APPENDICES

APPENDIX - I

Interview of MD

1) Please explain about present marketing organization in your dairy unit.

2) Please explain in detail the marketing strategy.

3) What are your future plans?

Interview of Marketing Manager

1) What is your organization structure?

2) Is their separate marketing organization?

3) How many products do you offer to the customers?

4) What are the sales of each dairy product?

5) How your distribution Network operates?

6) What are your promotion policies?

7) What are your pricing practices?

8) Please explain in detail the market area covered by your firm.

9) What is your annual advertising budget?

10) What are your future plans?
APPENDIX - II
Questionnaire for Marketing Manager

Name of the dairy:
Address:
Year of establishment:
Type of organization:
Give the responses according to the following scale:
1. Strongly agree
2. Agree
3. Neither agrees nor disagrees
4. Disagree
5. Strongly Disagree

1) Periodically we prepare marketing plan.
   1.                  2.                3.                  4.                 5.

2) In our firm, we meet with customers at least once a year to find out what
   Products they will need in future.
   1.                  2.                3.                  4.                 5.

3) In our firm, we do in-house market research.
   1.                  2.                3.                  4.                 5.

4) The firm is having R & D Department to develop the new product.
   1.                  2.                3.                  4.                 5.

5) We survey end users at least once in a year to assess the quality.
   1.                  2.                3.                  4.                 5.

6) We use Marketing Information System (MIS).
   1.                  2.                3.                  4.                 5.
7) Data on customer satisfaction are disseminated at all levels in our firm.
   1. 2. 3. 4. 5.

8) When we find out that customers are unhappy with the quality of our product, we take corrective action immediately.
   1. 2. 3. 4. 5.

9) Marketing department works with Production Department.
   1. 2. 3. 4. 5.

10) All departments get together periodically to plan a response to changes in environment.
    1. 2. 3. 4. 5.

11) The activities of all the departments are well coordinated.
    1. 2. 3. 4. 5.

12) If you come up with a great marketing plan, we would be able to implement it in timely fashion.
    1. 2. 3. 4. 5.

13) Market segmentation motivates new product development effort in our firm.
    1. 2. 3. 4. 5.

14) The company exports the products.
    1. 2. 3. 4. 5.

15) We do offer the differentiated products to the customers.
    1. 2. 3. 4. 5.

16) We do offer as many products as the customers demand.
    1. 2. 3. 4. 5.
17) Our company gives more emphasis on packaging.
   1.  2.  3.  4.  5.

18) We give more emphasis on the marketing of milk than the milk products.
   1.  2.  3.  4.  5.

19) Competition in our industry is cut throat.
   1.  2.  3.  4.  5.

20) If a major competitor were to launch a campaign targeted at our customers, we would implement a response immediately.
   1.  2.  3.  4.  5.

21) There are many promotion wars in our industry.
   1.  2.  3.  4.  5.

22) Price competition is intense.
   1.  2.  3.  4.  5.

23) It takes time to us to decide to respond to our competitor’s price changes.
   1.  2.  3.  4.  5.

24) We do offer price discounts & cash discounts to our distributors.
   1.  2.  3.  4.  5.

25) Our product prices are competitive.
   1.  2.  3.  4.  5.

26) The prices for all products fluctuate frequently.
   1.  2.  3.  4.  5.
27) The prices of the products are different for different customers.
   1.  2.  3.  4.  5.

28) The technology in dairy industry is changing rapidly.
   1.  2.  3.  4.  5.

29) Technological changes provide an opportunity in our industry.
   1.  2.  3.  4.  5.

30) We adopt the new technology for production of milk products as soon as it comes.
   1.  2.  3.  4.  5.

31) A large number of new product ideas have been made possible through technological breakthrough in our industry.
   1.  2.  3.  4.  5.

32) We do have the wide distribution network.
   1.  2.  3.  4.  5.

33) The firm’s distribution network is widely spread throughout the Maharashtra as well as neighboring states.
   1.  2.  3.  4.  5.

34) Our dairy unit is having the retail outlets at various places in Maharashtra.
   1.  2.  3.  4.  5.

35) We are doing well in our retail outlets.
   1.  2.  3.  4.  5.

36) Our channel members sell only the firm’s products.
   1.  2.  3.  4.  5.
37) The company is having their own sales force for the personal selling.
   1. 2. 3. 4. 5.

