

**PROJECT REPORT (17MBAPR407)
CUSTOMER SATISFACTION TOWARDS NANDINI MILK PRODUCTS**

**BY
AJAY KUMAR T S**

1IA17MBA04

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

Archana Vijay
Assistant Professor
Dept of MBA AIT

EXTERNAL GUIDE

Lakshminaryana
Marketing head
Komul



**Department of MBA
Acharya Institute of technology, Soldevanahalli,
Hesaragatta Main Road, Bengaluru**

April 2019



ಕೋಲಾರ - ಚಿಕ್ಕಬಳ್ಳಾಪುರ ಜಿಲ್ಲಾ ಸಹಕಾರ ಹಾಲು ಉತ್ಪಾದಕರ ಸಂಘಗಳ ಒಕ್ಕೂಟ ನಿಯಮಿತ
Kolar - Chikkaballapura District Co-operative Milk Producers Societies Union Ltd.

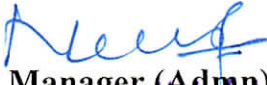
KCMU: ADMN: 11732 : 2018-19

Date: 23.02.2019

CERTIFICATE

This is to certify that **AJAY KUMAR T.S** (Reg No:1IA17MBA04),
Acharya Institute of Technology, Bangalore, student Studying **M.B.A** has
undertaken Internship Project in dairy entitled as “**A STUDY ON
CUSTOMER SATISFACTION TOWARDS NANDINI MILK
PRODUCTS**” at Kolar-Chikkaballapur District Co-operative Milk
Producers Societies Union Ltd., Kolar. For the period 03.01.2019 to
23.02.2019.

For Kolar-Chikkaballapur Milk Union Limited,


Manager (Admin)
Kolar-Chikkaballapur Dist Co-operative Milk
Producers Societies Union Limited,
KOLAR.

ರಾಷ್ಟ್ರೀಯ ಹೆದ್ದಾರಿ - 75, ಹುತ್ಕೂರು ಅಂಚೆ, ಕೋಲಾರ - 563 102.

N.H.75, Huthur Post, Kolar - 563 102
(ISO - 22000 : 2005 Certified)

Ph : 08152-282300, Fax : 08152-282303

E-mail : komulmd@yahoo.co.in, komulmd@gmail.com, website: www.komul.coop



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 25/03/2019

CERTIFICATE

This is to certify that **Mr. Ajay Kumar T S** bearing **USN IIA17MBA04** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Customer Satisfaction Towards Nandini Milk Products, KMF, Kolar**” is prepared by him under the guidance of **Prof. Archana Vijay** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department

Department of MBA

Acharya Institute of Technology

Belagavi, Bengaluru-560 107

Signature of Principal/Dean Academics

Dr. Devarajaiah R.M.
Dean-Academics
ACHARYA INSTITUTE OF TECHNOLOGY
Bengaluru-107.

DECLARATION

I, **AJAY KUMAR T S**, hereby declare that the Project report entitled “CUSTOMERS SATISFACTION TOWARDS NANDINI MILK AND PRODUCTS” with reference to “KMF KOAR” prepared by me under the guidance of **Archana Vijay**, Assistant Professor of M.B.A Department, Acharya institute of technology and external assistance by **Lakshminaryana marketing head KMF Kolar**. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bengaluru
Date: 31/03/2019



Signature of the student

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr.Devarajaiah R M**, and deep sense of gratitude to **Dr.M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Internship Report.

I would like to thank **Prof.Archanavijay**, Asst. Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Lakshminaryana marketing head KMF Kolar**, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bangalore

Date: 31/3/2015

(Ajay Kumar T S)

USN: 11A17MBA04

TABLE OF CONTENTS

Chapter No.	Chapters	Page Nos.
	EXECUTIVE SUMMARY	
1	INTRODUCTION	
	1.1 Introduction	3
	1.2 Industry profile	4
	1.3 Company profile	6
	1.4 Vision Mission, and Quality policy	10
	1.5 Product Handled and Services	12
	1.6 Area of operations	15
	1.7 Infrastructure	15
	1.8 Competitors' Information	16
	1.9 SWOT Analysis	17
	1.10 Future Growth and Prospects	19
	1.11 Financial analysis	20
2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	
	2.1 Theoretical background of study	23
	2.1.1 Elaborative information on topic	23
	2.2 Review of Literature	25
3	RESEARCH DESIGN	
	3.1 Statement of the problem	30
	3.2 Need for the study	30
	3.3 Objectives of the study	30
	3.4 Scope Of the study	30
	3.5 Research Methodology	31
	3.6 Hypothesis	31
	3.7 Limitation of the study	31
4	DATA ANALYSIS & INTERPRETATION	32
5	FINDINGS SUGGESTIONS AND CONCLUSION	
	5.1 Findings	53
	5.2 Suggestion	54
	5.3 Conclusion	55
	Bibliography	57
	Annexure	58

LIST OF TABLES

Table No.	Particulars	Page Nos.
Table - 4.1	Table showing gender of the respondent	33
Table – 4.2	Table showing the age group of the respondent	34
Table - 4.3	Table showing Education Qualification of the respondents	35
Table - 4.4	Table showing showing the occupation of the respondents.	36
Table - 4.5	Table showing the respondent who are aware of the nandini milk products	37
Table - 4.6	Table showing Table showing responses showing regarding the availability of nandini milk products.	38
Table - 4.7	Table showing Table showing Response regarding the usage of nandini milk and others similar milk products.	39
Table - 4.8	Table showing Response regarding product purchase by respondents	40
Table - 4.9	Table showing responses regarding the taste of the nandini milk products.	41
Table - 4.10	Table showing table showing factor influence to buy nandini milk products	42
Table - 4.11	Table showing the following sources that made respondents aware about nandini milk and products	43
Table - 4.12	Table showing satisfaction level of the respondents towards nandini milk and products	44
Table - 4.13	Table showing satisfaction level of the respondent's towards quality of nandini milk and products	45
Table - 4.14	Table showing Responses regarding packing problem of nandini milk and products	46
Table - 4.15	Table showing the fulfilment of customer expectation regarding nandini milk products	47
Table - 4.16	Table showing the reason for purchasing nandini milk products	48
Table - 4.17	Table showing the responses regarding satisfaction regarding the safety and health by nandini milk products.	49
Table - 4.18	Table showing the respondent interest in recommending nandini products to others	50

LIST OF FIGURES AND CHARTS

Chart No.	Particulars	Page Nos.
Chart - 4.1	chart showing gender of the respondent	33
Graph - 4.2	Graph showing the age group of the respondent	34
Graph – 4.3	Graph showing Education Qualification of the respondents	35
Chart -4.4	Chart showing the occupation of the respondents.	36
Graph -4.5	Graph showing the respondent who are aware of the nandini milk products	37
Chart -4.6	Chart showing responses showing regarding the availability of nandini milk products.	38
Chart - 4.7	Chart showing Response regarding the usage of nandini milk and others similar milk products.	39
Chart – 4.8	Chart showing Response regarding product purchase by respondents	40
Graph – 4.9	Graph showing responses regarding the taste of the nandini milk products.	41
Graph - 4.10	Graph showing factor influence to buy nandini milk products	42
Chart – 4.11	Chart showing the following sources that made respondents aware about nandini milk and products	43
Chart – 4.12	Chart Table showing satisfaction level of the respondents towards nandini milk and products	44
Chart -4.13	Chart showing satisfaction level of the respondent's towards quality of nandini milk and products	45
Graph -4.14	Graph showing Responses regarding packing problem of nandini milk and products	46
Chart-4.15	Chart showing the fulfilment of customer expectation regarding nandini milk products	47
Chart -4.16	Chart showing the reason for purchasing nandini milk products	48
Chart 4.17	Chart responses regarding satisfaction regarding the safety and health by nandini milk products.	49
Graph 4.18	Graph showing the respondent interest in recommending nandini products to others	50

EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student of master in business administration, it is a part of study for everyone to undergo summer project at some good institute or organization. So for the purpose, I got the opportunity of summer training at KMF.

My internship project report “Study on Customer Satisfaction with KOMUL. Before the internship, I had a lot of questions. The internship helped me clear all these questions and doubts

Karnataka milk federation (KMF) is the apex body in Karnataka representing dairy farmers’ co-operative. It is the third largest dairy co-operative amongst the dairy co-operative operates in the country. In south India it stands first in procurement as well as sales. One of the core functions of the federation is marketing of milk and milk products.

India is emerging as a mega dairy market of the 21st century. The dairy industry provided the income as well as the employment to the people. The growth of the Indian dairy industry is 4.40 in the year 2004; India produces 100 million tons in the year 2006 and has 15.53% of the world’s milk production.

Customer satisfaction is key to success. Getting your customer to tell you what’s good about your products or services, and where you need improvement helps you to ensure that your business measures up to their expectations. The attached file contains a customer satisfaction survey form designed to help gather. This important information was designed to make it easy for customer to fill out and to make it easy for you to quickly customize to exactly match your company activities.

CHAPTER 1
INTRODUCTION

1.1 Introduction:

Project is an exchange of knowledge for experience between the students and organization for a particular period of time. The project also helps the students to determine if they have an interest in a particular career or do they want to shift from the present one. Project is a given to work at a firm for a fixed, limited period of time.

The project also helps to create a network of contacts, to acquire recommendation letter which can be added to the curriculum vitae and it can also gain certain for the curriculum vitae. Projects are often taken as a way to develop the capabilities by practically applying the theory Knowledge while learning in a professional work environment. While doing a project with an organization, we get to learn about the various roles and responsibilities that can help in the future. Therefore this makes the interns to fit in those responsibilities when coming out fresh has a graduate.

The 4th semester project was for a period of 6 weeks it helps to acquire the knowledge and experience of the business world for us as a student.

ABOUT THE TOPIC: “A STUDY ON CUSTOMER SATSIFACTION TOWARDS NANDINI MILK PRODUCTS”.

The above mentioned topic helps to analyses and measure in what way the products and services are supplied via the company to reach the ultimate consumer. The total percentage of consumer, whose reported know-how with the firm, its products or services beats the satisfaction goal

The beganing chapter of this study deals with the introduction about the project The 2nd chapter is industry profile and company profile which includes the back ground of the company swot analysis and other general information related to the company, third chapter is based on the theoretical background and literature review and fourth chapter which includes data analysis and interpretation of the collected data from the respondents , final chapter gives details regarding the summary of findings and providing necessary suggestion

The project work is the integral part of the VTU MBA program. It is an initiative to close a gap between knowledge and its applications through a series of involvements that students of VTU MBA program, allow information and exposure towards the industry. The study is carried out 03-01-2019 to 16-02-201

1.2 INDUSTRY PROFILE

INTRDUCTION

The dairy industry is an important industry in India. The nation is the world's biggest milk producers, which account over thirteen of the entire milk production. It's the world major customer dairy products, eat almost 100% total milk production on its own. Dairy products are the main source of cheap and nutritious food for many of people in the nation. It is the source of animal protein for segment a large vegan population, especially in India, especially among farmers landless and women can only be accepted. Dairy in India has grown rapidly since independence. The bulk of the milk and milk products factories were established. As cow is a machine that transforms raw materials that is plant into food in a way that is unexpectedly well-organized. From a survey conducted there more than 787 breed cattle followed by 72 Buffalo breeds around the world. Nation has around 30 and 10 unique breeds of cow and buffaloes, it also plays an important role in employment generation in rural sectors

Origin of industry

The term "market milk" can be defined as the combination of whole milk that is sold to individuals usually for their direct consumption. As a large company, the dairy industry market is of relatively new origin even in well -developed nation in the world like the U.S. to dairy though olden documents written report milk as an important food, processing and distributing as a separate business activity has developed in those countries till the attention of the population in the city has reached a great level in the center of the 19th century. In our nation the dairy farm has been practiced as a cottage industry from simple past. Dairy trade seeds underway with the result of military establishment dairy and milk cooperatives unions across the nation, in the late 19th century, however, technology of milk market considered were launched in 1965, with the Aarey milk station operation

HISTORY

The development of Indian dairy industry took its shape after white revolution. The white revolution increased the milk production from 17 million tons (1950-1951) to 110 million tons (2008-2009). Before independence dairy industry was not progressive practiced as a rural cottage industry, semi commercialized started with Military dairy, Farmers, Co-operative unions, until the year 2001, Our nation was not least observed by many international dairy companies across the world, the main reason was that country was neither an active importer nor an exporter of dairy products and services.

Even though India has out some milk powder and butter oil assistance between 1970 and 1990, transfers from the nation were significantly , when the milk products of India starts to be more presence in the markets of the world. Milk sector transition from a situation of importing additional net, led by the efforts of operation flood programme and the National Dairy Development Board under the leadership of earlier Chairman of the of dairy development board DR Kurian.

Till the year 1940, there was as very slight information on the modes of preparation and use of milk related products. The praise for the 1st publication on the subject goes to Dr.W.D.Davis, the first head of the industry related research, Dairy research institute located now in Bangalore. Within the span of these four 40 years since his book appeared, there is a considerable changes has been place in original dairy products and services.

The multilevel, multiunit organization with total vertical integration of all dairy development activities was set up with dairy co-operative societies at the grass root level, milk unions at the middle level and a dairy development corporation at the state level as an apex body, was vested with the responsibility of implementing Rs.51 crores project.

At the end of September 1984, the World Bank aided project ended and the diary development activities continued under “operation flood –II.

BACK GROUND

In respect of IDA assistance under Bangalore Milk Union Limited, dairy development activity took place in the district in 1975. Later, the neighborhood was hooked from 1-4-1987 to the area of operation to make a different union called milk (BOMUL). Cattle Farm is the favorite friend in the neighborhood, which later contributes to the district's total revenue and dairy to main activity in the region. The dairy sector was developed in the district in 1975 with regard to IDA assistance under Bangalore Milk Union Limited.

KOMUL is 2nd main dairy farmers of Karnataka organization of neighborhood. It is an organ level district of cooperatives of milk in Karnataka, which aims to provide the well-paying refers to the former by removing intermediaries and also improve the level of interest of consumers by offering quality of milk and dairy products, with decent quality / price.

Once the area was called as land of gold and silk, is now important in the production of quality milk. Their summer komul first fixed coolers of milk in bulk and milking machines community ' at the level of society in the State of Karnataka to get quality milk required for ultra -high temperature milk packed in Kolar unit under the name of Nandini "good Life ".

The komul have milk sorting to Kolar with a capacity of handling of 2,70 lakhs litres / day and centers Marc Sadli and Gowribidnur of cooling with each 1 LDPD ability respectively. It began selling liquefied milk in polythene bags in Kolar district and parts of the city of Bangalore since 1994 mnemonic symbol of the NDDDB has been implemented by the union .Recently there Chennai market also by the sale of 5000 litres per day.

UNION PROFILE

Kolar-Chikkaballapura district cooperative milk producers union is registered under cooperative societies Act of 1912 after bifurcation from Bangalore district co-operative milk producers union on 23-3-1987. The area of operation is restricted to Kolar and Chikkaballapur district having 1750 villages of 11 revenue taluks.

