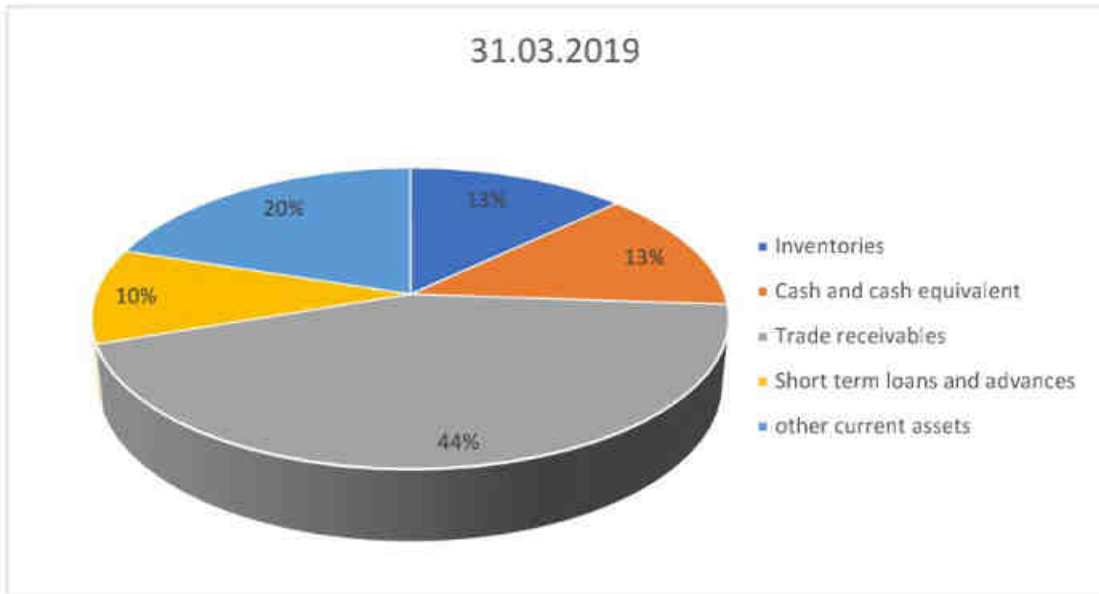


Above table and graph 4.2.2 depicts that, inventory analysis of the company. Inventory includes raw material, work in progress, finished Goods and stores etc . In FY-2019 , FY2020 and FY2021 the total inventories was Rs.22022184 , Rs.4162822 and Rs.1932207 respectively. By analysing the three years data inventory increases in FY2019 to FY2020 which is Rs. 2202184 to Rs. 4162822. And in FY2020 to FY2021 inventory decreases, which is Rs.4162822 to Rs.1932207. For FY2019 inventory was Rs.2202184 . In that raw material is 43% , work in progress is 24% , Finished goods is 18% and stores is 15%. For year 2020 inventory is Rs.4162822 . In that Raw materials is 45%, Work in progress is 21% , Finished goods is 16% and stores is 18%. For FY 2021 inventory was Rs.1932207. In that raw material is 30% , Work in progress is 28% , Finished goods is 29% and stores is 13% . By seeing this pattern we can say that the company not efficiently managing their inventory according to the sale. Company have a great demand for the pump in the FY 2020 that is biggest reason for increase in inventories. Rather it was decreased trend of inventories but as compare to sale inventory increases in high rate in each year mentioned here. From other point of view we can say that most of the funds are blocked in inventories. Hence, company was faced shortage of funds.



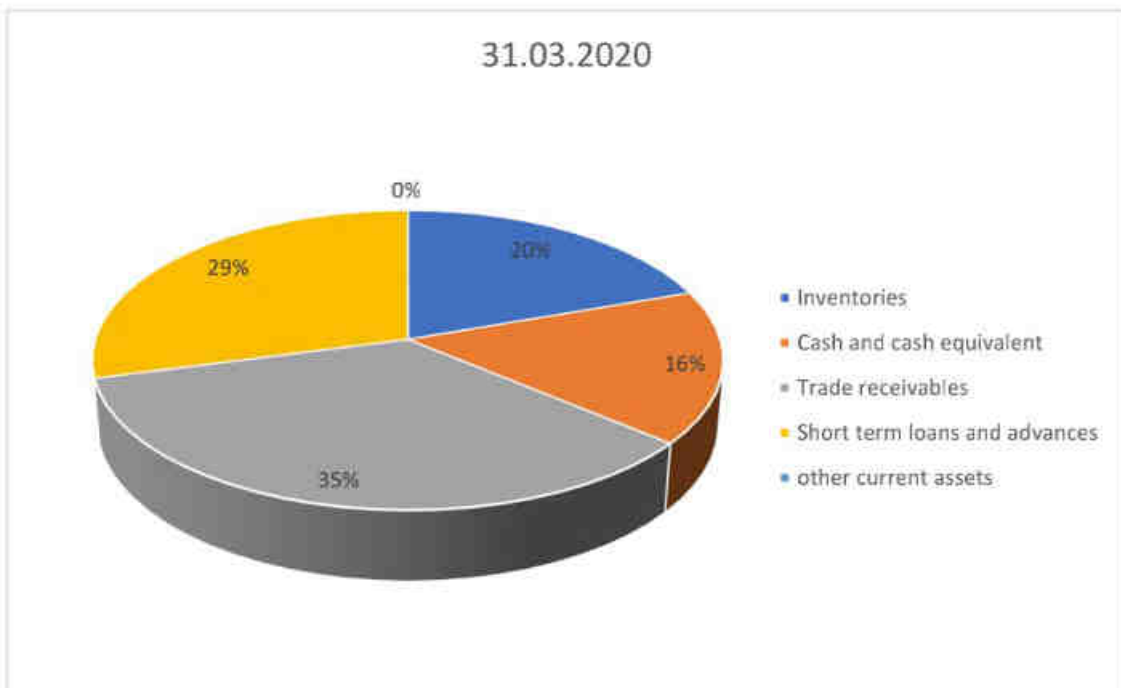
**Pie Chart No :- 4.2.c**

Following pie chart shows that position of Current assets in FY 2019 :-



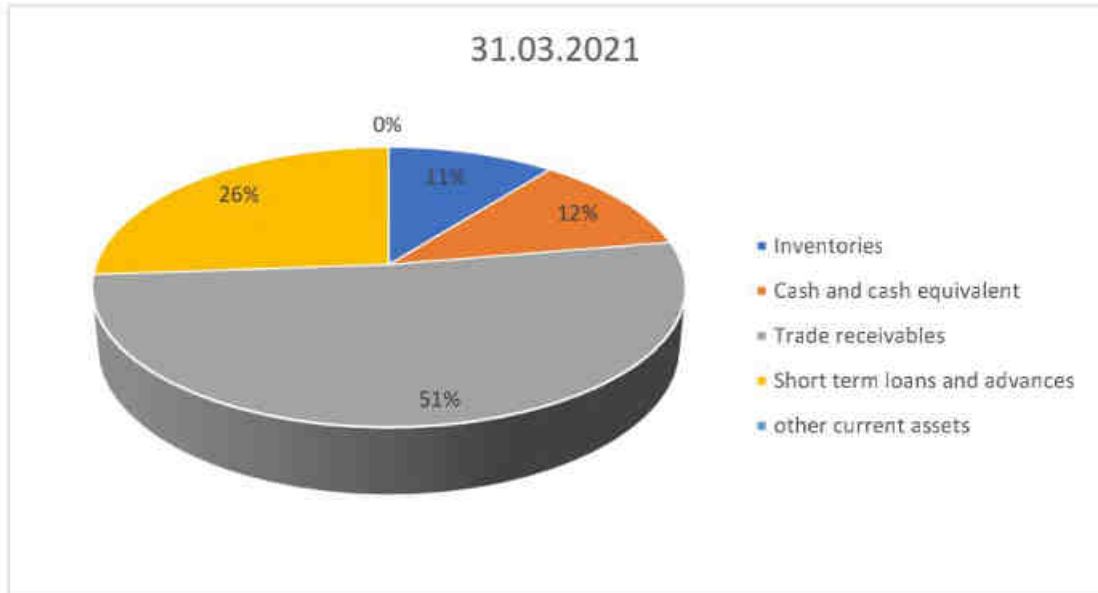
**Pie Chart No :- 4.2.d**

Following pie chart shows that the position of current assets in FY2020:-



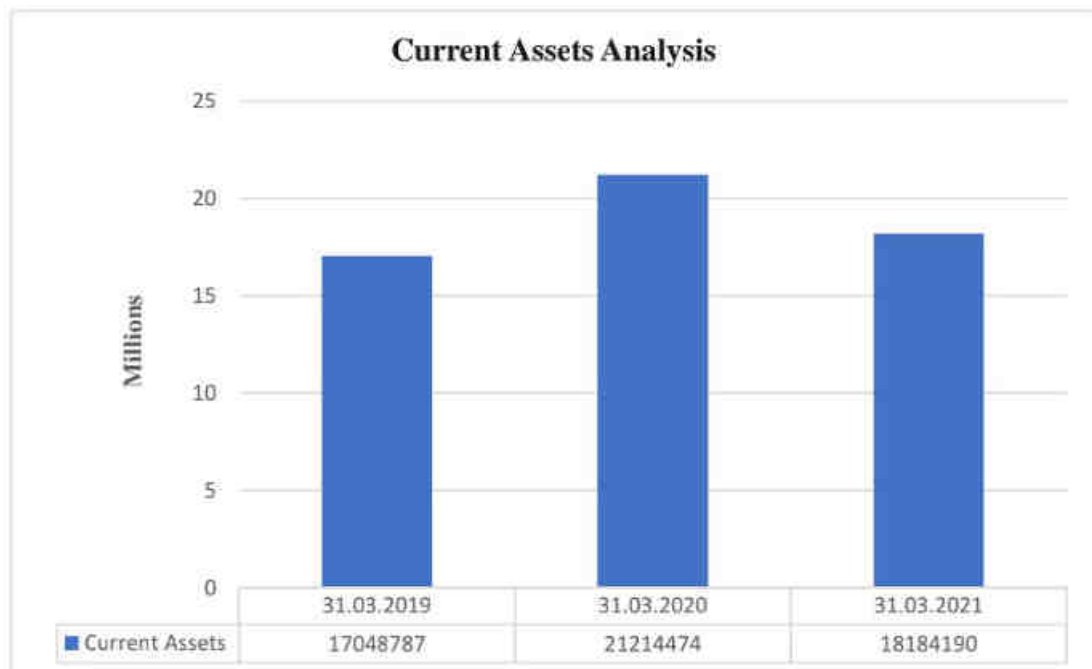
**Pie Chart No :- 4.2.e**

Following pie chart shows that the position of current assets in FY2021:



**Graph No :- 4.2.3**

Following Graph shows that three years Current Assets position Analysis:-





In the above table and graph 4.2.3 shows that current assets position of the company. The current assets of the company for FY2019, FY2020, and FY2021 is Rs.17048787, Rs.21214474, and Rs.18184190 respectively. In FY2019 inventories are 12.91%, cash and cash equivalents are 13.17%, trade receivables are 43.66%, short term loans and advances are 10.23%, other current assets are 20%. In FY2020, inventories are 19.62% , cash and cash equivalents are 16.53%, trade receivables are 34.71%, short term loan and advances are 29.12%. In FY2021 inventories are 10.62%, cash and cash equivalents are 16.53%, trade receivables are 51.53%, short term loans and advances are 26.144%. It shows that trade receivables and short term loans and advances possess greater proportion out of total assets. Hence, there is increasing trend in FY2020 and in FY2021 assets are decreased. Increase in current assets helps to maintain a control over the working capital. If an asset is decreased, this is a sign of company may default on its obligations. It usually exhibits warning signs to company.

**4.2.4 CURRENT LIABILITIES ANALYSIS :-**

Following table shows that the three-year Current Liabilities position of the company.

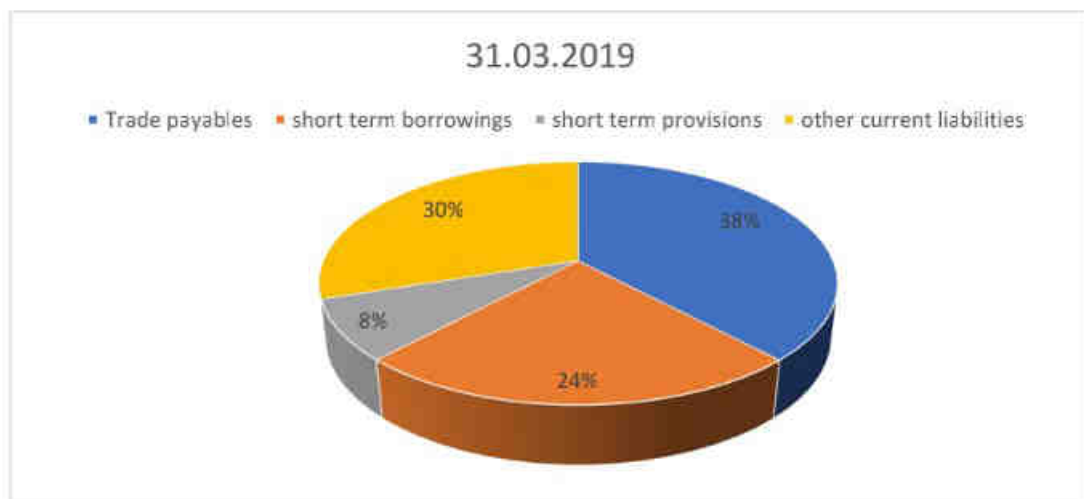
**Table No :- 4.2.4 Current Liabilities Analysis (Rs. In lakhs)**

Year	31.03.2019	Proportion	31.03.2020	Proportion	31.03.2021	Proportion
Trade payables	4200030	38.077%	5027332	40.59%	3843662	19.52%
short term borrowings	2634746	23.88%	3684734	29.57%	4977727	25.291%
short term provisions	886852	8.04%	3359781	27.13%	7664541	38.94%
other current liabilities	3308540	29.99%	310910	2.51%	3195661	16.23%
<b>Total (current liabilities)</b>	<b>11030168</b>	<b>100%</b>	<b>12382757</b>	<b>100%</b>	<b>19681591</b>	<b>100%</b>

(Source : Annual Report of the company)

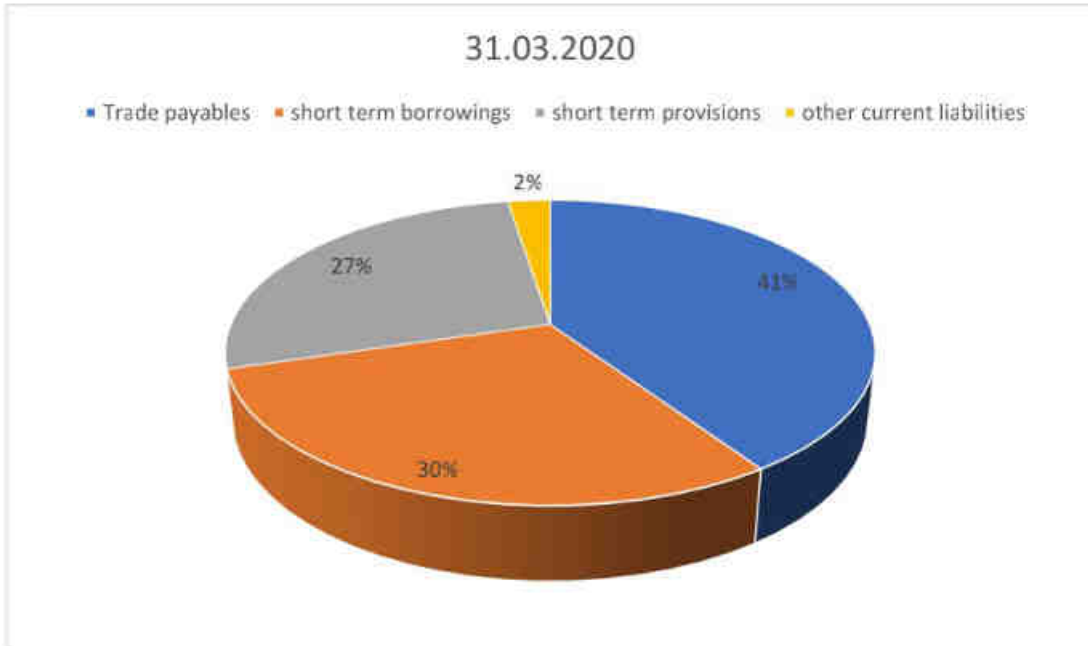
**Pie Chart No :- 4.2.f**

Following pie chart shows that percentage acquired by Current Liabilities in FY2019:-



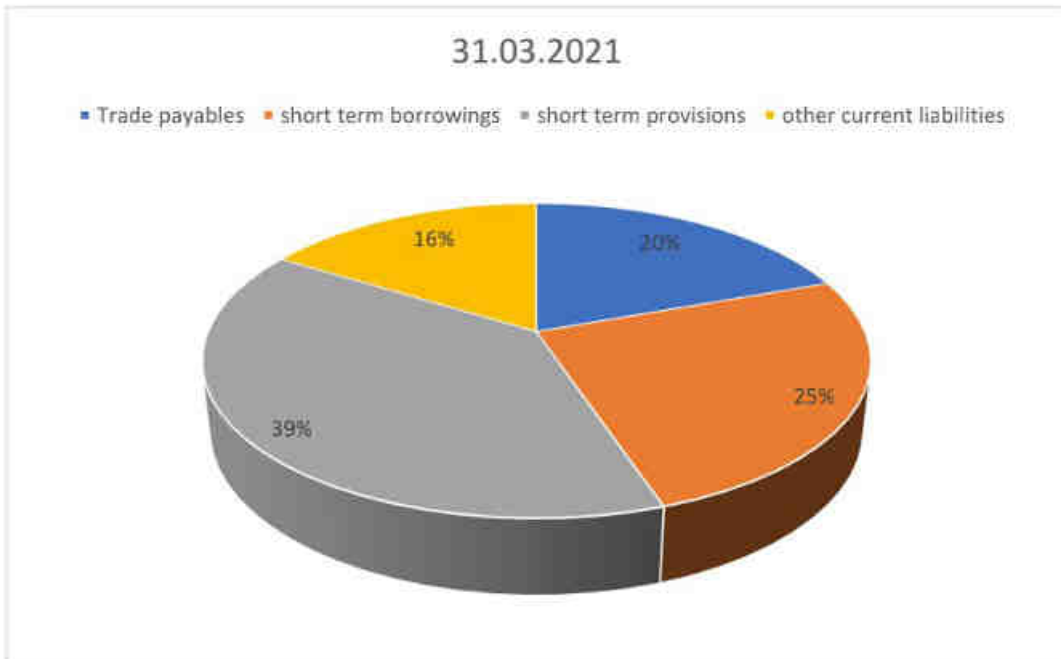
**Pie Chart :-4.2.g**

Following pie chart shows that percentage acquired by Current Liabilities in FY 2020:-