38) We give training to our sales people.
   1. 2. 3. 4. 5.

39) The company offers more incentives to the channel members to increase the sales.
   1. 2. 3. 4. 5.

40) We advertise our products at national level.
   1. 2. 3. 4. 5.

41) The advertisement of our dairy is given on continuous basis.
   1. 2. 3. 4. 5.

42) The firm has developed brand awareness in customer minds.
   1. 2. 3. 4. 5.

43) We do employ sales promotion schemes for distributors & retailers.
   1. 2. 3. 4. 5.

44) The firm is offering sales promotion schemes for the customers.
   1. 2. 3. 4. 5.

45) We have developed good public relations.
   1. 2. 3. 4. 5.
APPENDIX - III
Questionnaire for Assistant Marketing Manager

Name of the dairy:
Address:
Year of establishment:
Type of organization:

**Close ended Questions**

1) Do you prepare sales plan?
   1) Yes 2) No

2) Do you pretest any change in your marketing plan?
   1) Yes 2) No

3) Do you forecast your sales?
   1) Yes 2) No
   If yes, time frame of forecast.

4) Do you prepare your sales target periodically?
   1) Yes 2) No

5) Do you achieve your sales goals?
   1) Yes 2) No

6) Do you Seek guidance from marketing experts?
   1) Yes 2) No

7) Do you have the R & D Department?
   1) Yes 2) No
8) Do you conduct marketing research?
   1) Yes  2) No

9) Do you have complete information on your cost?
   1) Yes  2) No

10) Do you respond to customer complaints/suggestions?
    1) Yes  2) No

11) Has your company carefully segmented the consumers that it serves?
    1) Yes  2) No

12) Do you routinely measure the profitability of your key products or services in each of these consumer marketing segments?
    1) Yes  2) No

13) Do you identify key buying factors in each segment?
    1) Yes  2) No

14) Do you know customer’s value perception?
    1) Yes  2) No

15) Do you have FPO Certification for the Product?
    1) Yes  2) No

16) Does your products are branded?
    1) Yes  2) No

17) Which type of packing material do you use?
    1) Polythene bags
    2) glass bottles
    3) Cups
    4) Tins
18) Which product is having more sales?
   1) Milk  2) Ghee  3) Shrikhand  4) If any other specify

19) Which method of product costing you use?
   1) Competitive pricing  2) Prices fixed by the government
   2) Opinion of the authority  3) cost calculation

20) Is your pricing strategy & decision aimed at getting larger volumes but other elements of marketing unsupportive of this goal?
   1) Yes  2) No

21) Are you afraid that if you quote a high price you will lose the customers?
   1) Yes  2) No

22) Do you know what your competitors’ pricing strategies are?
   1) Yes  2) No

23) Which channel do you select for distribution of the product?
   1) Manufacturer to Customers  2) Manufacturer to Distributor to Customer
   3) Manufacturer to Distributor to Retailer to customer  4) Manufacturer to Retailer to Customer

24) Which Sales promotional techniques do you use for channel members?
   1) Cash Discounts  2) Credit facility
   3) Timely Delivery  4) Marketing Assistance

25) Which Sales promotional tools do you use for customers?
   1) High quality  2) Attractive package
   3) Prompt Delivery  4) Price discounts
26) At which level do you advertise?
   1) Local   2) District   3) Region 4) National

27) Is the impact of environmental trends (demographic, competitive, governmental) on your business carefully gauged?
   1) Yes                                     2) No

28) What is the type of the competition?
   1) Monopoly 2) oligopoly 3) Monopolistic 4) Perfect competition

29) Which strategies do you adopt to face the competition?
   1) Low pricing 2) Improvement in quality
   3) Prompt Delivery 4) Effective advertisement

30) Which Marketing problems do you face?
   1) High competition
   2) Inadequate transport facilities
   3) Changing customer expectations
   4) Short shelf life of the product

31) Is your industry growing but your market share remaining constant?
   1) Yes                                     2) No

32) Do you take any special efforts to market the milk products?
   1) Yes                                     2) No

33) Are all management & staff aware of what marketing is & why it is necessary? If not, identify action to be taken?
   1) Yes                                     2) No

34) Do you provide training to your marketing people?
   1) Yes                                     2) No
35) What is the Size of the market?
   1) Local      2) District   3) Region 4) National

36) What is the nature of sales?
   1) Retail    2) Wholesale
   3) Both      4) Contract sale

37) Do you go for wholesale market?
   1) Yes    2) No

38) Do you export your products?
   1) Yes    2) No

39) Which Marketing control methods do you use?
   1) Marketing audit  2) Marketing cost analysis
   3) Market share analysis
   4) Integrated marketing control & Financial control

**Open ended Questions**

1) From how many milk producers’ co-operatives do you purchase milk?
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   ........................................................................................................................................

