



**HELLO
EVERYONE**

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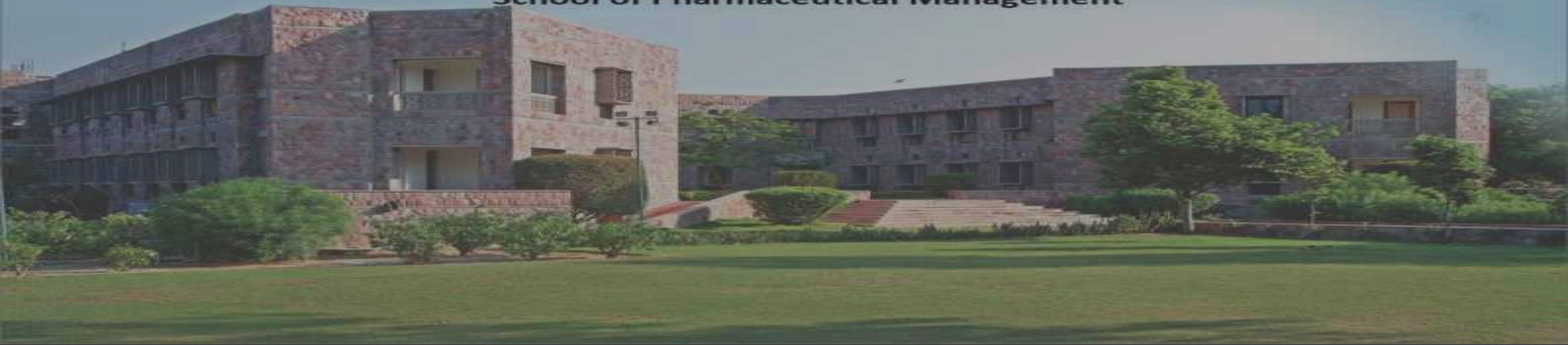
DIXSHA DAS
BRAND EXECUTIVE

COMPANY PROFILE

CEO: Mr. Dinesh Arora

Founded in 2003 believes in the vision happy humans on healthy earth.

Being alive rather than prevention rather than cure



DISSERTATION TOPIC

"COMPARITIVE ANALYSIS BETWEEN EPIGAMIA AND AMUL FLAAVYO"

MBA-PM09

DIXSHA DAS
0119

MENTOR
Dr Sandeep
Narula

CONTENT

AIM OF THE STUDY

The overall aim of the study was to analyze the market capture of the established vs newly launched market.

OBJECTIVES:

To access the market penetration for Epigamia & Amul's flaavyo products in Ahmadabad.

SECONDARY OBJECTIVES

- To understand the buying behavior of the consumers towards these brands.
- To study the marketing and branding strategies of these companies.
- To know the distribution system of these products

Research Methodology

Study type: Descriptive study

Data source: Primary and secondary research

Source of primary data:
Field observations
Questionnaire

Sample Design

Target population:
Retailers, consumers, Salesforce (focus-group)
Sampling method: Non-probability convenience sampling

Sample size: 100

Study Location:

Ahmedabad

Duration: 3 months

AMUL FLAAVYO

Live probiotic

Taste, Healthy and
refreshing treat for all
age people.

GCMMF [Gujrat co-operative milk marketing federation]