SHARE CAPITAL

The organization started with an original investment Of Rs 8.56 Lakhs, which was transmitted from Bangalore milk union. The present share capital is Rs 65.75cr

1.9 MEMBERSHIP

As on December-2017 the total members enrolled was 278400 out of which 95051 stay small farmers 95200 are minimal farmers, 50074 are Agri Laborers and others are 38075. Out of total membership 278400 are Women members 70520 Schedule castes 41188 are the Schedule tribe 28099 and OBC 1499 members respectively.

MILK PROCUREMENT

The current average milk procurement in the month of Jan 2019 is 9.54 lakhs kgs of milk from 1862 includes of 2.89 lakhs members union recorded a progress of 7% for the last half decades.

MILK PRICE

The cost per kilo of milk is based on the quality of milk fat and SOLID NOT FAT. Base price is considered for 3.5% fat and 8.5% SOLID NOT FAT. Now milk is bought at DCS price 23.00 Rs and DCS paying Rs 22.00 to producers. 2017-18 the Union contributed Rs 916.17 crores to the milk producers. In Jan - 2019 Union paid Rs 69.98 crores

MILK SALES

The marketing area includes entire Kolar, Chikkaballapura districts and parts of Bangalore urban and rural districts. The Union sells following varieties of milks

1. Toned Milk
2. Shubam Milk
3. Special Milk
4. Samruddhi Milk.
5. Double Toned milk.

The other products being manufactured and marketed includes ULTRA -HIGH TEMPERATURE milk, Butter Milk, Curd, Ghee, Peda and Cheese. Besides this, the Union routes 63 other products of Nandini manufacture by K.M.F and affiliates. The Union is increasing its market share steadily.

The average milk sale during the month of Jan-19 is 3.14 lakh litres per day through 904 retailers. During this year the Union registered record milk sales of 3.41 lakh litres on 06/02/2019 and it is recorded as highest milk sales for a single day.

OBJECTIVE OF THE UNION

1. Providing clean, good and better superiority of milk for day to day consumer.
2. To remove middle traders' in the trade so that the milk products receive their proper share of bread.
3. To instruct the village about the adulteration of milk and its dangerous effects on the body.
4. To ensure that every citizen are safety healthy by consuming good quality of milk.
5. To promote villages self -viable and build self-image.
6. To uplift the socio economic status of the rural people.
7. To provide necessary training for producers, members, and staff of the dairy co-Operative's society.
8. To ensure excellence of milk and milk products to town consumers rates consent by producers from time to time.
9. To ensure elimination of middleman by organizing MPCS which is owned and managed by producer's themselves
10. To provide self-employment opportunities for unemployed youths at village levels in an effective manner.
11. , TO provide package technical inputs to its milk producers for enhancement of milk production.

NATURE OF THE BUSINESS

One of the main functions is procurement of milk, processing it, and marketing milk and milk products. Komul markets its products and services under the well-known brand name "NANDINI".

Union processes the milk and carries marketing in urban area through various agents. The union is providing service to the milk producer with technical inputs like veterinary service, seeds, etc. and also by giving training to farmers and induction program. The union also takes study, growth and also other promotional activities for the overall benefit of the farmers.

Organizational position

DCS categorizes Member-producers and dairy cooperatives (DCS) are the essential constituents of the union and their progress is the criterion of judgment on the effectiveness of the functioning of the union, where maximum emphasis has been focused on the development and progress in the various activities.

KOMUL includes the 11 taluk, Kolar and Chikkaballapur district with a total of 1750 revenue villages in the 1653 Dairy Co-operative societies (DCS) scope on if with 145 inclusive women's dairy cooperative societies there are some milk producers 276001 members out of which 69918 are members of women there was a growth in regular membership

Komul is certified for ISO-22000-2005 for quality management and food safety.

1.4 VISION, MISSION AND QUALITY POLICY

VISSION STATEMENT:

“Wish to develop into model milk co-operative in the nation”

“Kolar-Chikkaballapura Milk Quality will be a Global Benchmark”

MISSION STATEMENT:

Kolar Milk Union continuously procures worthy quality milk by providing remunerative price & technical inputs to producers and supply good quality of Milk & Milk Products to the consumers. It also aims to attain top position in the dairy industry by improving the financial position of the union.

QUALITY POLICY

“We constantly try to develop our internal quality and operating systems by educating Milk Producer’s and motivating work force to achieve customer satisfaction.”

KOLAR-CHIKKBALLAPURA MILK UNION MILESTONES

- ❖ 1987 Bifurcation of the district from an operational area of Bangalore milk union limited (BAMUL) to form a separate milk union.
- ❖ 1989 inauguration of Sadali chilling center.
- ❖ 1990 initiation of milk marketing at inter-dairy rate.
- ❖ 1991 KMF handed over chilling centers at Kolar, Sadali, Chintamani and Gowribidnur to milk union limited.
- ❖ 1994 inauguration of full-fledged dairy at Kolar with a processing capacity of 1.0 lakh liter per day.
- ❖ 1994 union commenced liquid milk marketing under the brand name of nandini in polythene packets.
- ❖ 1995 started administrative building in the campus.
- ❖ 1998 instalment of cheese plant.

- ❖ 1999 union started marketing nandini good life milk.
- ❖ 1999 improvement and expansion of processing capacity of Chintamani chilling center.
- ❖ 2000 outside the state, entry into the Chennai for milk marketing.
- ❖ 2001 for the first-time in the history of Karnataka inauguration of BMC centers in the jurisdiction of KOMUL.
- ❖ 2001 Kolar dairy certified for ISO-9002 quality management system.
- ❖ 2001 enlargement of tetrapak unit.
- ❖ 2002 started implementation of TIFAC project.
- ❖ 2003 union bagged national productivity council award-2nd place.
- ❖ 2009-1st place in national energy award and 2nd place in state energy conservation award.
- ❖ 2010-enhanced ULTRA -HIGH TEMPERATURE plant for 2.5lakhs liters per day packing capacity.
- ❖ Union recorded highest milk procurement of 8, 59,024 on 22-6-2012.
- ❖ July-2012: union as registered the highest sachet milk sales of 2, 54,650ltrs of milk on 5-7-2013.
- ❖ July-2012: union as registered the highest sachet milk sales of 2, 54,650ltrs of milk on 5-7-2013.
- ❖ March 2016 -Highest milk procured is 4.88lkpd.
- ❖ Aug-2017 Highest milk procured is 10.9lkpd.
- ❖ 2017-Recived “QUALITY MARK” certification from NDDDB.

1.5 KOMUL PRODUCT PROFILE

The product profile of KOMUL can be classified into three- dimensional that is it has breadth, depth and consistency. Breadth is measured by the variety of products manufactured. Thus the breadth of KOMUL in its product is 5 that is KOMUL deals with products such as liquid sachets, peda, curds, ghee and butter milk.

Depth refers to the assortment of different sizes, weight, models offered within each product.

PRODUCTS AT KMF

- MILK
- ULTRA -HIGH TEMPERATURE MILK
- CURDS AND OTHER
- FERMENTED PRODUCTS
- GHEE AND BUTTER

Pasteurized toned milk

States top vending and most well-known milk with minimum 3.0% fat and min 8.5% SOLID NOT FAT content make this milk the finest choice for all purpose and all for kinds of people. Obtainable in 200ml, 250ml, 500ml, ETC.



Double toned milk

This is different from pasteurized milk tones it is toned double milk, homogenized with 1.5% fat and SOLID NOT FAT minimum.9% minimum. Ideal it is best suitable for the health aware people and seniors. Obtainable in 200ml, 250ml, 500ml, and 1LIT packs.



Special toned milk by nandini

Nutritious homogenized milk with 4.0% fat and 9.0% SOLID NOT FAT with added solids. Much thicker and tastier. Good for preparing thick curds. Offered in 200ml/ 250ml, 500ml and 1 liter pouches.



Homogenized pure milk

Rich in Nutrient Homogenized milk which contains minimum 3.50% fat and minimum 8.50% SOLID NOT FAT. One can enjoy the thickness of the milk along , thus preparing more cups of tea, coffee.



Offered in 250ml, 500ml, and 1litre, 3liter, and 6litre pockets.

Shubham pasteurized standardized milk

Pure pasteurized standardized milk having 4.50% fat and 8.50% (SOLID NOT FAT), treated with various ingredients of healthy milk for healthy growth especially in growing children. Obtainable through 200ml, 250ml, 500ml and one liter.



Samrudi pasteurized cream milk

Pure purified complete cream mix with 6% fat and 9% (SOLID NOT FAT). High in cream along with taste. This milk perfect for making household sweets. Offered 200ml/250ml, 500ml and one Lt.



Goodlife

Nandini good life from cow's milk- toned milk is Ultra -high temperature processed milk with min.3.0 % fat 8.50% Solids Not fat (SNF) levels. Suitable for entire generation. Available in 100ml, 200ml and 500ml packs and it also available in 1 and 10 lit tetra pouches.



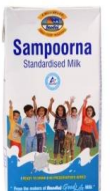
Slim milk

Good life thin skim milk is ultra -high temperature milk treated with maximum 0.5% fat and SOLID NOT FAT min.9.0%. Perfect for a healthy lifestyle among the women, the young aware of fitness and seniors. Available in packs of thin 500ml and also available 1 liter tetra brick.



Sampoorna

Sampoorna homogenized standardized ultra -high temperature processed milk. Which possess protein rich milk with min 4.50% fat and min 8.50% SOLID NOT FAT for boosting good strength in rising children. Available 500ml and 1liter tetra packs.



Curds and Other fermented products

Curd

Nandini curd is prepared from sterilized toned milk. Curd will taste just like homemade curd. It can be consumed with combination with cooked rice or extra as a component in many dishes. Available in 200gm, 500gm, and 1kg packets.



SPICED BUTTER MILK

Spiced buttermilk by nandini is refreshing tastier healthy drink is made from quality curd and combined with normal seasoning and condiments to give that stimulating spicy tang of traditional spiced buttermilk. It promotes healthy and easy digestion available in 200ml



Pure cow ghee

It is made from cow's milk using a unique method and strict quality standards. The taste of purity. There specific grading with quality foods and sweet foods and has assured by Agmark 100 ml 200 ml to 500ml



Cheese by nandini

Cheese offered by nandini contains rich source of protein, calcium, and milk proteins. Obtainable as processed cheese and cheddar cheese in every nandini milk parlors. Processed in the plain 200g cup, capsicum 200gM cup, pepper 200g, jalapino 200g, chilly garlic 200Mg, Slice 100gm, 200Mg and 750g. Processed cheese blocks 1kg, 400g, Mozzarella cheese



Nandini sweets

Milk peda: Mouthwatering Peda is made from clean milk. Single piece is enough to fulfill the heart with its milk flavor. Obtainable in packs of 25gm, 100gm and 250gm of packs.



Mysore pak : Karnataka's one of the oldest and traditional sweet is the one of most preferred choice of majority people. The tempting smell and taste of ghee used while preparing will surely melt hearts when it is consumed. Offered in 25g, 250g and 500g packs.



1.6 AREA OF OPERATION

Nandini (KOMUL) has a long traditional of maintaining the highest quality standards, rights from selection of raw milk to processing and packaging of the end products. Komul comprises of Kolar-Chikkaballapura District, and 11 Taluks with total of 2930 revenue villages.

Under the 1612 Dairy co-operative societies (DCS) ambit out of which 127 are inclusively Women Dairy Co-operative Societies. The reason why its products are much in demand nationally and are exported regularly to states like Andhra Pradesh, Tamil Nadu, Kerala, Maharashtra, Goa and all over the Karnataka.

1.7 INFRASTRUCTURE

Sl. No.	PARTICULARS	
1	Area of operation	Kolar – Chikkaballapura
2	No. of taluks covered	11
3	No. of revenue villages	2919
4	No. of villages covered	2809
5	No. of functional DCS	1780
6	No. of Milk procurement routes	141
7	No. of chilling centres	3
8	Dairy, Chilling centres & BMC's Processing capacity (TLPD)	
	Main Dairy	4.0
	Chintamani C	1
	Gowribidnur C	1.
	Sadali C.	1.
	ULTRA -HIGH TEMPERATURE Plant at Kolar Dairy	2.5 LLPD
	Cheese Plant at Kolar Dairy	2 MT/Day
	Butter	20 MT/Day
	Ghee	5 MT/Day
	Curd	30 MT/Day
	Bulk Milk Coolers 162 Nos	410000 LPD
	Automatic Milk Collection Units	519
	EMT	543
9	Milk distribution routes	102
10	No. of retailers	651
11	Nandini Milk parlours (including Franchises)	189

1.8 COMPETITORS

1: AMUL



2: HATSUN



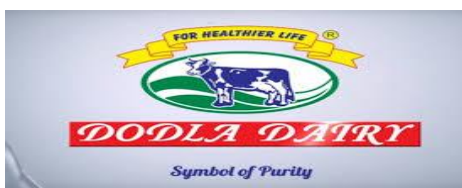
3: THIRUMALA



4: AMIRTHA



5: DODLA



1.9 SWOT ANALYSIS

This is the analysis which provides the complete information organization on which the analysis carried. SWOT study helps us to know the strength, weakness, opportunities, and threats. SWOT analysis of KOMUL gives an complete information regarding internal and external strength and opportunity along with internal weakness and external threat associated with the organization.

STRENGTH OF KOMUL

1. Quick availability of raw materials: one of the major advantage to the organization is that there is quick availability needy raw material in quick way.
2. Popular well-known brand from years: Brands plays an major role in success of the organization as nandini has its own brand image in the minds of customer it is one of the main strengths of the komul.
3. Ability to maintain uniform quality: From the past several years komul maintained its own uniform quality which is one of the major strength which brings and retain customer.
4. Strategically located in the place where road connectivity is very good where it is very near to the market place and mainly it is connected to the NH4
5. Timely delivery: High distribution and large connectivity among retailers and suppliers enables quick delivery of the nandini milk products.
6. New technology implemented for the production of milk and new method promotional strategies which have an positive impact on fast selling of the nandini milk products
7. komul has very good infrastructure along with good security system
8. Komul attends to the complaints of consumers straightaway and have a positive responses for the complaint received and other related quarries.
9. Komul pays the highest price for the milk that have been collected from the farmers in entire nation and have good loyalty among customers.
10. Rawmilk treatment needs is upgraded with regard to physico-chemical and Of collected milk attributes. The use of explaining and bactofugation in raw milk processing has improved the quality of dairy products.

WEAKNESS:

1. Lack of flexibility in system inside the various departments which have an big impact on the faster results and major drawback of the komul
2. Freezing of marketable area due to the new entrants and govt policies
3. Lack of personalize service to channel members: one of main weakness where there is personalized service in selling and marketing the nandini milk products to the customers
4. High overhead charges.
5. Organization structure does not permits incentives, reward for good performance: There is no such scope for better and best performances and no reward or performance appraisal for the service rendered by the employees within the organization.
6. Returns can't be predicted.
7. High competition from new entrants: The major weakness is that the rapid increase in competition level by various brands especially in the milk products

OPPORTUNITIES

1. The union must meet the challenges posed by new private entrants, who are developing mainly on policies and unfair trade practices, they buy milk at low cost, without thinking about the wellbeing of producers & without extending techniques to improve the milk supply and production input.
2. It sells milk through unhealthy & unethical practices to deceive unsuspecting consumers. The union wants to counter that in a positive way in trying to improve its working efficiency and market promotion. She wants to become well would have encroached on the market as a 'leader' of innovation and ideas
3. The computer monitors the utilization of resources such as water, electricity, steam, and other infrastructure hence it is conceivable to adopt effective cost control measures to achieve cost competitiveness.
4. Expansion of retail market and milk parlors thought the district to improve sale and increase profitability.
5. To improve the export of product which has a high demand from other states like Kerala, Tamilnadu, and Andhra Pradesh.