2) What is the cost of procurement of milk?
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   ........................................................................................................................................

3) What are your future plans?
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   ........................................................................................................................................
4) How many products do you offer? Specify.

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5) For which product the sales are more?

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6) What is the contribution of each product to total sales?

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7) Which pricing methods do you employ?

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8) What is your price structure?

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9) Is there any price war?

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10) Do you use price as a promotional tool? How?

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11) In which districts do you distribute your product?

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12) In which states do you distribute your product?

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13) In which area the sales are more?

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14) How many delivery vehicles do you have?

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15) What is the cost of distribution?

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16) Do you have retail outlets? How many they are? & what are the locations?

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17) What sort of marketing assistance do you provide to the channel members?

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18) Who are your wholesale buyers?

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19) Which products do you export?

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20) Where do you export your products?

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21) What is your annual budget for advertisement?

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22) Do you have an advertisement department? If no how do you make the Advertisements effective?

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23) Which media do you prefer?

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24) What is the frequency of the advertisement?

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25) What is the advertisement cost per month?

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26) How do you use package as communication tool?

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27) What are the marketing problems for your firm?

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28) How do you solve these problems?

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29) Do you conduct environmental analysis? How?

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30) How do you employ Marketing Information System?

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31) What is the awareness level of the company regarding its products & that of its competitors?

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32) Who are the major competitors? Global companies, large local firms, or small units?

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33) What is the pattern of the marketing organization structure?

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34) Do you go for Corporate Social Responsibility (CSR)? If yes How?

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35) What are the social developments in the target market?

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36) What is the thrust of the strategy – sales, profits, market share, or customer satisfaction?

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APPENDIX - III

Questionnaire for Customers

1. Name:

2. Age:
   a) 20-30
   b) 31-40
   c) 41-50
   d) 51-60
   e) Above 60

3. Education:
   a) Upto 12\(^{th}\)
   b) Graduate
   c) Post graduate
   d) Post PG

4. Occupation:
   a) Self Employed
   b) Students
   c) Service
   d) Professionals
   e) others (please specify)

5. Family Monthly Income:
   a) Below 10,000
   b) 10,001 – 20,000
   c) 20,001 – 30,000
   d) Above 30,001

6. Household consumption of milk & milk products and changes in the pattern of consumption:
   Consumption of milk & milk products during the period (1991-2006)
   a) Gavali
   b) Packaged (Specify brand)
   c) unbranded package (unorganized)
   d) Homemade
<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Products</th>
<th>Prefference for brands</th>
<th>Reasons for change in the consumption of brand.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Milk</td>
<td></td>
<td></td>
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<tr>
<td>2.</td>
<td>Curd</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Ghee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Khoa</td>
<td></td>
<td></td>
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<tr>
<td>5.</td>
<td>Shrikhand</td>
<td></td>
<td></td>
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<tr>
<td>6.</td>
<td>Paneer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Cheese</td>
<td></td>
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</tr>
<tr>
<td>8.</td>
<td>Lassi</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Chakka</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7. Are there any changes in your purchases of above products?
   a) Yes                          b) No

8. What are the reasons for change in purchases?
   A. Marketing – a) availability   b) advertisement   c) sales promotion
      d) price e) Variety            f) quality         g) any other
   B. Dissatisfaction from old product
   C. Increase in educational level
   D. Increase in size of family
   E. Increase in income

9. Do you think that change has benefited you?
   a) Yes                          b) No

10. From where do you buy the products?
    a) Kirana shop                  c) company retail outlet
    b) Milk Shoppe                  d) Any other (specify)

11. How do you get information about the different milk & milk products?
    a) Advertisement               c) Relatives, neighbors & friends
    b) Sales representative        e) Any other- please specify