Madnitude of Logistics Division and its Demand Level with Special Reference to of Amul Beverages Coimbatore City

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Abstract— Anonymization is a device of hiding the information to any such degree, that an unlawful customer couldn't get whatever from the information, of direction an analyzer will get vital data[4].The term records privacy is associated with data accumulating and allotment of information. Safety issues rise in exceptional sector, as an instance, human administrations, financial institution place, web based totally definitely existence data,and so forth.It's miles one of the difficult troubles while sharing or disseminating the data among one to numerous hotspots for research cause and records evaluation[2].Many affiliations moreover launch huge scaled down scale data. It bars an person's brief identity marks like call, cope with and contain specific facts like intercourse, DOB, marital repute, Pin-code, which can be united with other open information to see a person[3]. This derivation ambush may be endeavored you purchased any sensitive facts from informal community put together, with the useful resource of that putting the security of a person in risk. To save you such ambushes through way of converting littler scale facts, k-anonymization is used. In this paper, we provide a computational advent technique to releasing records from a personal desk with the last intention that the identity of any character to whom the released information mean can't be virtually recognized[1]. It's far based upon the difficulty of hypothesis, from which set away developments may be superseded with dependable but much much less unequivocal alternatives, and of ok-loss of clarity.

Keywords— facts conveying, coverage defensive, adequate-anonymization, accumulating.

I INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION - BEVERAGE INDUSTRY OVERVIEW

The beverage industry in Asian country constitutes of around USD 230 million among the USD sixty five billion food process industry. The most important sectors in beverage business in India are tea and coffee that aren't solely sold-out heavily within the domestic market however are exported to a spread of leading overseas markets. 1/2 the tea and coffee merchandise are offered in unpacked or loose type. Among the recent beverages factory-made in India, tea is that the most dominant drink that's ruling each the domestic and international market even these days.

The taste think about tea varies in line with the taste of people in several countries and therefore the beverage firms in Asian country manufacture the merchandise in accordance with the taste of the individuals. For instance, the inhabitants within the southern components of Asian country like dust tea whereas the inhabitants in the western a part of India prefer loose tea.

ANAND MILK PRODUCERS UNION (AMUL)

Anand Milk Producers Union restricted or Amul is associate Indian farm cooperative, primarily based at Anand within the state of Gujarat. fashioned in 1948, it's a complete managed by a cooperative body, the Gujarat Co-operative Milk promoting Federation Ltd. (GCMMF), that these days is conjointly in hand by three.6 million milk producers in Gujarat. Amul spurred India's White Revolution, that created the country the world's largest producer of milk and milk merchandise. The white revolution was spearheaded by Tribhuvandas Patel below the steering of Sardar Patel and Verghese Kurien. As a result, Kaira District Milk Union restricted was born in 1946. Tribhuvandas became the foundation chairman of the organization and junction rectifier it till his death. He employed Dr. Kurien 3 years when the white revolution

II NEED OF THE STUDY

The project is planned to investigate the importance of supply in distribution of Amul beverages and client satisfaction. The research worker would have wish to acknowledge this separate set of client and establish the factors, which supplies them satisfaction. Beverages has occupy the larger space in current market. Currently each day people conjointly wish to have beverages in varied flavors with their most popular taste and preference. Hence, they prefer Amul has major complete than others. Hence, there's an enormous scope for analysis during this space. Thus a study on importance of supply in distribution of Amul beverages and its demand level with special relevance Coimbatore town is below taken.

III OBJECTIVES

➢ To assess the effectiveness of Distribution channel of Amul beverages in Coimbatore city.

➢ To study the demand of Amul beverages against other beverages in Coimbatore city.

➢ To analyze the view point of retailers over the sales of Amul beverages.

IV STATEMENT OF PROBLEM

➤ Amul (Anand milk produced union limited) formed in 1946, is a diary cooperative movement in India. The brand Amul sourced from the Sanskritic language word Amoolya means that invaluable.. Amul product has different type such as Milk, Chocolate, Milk powder, Curd, Ice cream, beverages etc.., Amul has strong network of over 3 million milk producer. Britannia industry and nestle Ltd. are competitive product for Amul. Amul is a world's largest manufacturer of beverages.

➤ . This work investigates to contribute the level of consumer satisfaction and significance of logistics distribution of Amul beverages and its demand level.

V RESEARCH METHODOLOGY

Research Design

A analysis style defines the structure or framework inside research is administered. In this study descriptive research design has been used in order to describe the logistics and distribution channel efficiency of Amul beverages.