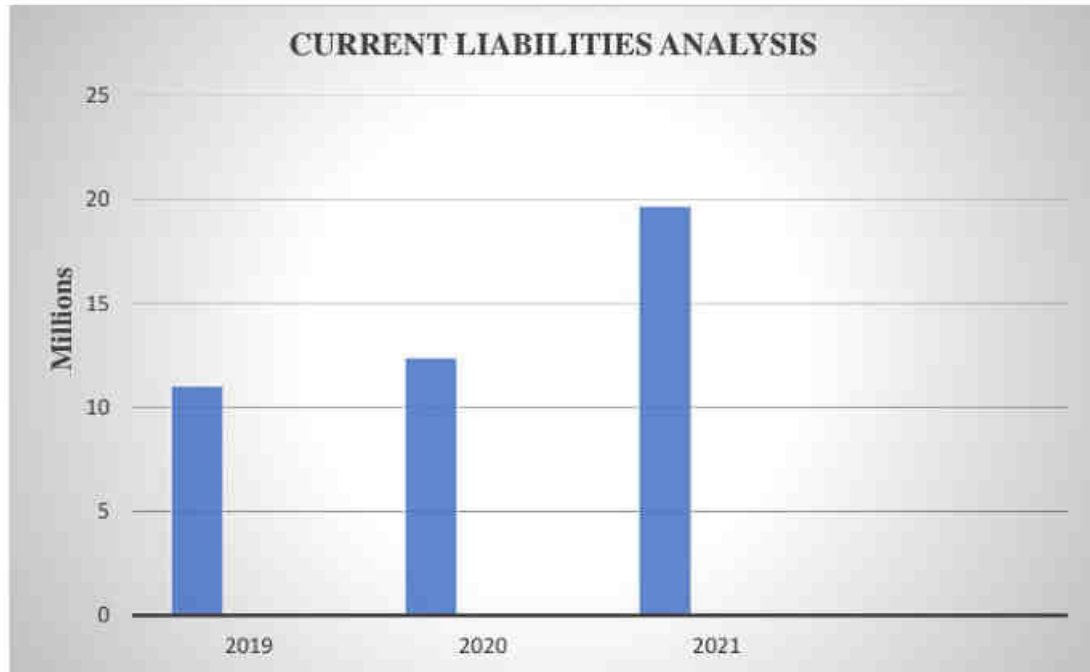
**Pie Chart No :- 4.2.h**

Following Pie Chart shows that percentage acquired by Current liabilities in FY2021:-



**Graph No :- 4.2.4**

Following graph shows that Current Liabilities position Analysis of the company:-



In the above table and graph 4.2.4 shows that current liabilities position of the company. Above table shows that, there is increasing trend in current liability in the FY2019, FY2020 and FY2021. At the end of FY2019, FY2020 and FY2021 the current liabilities was RS.11030168 , Rs.12382757 and Rs.19681591 . In FY2019 trade payable are 38.077%, short term borrowings are 23.88%, short term provisions are 8.04%, other current liabilities are 29.99%. In FY2020 trade payables are 40.59%, short term borrowings are 29.57%, short term provisions are 27.13%, other current liabilities are 2.51%. In FY2021 trade payables are 19.52%, short term borrowings are 25.291%, short term provisions are 38.94% and other current liabilities are 16.23% respectively. This table indicates that, the current liabilities is increased in comparison with last year. Company having minimum liabilities is able to create a better goodwill in market. In this company, they make short term provisions and short term borrowings, shows increased trend due to this reason their liabilities increased which is not good for the company. Company have to take efforts to improve position of current liabilities.

**4.2.5 CURRENT RATIO :**

Following table 4.2.5 shows, that the three-years current ratio analysis, researcher calculated current ratio by using the following formula.

FORMULA:

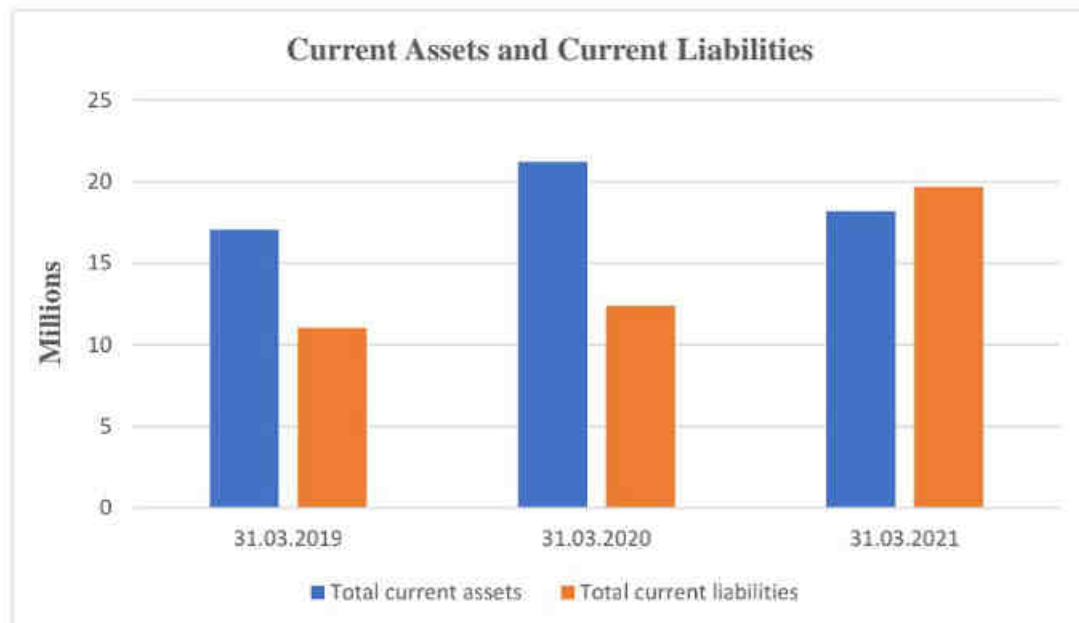
$$\text{CURRENT RATIO} = \frac{\text{TOTAL CURRENT ASSETS}}{\text{TOTAL CURRENT LIABILITIES}}$$

**Table No :- 4.2.5. Current Ratio (Rs.in lakhs)**

Year	31.03.2019	31.03.2020	31.03.2021
Total current assets	17048787	21214474	18184190
Total current liabilities	11030168	12382757	19681591
<b>Current Ratio</b>	<b>1.54</b>	<b>1.71</b>	<b>0.92</b>

(source : Annual report of the company)

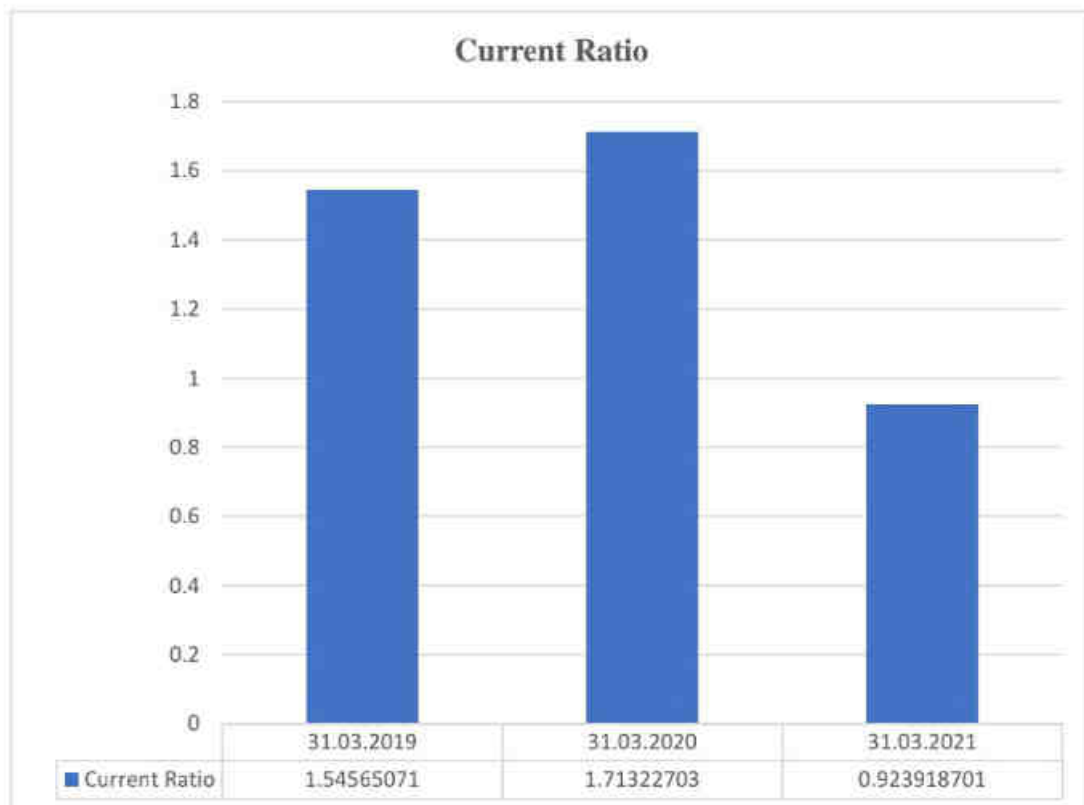
**Graph No:- 4.2.5.1**



Above Graph 4.2.5.1 shows that the three years current assets and liabilities comparison of the company. In FY2019 the current assets and liabilities was Rs.17048787 and Rs.11030168 respectively. In FY2020 the current assets and liabilities was Rs.21214474 and Rs.12382757 respectively. In FY2021 current assets and liabilities was Rs.18184190 and Rs.19681591 respectively.

#### Graph No : 4.2.5.2

Following graph shows that three years current ratio of the company:-



In the above table and graph 4.2.5.2 shows that current ratio of the company . Above table shows that , this ratio reflects the financial stability of the company. The standard of the current ratio is 2:1 . The current ratio of the company for FY2019, FY2020 and FY2021 is 1.545 , 1.713 and 0.92 respectively. Now if we analyse this three years data, it can be predicted that, ratio decreased from 1.5 to 0.9 as compared to base year. It holds a stable position all throughout period but it is seen that it holds a low position as compare to standards. So, the company have to take efforts to improve the position.

**4.2.6 QUICK RATIO :**

Following table depicts that three year Quick ratio analysis, researcher calculated Quick ratio by using following formula.