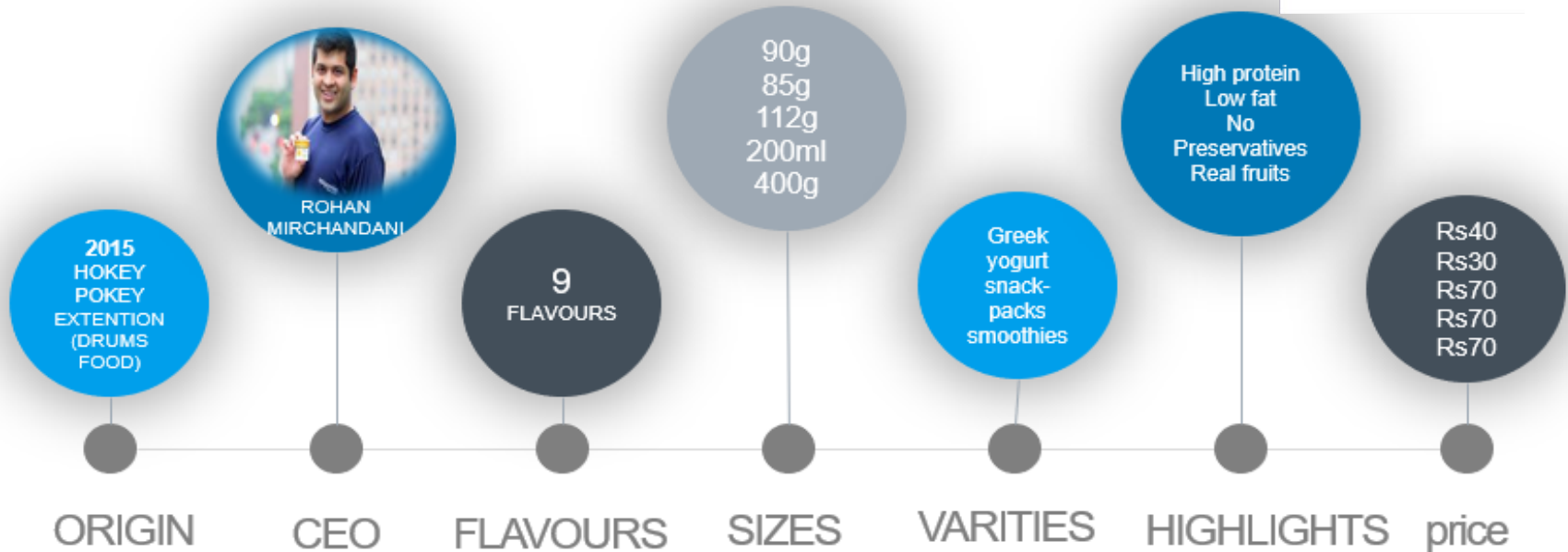
M.D: RS Lodhi

LAUNCHED: 2013

FLAVOURS: 5 FLAVOURS



EPIGAMIA OUTLINE



EPIGAMIA FUNDING

FOLLOWING ARE THE INVESTORS

DANONE MANIFESTO

VERVILINES – 90CR

DSG CONSUMER
138CR

AMUL FLAAVYO

GCMMF- INDIAN
ORGANISATION

FIRST PLAYER TO INTRODUCED
PROBIOTIC VITAMIN FORTIFIED
FLAVOURED YOGURT



EPIGAMIA & AMUL FLAAVYO DISTRIBUTION PROCESS

6 Step Journey Diagram Template



Whereas Amul flaavyo covers only dedicated Amul parlour i.e. 50 outlets. Sales approx. 25000/month. Salesman visits 4 times. 20% margin

SWOT ANALYSIS

EPIGAMIA & AMUL FLAAVYO



PORTER'S 5 FORCE MODEL

1] Threat of new entrants

2] Bargaining power of customers

3] Bargaining power of suppliers

4] Threat of substitutes

5] Competitive rivalry



BRAND MODEL

KAFERPER PRISM MODEL



• PHYSIQUE

- Taste & Quality(A.F)
- Attractive quality(EPIGAM)



• CULTURE

- Co-operating
- Sharing
- Fun loving



• PERSONALITY

- Pure Indian
- Greek touch



• REFLECTION

- Value Oriented
- Add on Meal

RELATIONSHIP



- Sociable
- Friendly



SELF- IMAGE

- Proud Indian & Fun loving
- Gut friendly snack



MARKET REACH

This slide is perfect for long text descriptions

Potential Buyers

Following points are as to reach out to customers



1.GURRILLA
Technique
2.100%
replacement

3.Free samples
4.Bizom
software
5.Power of
digital marketing

Amul brand
name
2.Mostly on
twitter
3.Limited e-
commerce
platform
4.Marketing
pamplet