THREATS

1. Competition from private dairies or companies: As komul is govt cooperative society which is involved in production of milk and milk produces it has major threats from the other dairies which is carried by private companies.
2. Political entrance in the organization will have an negative impact on the day today activates and mainly not fruitful in future
3. Entering of MNCs into dairy industry which is big threat not only to komul but also other dairies
4. Day to day increase in milk production and minimum requirement which will incur major loss to the komul.
5. Inter dairy completion has been severe problem in the komul
6. Lack of trainers for the interns which have negative impact on the organization and unbalanced environmental taxes are been charged for the production and discharge of waste.
7. Market uncertainty, price fluctuations in the market which affects the milk procurement.
8. Lack of innovative promotion where Advertising income moving to commercial propagation and new idea

1.10 FUTURE VISSION AND GOALS

To consolidate the gains of Dairying achieved in the state Karnataka and with a view to efficiently chill, process and market ever developing and gradually increasing milk procurement with an utmost emphasis on the Quality and in the process conserve the socio-economic interests of rural milk producers.

The Govt. of Karnataka through Karnataka has proposed to undertake several projects regard to financial and technical support of NDDDB for which an MOU was signed between Government of Karnataka and NDDDB on 10/11/2004.

1.11 FINANCIAL STATEMENTS

RATIO ANALYSIS

Ratio analysis is the key figure analysis of balance sheet which provide a quick suggestion of a company's financial performance in various main areas. The key figure are categorized as short term solvency ratios, debt management ratios profitability ratios and market value measures.

Current ratio:

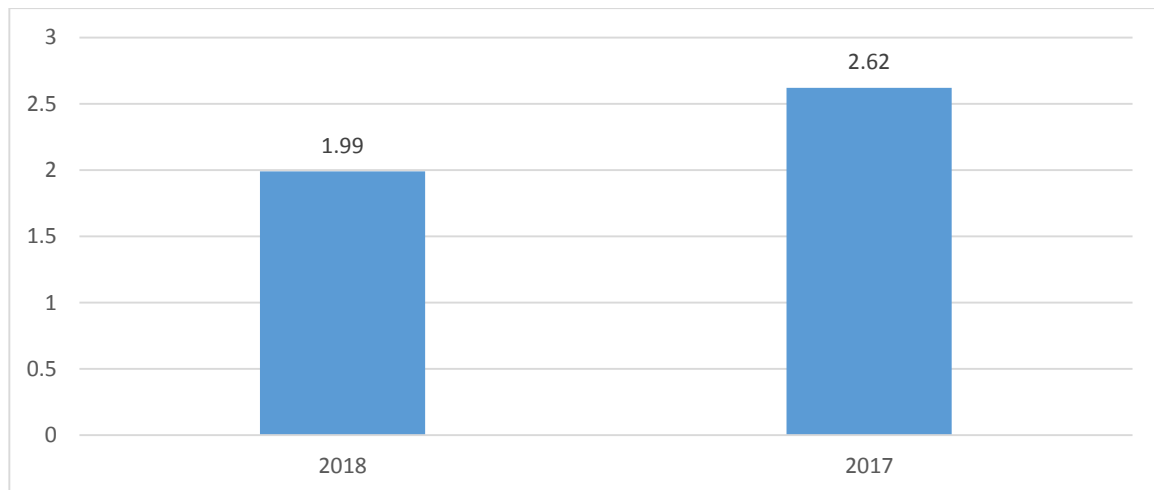
Current ratio can also be termed as liquidity ratio which helps to measure that the firm has an enough resources to meet its short term requirements. It matches company's current assets to its present current liabilities.

$$\text{Current ratio} = \frac{\text{current assets}}{\text{current liability}}$$

Year	Current assets	Current liabilities	Ratio
2018	1938926917.91	971284812.83	1.99
2017	2098317387.5	800116612.95	2.62

Analysis:

From the above table indicates that in the year 2017 the current ratio is 2.62 whereas in the year 2018 the ratio is 1.99 times.



Interpretation:

From the above information it is clear that current ratio is comparatively decreased about 0.63 times from the year 2017 to 2018 there is decrease in the current ratio which may have negative impact on the companies' financial requirements.

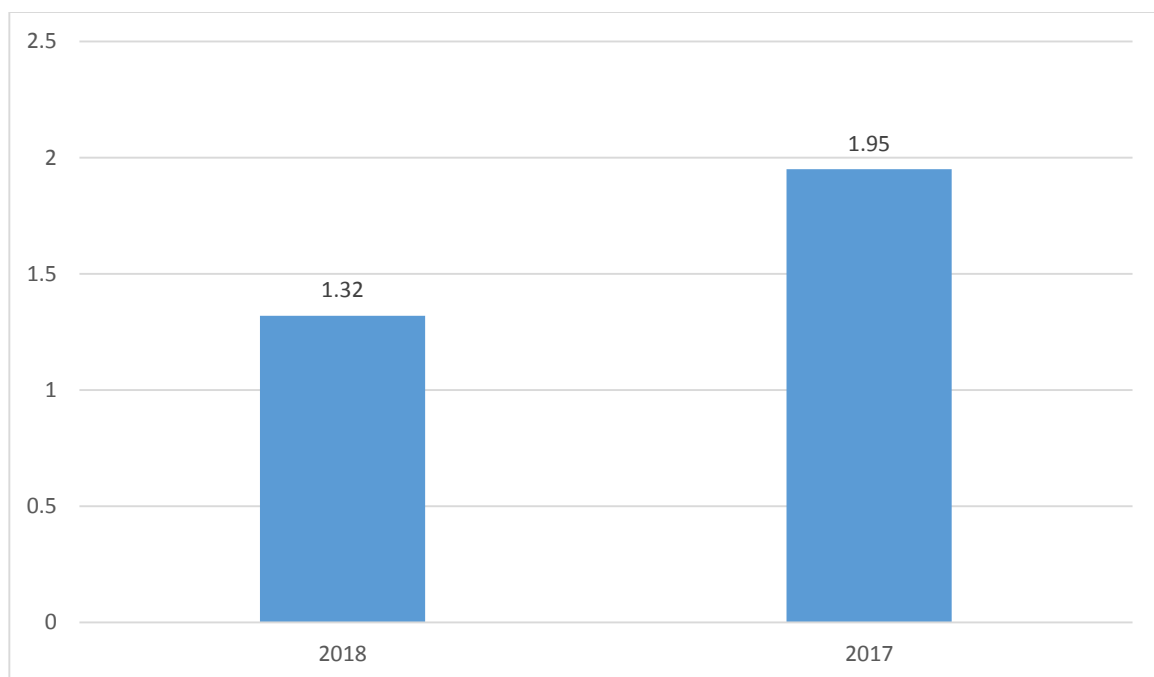
Quick ratio: In financial meaning the quick ratio can also be called as acid-test ratio is also recognized as liquidity ratio which measures the capability of a firm to use its near cash or quick assets to leave its current liability instantly.

$$\text{QUICK RATIO: } \frac{\text{QUICK ASSETS}}{\text{QUICK LIABILITIES}}$$

Year	Current assets	Current liabilities	Ratio
2018	1282900238.91	971284812.83	1.32
2017	1560903355.2	800116612.95	1.95

Analysis:

From the above table indicates that in the year 2017 the quick ratio is 1.95 where as in the year 2018 the ratio is 1.32.



Interpretation:

From the above obtained information it is clear that union’s quick ratio is comparatively decreased from 1.95 in the year 2017 to 1.32 in the year 2018 hence there is low liquidity position comparatively between these two financial years.

Chapter - 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORITICAL BACKGROUND

CUSTOMER

A customer can be referred as person who purchase or buy product or goods or service by a firm or organization or business.

SATISFACTION

Customer satisfaction is the act of fulfillment of one's desire and wishes or expectation or needs.

CUSTOMER SATISFACTION

MEANING:

A customer satisfaction is one of the theoretical component and carrying among elements as the value or quality of the particular product and service, the feature of service offered at impression of the place where the manufactured goods or service is bought, and the cost of the product or service within an organization. This customer satisfaction is the element of its profit or income, if firm give good customer satisfaction it could touch its aim easily. In this competitive market there is very important this customer satisfaction.

Customer satisfaction is the key to success for any business. Get your client to tell you what is good on your products or services, and where you need improvement helps you ensure that your company measures up to their expectations. The attachment contains a survey of customer satisfaction form designed to help collect. This important information is designed to make it easy for the customer to fill in and make it easy for you to quickly customize to exactly match your business activities. It also includes the suggestion for the distribution of the form ensuring that the client who will return the form and follows up on comments.

The focus of each organization must win the most profit, for this purpose, the Business should rise its sales by attracting more and more new customers, and the only way to get more customers, it is that the Organization must provide the expected to the customers satisfaction. The word customer satisfaction means here 'utility customer expect of the product' and when a customer provided values it is called as the satisfaction of the customer.

2.2 Elaborative information on topic

Factors Influencing Customer Satisfaction

Product Quality:

When company provide quality of product and services to customer, customer will more liable toward the company, when really satisfy with the product quality on that time customer never switch towards the another brand.

Money Value:

The value of price fixed by the company on their product and services, when that price is really worthy for that product on that time customer will more satisfied with the company.

Dependability:

The customers are expected to be fulfilled once the service worker “delivers the deal” by achieving a same level of performance.

Responsiveness:

Further and further customer expected their provider be willing and prepared to produce induce service & facilitate at the reason of the later. Separate attention speed & adaptability are wanted.

Access:

Customer must be ready to increase access to the provider or dealer with the smallest of bother. they essential educated to place-- up with goods accessibility service, however, hate limitless delays in obtaining through whereas life observant to the 4 terms and to apparently specious assurance that their customers are appreciated. They wish to discuss with family world health organization can to their questions.

Consideration: 1

Customer requirements politeness, respect, thought and friendliness from the societies they communication over the counter and in a very center (or) once sweet-faced with a facility downside.

Message:

The proper information should be provided to customer regards changes in any policy and any new style of brand come to the market, provide regularly information to the customer.

Trustworthiness:

Customers are a lot of probable to be satisfied if they notice an outcome of their knowledge that the provider or dealer is reliable, reasonable and truthful. This is often maintained the data and politeness showed by employees and their skills to inspire to trust & confidence.

2.3 Literature Review

Author/Researcher	Title of the Article/Study	Objectives, Outcomes or Findings	Gap Identified
David M. Szymanski and David H. Henard ⁴ (2001)	The New Marketing Developing Long-term Interactive Relationships	businesses having more against less-satisfied customers	Satisfaction of customer
Jonathan, Lee, Janghyuk, Lee, Lawrence and Feick ⁵ (2001)	The Impact of Switching Costs on the Customer Satisfaction-loyalty Link	controlling role of switching costs in the customer satisfaction-loyalty link and to classify customer segments	switching costs
Robert C. Ford, Cherill P. Heaton and Stephen W. Brown ⁶ (2001)	Delivering Excellent Service Lessons from the Best Firms	stated that many firms see investments in complaint treatment as means of growing customer commitment and building customer loyalty	complaint handling
Wilska ⁷ (2001)	New Technology and Young People's Consumer Identities	The Study has specified that the excessive use is common in and can be seen in women and is linked to impulsive consumption styles and fashion	related to trendy and impulsive consumption styles
Balasubramanian, Paterson and Jarvenpa ^a (2002)	Exploring the Implications of M-convenience for Markets and Marketing	Different intrinsic attributes declared by end-users free time and characteristics of the mobile space	unique intrinsic attributes
Bhave and Ashish (2002)	Customer Satisfaction Measurement	Found that the opinion that customer's perception towards service and quality of a product regulates the achievement of that product or service in the market	quality
K.E. Lommeruda and L.	Enter into Telecommunication	Tele-communication services are like undifferentiated products	undifferentiated products

Sorgard (2003)			
Michael Draganska and Dipal Jain (2003)	Consumer Preferences and Product Line Pricing Strategies	Reduction in ARPU Mobile service providers who are planning to attract Mobile subscriber to their service with less reasonable price	affordable price
J. Pakola, M. Pietila and R. Svento (2003)	An Study of Customer Behaviour in Mobile Phone Markets	price and properties are the major influential factors affecting the purchase of a new mobile phone	price and properties
Stephen Y. Walters(2003)	The New Telephony- Technology, Convergence, Industry Collision	Competition and the variations is not fresh subjects in telecommunications as internet has forced an entire modern set of fluctuations to the telephone organization.	competition and change

Berry, Leonard L., Parasuraman, a (1992)

Proposes the administration unrest essential happen on two levels: 1) a fundamental adjustment in the disposition and a floating and a floating of goals for administration value, and 2) usage of the way of life and apparatuses that style worth change the propensity.

Zeeithmal, Valarie A, Berry, Leonard L, Parasuraman, A, (1993)

Built up a reasonable ideal for client administration desires in view of sixteen centered gathering interviews with clients of different administration commercial enterprise. The model expresses the qualification between consumer loyalty and administration quality evaluation inside of a solitary structure by indicating three unique levels of client desire that is, craved administration which reflects what clients need satisfactory administration, the average of client are ready to acknowledge, and anticipated administration, the stage of administration clients.

Bousch & Homer (1988)

In this discovery, the writer designed trustworthy customer satisfaction. The right customers are those who purchase the same brand of merchandise in shopping. They never worry about value because they know that quality will remain constant based on price. Loyal customers are more urgent than the company's 10 new customers.

Csikszentmihalyi (2000)

In the author's study, the study found that there is a link between brand structure and consumer satisfaction with the product. Agreed, because if the increase in the number of consumers, brand prices and consumer satisfaction decreases, then the value of conventional brands will be reduced.

Dailey & Fmi (2000)

In the author's research results, the assessment concluded that the minimum level of consumer experience should be as good as the consumer's attitude towards the product.

D'essenc (2001)

In this study, the author studied the status of consumer attitudes. This is very important for winning customers. This process is also called customer relationship management.

Donthu & Garcia (1999)

The author defines factors that influence the purchase process, such as friends, relatives, media, and advertisements. These factors affect the customer's purchase of goods. These are powerful forces for becoming potential buyers.

Harrison & Albertsons (2001)

In this study, we can sign the value of consumers' responses to early-expectancy (or some other standard performance) perceived disparity assessment and the explicit performance of consumers' perceived goods and services.

Hengpatrick & Low kim (2006)

The author analyzes in this research that consumer satisfaction is influenced by the availability of consumer goods and services, and providing excellent consumer services has developed into the main body. All business concerns consumer satisfaction is naturally defined as a post-consumer assessment decision about a particular good or service.

Hoffman & Novak (1996)

In this study, the authors analyzed consumer ratings for specific brand prospects. Therefore, the prospects of consumers vary from brand to brand. So, we must sort out our customers' expectations

Hsiao H L (2010)

The author examines the attitude of the customer after the purchase and purchase. The customer's courage is positive when buying, but after the purchase, the attitude may become negative. Then it sparked dissatisfaction.