FORMULA :

$$\text{QUICK RATIO} = \frac{\text{TOTAL CURRENT ASSETS} - \text{INVENTORIES}}{\text{TOTAL CURRENT LIABILITIES}}$$

**Table No :- 4.2.6. Quick Ratio (Rs. In Lakhs)**

Year	31.03.2019	31.03.2020	31.03.2021
Total current assets	17048787	21214474	18184190
Total current liabilities	11030168	12382757	19681591
Inventories	2202184	4162822	1932207
<b>Quick Ratio</b>	<b>1.34</b>	<b>1.37</b>	<b>0.82</b>

( Source :- Companies Balance Sheet )

**Pie Chart No :- 4.2.i**

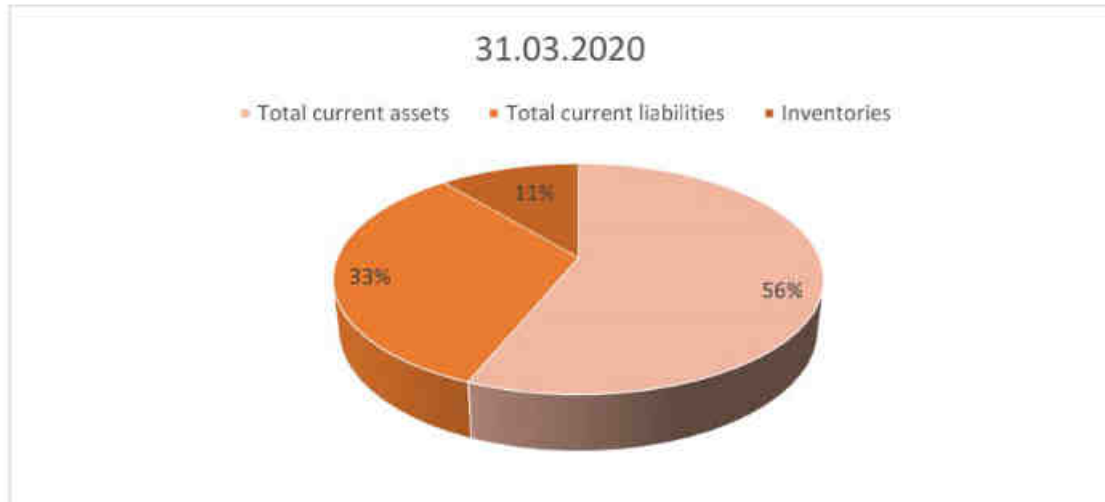
Following pie chart depicts that percentage acquired by Total Current Assets, Liabilities and Inventory in FY2019:-



Above pie chart shows that Total Current Assets, Total current liabilities and inventories possess 56%, 37% and 7% respectively in FY2019.

**Pie Chart No :-4.2.j**

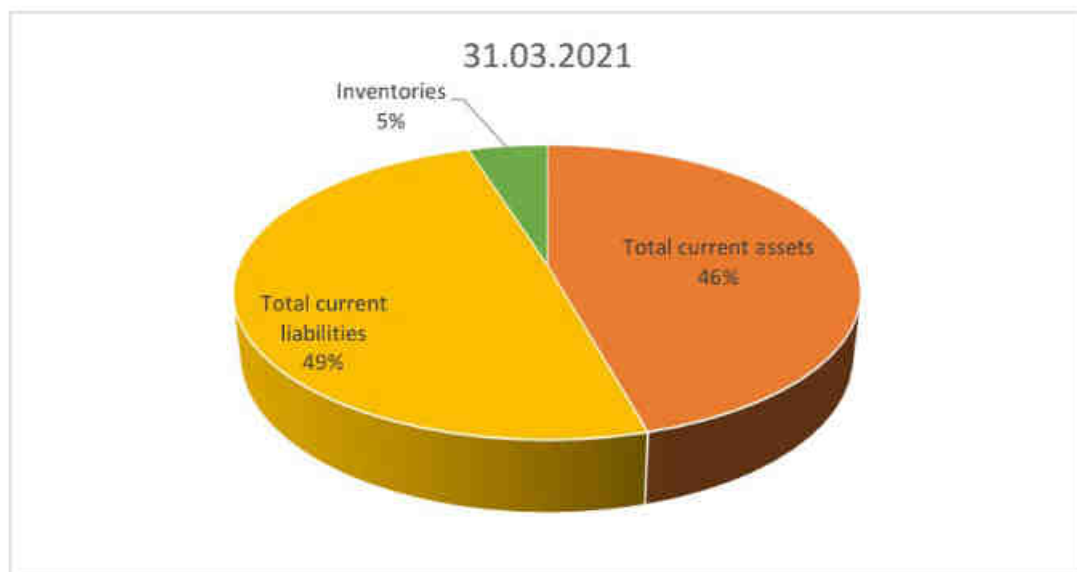
Following pie chart shows that the percentage acquired by current assets and liabilities , and inventory in FY2020:-



Above pie chart shows that the Total current assets, Total Current liabilities and inventories posses 56%, 33% and 11% respectively in FY2020.

**Pie Chart No :- 4.2.k**

Following pie chart shows that percentage acquired by assets and liabilities and inventory in FY 2021:-

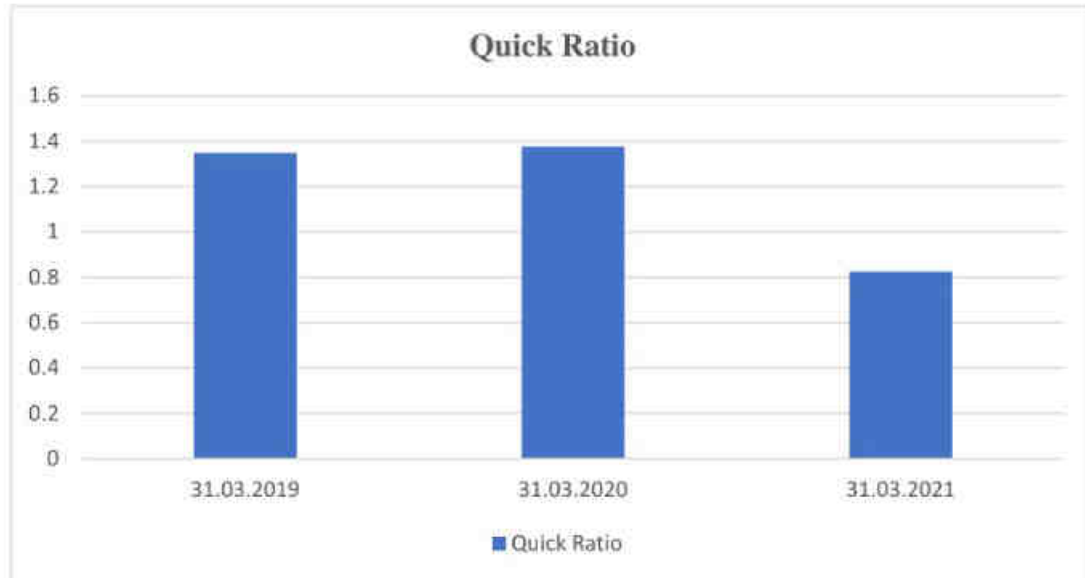




Above pie chart shows that total current assets, total current liabilities and inventories possess 46%, 49% and 5% respectively in FY2021.

#### Graph No :- 4.2.6

Following graph shows that the three years Quick Ratio of the company:-



In the above table and graph 4.2.6 shows three year quick ratio of the company. The quick ratio is an indicator of a company's short term liquidity position and measures a company's ability to meet its short term obligations with its most liquid assets. Above table shows that, it is the ratio between quick assets and quick liabilities. The quick ratio of the company for the year ended FY2019, FY2020, and FY2021 is 1.345, 1.377 and 0.828 respectively. The standard ratio is 1:1. It is used as an assessment tool for testing the liquidity position of the firm. The above ratio indicates the relationship between strictly liquid assets whose realisation value is almost certain on the hand and liquid liabilities on the other hand. Above table shows proportion of quick assets to current liabilities. In FY2021, company's quick ratio is less than '1' indicates that it doesn't have enough liquid assets to fully cover its current liabilities within a short time. The lower ratio indicates, the greater the company's risk.

#### 4.2.7 CREDITORS PAYABLE RATIO

Following table shows three-years creditors payable ratio analysis researcher calculated creditors payable ratio by using the following formula.

**Creditors Payable Ratio :**

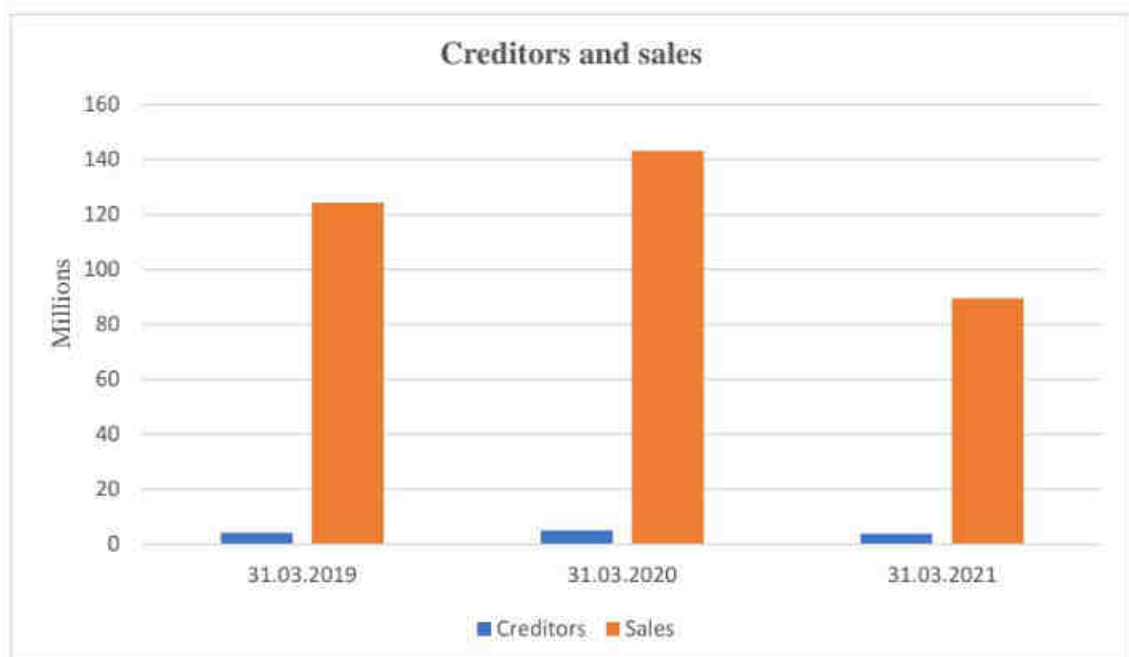
$$\text{FORMULA} = \frac{\text{CREDITORS.}}{\text{SALES}} \times 365 \text{ (DAYS)}$$