PRICING
Epigamia
Higher than
amul flaavyo
i.e rs 40
Flaavyo:15

KEY POINTS

AMUL FLAAVYO AND EPIGAMIA





RESEARCH
QUESTIONNAIRE

DATA
COLLECTION

CUSTOMERS

RETAILERS

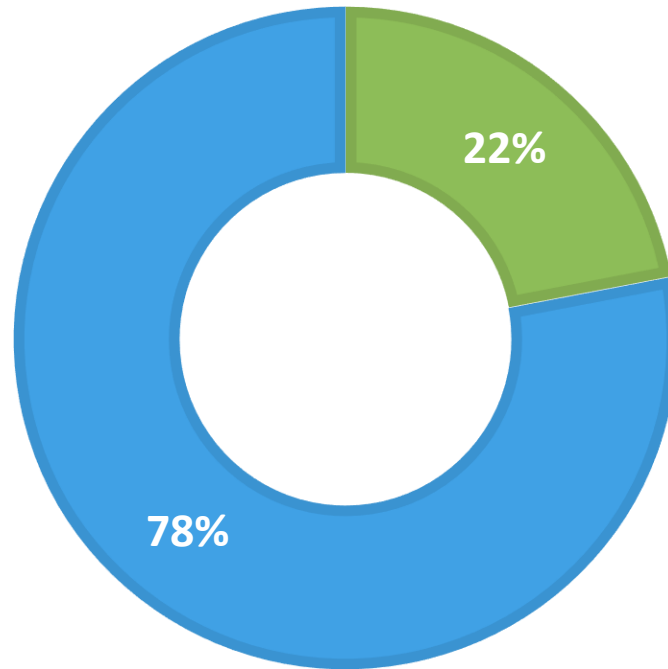