RICHARD L OLIVER ROLAND T.RUST, SAJEEV VARKI (2002)

Surprising the customer is basic level for customer satisfaction. Customer should be enlightened to make them happy.

GOED KOOP, VAR HALEN (2000)

The service of the product should be designed well there should be extra methods in the designing stage and unique attention should be given on customer purchase.

BATRA AND ATHOLA (1990)

Consumer research experience combination of the interest of users of the two types of evidence indicates that the purchase of goods and service. Hedonic benefits and production knowledge features related. More useful and functional characteristics of products benefits instruments.

Kim &Karpova (2010)

In this study, the author explained the propaganda and promotion techniques to the seller in order to obtain new customers to resume sales. If the sales volume increases, the mechanical profit will also increase significantly.

Lorek (2001)In this study, the author provides a definition of “consumer” in two ways: for the loyalty position, “consumers are the people who measure the quality of the products and services provided,” and the process-oriented approach, “customers it is the existence or group that gets the hard work ”.

Mcgraw Hill (1999)

In this study, the author analyzes the customer's buying behavior, which helps to develop a sales plan from the seller or the company. He defines satisfaction as "the buyer's cognitive status is fully or insufficiently rewarded."

Mohammad Amin (2009)The author studied the psychological factors for satisfying products and services. The result of summarizing the mental state is when the reaction around the uncertain outlook is combined with the consumer's prior experience of the investment experience.

Mowen & Minor (1998)

In this study, the authors analyze the relationship between product selection and the new product growth process. The author also analyzed the key key topics in the new creative presentation process.

Monroe & Dodds, (1988).

In the study, the authors studied the success issues of product launch and tactics. The overview and marketing will be completed when the creative product is put on the market. The author also researched product introductions for the success and innovation of product introductions.

CHAPTER 3
RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

1. Study analyses on the satisfaction and expectation of consumer with regard to nandini milk and milk products.
2. Declining nandini sales due to heavy competitors in the market and lack of loyal retailers.
3. Improve customer satisfaction by using alternative channel of service.

3.2. NEED FOR THE STUDY

In this today's modern market customer satisfaction among customers has its majority of the roles in the service turnover of the company, every business invest heavily aspect to build a strong image and gain market share and also to retain large number of customer, to know customer satisfaction for the services provided by komul is the need for the study.

The main need to study about the company is to know whether they satisfied the customer needs and the customer are satisfied with the service or not. It helps to determine the post-purchase feedback customer to improve the delivery and service of the product. Help a company to build a long relationship with the customers

3.3 OBJECTIVE OF THE STUDY

To recognize the satisfaction level of consumers towards nandini milk products.

To know the customer awareness about nandini milk product.

To identify the demand of the customer towards nandini milk products.

To know the customer partialities while obtaining the milk and milk products.

3.4 SCOPE OF THE STUDY

1. The project is defining consumer's satisfaction towards nandini milk and milk products in recent trends.
2. The study will help the organization to make innovative strategy to improve their services to meet customer satisfaction.
3. The study aid the organization to understand the behavior of specific customers while purchasing nandini milk.
4. Customer satisfaction level can be increased via considering various aspects.
5. In this study we can know the market share of different competitor and accordingly Formulate strategy to improve the market share.

6. This study helps to enhance the marketing strategy of komul.

3.5 RESEARCH DESIGN

DESCRIPTIVE RESEARCH

This study answering several questions start with what, who, where, how and when this research is very tough as well it evaluate eminent degree of high qualified skills understand and solve the problem. In this study, I have used descriptive research design to conduct a survey on customer satisfaction in nandini milk products.

PRIMARY DATA

The primary data are collected from nandini milk customer who has purchased their milk products from the nandini milk outlets and stores. And it is also collected with the help of the questionnaires the respondents are just 100 members, interview by the personal method to help the more effective study on the customer satisfaction towards komul. The questions are in the form of open and close ended.

SECONDARY DATA

The secondary data will be composed by the help of brochure, journals, book in the libraries and in the form of a various employee in the organization.

Research was conducted in kolar and some part of Bangalore where there is effective market for nandini products.

3.6 HYPOTHESIS

Null Hypothesis (H₀): There is no relationship exist between quality of nandini milk products and satisfaction level of the customer.

Alternative Hypothesis (H₁): There is a relationship exist between quality of nandini milk products and satisfaction level of the customer.

3.5 LIMITATIONS OF THE STUDY

1. The project is limited to a time period of six 6 weeks.
2. The project is totally based on customer satisfaction towards nandini milk products.
3. As the study was conducted at kolar findings may not be related to other areas where nandini milk Products owns its market existence.
4. Data given by respondents may limit to their own knowledge, feelings and awareness.

Chapter 4
DATA ANALYSIS AND INTERPRETATION

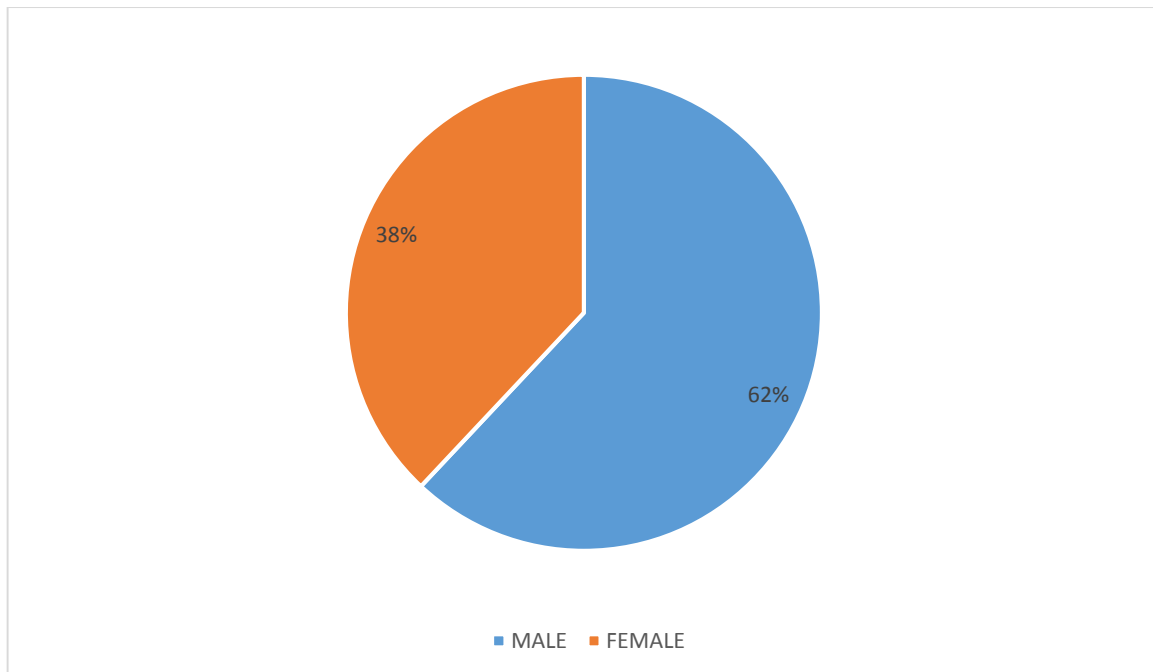
4.1 Table showing gender of the respondent

Serial number	Respondents	No. of respondents	Percentage
1	Male	62	62%
2	Female	38	38%

Analysis:

From the above table it is found that 62% of the respondent are male category and 38% belongs to female category hence majority of the respondent belong to male category.

4.1 Chart showing gender of the respondent



Interpretation:

From the above chart it is found that Majority of the respondent are from male category,

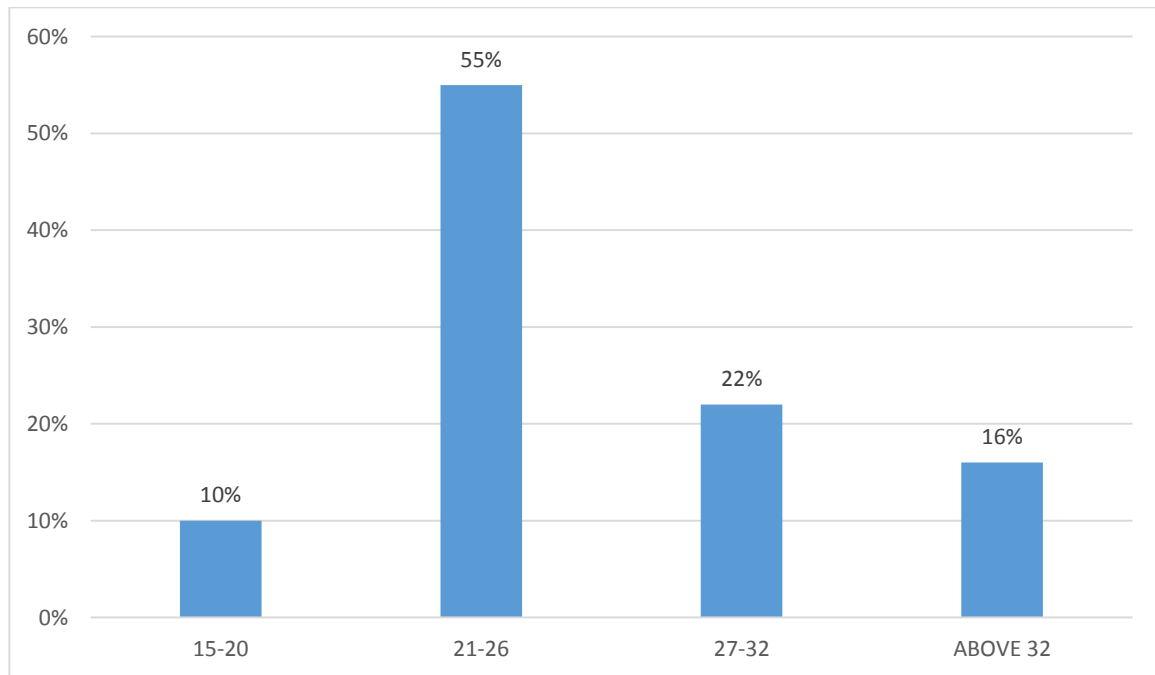
4.2 Table showing the age group of the respondent.

Serial number	Age group	No. of respondents	Percentage
1	15-20	10	7%
2	21-26	55	55%
3	27-32	22	22%
4	Above 32	16	16%

Analysis:

From the above table it's clear that about 55% of the respondent age group is between 21-26, 10% respondent age varies from 15-20 and 22% respondent ages in between 27-32 and rest respondent are above the age of 32. Majority of the respondent belong to the age group that comes between the 21-26.

4.2 Graph showing the age group of respondents



Interpretation:

From the above table it's clear that about 55% of the respondent age group is between 21-26, 10% respondent age varies from 15-20 and 22% respondent ages in between 27-32 . Majority of the respondent belong to the age group that comes between the 21-26.

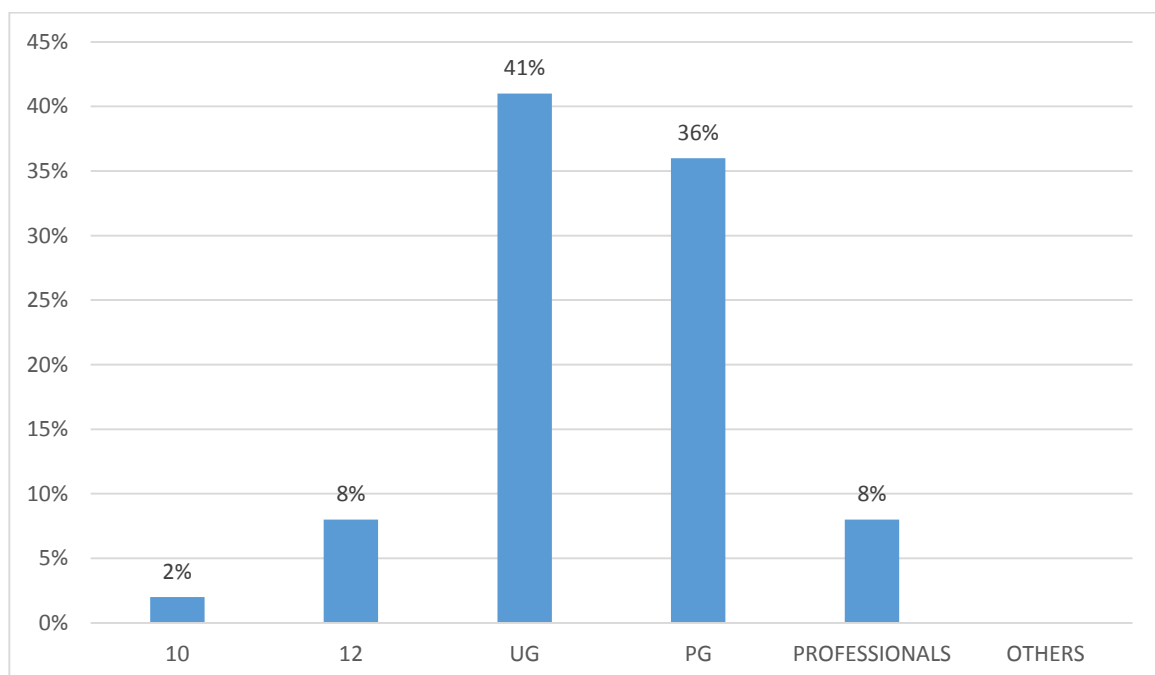
4.3 Table showing the Education Qualification of the respondents.

Serial number	Education Qualification	No. of respondents	Percentage
1	10	2	2%
2	12	8	8%
3	Under graduate	41	41%
4	Post graduate	36	36%
5	Professionals	8	8%
6	Others	5	5%

Analysis:

From the above collected data Majority of respondent who’s qualification is post graduate and under graduate which respectively 36% 36% and 10th, 12th, professional, and others respondents belong to are 2%, 8%, 8%, 6% respectively so majority of the respondent belong to

4.3 Graph showing the Education Qualification of the respondents



Interpretation;

.Majority of respondent who’s qualification is post graduate and under graduate which respectively 41% 36% respectively.