**Table No:- 4.2.7 Creditors Payable Ratio. (Rs. In Lakhs)**

Year	31.03.2019	31.03.2020	31.03.2021
Creditors	4200030	5027332	3843662
Sales	124266066	143123007	89463116
<b>Creditors payable ratio(in days)</b>	<b>12.33</b>	<b>12.82</b>	<b>15.68</b>

( Source- Annual audit report of company)

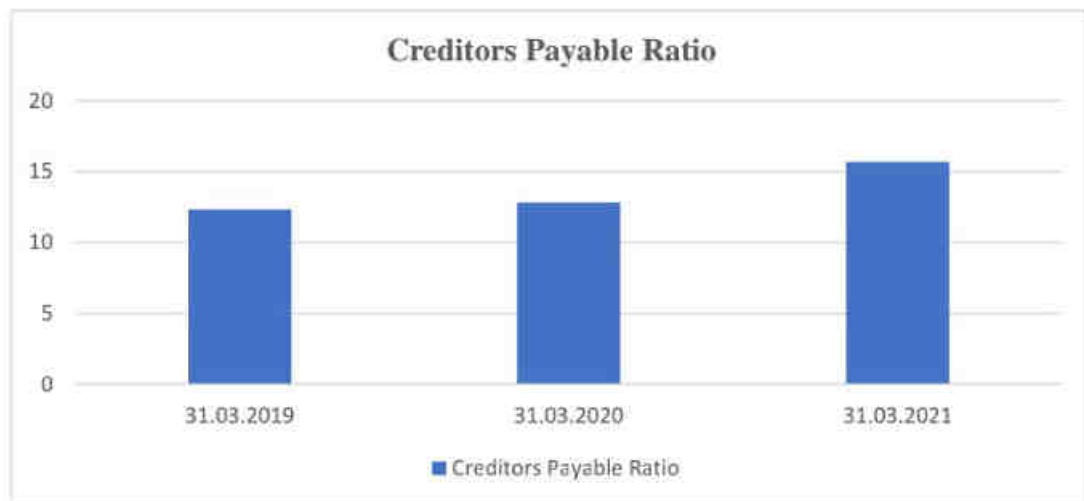
**Graph No :-4.2.7.1**



Above Graph 4.2.7.1 shows that the three years comparison of creditors and sales of the company. In FY2019 creditors and sales was Rs.4200030 and Rs.124266066 respectively. In FY2020 creditors and sales was Rs.5027332 and Rs.143123007 respectively. In FY2021 creditors and sales was Rs.3843662 and Rs.89463116 respectively.

#### Graph No :4.2.7.2

Following graph shows that the three years creditors payable ratio of the company:-



In the above table and graph 4.2.7.2 shows that creditors payable ratio of the company. This ratio reveals the ability of the firm to available the credit facility from the suppliers throughout the year. The payable ratio of the company for the year ended FY2019, FY2020, and FY2021 is 12.336, 12.82 and 15.68 respectively. Generally , a low creditors turnover ratio implies favourable since, the firm not enjoy credit period. Now , if we analyse the three years data, we can say organization not that much enjoy credit facility from the suppliers. In FY2021 the creditors days increased by almost 3 days. It means they are not paid their debts for particular period of time. That's why company paid their amount of debts in certain period for maintaining the goodwill among suppliers.

#### 4.2.8 DEBTORS RECEIVABLES RATIO

Following table shows three years debtors receivables ratio analysis researcher calculated debtors receivables ratio by using following formula.

FORMULA :

$$\text{DEBTORS RECEIVABLES RATIO} = \frac{\text{DEBTORS}}{\text{SALES}} \times 365$$

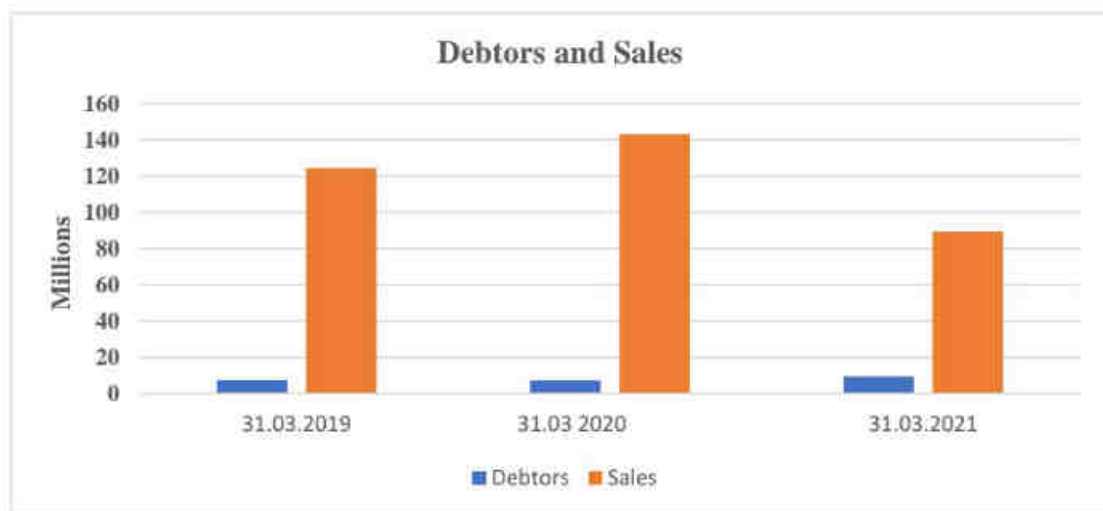
**Table No :-4.2.8. Debtors receivables Ratio (Rs. In Lakhs)**

Year	31.03.2019	31.03 2020	31.03.2021
Debtors	7444479	7364775	9371933
Sales	124266066	143123007	89463116
<b>Debtors receivables ratio (in days)</b>	<b>21.87</b>	<b>18.78</b>	<b>38.23</b>

(Source- Annual audit report of co. for the year ended 2019,2020,2021)

#### Graph No:- 4.2.8.1

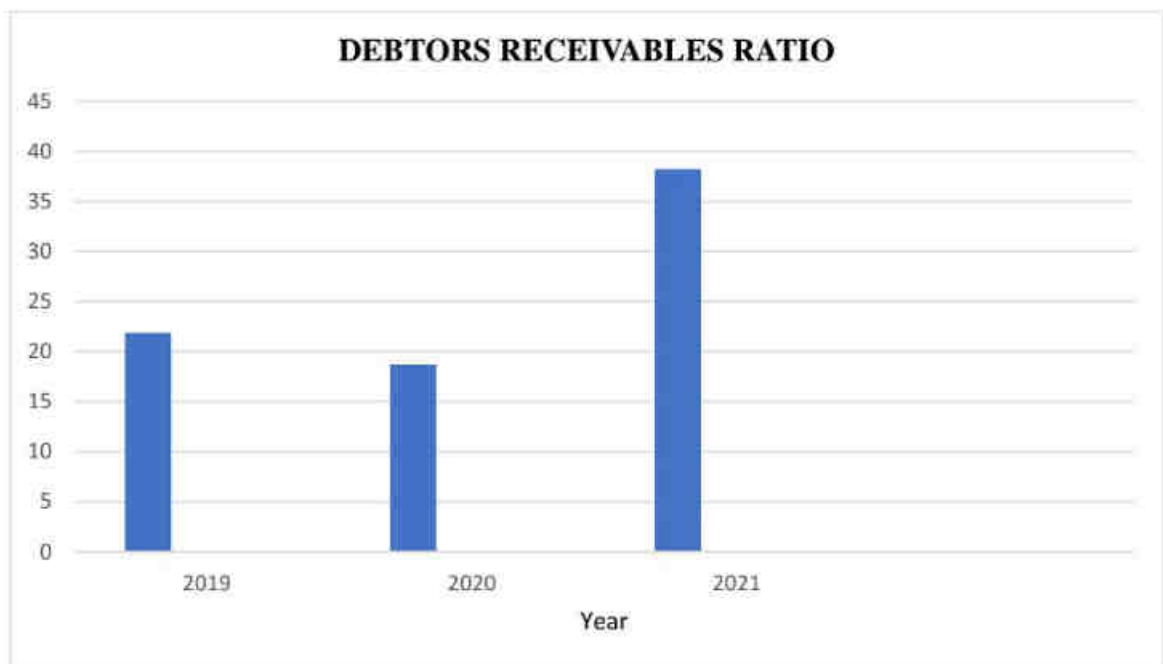
Following Graph shows that the three years Debtors and sales comparison:-



Above Graph 4.2.8.1 shows that the three years Debtors and sales comparison of the company. In FY2019 Debtors and sales was Rs.7444479 and Rs.124266066 respectively. In FY2020 Debtors and sales was Rs.7364775 and Rs.9371933 respectively. In FY2021 Debtors and sales was Rs.9371933 and Rs.89463116 respectively.