SALESMAN

FINDINGS

KNOWN BRAND

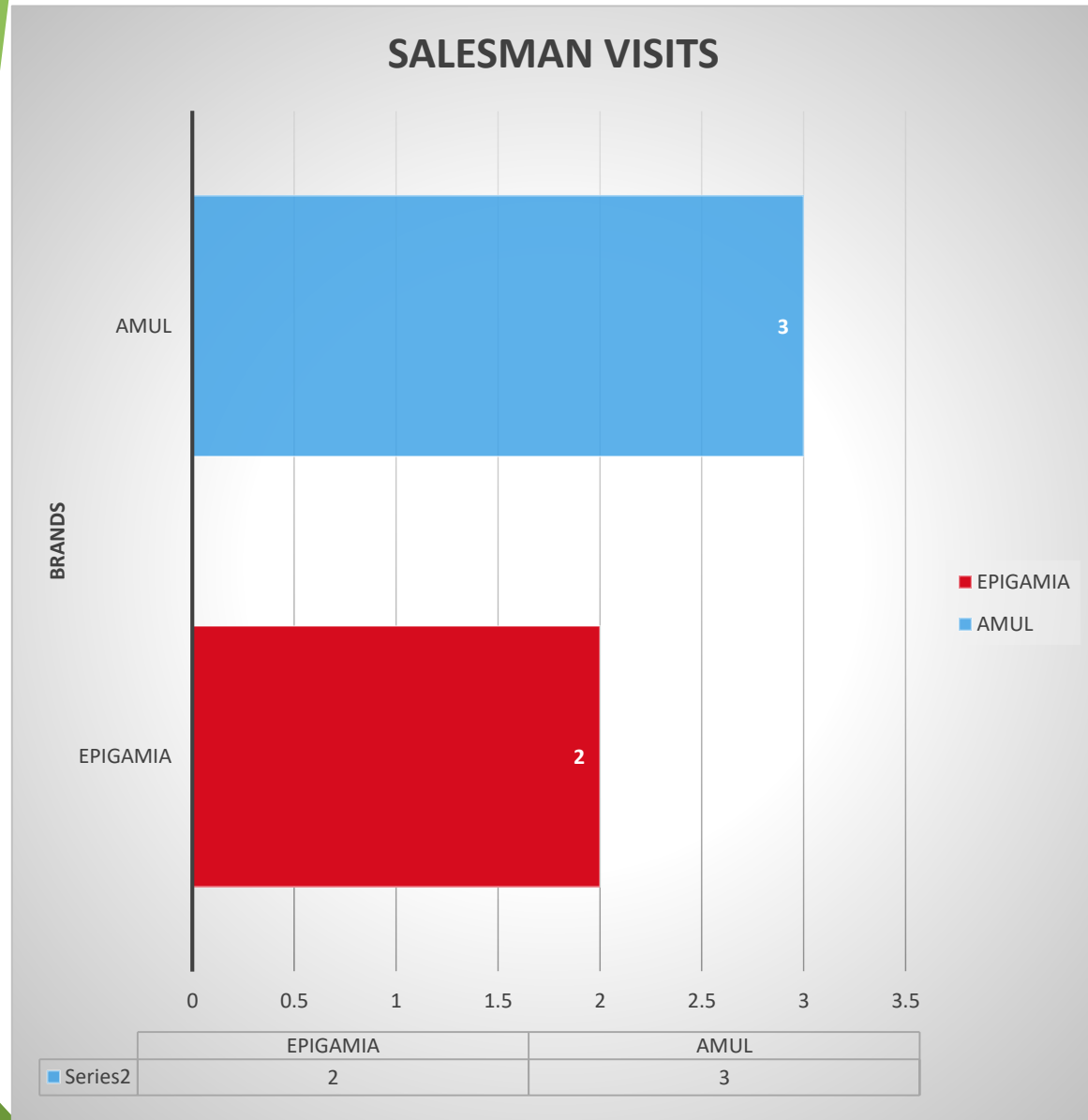
■ amul flaavyo

■ epigamia



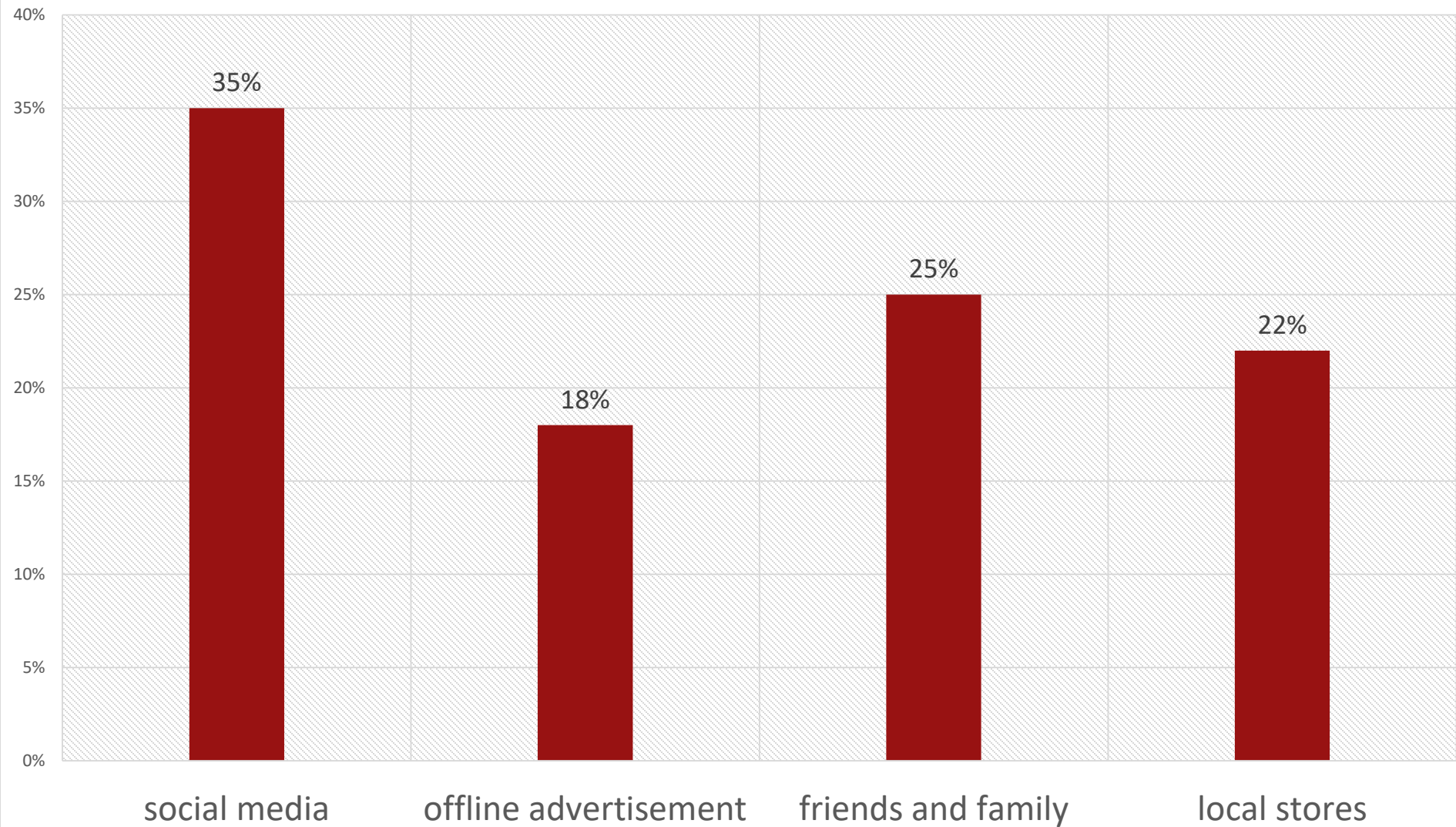
preferred popular brand
among consumers.