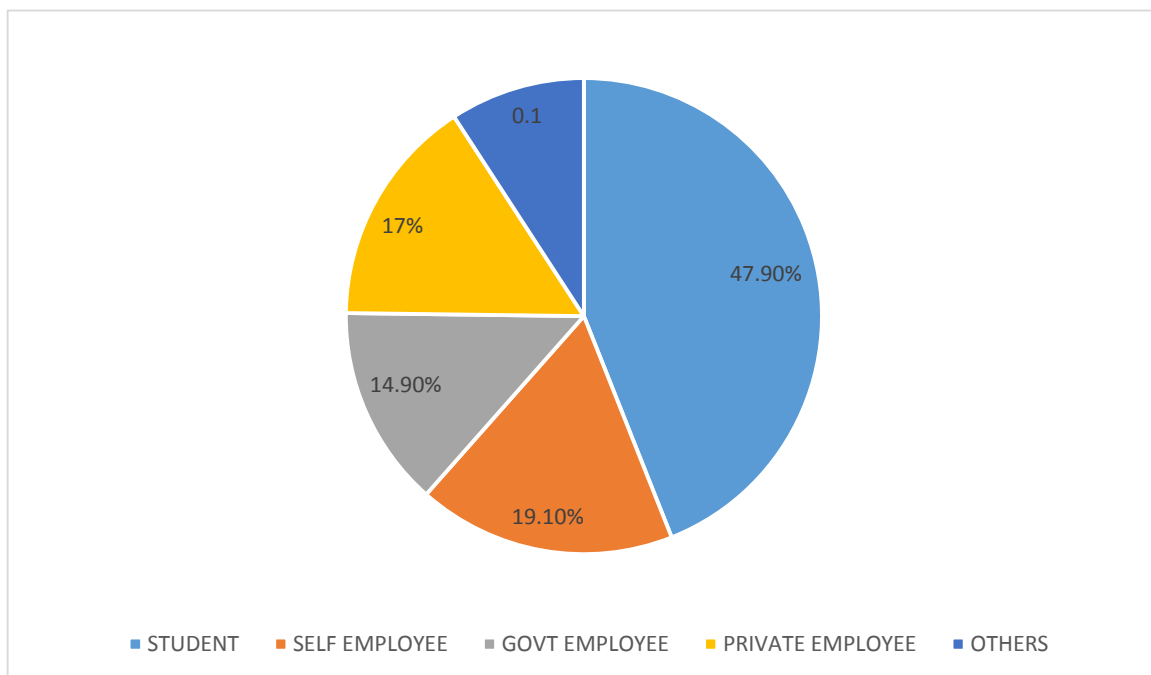
4.4 Table showing the occupation of the respondents.

Serial number	Occupation	No. of respondents	Percentage
1	Student	47.90	47.90%
2	Self-employee	19.10	19.10%
3	Govt- employee	14.90	14.90%
4	Private- employee	17	17%
5	Others	0.10	0.10%

Analysis:

From the obtained Majority of respondent occupation is student which accounts 47.9% of the total respondents and second highest response is from self-employees that is 19.1 and private – govt employee accounts about 14.9 and 17% respectively.

4.4 Chart showing the occupation of the respondents



Interpretation:

Majority of respondent occupation is student which accounts 47.9% of the total respondents and second highest response is from self-employees that is 19.10 respectively.

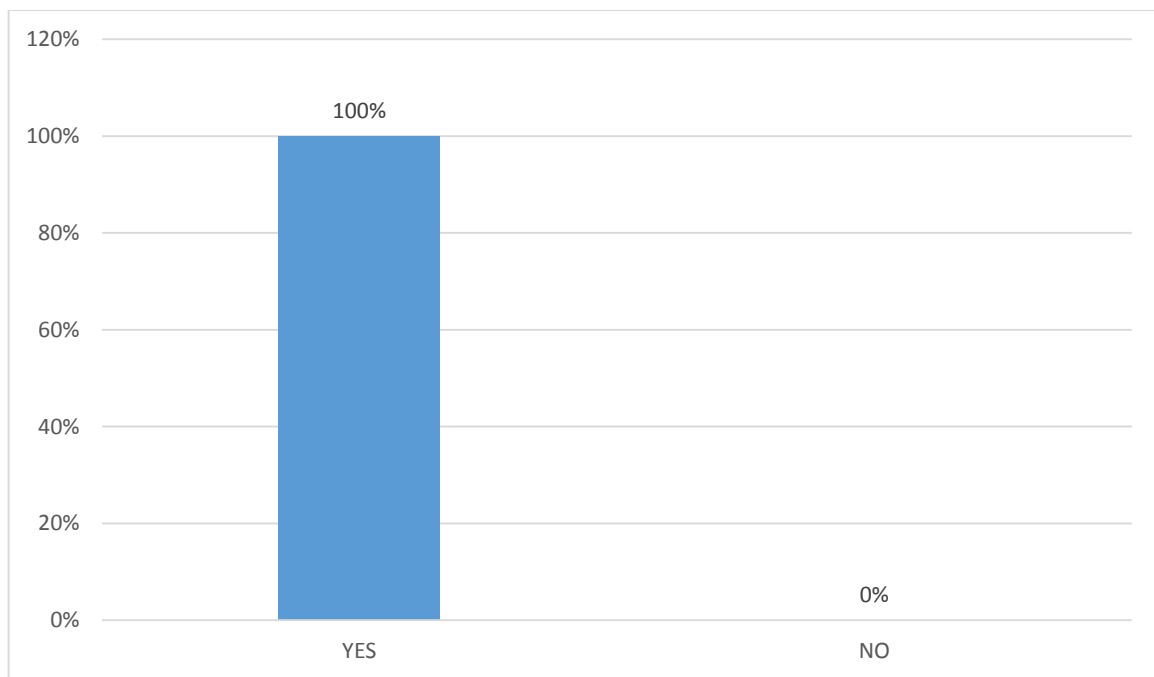
4.5 Table showing the respondent who are aware of the nandini milk products

Serial number	Response	No. of respondents	Percentage
1	YES	100	100
2	NO	0	0

Analysis:

From the data collected from the 100 respondent everyone have an idea about the nandini milk products. This shows that everyone aware about the nandini milk a products.

4.5 Graph showing the respondent who are aware of the nandini milk products



Interpretation:

Out of 100 respondent have an idea about the nandini milk products This shows that everyone aware about the nandini milk a products which is an positive outcome for the organization

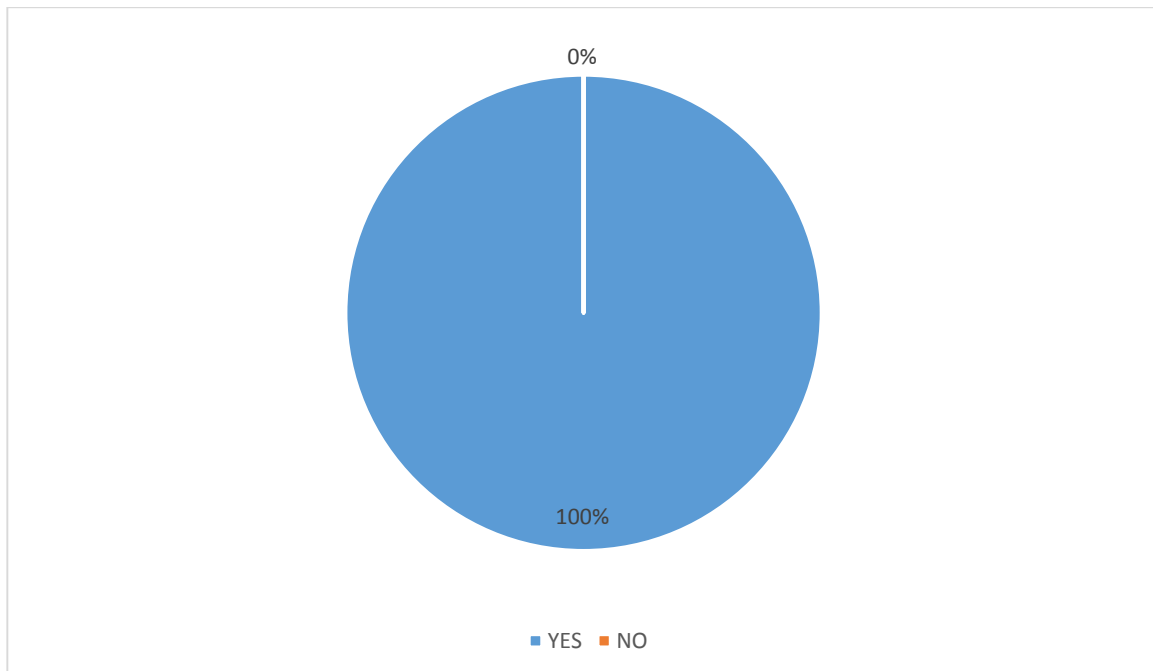
4.6 Table showing responses showing regarding the availability of nandini milk products.

Serial number	Availability	No. of respondents	Percentage
1	Yes	100	100%
2	No	0	0%

Analysis:

From the above data collected out of 100 respondent each and every respondent answered yes to the availability of nandini milk products.

4.6 Chart showing availability nandini milk product



Interpretation:

From the above responses shows that out of 100 respondent every respondent confirmed about the availability of the nandini milk products at nearby stores.

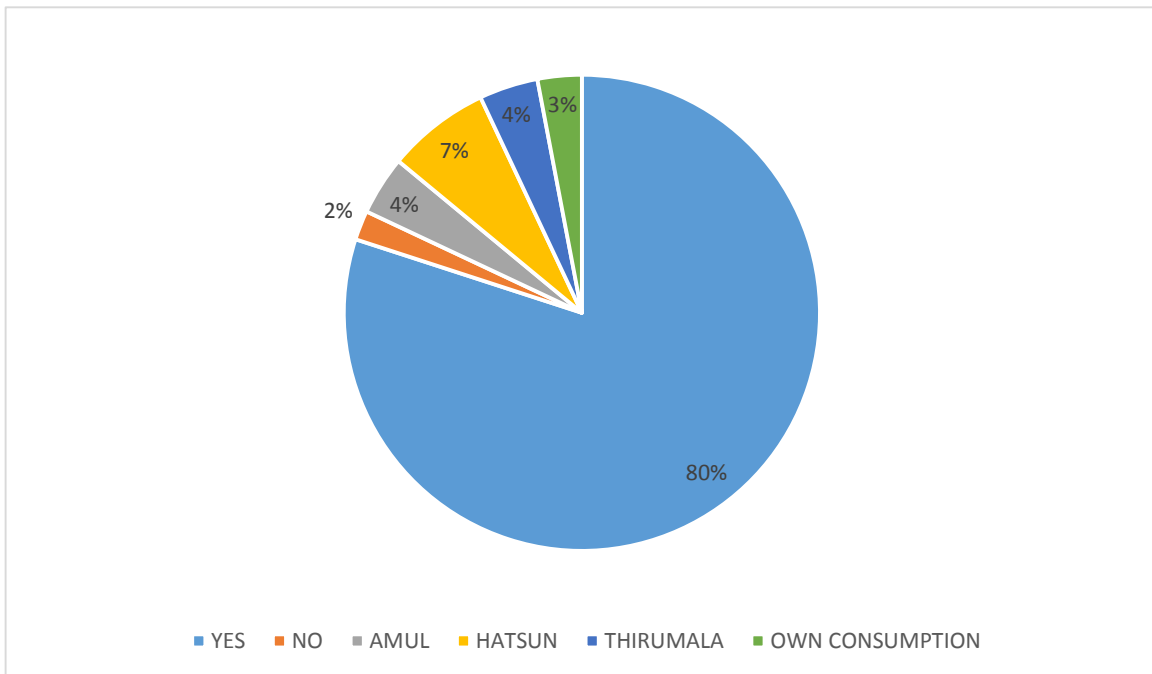
4.7 Table showing Response regarding the usage of nandini milk and others similar milk products.

Serial number	Answers	No. of respondents	Percentage
1	Yes	80	80%
2	No	2	2%
3	Amul	4	4%
4	Hatsun	7	7%
5	Thirumala	4	4%
6	Own consumption	3	3%

Analysis:

From the above responses about 80% of the respondents use nandini milk products and second is hatsun about 7% and and 4% uses thirumala and least is 3% which belong to own consumption.

4.7 Chart showing Response regarding the usage of nandini milk and others similar milk product



Interpretation:

From the above responses about 80% of the respondents use nandini milk products and second is hatsun about 7% and least is 3% which belong to own consumption.

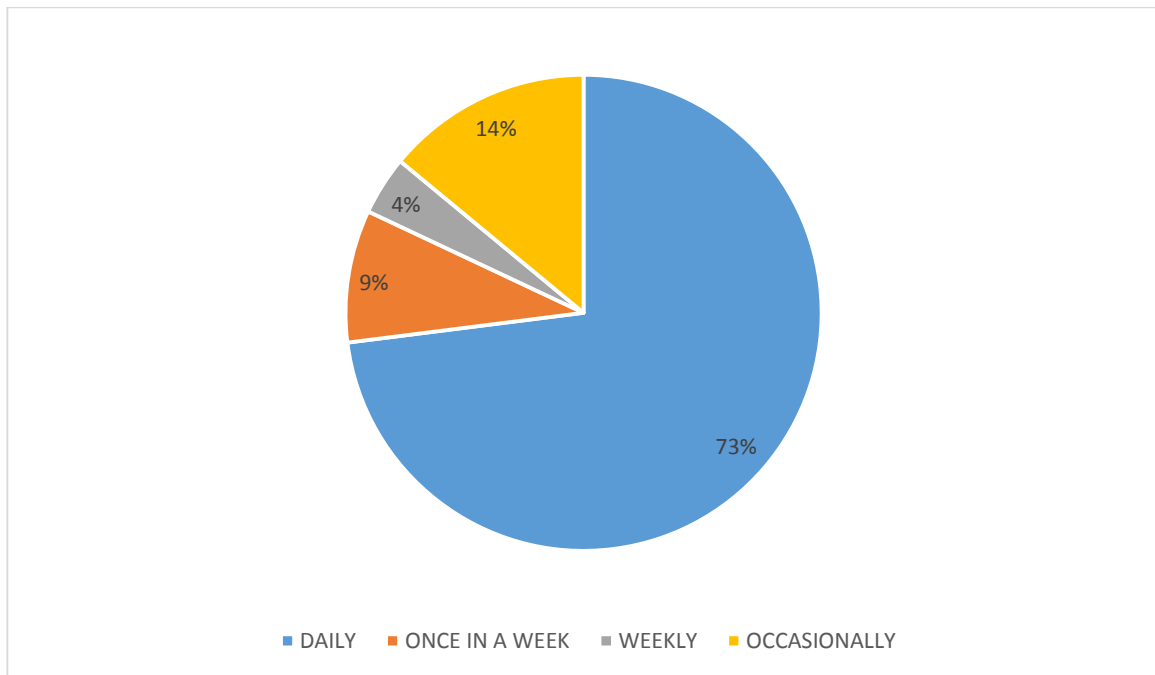
4.8 Table showing Response regarding product purchase by respondents.

Serial number	Response	No. of respondents	Percentage
1	Daily	73	73%
2	Once in a week	9	9%
3	Weekly	4	4%
4	Occasionally	14	14%

Analysis:

From the data above data collected information around 73% purchase daily around 14% buy nandini milk products occasionally. And 9%,4% purchase once in two days and weekly respectively.

4.8 Chart Response regarding product purchase by respondents.



Interpretation:

From the above table and chart majority of the respondent around 73% purchase daily around 14% buy nandini milk products occasionally.