#### Graph No : 4.2.8.2

Following graph shows that the three years Debtors receivables ratio of the company:-



In the above table and graph 4.2.8.2 shows that debtors receivables ratio of the company. Debtors receivables ratio means in how many days the debts will be receivable to organization. The company's debtors receivables ratio is 21.86, 18.7 and 38.23 for the FY2019, FY2020, and FY2021 respectively. A simple logic is that debtors increase because of management policy and credit grant are increased of the business. In FY2020 sales are increased by 15.17% and in FY 2021 sales are decreased by -37.49%. High money is locked in debtors. It is not good sign for the company. The ratio indicates the time at which the debts are collected on an average during the year. According to company, policy of debtors receivables days are not satisfactory. The risk of bad debt is high in large debtors. So, they have to take efforts to improve the position.

**4.2.9 CASH RATIO :-**

Following table shows three years cash ratio analysis, researcher calculated cash ratio by using the following formula.

FORMULA :

$$\text{CASH RATIO} = \frac{\text{CASH AND CASH EQUIVALENTS} + \text{MARKETABLE SECURITIES}}{\text{CURRENT LIABILITIES}}$$

**Table No :- 4.2.9**

**Cash Ratio**

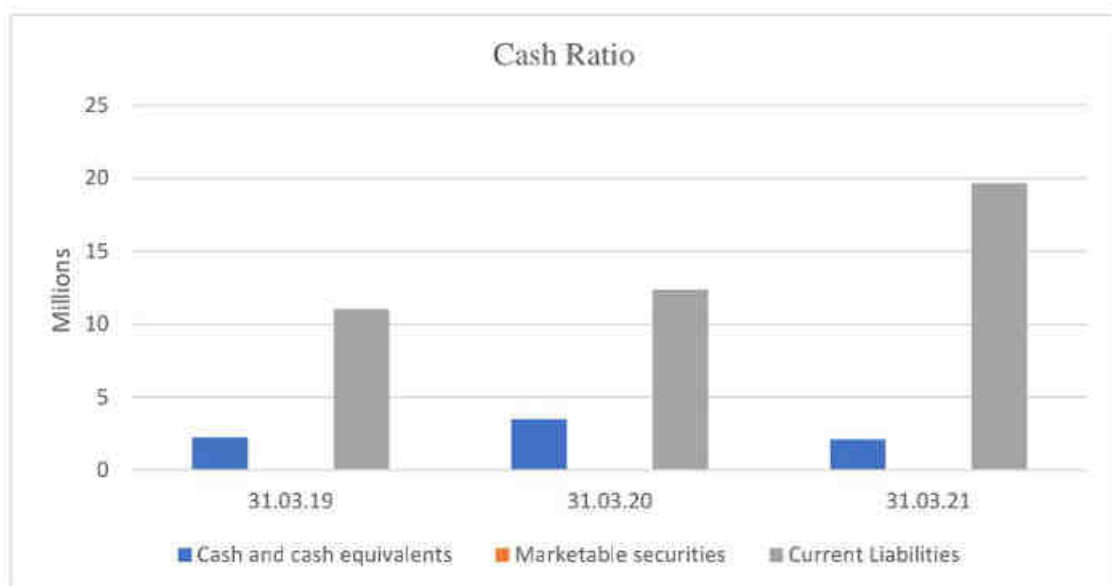
**(Rs.in Lakhs )**

Year	31.03.19	31.03.20	31.03.21
Cash and cash equivalents	2246271	3507958	2125939
Marketable securities	0	0	0
Current Liabilities	11030168	12382757	19681591
<b>Cash Ratio</b>	<b>0.20</b>	<b>0.28</b>	<b>0.10</b>

(Source : Annual report of the ccompany)

**Graph No :- 4.2.9.1**

Following graph shows that the three years Cash and cash equivalents and current liabilities comparison:-



Above Graph 4.2.9.1 shows that three years comparison of cash & cash equivalents and current liabilities of the company. In FY2019 the cash & cash equivalents and Current Liabilities was Rs.2246271, and Rs.11030168 respectively. In FY2020 the Cash and cash equivalents and current liabilities was Rs.3507958 and Rs.12382757 respectively. In FY2021 Cash and cash equivalents and current liabilities was Rs.2125939 and Rs.19681591 respectively.

#### GRAPH NO : 4.2.9.2 CASH RATIO

Following graph shows that the three years cash ratio of the company:-



In the above table and graph 4.2.9.2 shows that cash ratio of the company. Above table shows that, cash ratio. Cash ratio is a conservative measure of a company's liquidity. It indicates a company's capacity to pay off short-term debt obligations with its cash and cash equivalents. The cash ratio of the company for the year ended FY2019, FY 2020, and FY2021 is 0.20, 0.28, and 0.10 respectively. The standard cash ratio is 0.5 to 1. Now if we analyse the three years data it can be seen that it holds a not good position as compared to standard one because there is variation in cash and marketable securities are zero. It means that the company does not have enough cash to meet its short term obligations. So in order to improve cash ratio, company is required to take effective efforts.

## **CHAPTER-V**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

5.1 Introduction

5.2 Specific Findings

5.3 Suggestions

5.4 Conclusion



## 5.1 Introduction :

This chapter includes Findings, Suggestions, and Conclusion .The researcher has made out certain findings from data analysis and gives some suggestions from the data.Researcher has analysed and interpreted the data with the help of working capital management.on the basis of data analysis and interpretation researcher has drawn following findings and has given suggestions.

## 5.2 Findings :

Researcher finds out following findings on the basis of the data analysis and general observation.

1.Working capital of the company is not sufficient its highly growing in 1<sup>st</sup> year and it highly decreased in FY2021 hence it is not good for liquidity of the company. Working capital increased because of increase in the current assets of the company. In last FY2021 working capital was decreased highly due to increase in the current liability of the company. Hence, it shows fluctuations in the working capital position. Company can take care that of amount of working capital not highly increased or highly decreased.( Refer table no : 4.2.1)

2. Inventory is increased from FY2019 – FY2020 and in the FY2020-FY2021 inventory was decreased . In this it shows that out of total inventory raw material posses high proportion, then work in progress, then finished Goods and minimum part of inventory is hold by stores . ( Refer Table No :- 4.2.2 )

3. Current assets of the company are in a increasing position in year 2018- 19 and 2019-20 but in year 2020-21 current assets are decreased which is not good sign for company. Trade receivables and short term loans and advances and cash & cash equivalents posses greater proportion out of total assets. As adequate increase in current assets helps to maintain a control over the working capital. Decreasing assets position in company shows low liquidity of the organization.( Refer Table No: 4.2.3)

4. Current liabilities of the company is in increasing trend . It shows that organization is facing a liquidity crisis. Short term provisions, short term borrowings and trade payable posses greater amount of proportion out of total liabilities. Where a large cash payment decreases current assets or a huge amount of funds is acquired by short term provisions. ( Refer table No :- 4.2.4)

5. Current ratio of the company is not that much stable. It shows the total current assets & total current liabilities of the company is not that much stable. The ideal ratio is 2:1 but the company's ratio is low in year 2018-19 and 2020-21 as compared to the year 2019-20. Hence it shows fluctuations in the current ratio. This means there are not enough current assets to cover the payments that are due on the company's current liabilities. It is taken as indicative of potential future liquidity problem. So, the company have to take efforts to improve the position. (Refer table No :-4.2.5)

6. Quick Ratio shows the stability but it is not maintained as per standard ratio. In FY2019 and FY2020 the ratio was maintained as per the standard ratio which is a good for a company. But in year 2021 the ratio was decreased it is not good, as compared to standard ratio. This shows low liquidity of the organization. (Refer table no : 4.2.6)

7. Creditor payable ratio is quite good in organization as they do not enjoying credit facility from the suppliers from first two Financial year but FY2021 it was in increasing trend by almost 3 days. Creditors payable ratio shows increasing trend. It affects the goodwill of the organization. It is not good sign for organization. (Refer Table no : 4.2.7)

8. Debtors receivables ratio is high indicating collection period is large. It indicates that company is not good at collecting debts. And it's payment terms might be too lenient. Due to this huge money are blocked. It adversely affect on the cash flow of the company. It is not a good sign for company. So the company have to take efforts to improve the position. (Refer table no :- 4.2.8)

9. Cash ratio of the company is not that much stable as compared to standard ratio which is 0.5 to 1. It shows variations in cash and marketable securities are zero. The cash ratio shows the decreased trend from the base year. The company can reduce its short term liabilities. So in order to improve cash ratio company can take effective efforts. (Refer table No :- 4.2.9)

### 5.3 Suggestions :-

The management of working capital plays a vital role in running of a successful business. So , things should go with a proper understanding for managing current liabilities side short term provisions, Debtors receivables days . The organization is managing capital in a good manner, but still there is some scope for improvement in its management. This can help the company in raising its profit level by making less investment in inventory . This will ultimately improve the efficiency of its operations.

Following are some recommendations gives to the company in achieving its desired objectives. The business runs successfully with adequate amount of working capital.

1. The business runs successfully , if company should reduce cash balances . For this Miller -orr Model of cash management is suitable for Organization to maintain optimum cash balances. It is a model that provides for cost efficient transactional balances and assumes uncertain cash flows and determines an upper limit and return point for cash balances. In this organization cash balances is in greater proportion out of total current assets so company should buy enough short term securities to bring the cash balances back to the optimal bound .

2. The funds are locked up in inventories as it could lead to liquidity problems. Inventory- New techniques of inventory control should be adopted like , LIFO. Quality and reliability of earnings are improved under LIFO. And just in time method i.e materials are only ordered and received as they are only needed in the production process.

3. The companys present debtors receivables collection system is not perfect, so company should try to improve their current ratio by faster conversion cycle of debtors, give various discount policies and offers for earlier and in time collection, Reward early payments, Deal with late paying clients quickly. Company should provide best service to customers to decrease the number of debtors receivables days.