Area of Study

The study has been conducted in Coimbatore city.

Sample size

The sample size adopted by the researcher in this study is 150 respondents.

Sampling Technique

The researcher adopted simple random sampling method to collect the data.

Source of Data

The researcher used both primary and secondary data, to accomplish the objective of the study.

Primary Data

The primary data has been conducted through the questioner from the customer. The questionnaire is designed in a systematic manner covering adequate and relevant questions which is useful to study.

Secondary Data

The theoretical aspects of the study is collected from various sources which includes books ,journals, magazines, websites and other related projects.

Data Collection

In this study the researcher has used the questionnaire method for collecting relevant information. The data has been collected from the respondents using the questionnaire. Data collection is carried out in the month of January 2019

VI LITERATURE REVIEW

Integration of District farm Co-operatives in Gujarat", Prof. Manubhai M. Shah, 26-01-1972. The empirical and inductive analysis and analysis mentioned that and shown the continued and steady progressive method of cooperation of rural dairy farming has resulted in varied growth edges. The District Unions and first co-operatives

are ready to build up substantial company assets through outside aids and maintained earnings fast surveys of underdeveloped and distant village having milk potential ought to be mend. This analysis work is reasonably applied research. This analysis is that the study concerning the ten District Co-operative Milk Producers Union restricted and therefore the main classes of activities and expenses any farm union needs to do and incur. the method of co-operativisation of rural dairy farming milk assembly and treatment, products, manufacture, selling and distribution, analysis and development in Gujarat was represented during this research work.

Mulder (1974) studied that, Trends in milk consumption and the frequency with which the people in the Netherlands buy milk, are discussed in relation to tabulated data illustrating the changeover in recent years from loose to packaged milk, and on the distribution of places of purchases, e.g. by home delivery and at shops.[1]

Baxi (1989) Stated that, the emergence of an efficient milk distribution system in India, in tandem with a number of production- and market-related variables, is evaluated alongside the strengths and weaknesses of the system. Distribution is carried out by the country's cooperative dairy organizations.[2]

Tikku (1989) the traditional milk distribution system and the effects upon it of various environmental factors are summarized. The growing demand for milk in urban areas and the problems of procuring milk from rural areas at prices fair to both the farmer and the consumer have resulted in innovations in the distribution system, as part of Operation Flood, that are based upon the AMUL system introduced by the Kaira District Cooperative Milk Producers' Union. Collection, quality control and distribution of milk at the Delhi Mother Dairy are described to illustrate the various stages in the chain from production to consumption of milk.[3]

VII ANALYSIS AND INTERPRETATION OF THE STUDY & RESULTS

CHARACTERISTIC OF SAMPLE

TYPE OF OUTLETS

Table 1.7.1
Type of Outlets

Outlets	No. of Respondents	Percentage
BAKERY	42	28%
SUPER BAZZAR	18	12%
COOL DRINK SHOP	34	22.7%
RETAILOUTLETS	56	37.3%
TOTAL	150	100%

INTERPRETATION

The table 4.1.2 represents the type of outlets for the study. The respondents who are having retail outlets were high in the study with the number of 56 (37.3%) persons, followed by 42 (28%) of the respondents are having bakery and further followed by 34(22.7%) of the respondents are having cool drink shops and 18(12%) of the respondents are super bazar.

Majority (37.3%) Of The Respondents Are Retail Outlets.

BRANDS OF BEVERAGES SELLING MOSTLY IN SHOP

Table 1.7.2
Brands of Beverages Selling Mostly In Shop

BRANDS	No. of Respondents	Percentage
CAVIN	67	33.5%
RELIANCE DIARY	16	8%
AMUL	98	49%
OTHERS	19	9.5%
TOTAL	200	100%

INTERPRETATION

The table 4.1.3 presents the brands of beverages selling mostly in shop. There are total of 98 (49%) of the shops are selling Amul and followed by Cavin at 67(33.5%) and there are total of 19 (9.5%) of the respondents are selling other brands and followed by 16(8%) of the respondents are selling reliance diary.

Majority (49%) of the respondents are selling Amul has major brand compared to other brands.