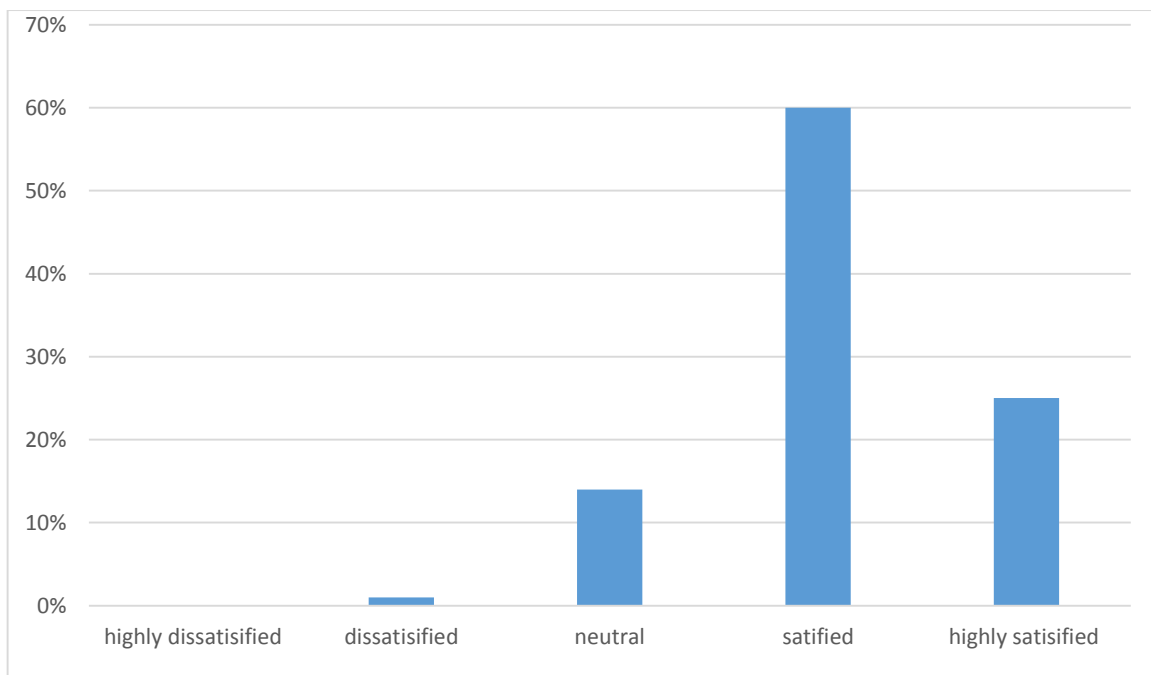
4.9 Table showing the responses regarding the taste of the nandini milk products.

Serial number	Ratings	No. of respondents	Percentage
1	Highly dissatisfied	0	0%
2	Dissatisfied	1	1%
3	Neutral	14	14%
4	Satisfied	60	60%
5	Highly satisfied	25	25%

Analysis:

From the data obtained around 60% of the respondent gives rating of 4 out of 5 which is good sign for the company along with 25% believes the rate of nandini milk products is 5 out of 5 and around 14% and 3% gives rating 3 ratings to the taste of the products.

4.9 Graph showing the responses regarding the taste of the nandini milk products.



Interpretations:

From the above graph and table around 60% of the respondent gives rating of 4 out of 5 which is good sign for the company along with 25% believes the rate of nandini milk products is 5 out of 5 and around 14% and 3% gives rating 3 ratings to the taste of the products.

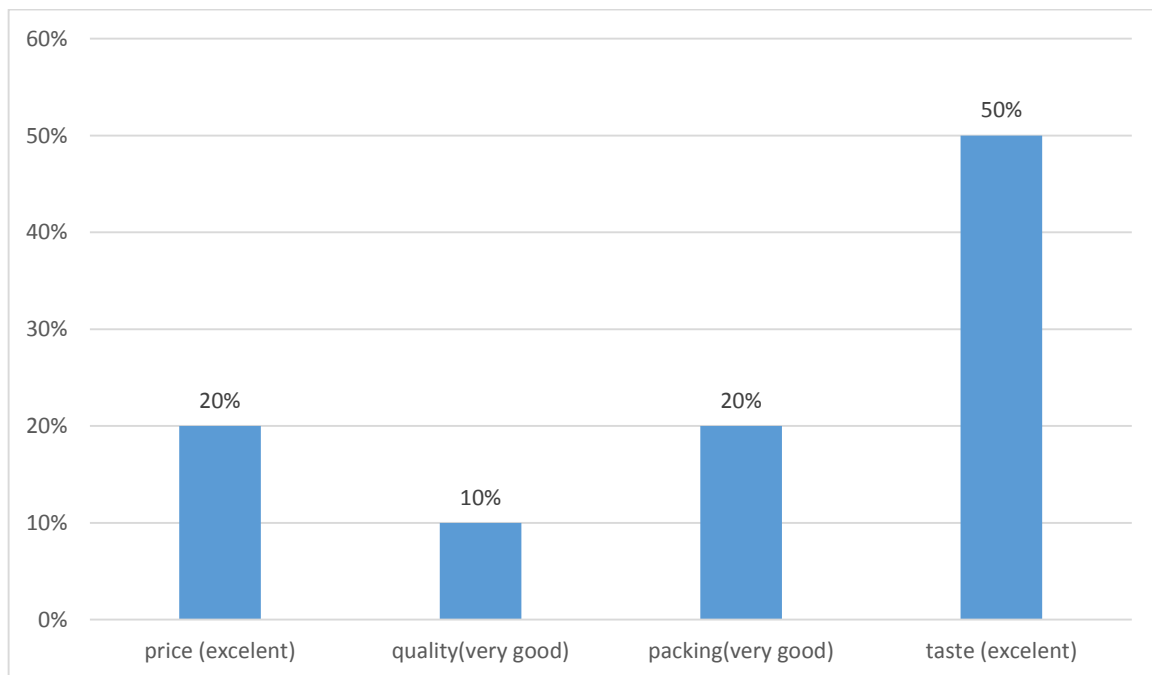
4.10 table showing factor influence to buy nandini milk products

Serial number	Ratings	Ratings					Percentage
		Not good	Average	Good	Very good	Excellent	
1	Price					20	20
2	Quality				10		10
3	Packing				20		20
4	Taste					50	50

Analysis:

From the data collected data the majority of the respondents are influenced by taste of nandini milk products which accounts 50% along with 20% for both price and packing which rated as excellent

4.10 Graph showing factor influence to buy nandini milk products



Interpretation:

From the above collected responses the majority of the respondents are influenced by taste of nandini milk products which accounts 50% respectively.

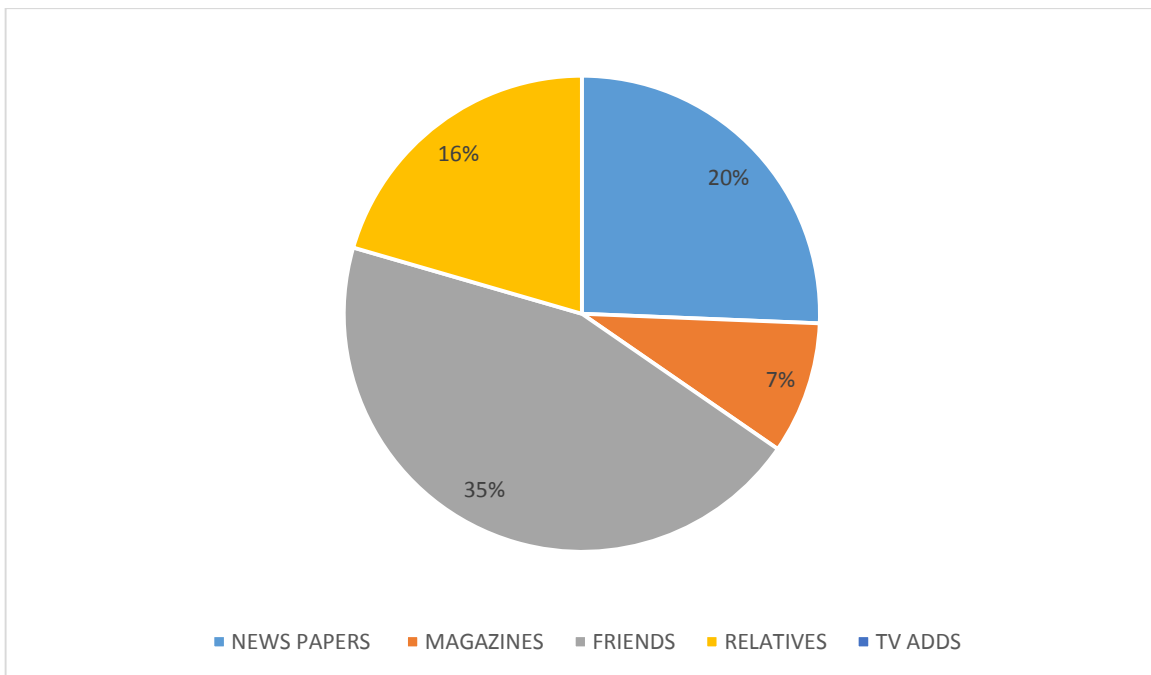
4.11 Table showing the following sources that made respondents aware about nandini milk and products

Serial number	Various Sources	No. of respondents	Percentage
1	News papers	20	20%
2	Magazines	7	7%
3	Friends	35	35%
4	Relatives	16	16%
5	Television adds	22	22%

Analysis:

From the above data collected from respondents about 35% of the respondents aware about nandini milk and products through friends and about 22% of the respondents are aware from television ads and 20%, 16% and 7% respondents aware about nandini milk and products through newspapers, relatives and magazines.

4.11 Chart showing the following sources that made respondents aware about nandini milk and products?



Interpretation:

From the above data collected from respondents about 35% of the respondents aware about nandini milk and products through friends and about 22% respectively.

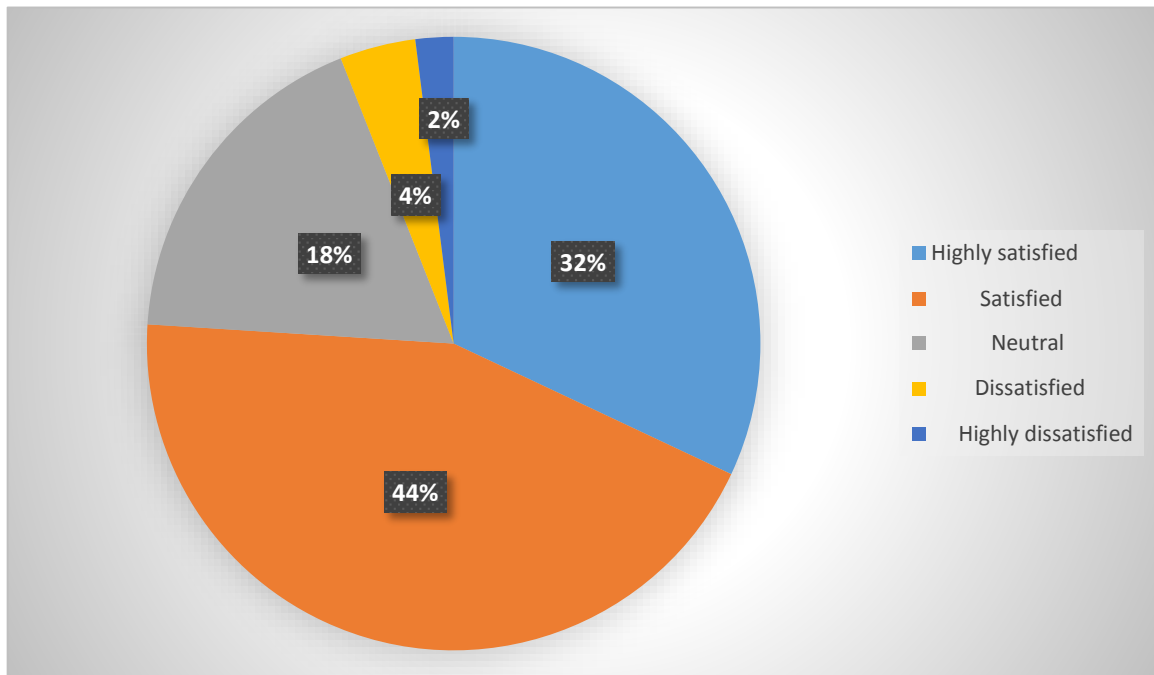
4.12 Table showing satisfaction level of the respondents towards nandini milk and products

Serial number	Satisfaction Level	No. of respondents	Percentage
1	Highly satisfied	32	32%
2	Satisfied	44	44%
3	Neutral	18	18%
4	Dissatisfied	4	4%
5	Highly dissatisfied	2	2%

Analysis:

From the data collected from the 100% respondents every respondents are satisfied about the nandini milk and products

4.12. Chart showing satisfaction level of the respondents towards nandini milk and product



Interpretation:

From the data collected a from the 100% majority of the respondent are satisfied and highly satisfied where the dissatisfaction level towards nandini milk products are comparatively low

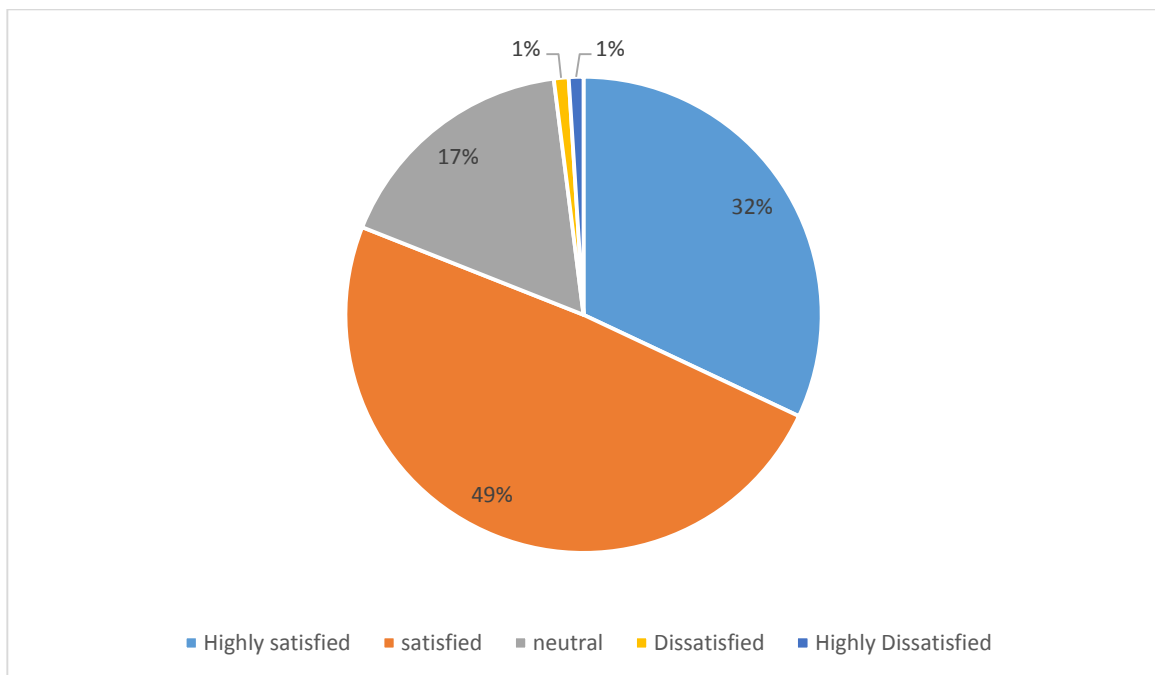
4.13. Table showing satisfaction level of the respondent's towards quality of nandini milk and products

Serial number	Satisfaction Level	No. of respondents	Percentage
1	Highly satisfied	32	32%
2	satisfied	49	49%
3	neutral	17	17%
4	Dissatisfied	1	1%
5	Highly Dissatisfied	1	1%

Analysis :

From the above Table and Chart about majority of the respondents around 49% are satisfied towards quality of nandini milk and products and 32% are very satisfied along with 17% are neutral and 2% are dissatisfied and very dissatisfied.