1 Preferred Salesman visit in retailers' shops



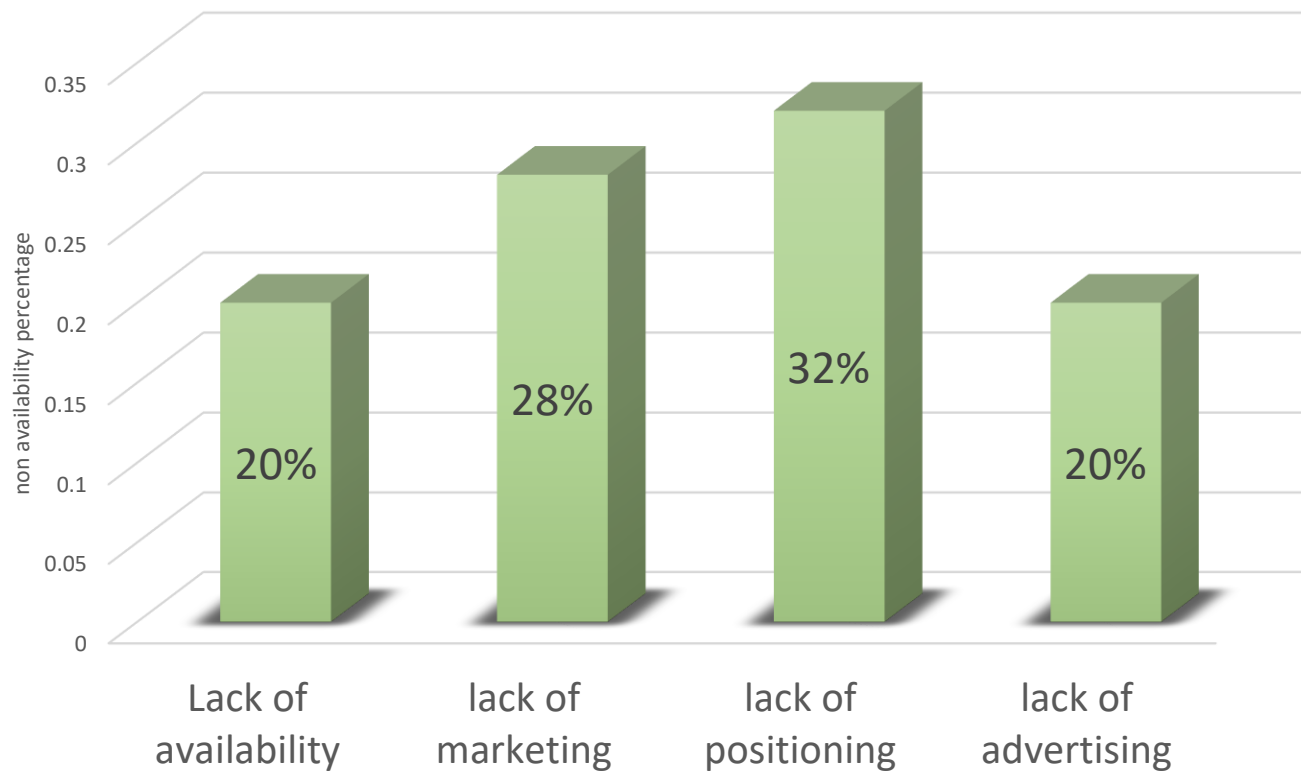
preferred marketing tools by Epigamia brand.