AMUL BEVEAGES SELL MOSTLY IN SHOPS

Table 1.7.3
Amul Beverages Sell Mostly In Shops

Beverages	No of Respondents	Percentage
AMUL COOL	69	27.6%
KOOL KOKO	36	14.4%
AMUL KOOL CHOCOLATE MILK	41	16.4%
AMUL KOOL FLAVORED TETRA PACK	15	6%
AMUL COOL CAFÉ	24	9.6%
NUTRAMEL ENERGY DRINK	18	7.2%
AMUL KOOL FLAVORED BOTTLED MILK	33	13.2%
AMUL MASTI SPICED BUTTER MILK	14	5.6%
TOTAL	200	100%

INTERPRETATION

The table 4.1.4 represents the Amul cool has selling most at 69(27.6%) , followed by Amul Kool chocolate milk at 41(16.4%) and followed by Kool Koko at rate of 36(14.4%) then followed by Amul Kool flavoured bottled milk at 33(13.2%) and Amul Kool café at 24(9.6%), and Amul Masti spiced butter milk at 14(5.6%) and nutramel energy drink at 18(7.2%) followed by Amul Kool flavoured tetra pack as last at 15(6%).

Majority (27.6%) of selling Amul beverage is Amul Kool.

RESPONDENTS TIME TAKEN PERIOD FOR PLACING AN ORDER

1.7.4
Time Period

Time	No. of Respondents	Percentage
ONCE IN A WEEK	43	28.7%
MONTHLY	34	22.7%
FORTNIGHTLY	15	10%
WHENEVER REQUIRED	58	38.6%
TOTAL	150	100%

Interpretation

The table 4.1.5 represents that 58(38.6%) of respondents said that they order only whenever requires , followed 43(28.7%) respondents place order only once in a week then 34(22.7%) respondents place order at monthly basis and finally 15(10%) respondents placing order at fortnightly.

Majority (38.6%) of respondents placing order only at whenever required.

EFFECTIVENESS OF AMUL DISTRIBUTION CHANNEL

Table 1.7.5
Effectiveness of Amul Distribution Channel

Options	No. of Respondents	Percentage
GOOD	43	28.7%
AVERAGE	38	25.3%
MODERATE	32	21.3%
BAD	37	24.7%
TOTAL	150	100%

Interpretation

The effectiveness of Amul distribution channelshowing through the table 4.1.7. Mostly (28.7%) of the respondents said good and followed by average at 25.3% , followed by moderate and bad at 21.3% & 24.7%.

Majority 43(28.7%) of the respondents are stated that Amul distribution channel is good.

VIII RANK ANALYSIS

The ranking analysis is performed to rank the responses of the respondents towards the satisfaction level for selling Amul beverages in their shop, The ordinal ranking (ranks 1, 2, 3, 4, 5,6,7,8….) method is been used to find the relationship between a set of item

4.2.1 FEATURES OFFERED BY AMUL BEVERAGES

Table 1.8.1
Features available in AMUL

S. No	Features	Ranks							TOTAL RESPONDENTS
		I	II	III	IV	V	VI	VII	
1	QUALITY	26	32	22	26	29	6	9	150
2	RETAIL MARGIN	12	19	16	29	18	34	22	150
3	TIMELY DELIVERY	32	21	16	19	22	11	29	150
4	BRAND IMAGE	31	23	36	18	20	12	10	150
5	CREDIT FACILITIES	10	25	18	21	33	23	20	150
6	COMPLAINT HANDLING	15	10	7	11	13	49	45	150
7	DEMAND	24	20	35	26	15	15	15	150

FEATURES OFFERED BY AMUL BEVERAGES

Table 1.8.2 (B)
Rank Analysis

Rank	1	2	3	4	5	6	7
Total	4.99	5.04	5.43	5.77	6.41	6.62	7.74
Features	Brand Image	Quality	Demand	Timely Delivery	Credit Facilities	Retail Margin	Complaint Handling

Interpretation

The table 4.2.1 (b) refers features provided by Amul beverages. It states that,brand image are ranked 1st with 4.99, followed byquality ranked 2nd with 5.04, demand ranked 3rd with 5.43, timely delivery ranked4[th] with 5.77, credit facility ranked 5th with 6.41, retail margin ranked 6th with 6.62 and complaint handling ranked 7th with 7.74.

IX CONCLUSION

After going through detailed study, I come to the conclusion that compared to the distribution network of other brands of beverages to the Amul, it has adequate network level and product available to the customer. Amul needs to handle customer problem if any. Company has to maintain a good relationship with the retailers by giving better margins, schemes and discounts. But also distributors needs to meet new retailers to sell the Amul beverages to end consumers.

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