4.13. Chart showing satisfaction level of the respondent's towards quality of nandini milk and products



Interpretation:

From the above Table and Chart about majority of the respondents around 49% are satisfied towards quality of nandini milk and products and 32% respectively.

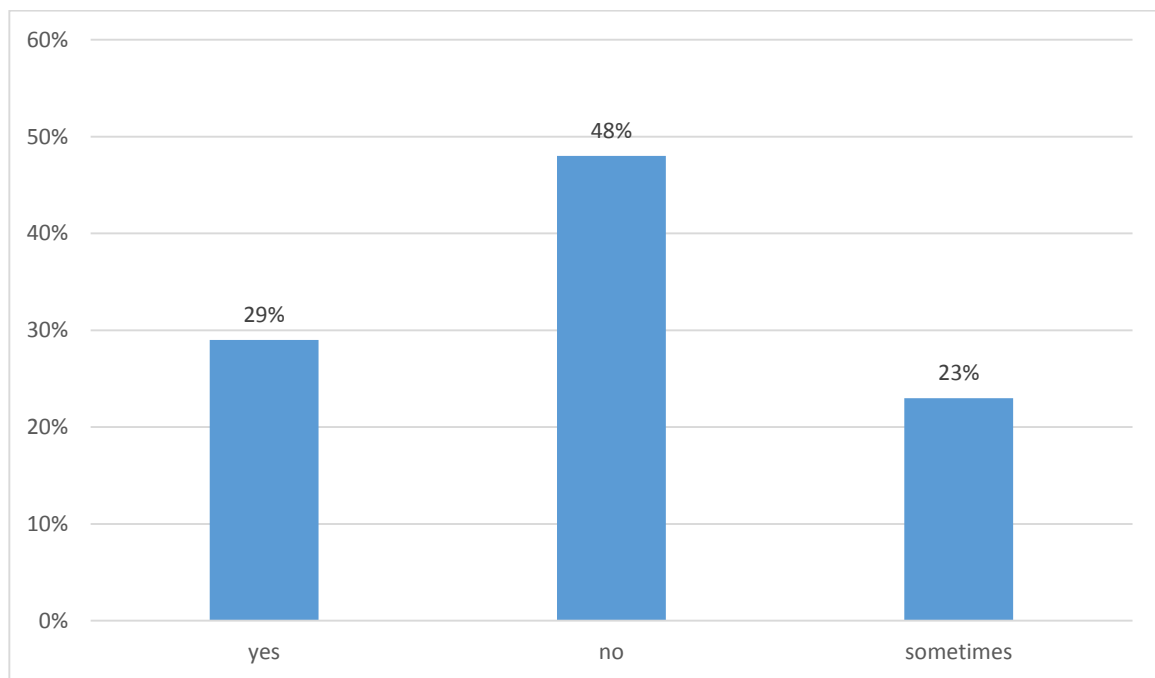
4.14 Table showing Responses regarding packing problem of nandini milk and products

Serial number	Packing Problem	No. of respondents	Percentage
1	yes	29	29%
2	no	48	48%
3	sometimes	23	23%

Analysis:

From the obtained information collected majority of the respondent about 48% does not face the problem of leakage problems and 29% faces problems and 23% of respondent face the leakage in nandini milk products.

4.14. Graph showing Responses regarding packing problem of nandini milk and products



Interpretation:

From the data collected majority of the respondent about 48% does not come across the problem of leakage problems and 29% faces problems and 23% of respondent face the leakage in nandini milk products respectively.

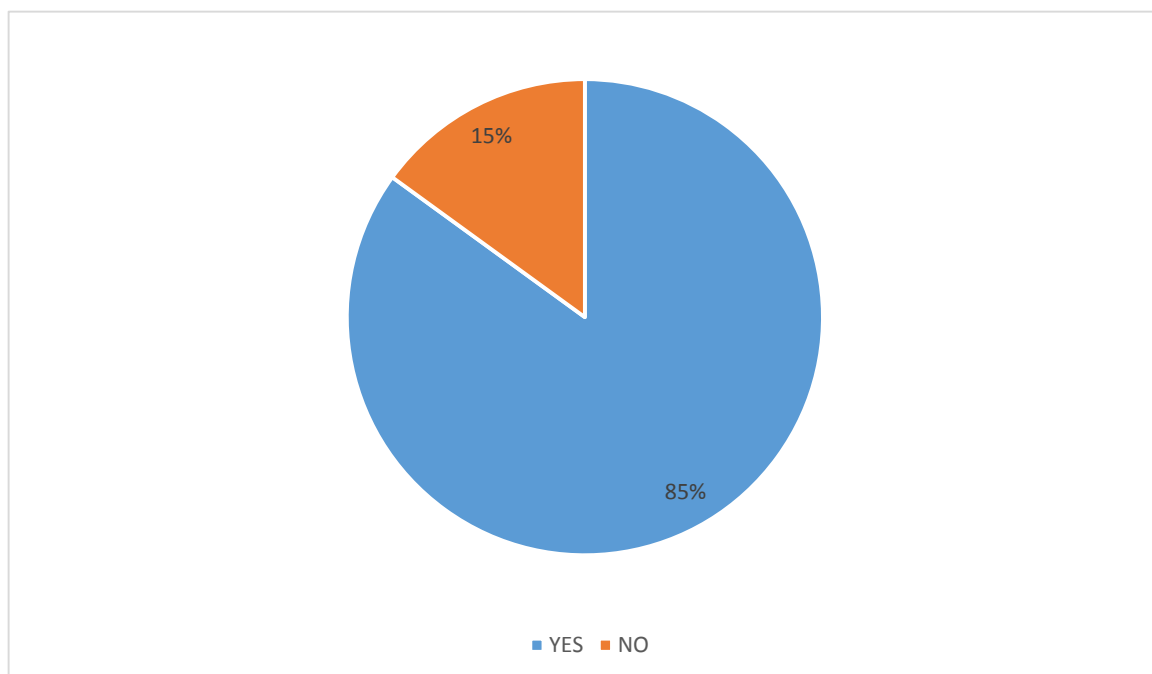
4.15 Table showing the fulfillment of customer expectation regarding nandini milk products

Expectation	No. of respondents	Percentage
YES	85	85%
NO	15	15%

Analysis:

From the data collected about 85% of the respondents believe that nandini milk products fulfill all their expectation and around 15% respondent responded that there are not fully satisfied

4.15 Chart showing the fulfillment of customer expectation regarding nandini milk products



Interpretation:

From the data collected about 85% of the respondents believe that nandini milk products fulfill all their expectation and around 15% respondent responded that there are not fully satisfied for some specific reason

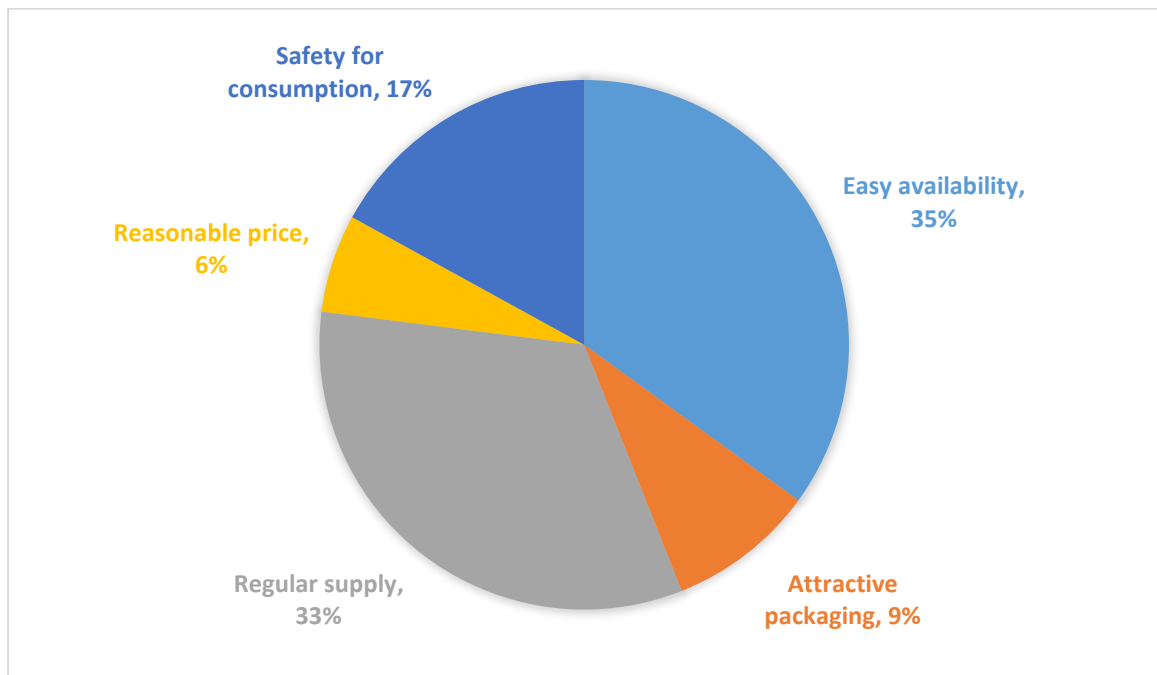
4.16 Table showing the reason for purchasing nandini milk products

Serial number	Reason	No. of respondents	Percentage
1	Easy availability	35	35%
2	Attractive packaging	9	9%
3	Regular supply	33	33%
4	Reasonable price	6	6%
5	Safety for consumption	17	17%

Analysis:

From the data collected majority of the respondents about 35% believes nandini milk products are easily available and next highest 33% believes that there is regular supply and 17%, 9% 6%, answered that nandini milk products are safety for consumption attractive packing and reasonable price for the products .

4.16 Chart showing the reason for purchasing nandini milk products



Interpretation:

From the data collected most of the respondents (35%) believes nandini milk products are easily available and 17% of the respondent reason for purchasing nandini milk products is safety for consumption.

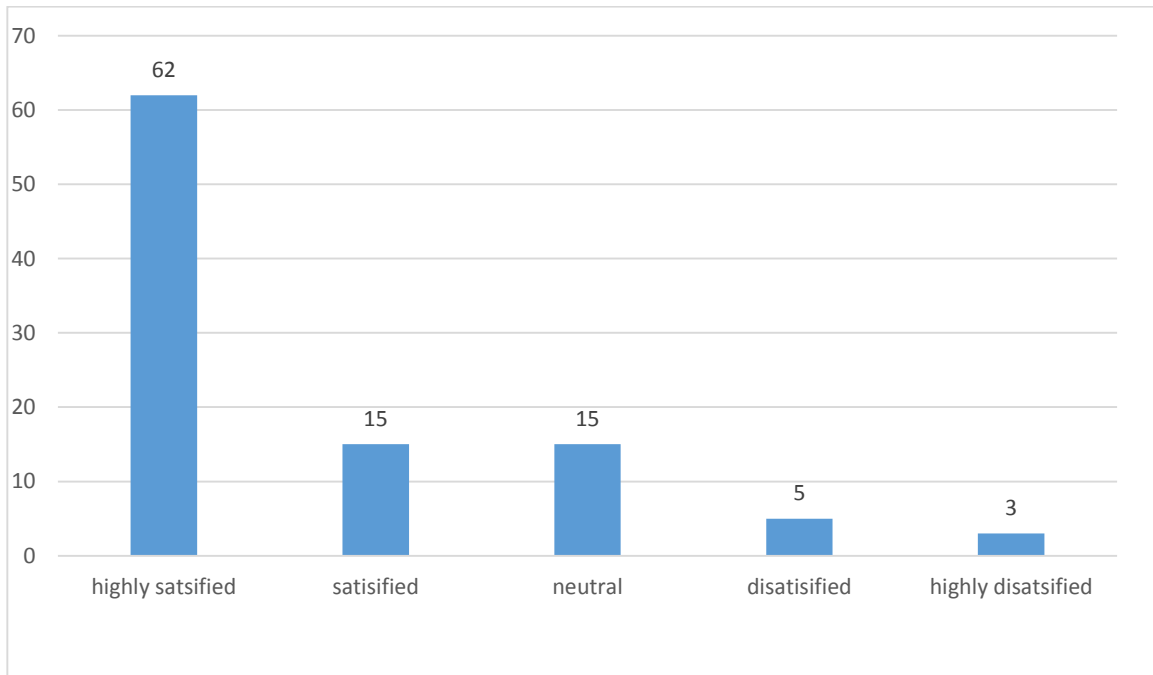
4.17 Table showing the responses regarding satisfaction regarding the safety and health by nandini milk products.

Serial number	Safety And Health	No. of respondents	Percentage
1	yes	93	93%
2	no	7	7%

Analysis:

From the data collected from the respondent about 93% assumes that nandini products are safety for health and 7% belives its not safe for consumption for some specific reasons.

4.17 Chart showing the responses regarding satisfaction regarding the safety and health by nandini milk products.



Interpretation:

From the above obatin information it is clear that majority that is 93% pf the repondents belives that nandini milk and products are safety and healthy where as 7% belives that there might be some issues towards health and safety by these products.

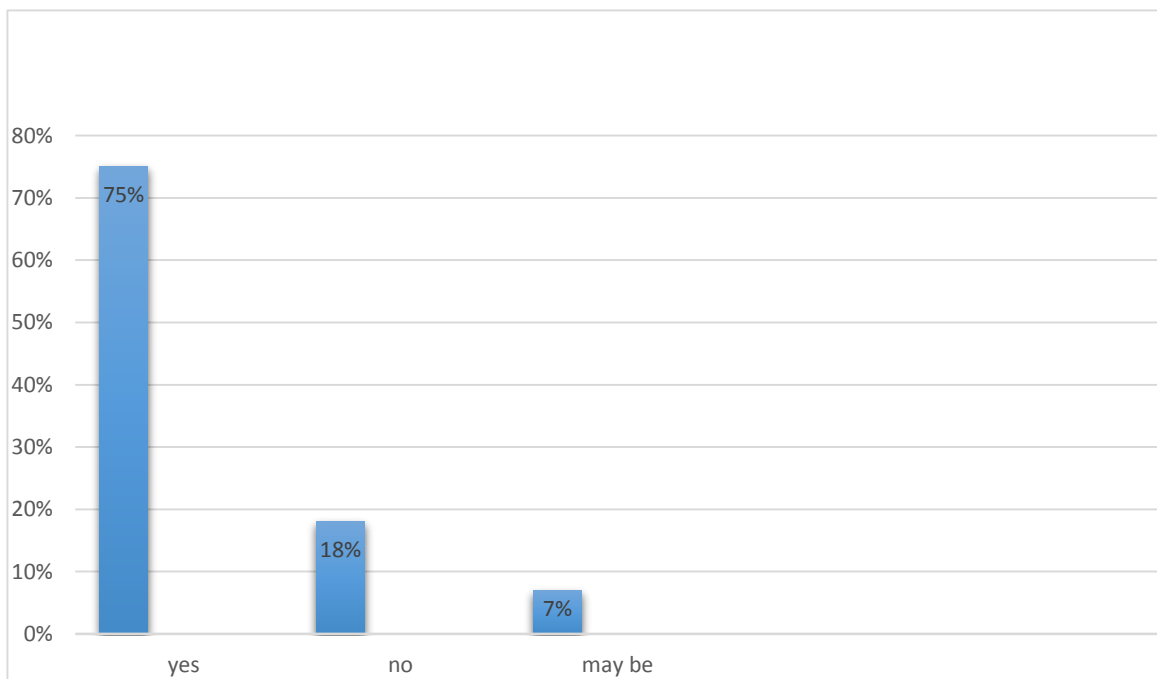
4.18 Table showing the respondent interest in recommending nandini products to others

Serial number	Recommend	No. of respondents	Percentage
1	yes	75	75%
2	No	18	18%
3	Maybe	7	7%

Analysis:

From the data collected from the 100 respondent about 75% of the respondents are interested in recommending the nandini milk products to others and 18% may be recommend and 7% unlikely to recommend the nandini milk products to others.