### **3.4 Conclusion :-**

The research study focused on liquidity position of the organization i.e. problem with respect to current ratio , Cash ratio , Quick ratio, Debtors receivables ratio , current liabilities is in increasing trend from comparison with the base year of research study.

The company should improve their working capital position. The company should take care of working capital should possess optimum position. The company should implement the inventory control techniques like LIFO and just in time which leads to efficient control of inventory and use their liquid funds. The organization should reduce their cash balance with the help of Miller Orr model of cash management to bring the cash balances back to the optimal bound. And provide customers with various reward for earlier collection of payment in the company.

If company takes above corrective steps towards the problem, financial position of company will be improved and now the company's profitability position is satisfying but the profitability of the company also increased when company implement the suggestions that would be suggest by researcher, and this will be then competitive advantages for the company.

Then the company is going well and financial position is viable.

Finally , I wish that company should improve more and more in the upcoming years and achieve the maximum heights of development.

**ANNEXURE****VENNA MILK AND MILK PRODUCTS ,PVT.LTD SATARA****BALANCE SHEET****As at 31.03.2018 to 31.03. 2019**

<b>Particulars</b>	<b>Refer Note</b>	<b>As at 31 March 2019</b>
<b>1. Equity And Liabilities</b>		
Shareholders Funds		
Share Capital	1	1915350
Reserve and surplus	2	-2499669
Non current Liabilities:		
Long term borrowings	3	28354752
Short term borrowings	4	2634746
Current Liabilities		
Trade Payable		4200030
Short term provisions	5	886852
Other current liabilities	6	3308540
<b>Total</b>		<b>38800600</b>
<b>2. Assets:</b>		
Non current Assets		
Fixed Assets	7	
Tangible Assets		20729373
Non-current investment		554020
Deffered tax assets (Net)		468421
Current assets		
Inventories		2202184
Cash and cash equivalents	8	2246271
Trade Receivables	9	7444479
Short term loans and advances	10	1745446
Other current assets	11	3410407
<b>Total</b>		<b>38800600</b>

**VENNA MILK AND MILK PRODUCTS PVT LTD, SATARA.****BALANCE SHEET**

AS AT 31.03.2019 TO MARCH 31.03. 2020

<b>Balance Sheet As at March 31 2020</b>		
<b>Particulars</b>	<b>Refer note</b>	<b>As at march 31, 2020</b>
Shareholders funds	1	
Share Capital	2	1915350
Reserve And Surplus	3	-3311447
		-1396097
Non Current Liabilities		
Long term borrowings	4	30138536
Deffered Tax liabilities (net)	5	939644
		31078480
Current Liabilities		
Short term borrowings	6	3684734
Trade payable	7	
Toatal outstanding dues of micro enterprises and small enterprises And		
Total outstanding dues of creditors other than micro enterprises and small enterprises and		5027332
Other current liabilities	8	310910
Short term provisions	9	3359781
		12382757
	<b>Total</b>	<b>42065140</b>
<b>Assets</b>		
Non current Assets		
Property, plant, and equipment		
Tangible assets	10	20109146
Non current investments	11	741520
		20850666
Current assets		
Inventories	12	4162822
Trade receivables	13	7364775
Cash And cash equvalents	14	3507958
short term loans and advances	15	6178919
		21214474
	<b>Total</b>	<b>42065140</b>

**VENNA MILK AND MILK PRODUCTS PVT LTD, SATARA****BALANCE SHEET**

As at 31.03. 2020 to 31.03.2021

<b>Balance sheet as at March 31, 2021</b>		
	<b>Refer note</b>	<b>As at mar.31, 2021</b>
<b>Equity and liabilities</b>		
Shareholders Funds		
share capital	2	2470900
Reserve and surplus	3	-6882954
		-4412054
Non current Liabilities		
Long term borrowings	4	22493146
Deffered tax liabilities (net)	5	939644
		23432790
Current Liabilities		
Short term borrowings	6	4977727
Trade payables	7	3843662
other current liabilities	8	3195661
short term provisions	9	7664541
		19681591
<b>Total</b>		<b>38702327</b>
<b>Assets</b>		
Non current assets		
property,plant and equipment		
Tangible Assets	10	19776617
Non current investments	11	741520
		20518137
Current assets		
Inventories	12	1932207
Trade receivables	13	9371933
cash and cash equivalent	14	2125939
short term loans and advances	15	4754111
		18184190
<b>Total</b>		<b>38702327</b>

## VENNA MILK AND MILK PRODUCTS PVT LTD, SATARA

**Profit & Loss Account for the year ended March 31.03. 2019:-**

Particulars	Refer Notes	As at 31 march 2019	As at 31 march 2018
i) Revenue from operatins	12	124266066	144952856
ii) Other income	13	203782	1306154
iii) Total Revenue ( i+ii)		124469848	146258
iv) Expenses:			
Cost of material consumed		106710601	125092221
changes in inventories of finished goods			
work in progress and stock in trade		316170	31780
Employee benefits expense	14	2051833	1786434
Finance costs	15	1252639	2120463
Depreciation and amortisation expense	7	885065	1866733
Other expenses	16	8741969	15124919
<b>Total expenses</b>		<b>119325939</b>	<b>145962550</b>
v) profit before exceptional and extraordinary items and tax			
( iii-iv)		5143908	296493
vi) Exceptional items			
vii) profit before extraordinary items and tax ( v-vi)		5143908	296493
viii) Extraordinary items			
Depreciation provided for earlier year			
ix) profit before tax (vii-viii)		5143908	296493
x) Tax expense:			
1) Current tax		129153	
2) Deffered tax		468421	
profit/ (loss) for the period from continuing			
xi) operations (vii-viii)		5483176	296439
xii) profit / (loss) from discounting operations			
xiii) Tax expenses of discounting operations			
profit/ (loss) from discounting operations ( after tax)			
xiv) ( xii-xiii)			
xv) profit/ ( loss ) for the period			
(xi+xiv)		5483176	296439
xvi) earning per equity share			
1) Basic		28.63	1.55



**VENNA MILK AND MILK PRODUCTS PVT LTD, SATARA****Profit & Loss Account For the Year ended 31.03.2020 :-**

Particulars	Refer note	For the year ended march 31-2020	For the year ended march 31-2019
<b>Revenue</b>			
Revenue from operations	16	143123007	124266066
Less: Taxes on sales			
Revenue from operations(net)		143123007	124266066
Other income	17	46496	203782
<b>Total Revenue</b>		<b>143169503</b>	<b>124469848</b>
<b>Expenses:</b>			
cost of material consumed	18	133855669	112435837
Employee benefit expenses	19	1680941	2051833
finance cost and exchange loss	20	1970638	1252639
Depreciation & amortisation expense	21	1049911	885065
other expenses	22	3017022	2700566
<b>Total expenses</b>		<b>141574181</b>	<b>119325940</b>
Profit/(loss) before exceptional and extraordinary items			
and tax		1595322	5143908
Exceptional items			
Profit/(loss) before extraordinary items and tax			
extraordinary items		1595322	5143908
profit/(loss) before tax			
Tax expense			
Current tax		999035	129153
Deffered tax expense/(income)		1408065	-468421
		811778	5483176
profit for the year			
Earnings per equity share	23		
Nominal value per share Rs.10 (march 31,2019, Rs. 10)			
Basic		-4.24	28.63
Diluted		-4.24	28.63

## VENNA MILK AND MILK PRODUCTS PVT LTD, SATARA

## Profit &amp; Loss Account For the year ended 31.03.2021:-

Particulars	Refer note	For the year ended march 31, 2021	For the year ended march 31, 2020
<b>Revenue:</b>			
Revenue from operations	16	89463116	143123007
less: Taxes on sales			
Revenue from operations(net)		89463116	143123007
Other income	17	298522	46496
<b>Total revenue</b>		<b>89761638</b>	<b>143169503</b>
<b>Expenses</b>			
cost of material consumed	18	84939374	136392744
changes in inventory of finished goods	19	2230615	-1960538
Employee benefit expenses	20	1861789	1680941
Finance cost and exchange loss	21	2015067	1962826
Depreciation & amortisation expense	22	1105524	1049911
Other expense	23	2559014	2448397
<b>Total Expense</b>		<b>94711383</b>	<b>141574181</b>
profit/(loss) before exceptional and extraordinary items			
and taxes		-4949745	1595322
Exceptional items			
profit/(loss) before extraordinary items & tax			
Extraordinary items		-4949745	1595322
profit/(loss) before tax			
Tax expense			
Current Tax		66192	999035
Deffered Tax expense/income			1408065
		5015937	811778
profit for the year	24		
Earnings per equity share			
(Nominal value per share Rs.10 (March. 31, 2019 Rs.10)			
Basic		-20.3	-4.24
Diluted		-20.3	-4.24

## Bibliography

### Books Referred :-

1. Alok .D(2003). Working capital management (1<sup>st</sup> Edition Ed ). Mumbai : Himalaya Publishing House.
2. M.P.I (2010). Financial management (10 th Edition Ed).Visas Publishing House Pvt.ltd.
3. Mahesh,D.K.(2003).Financial management (1<sup>st</sup>Edition Ed.).Nasik: Career Publication.
4. M.Y. Khan, P.K. (2003).Financial management. New Delhi:Tata Mc Graw Hill Education Pvt.Ltd.