Epigamia reach



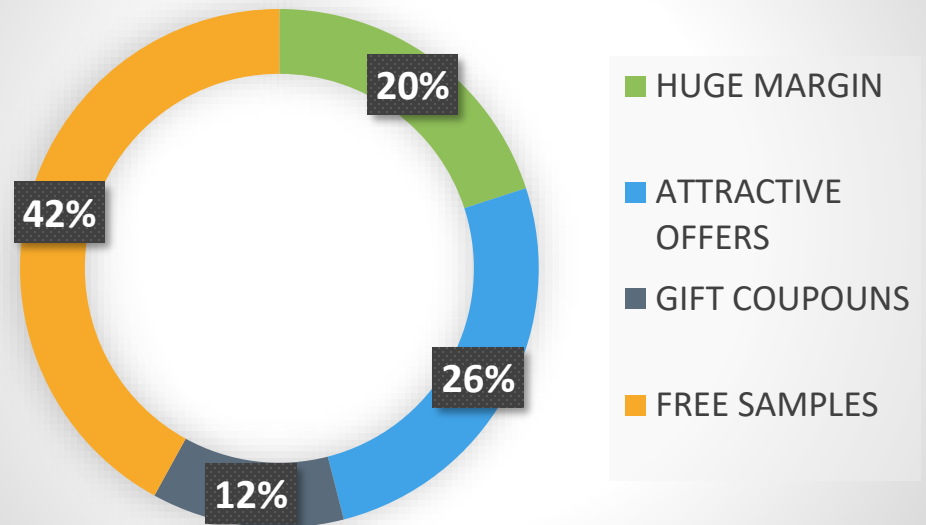


Amul flaavyo awareness

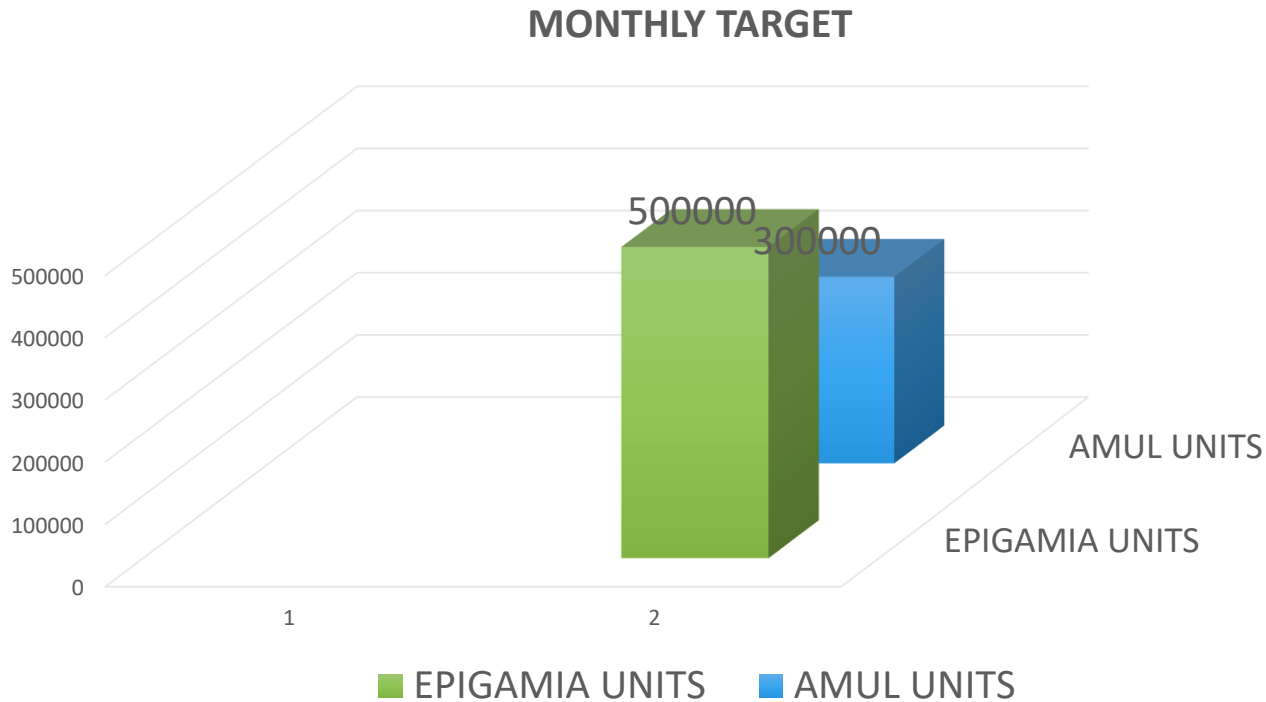


lead
conversion
of
Epigamia.

EPIGAMIA LEAD CONVERSION



preferred monthly target of Amul flaavyo and Epigamia brand.



QUESTIONNAIRE

• FOR CONSUMERS

- Do you know about probiotic?
- Yes
- No
- Do you know about Epigamia or amul flaavyo?
- YES
- NO
- How do you came to know about epigamia and Amul?
- Social Media
- Advertisement offline
- Friends and family
- Local stores
- Why uou are unaware of og Amul flaavyo?
- Lack of availability
- Lack of marketing
- Lack of positioning
- Lack of advertising
- In probiotic yogurt which one

do you like in taste?

- Amul flaavyo
- Epigamia

• FOR SALESMAN

- How do you convert new retailers?
- Margins
- Attractive offers
- Gift coupons
- Free samples
- What is the Monthly Turnover of product?
- 1-5 lakh
- 5-10 lakh
- 10-15 lakh
- 15 lakhs above
- What is the distribution medium?
- 100 above

- 100-200
- 300-500
- 500 above

• FOR RETAILERS

- How much margin Epigamia & Amul give
- 20%
- 10%
- 15%
- 30%
- How frequent salesman visits a week?
- Once
- Twice
- Thrice
- Do you feel difficulty in availability of the product?
- Yes
- No

CONCLUSION

FOLLOWING OBSERVATION STATES THAT:

Amul being a big heritage brand with huge range of product line is failed to market as well brand their product Amul Flaavyo. Reasons below

- Lack of marketing
- No social coverage
- Targeting the customers
- Lack of branding
- Reaching out non dedicated retail shops
- Lack of communication
- Not proper consumer reach



EPIGAMIA- THE CURRENT MARKET LEADER

Whereas EPIGAMIA being just 4-year-old brand did miracle to the probiotic yogurt industry and became the key leader of the probiotic yogurt segment.

- Strong sales force
- Covering supermarkets & local stores
- Strong distribution chain
- Different product ranges
- Variant pack sizes and popular flavors
- Innovating marketing schemes
- Like- collaboration with filter copy videos, guerrilla marketing. Activities, bloggers, Instagram ang different social platform coverage etc.,



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THANK-YOU