4.18 Graph showing the respondent interest in recommending nandini products to others



Interpretation:

From the information obtained it is clear about 75% of the respondents are interested in recommending the nandini milk products to others and 7% may recommend others and 18% of the respondent not interested to recommend the nandini milk products to others.

Research hypothesis

Chi-Square Test

Frequencies

Satisfaction level of quality of nandini milk products

	Observed N	Expected N	Residual
Highly dissatisfied	1	10.0	-9.0
Dissatisfied	1	10.0	-9.0
Neutral	8	10.0	-2.0
Satisfied	24	10.0	14.0
Highly satisfied	16	10.0	6.0
Total	50		

Customers satisfaction towards nandini milk products

	Observed N	Expected N	Residual
Highly dissatisfied	1	10.0	-9.0
Dissatisfied	2	10.0	-8.0
Satisfied	9	10.0	-1.0
Neutral	22	10.0	12.0
Satisfied	16	10.0	6.0
Total	50		

Test Statistics

	VAR01	VAR02
Chi-Square	39.800 ^a	32.600 ^a
Df	4	4
Asymp. Sig.	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.0.

INTERPRETATION:

From the above information since the CHI-SQUARE TEST Satisfaction level of quality of nandini milk products and customer satisfaction towards nandini milk products is positiv39.80 and 32.60, there is relationship between two variables. Hence null hypothesis is rejected and alternative hypothesis is accepted

Chapter 5
FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS

1. Majority of the respondent are male which accounts up to 62% and female is 38%.
2. 52% of the respondent age group is between 21-26, 10% respondent age varies from 15-20 and 19% respondent ages in between 27-32 and rest respondent are above the age of 32.
3. Majority of respondent who's qualification is post graduate and under graduate which respectively 41% 36% and 10th, 12th, professional, and others respondents belong to are 2%, 8%, 8%, 6% respectively.
4. Majority of respondent occupation is student which accounts 47.9% of the total respondents and second highest response is from self-employees that is 19.1 and private –govt employee accounts about 14.9 and 17% respectively.
5. 100 of respondent have an idea about the nandini milk products.
6. Majority of respondent use nandini milk products and 1% may belong to own consumption.
7. About 73% of the total respondents uses nandini milk products on daily basis.
8. Majority of respondent about 80% are using nandini milk and other 20% relies on other brands like Amul, Hatsun, Thirumala, and own consumption.
9. This survey clearly shows about 60% of customers are happy with taste along with super happy customers which contributes around 25% . .
10. Majority of the respondent about 57% concludes that nandini milk products are affordable and 36. % thinks it is economical.
11. About 100% of respondent believes that nandini milk products are easily available in the stores.
12. Majority of the respondent believes that newspapers and television are main source for their information regarding nandini milk products.
13. Majority of the respondent around 44 are satisfied along with 32% of respondent are highly satisfied with nandini milk products.
14. Around 23% respondent faced a problem of leakage are breakage and majority respondent have not come across with these problems.
15. Majority of the respondent are interested to recommend the nandini milk products to others which will have a positive impact on the organization.
16. Around 85% of the total respondent said yes to that nandini milk products will full fill all their expectation.

17. Majority of respondent believes that nandini milk products are easily available and have a regular supply.
18. Around 93% of the total respondent believes that nandini milk products are highly safety along with good taste.

5.2 SUGGESTIONS

1. Products design can be improved which should suit present era which will result in sale of the products.
2. Proper measure need to be taken regarding the packing and distribution which have an direct impact on customer satisfaction.
3. Expansion of market in rural areas with reasonable pricing strategies.
4. There must be proper importance need to be given on the taste and flavors.
5. Customer satisfaction can be increased through making products available in every part.
6. Making necessary marketing strategies in order to gain competitive advantage over its rivalries.
7. Pricing strategies need to carry to achieve proper balanced cost as well as profit.
8. In order to attract low income groups there must be reasonable discounts and other low cost techniques.
9. Ensuring basic education to the retailer and wholesalers about the products and service and ensure customers are treated fairly.
10. There must be no compromise related to taste quantity quality of the milk products.
11. Promotion of the nandini milk products in social media must be undertaken which will have an effective and good impact on majority of the population and it can be used as platform for promotion of its new products.
12. Though, KOMUL is much concerned with employee welfare and worked for it as well. But still, it can work more for the need of employees by providing them better working environment, education loans for children of needy employees and others.
13. Frequent training and development should be provided for making employees multi-skilled and making organization able to cope with uncertainties in future. Training and development programs should not be restricted to some departments alone. KOMUL can conduct In-house training to impart soft-skills

5.3 Conclusion:

On this study ,I tried to find out satisfaction level of the customer towards nandini milk product offered by komul .This study has given a clear image that customer feel good about product and service. We can clearly say products meet them and company provides good quality of product and services. In addition it has been observed that company need to improve its existing levels performance for better outcome.

From the following studies, we can conclude that komul has been serving Clients to create an excellent image and trust between customers exceptionally well Most of them are completely satisfied with the company's products and services.

The company can adopt customer friendly methods and train its sales staff to serve customer in the best way possible. Customer retention should be Emphasizes and should adopt policies to maintain reservations. A closer relationship should be developed with customers to avoid brand turnover and ensure repeat sales.

LEARNING EXPERIENCE

Komul provided me an opportunity to consider the consumer loyalty towards nandini milk products, the internship provides an accurate advantage to the college student. To gain the knowledge and experience towards the chosen matter. Internship presents how theoretical knowledge which observes on the working field.

Project training created a sensory in my mind putting across what actually is an organization and how it operates to serve the public along with the fulfillment their projects respectively. The management concepts were difficult to analyses but after plant training me felt empowered with confidence and understands different marketing concepts.

The marketing department bridges the gap between organization and customer by various promotion tools as well as regular feedback from customers. Through this training I was able to understand company is having sufficient number of skilled employees and also came to know about the customer is king and have a vital role in the company's growth.

The project work is the integral part of the VTU MBA program. It is an initiative to close a gap between knowledge and its applications through a series of involvements that students of VTU MBA program, allow information and exposure towards the industry. The study is carried out 03-01-19 to 16-02-19.

BIBLIOGRAPHY

1. Fornell, Claes. "A national customer satisfaction barometer: the Swedish experience." *Journal of marketing* 56.1 (1992): 6-21.
2. Lakni, W. A. K. I., and U. K. Jayasinghe-Mudalige. "Customer-defined quality of food: An empirical investigation based on KANO Analytical methods for milk powder." *Journal of Agricultural Sciences–Sri Lanka* 4.2 (2010).
3. Choi, MiKyung, SoHee Choi, and Songi Lee. "An assessment of customer satisfaction towards university residence hall foodservice and subjective QOL (quality of life): focused on the university students in Daegu, Gyeongbuk area." *Korean Journal of Community Nutrition* 14.1 (2009): 114-122.
4. Sumathi S. The customer perception towards marketing of different brands of packaged Milk. *International Journal of Research in IT & Management*. 2015:36-43.
5. Shiralashetti AS, Hugar SS. Consumer Satisfaction with Special Reference to Milk Consumers in Gadag City. *ICFAI Journal of Consumer Behavior*. 2007 Jun 1;2(2).
6. Jamwal, Mohit, and Akhilesh Chandra Pandey. "Consumer Behaviour towards cooperative milk societies: A Study on measuring customer satisfaction of 'Aanchal' milk (A Member Milk Union of UCDF Ltd.)." *IBWL* 2020 (2014): 1-11.
7. Kariyawasam, S., U. Jayasinghe-Mudalige, and J. Weerahewa. "Use of Caswell's classification on food quality attributes to assess consumer perceptions towards fresh milk in tetra-packed containers." *Journal of Agricultural Sciences* 3.1 (2007).
8. Prasad, CS Jayanthi. "Brand endorsement by celebrities impacts towards customer satisfaction." *African journal of business management* 7.35 (2013): 3630-3635.
10. Friedman, Hershey H., and Barbara Lewis. "Dynamic pricing strategies for maximizing customer satisfaction." *National Public Accountant* 44, no. 1 (1999): 8-36.

WEBSITE REFERRED

1. WWW.KOMUL.COOP

ANNEXURES

Questionnaire on “A study on customer satisfaction towards Nandini milk and products at komul”

I am Ajay Kumar T S pursuing MBA at Acharya institute of technology, Bangalore. As I am conducting survey on 'study on customer satisfaction towards nandini milk products at komul' My request is to fill the below questionnaire

Part -A

Name

1) Gender

1. Male
Female

2) Age

1. 15-20
2. 21-26
3. 27-32
4. Above 32

3) Educational qualification

1. 10th
2. 12th
3. Under graduate
4. Post graduate
5. Professionals
6. Others

4) Occupation

1. Student
2. Self-Employee
3. Govt-Employee
4. Private-Employee
5. Others

Part - B

5) Have you heard about nandini products?

1. YES
2. NO

6) Does nandini products are easily available on stores?

1. Yes
2. No

7) Are you using nandini milk? If no which brand of milk you use?

1. Yes
2. NO

If NO, mention which other brand

Amul

Hatusun

TIRUMALA

Local Milk supplier

Others _____

8) How often do you buy nandini products?

1. Daily
2. Once in two days
3. Weekly
4. Occasionally

9) Are you satisfied with the taste of nandini milk products?

1. Highly satisfied
2. Satisfied
3. Neutral
4. Dissatisfied
5. Highly dissatisfied

10) Which factor influenced you to buy the nandini milk product?

	Not good	Average	Good	Very good	Excellent
Price					
Quality					
Packing					
Taste					

11) Which of the following source made you aware about nandini milk products?

1. Newspapers
2. Magazines
3. Friends
4. Relatives
5. Television adds
6. 12) Are you satisfied with nandini products?

1. Highly satisfied
2. Satisfied
3. Neutral
4. Dissatisfied
5. Highly dissatisfied

13) How would you rate quality of nandini products compared to competitors?

6. Highly satisfied
7. Satisfied
8. Neutral
9. Dissatisfied
10. Highly dissatisfied

14) Did you find any leakage or packing problem in any of nandini products?

1. Yes
2. No
3. Some times

15) How do you rate nandini milk products full fill all your expectation of the nandini milk products?

1. Highly satisfied
2. Satisfied
3. Neutral
4. Dissatisfied
5. Highly dissatisfied

16) Would you specify the reason for purchasing nandini milk products?

1. Easy availability
2. Attractive packaging
3. Regular supply
4. Reasonable price
5. Safety for consumption

17) Do you think nandini milk products full fill all your expectation regarding health, safety and taste?

- 1 Yes
- 2 no

18) Do you like to recommend nandini products to others?

- 1 Yes
- 2 no
- 3 may be

**1.11 KOLAR-CHIKKABALLAPURA MILK UNION LIMITED,KOLAR.
PROFIT AND LOSS A/C & COST PARTICULARS FOR THE YEAR 2017-18**

PARTICULARS	2017-18	COST/Kg
QTY.PROCURED(Kg's)→ Avg.KPD	353295953 967934	
A. SALES	13746530871.40	38.91
B.MATERIALS CONSUMED:		
Opening Stock	5374140323	
Purchases	10871120782	
Closing Stock	656026679	
(Op.St+Pur-CI.St)	10752508134.80	30.43
C. GROSS MARGIN(A-B)	2994022736.80	8.47
D. VARIABLE COSTS:		
Proc.Trpntn.Chgs	184350188.97	0.52
Processing Expenses	812882197.47	2.30
Packing Materials	718018330.43	2.03
Selling & Distbn Exps	336835798.62	0.95
TOTAL	2052086515.49	5.81
E. CONTRIBUTION(C-D)	941936221.11	2.67
F. FIXED COSTS		
Technical Input Exps,	155213217.00	0.44
Staff Expenses	285307484.00	0.81
Admn.Exps & Taxes	127551869.79	0.36
NDP	11830589.00	
Short Claims		
TOTAL	579903159.79	1.64
G. PROFIT BEFORE INTEREST(E-F)	362033061.32	1.02
H. INTEREST	10075139.98	0.03
I. CASH PROFIT from OPRN(G-H)	351957921.34	1.00
J. DEPRECIATION	117783312.51	0.33
Reserve for Bad & Doubtful Debts		
K. NET PROFIT from OPRN(I-J)	234174608.83	0.66
L. ADD: MISC INCOME	84395138.97	0.24
Profit Before Tax	318569747.80	0.90
Provision for Income Tax	115960000.00	0.33
Allocation to Infrastructure Fund	138055000.00	
Allocation to Price Fluctuation Fund	0.00	
Profit after Tax	64554747.80	0.18

BALANCE SHEET ABSTRACT FOR THE YEAR 2017-2018

PARTICULARS	AS ON 31-03-17 AMOUNT				AS ON 31-03-18 AMOUNT			
	RS	PS	RS	PS	RS	PS	RS	PS
<u>SOURCES OF FUNDS:</u>								
SHARE CAPITAL			657533454.40				669554554.53	
Reserves & Surplus			1236330343.72				1394138817.00	
Loans			585747840.00				784549390.00	
GOK Plan Funds			244306833.18				359731317.00	
Profit & Loss A/c			32982099.84				64554747.8	
Total			2756900571.14				3272528826.33	
APPLICATION OF FUNDS:								
Fixed Assets								
Gross Block	2284808834.9				3252945674.21			
Less:-Depreciation.		6			1005787489.96			
Net Block	868339165.12		1416469669.84				2247158183.25	
Investments			42230127.00				57728538.00	
Current Assets:								
a. Stock	537414032.30				656026679.00			
b. Trade Debtors	603092950.97				611048040.00			
c. Cash & Bank Balances	431151262.71				370748509.90			
d. Loans & Advances, others	526659141.27				301103689.01			
Total(a)	2098317387.5				1938926917.91			
LESS: Current Liabilities & Provisions(b)	800116612.95				971284812.83			
Net Working Capital(a-b)			1298200774.30				967642105.08	
Total			2756900571.14				3272528826.33	



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT(17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: AJAY KUMAR T S

INTERNAL GUIDE: Archana Vijay

USN: 11A17MBA04

COMPANY NAME: Komul

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile		
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection		
18 th Jan 2019 – 25 th Jan 2019	Data collection		
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report		
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions		
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report		

MANAGER (MARKETING)
Kolar-Chikkaballapura Dist.
Co-operative Agricultural Producers
Societies Union Limited, Kolar.

Company Seal



9/14/19
HOD Signature
Head of the Department
Department of MBA
Acharya Institute of Technology
Goldevanahalli, Bangalore-560 107