### Reports :-

1. Annual Report 2018-19
2. Annual Report 2019-20
3. Annual Report 2020-21

### Websites :-

- 1.<https://www.zaubacorp.com/company/VENNA-MILK-AND-MILK-PRODUCTS-PRIVATE-LIMITED/U15203PN1999PTC013287>.
- 2.<https://economictimes.indiatimes.com/company/venna-milk-and-milk-products-private-limited/U15203PN1999PTC013287>.
- 3.<https://www.investopedia.com/terms/w/workingcapitalmanagement.asp>

JOINING REPORT

Date: 11/08/2022

To,  
The Director,  
..Kotamareer..Bhauraa..patil  
Institute..of..management  
Studies..and..Research...Satara ,

Sub: Joining Report


Respected Sir,

I, Shri/Ms.  
.....Diptee...Dattatray...Sankpal.....have joined  
.....Venna...Milk...and...Milk...products..... for the  
summer in-plant training from 09/08/2022 for the Project Work to be carried  
out.

I would be carrying out project work under the guidance and supervision of Shri. /Ms.  
.....Kumbhar...Sir..... (designation)  
..... in

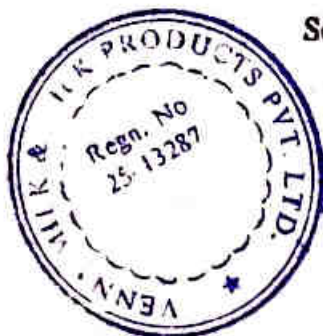
Accounting.....area. The title of my project work is

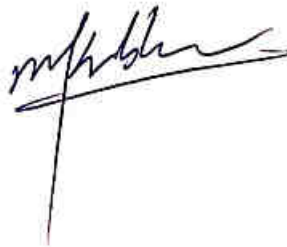
I shall join the college immediately after completion of my training i.e. on 1<sup>st</sup>  
August 20 without fail.

  
Diptee Dattatray Sankpal  
(Name & signature of the Student)  
Industry Guide)

(Name and Signature of the

Seal of Organization





## WEEKLY PROGRESS REPORT

Progress Report No. 1

Name of Student	Diptee PattaRay Sankpal
Title of the Study	a study on working capital with reference to Venna milk and milk products Pvt. Ltd. Satara.
Name of Guide	Miss. Sarita Mane.
Organisation	Venna Milk and Milk products Pvt. Ltd. Satara.
Date of Joining Organisation	09/07/2022
Date of Progress Report	12th August
Period Of Progress Report	9th August to 11th August
Progress:	<p>Introduced with all the staff members and also studied the Organisation structure.</p>

  
Signature  
Student



  
Signature  
Industry Guide

## WEEKLY PROGRESS REPORT

Progress Report No. 2

Name of Student	Diptee Dattatray Jankpal
Title of the Study	A study on working capital with reference to Venna Milk and Milk products Pvt. Ltd. Satara.
Name of Guide	Miss. Sorita Mane.
Organisation	Venna Milk and Milk products Pvt. Ltd. Satara.
Date of Joining Organisation	09/08/2022.
Date of Progress Report	20th August 2022
Period Of Progress Report	12th Aug to 19th Aug 2022
Progress:	Identified management problem and finalized topic.

  
Signature  
Student



  
Signature  
Industry Guide

## WEEKLY PROGRESS REPORT

Progress report No 8

Name of the Student	Diptee Dattatray Somkpal
Title Of the Study	Study on working capital with reference to Venna Milk and Milk products Pvt. Ltd. Satara.
Name of Guide	Miss. Sanita Mane
Organization	Venna Milk And Milk products Pvt. Ltd. Satara.
Date of joining Organization	09/08/2022
Date of Progress Report	29/08/2022
Period of Progress Report	22 <sup>th</sup> Aug to 26 <sup>th</sup> Aug 2022
Progress :-	Set Research Methodology

  
Signature  
Student



  
Signature  
Industry Guide

## WEEKLY PROGRESS REPORT

Progress report No

4

Name of the Student	Diptee Dattatray Sankpal
Title Of the Study	Study on working capital with Reference to venna milk and Milk products. pvt ltd satara.
Name of Guide	Mrs. Sushila Mane.
Organization	Venna Milk and Milk products PVT. Ltd. satara.
Date of joining Organization	09/08/2022.
Date of Progress Report	3/09/2022
Period of Progress Report	27 <sup>th</sup> Aug to 2/09/2022
Progress :-	Studied theoretical background.

  
Signature

Student



  
Signature

Industry Guide



## WEEKLY PROGRESS REPORT

Progress Report No. 5

Name of Student	Diptee Dattatray Sankpal.
Title of the Study	A study on working capital with reference to venna milk and milk products pvt. Ltd. Satara.
Name of Guide	Miss. Santa Mane.
Organisation	Venna Milk and milk products pvt Ltd. Satara.
Date of Joining Organisation	09/08/2022.
Date of Progress Report	10th Sept 2022
Period Of Progress Report	5th Sept to 9th Sept 2022
Progress:	visited all the departments of company and studied company profile.

  
Signature  
Student



  
Signature  
Industry Guide

## WEEKLY PROGRESS REPORT

Progress Report No. 6.

Name of Student	Diptee Dattatray Jankpal
Title of the Study	A Study on working capital with reference to Yenna milk and Milk products Pvt. Ltd. Satara.
Name of Guide	Miss. Sarita Mane.
Organisation	Yenna Milk and Milk products Pvt. Ltd. Satara.
Date of Joining Organisation	09/08/2022
Date of Progress Report	17th Sept 2022.
Period Of Progress Report	17th sept to 16th sept 2022
Progress:	collected required data from company's financial statements.

  
Signature  
Student



  
Signature  
Industry Guide

## WEEKLY PROGRESS REPORT

Progress Report No. 7

Name of Student	Diptee Dattatray Jankpal
Title of the Study	A study on working capital with reference to venna milk and milk products. Pvt. Ltd. Jatoru.
Name of Guide	Miss. Sarita Mane.
Organisation	Venna Milk and Milk products. Pvt. Ltd. Jatoru.
Date of Joining Organisation	9/08/2022
Date of Progress Report	24 sept 2022
Period Of Progress Report	19th sept to 23rd sept 2022
Progress:	collected required data from company's financial statements, study the current asset and current liability position of the company.

  
Signature  
Student



  
Signature  
Industry Guide

## WEEKLY PROGRESS REPORT

Progress Report No. 8

Name of Student	Diptee Dattahay Sankpal.
Title of the Study	A Study on working capital with reference to Yenna Milk and Milk Products Pvt. Ltd. Satara.
Name of Guide	Miss. Sarita Mane.
Organisation	Yenna Milk and Milk Products Pvt Ltd. Satara.
Date of Joining Organisation	9/08/2022
Date of Progress Report	30th Sept. 2022
Period Of Progress Report	96 <sup>th</sup> Sept. to 30 <sup>th</sup> Sept. 2022
Progress:	Study ratio analysis and analyzed data using it.

  
Signature  
Student



  
Signature  
Industry Guide

## WEEKLY PROGRESS REPORT

Progress Report No. 9

Name of Student	Diptee pattabai Jankpal
Title of the Study	A study on working capital with reference to Venna milk and milk products Pvt. Ltd. Satara.
Name of Guide	Miss. Sarita Mane.
Organisation	Venna Milk and Milk products Pvt. Ltd. Satara.
Date of Joining Organisation	09/08/2022
Date of Progress Report	8th Oct. 2022
Period Of Progress Report	7th Oct to 7th Oct 2022
Progress:	Findings, suggestions, and conclusion.

  
Signature  
Student



  
Signature  
Industry Guide

## GUIDE STUDENTS MEETING RECORD

Student: Diptee Dattatray Sankpal

Contact No: 9659917812

Guide: Mr. V. D. Patil

Contact No: 9764262066

Contact No:

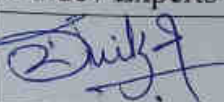

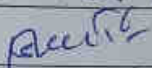

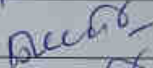
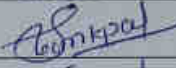
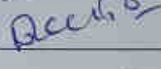



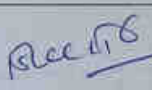

Topic: A Study on Working capital

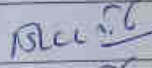
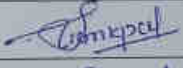
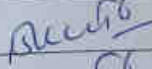
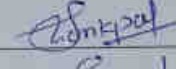


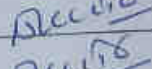
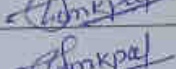

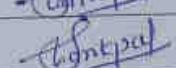
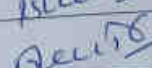

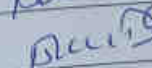
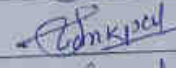
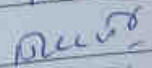

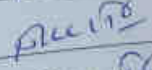
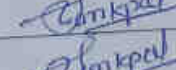
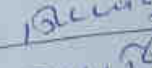

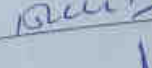



Contact Person: Miss. Sarita Mane.

Organization: Yenn Milk And Milk products. Pvt. Ltd. Solara.

Designation: Accounting Incharge.

Contact No. 9545458019

Sr.No	Date	Description	Signature of Guide / Experts	Signature of Student
1	10/10/22	Presentation of in plant training project work		
2	18/08/22	Submission of First Draft		
3	25/08/22	Submission of Second Draft		
4	13/09/22	Submission of Third Draft		
5	2/10/22	PPT Presentation of Project Work Before Committee and Students		
6	26/12/22	Submission of Final Draft of Project report		

Sr.No.	Date	Description of Discussion	Signature of Guide	Signature of Student
1	09/8/22	Discussion on introduction study		
2	13/08/22	Discussion on management problem		
3	17/08/22	Discussion on company profile		
4	23/08/22	Discussion on Research problem		
5	30/08/22	Discussion on scope of study		
6	5/09/22	Discussion on theoretical background		
7	9/09/22	Discussion on importance of study		
8	20/09/22	Discussion on Data		
9	27/09/22	Discussion on Ratio Analysis		
10	19/10/22	Discussion on Suggestion		
11	28/10/22	Discussion on conclusion		
12	31/10/22	Finalisation of project report		

  
 Director  
 9/11/2023