

P-2788



**A STUDY ON RETAILER'S PERCEPTION OF SOYA PRODUCTS FOR SAKTHI
SUGARS LIMITED**

(SOYA DIVISION), COIMBATORE

A PROJECT REPORT

submitted by

V.Satheeshkumar

0720400042

In partial fulfillment of the requirements

for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

April, 2009

KCT Business School

Department of Management Studies

Kumaraguru College of Technology

(An autonomous institution affiliated to Anna University, Coimbatore)

Coimbatore-641 006



SAKTHI SUGARS LIMITED

Soya Division

180, Race Course Road, Coimbatore - 641 018, India.
E-mail : info@sakthisugars.com Website : www.sakthisoyas.com



GA-26/ 4328 /2009

30.04.2009

CERTIFICATE

This is to certify that **Mr.V.Satheeshkumar**, Second year MBA student of Kumaraguru College of Technology has done a project on the topic "**A STUDY ON RETAILER'S PERCEPTION OF SOYA PRODUCTS FOR SAKTHI SUGARS LIMITED, (SOYA DIVISION) COIMBATORE**" in our organization during the period from 09.01.2009 to 08.04.2009

During the above period, his performance, conduct and character were found to be **GOOD**.

We wish all success in his career.

FOR SAKTHI SUGARS LIMITED
(SOYA DIVISION)

K.GOVINDARAJAN
SENIOR MANAGER-HR & ADMN

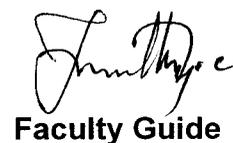


DEPARTMENT OF MANAGEMENT STUDIES
KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE

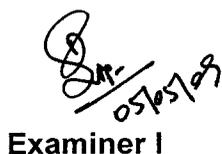
BONAFIDE CERTIFICATE

Certified that this project titled “RETAILER’S PERCEPTION OF SOYA PRODUCTS FOR SAKTHI SUGARS LIMITED (SOYA DIVISION), COIMBATORE” is the bonafide work of **V.SATHEESHKUMAR** who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not from part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.


 Director


 Faculty Guide

Evaluated and viva-voce conducted on05/05/09.....

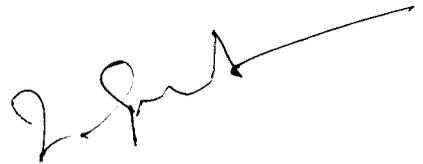

 Examiner I


 Examiner II

KCT BUSINESS SCHOOL
KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE - 641 006

DECLARATION

I hereby declare that the dissertation entitled “RETAILER’S PERCEPTION OF SAKTHI SOYA PRODUCTS FOR SAKTHI SUGARS LIMITED(SOYA DIVISION), COIMBATORE” submitted for the **MASTER OF BUSINESS ADMINISTRATION** degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.

A handwritten signature in black ink, appearing to read 'V. Satheesh Kumar', with a long horizontal stroke extending to the right.

Signature of the student

(V.SATHEESHKUMAR)

ACKNOWLEDGEMENT

Few people are as fortunate as I have been. Throughout my life I have always benefited from many wonderful people around me, and the last two months of my final project have been no exception. I have many people to be thankful to.

I thank our respected chairman Dr. N. Mahalingam who helped us to undergo this master's degree and acquire a lot of knowledge.

I express my sincere gratitude to our beloved correspondent **Prof. Dr. K. Arumugam**, the prime guiding spirit of Kumaraguru College of Technology.

I extend my heartfelt thanks to principal **Dr. Joseph V. Thanikal**, Kumaraguru College of Technology, for provided facilities to do this project.

In great honor and with in profound gratitude I thank my inspiring guide **Mr.C.Ganeshmoorthy, Senior lecturer K.C.T.B.S** who has taken great interest in helping me on and often in the successful pursuit of my project. I am very much fortunate to get such a good guide, who encouraged me constantly with good counseling and helped me to complete the project successfully on time.

I am highly obliged to extend my sincere thanks to **Mr.Charles Amaldass**, Senior Manager-Exports (soya division), Sakthi sugars Ltd for his effective guidance and valuable support to carry out this project in their premises. I express my heartfelt gratitude to **Sakthi sugars limited, Coimbatore**, for giving me an opportunity for doing the project in their esteemed organization and encouraged me with this expert counseling and guidance for successful completion of my research study.

Above all, I thank **Almighty God and My Parents** for giving me the grace and constant support in successfully completing this project to the best of my ability.

Table No.	Title	
3.4.2.1	Table showing Perception of Sakthi Soya Products in total	74
3.4.2.2	Table showing Factor analysis on Perception of Sakthi Soya Product in total	75
3.5.1	Table showing Chi-Square Tests between Pricing and Quality of Sakthi soya products	76
3.5.2	Table showing Chi-Square Tests between Customer Satisfaction and Quality of Sakthi soya products	77
3.5.3	Table showing Chi-Square Tests between Pricing of Sakthi soya product and Demand for soya	78
3.5.4	Table showing Chi-Square Tests between Satisfaction of Retailers and Benefits from their suppliers	79

LIST OF CHARTS

Table No.	Title	
3.1.1	Chart showing Brands available in the Market	25
3.1.2	Chart showing Type of Soya products retailers dealing with	27
3.1.3	Chart showing Fast Moving Soya Product	29
3.1.4	Chart showing Soya Product Prefer for Customers by Retailers	31
3.1.5	Chart showing Market demand of Soya products	33
3.1.6	Chart showing Sales Volume and Turnover in soya products	35
3.1.7	Chart showing Reason for Choosing Soya products for Retailing	37
3.1.8	Chart showing Sakthi Soya products Dealt by Retailers	39
3.1.9	Chart showing Quality level of Sakthi soya products	41
3.1.10	Chart showing Pricing of Sakthi Soya Products	43
3.1.11	Chart showing Position of Sakthi Soya Products	45
3.1.12	Chart showing Weight of Packs Purchased more by Retailers	47
3.1.13	Chart showing Customer Satisfaction Level of Sakthi Soya Products	49
3.2.1	Chart showing Selection of Suppliers	51
3.2.2	Chart showing Benefit from Suppliers	53

Table No.	Title	
3.2.3	Chart showing Retailer's vital opinion for better relationship with suppliers	55
3.2.4	Chart showing Service of Sakthi Soya products	57
3.2.5	Chart showing Satisfaction Level with Suppliers	59
3.2.6	Chart showing Rate of Product supply	61
3.3.1	Chart showing Promotional offers attracts to buy other Brand of soya products	63
3.3.2	Chart showing Promotional offers attracts to buy Sakthi Soya Product	65
3.3.3	Chart showing Depicts-Factors Influence to Purchase Sakthi soya products	67
3.3.4	Chart showing Media of Advertisement influence to Purchase Sakthi soya products	69
3.3.5	Chart showing Performance of Sakthi Soya Brand compared with other Brands	71

EXECUTIVE SUMMARY

The main objective of the project is to find the retailer's perception of Sakthi soya products. A sample size of 50 respondents is selected on the basis of convenience sample method. A well structured questionnaire is prepared for data collection. Geographical area selected for the project is Coimbatore city since it has been supplied widely to the retailers. A brief study is done in the organization to know the function they carry out.

Using the data given by the respondents to the questionnaire are analyzed by using two tools namely percentage analysis, chi-square test, factor analysis weighted and weighted average. Customer Satisfaction, Product Quality, Service Quality, Pricing Effectiveness, Distribution Effectiveness, Promotion Effectiveness, Sales Force Effectiveness, and Innovation Effectiveness are the attributes used to test the perception of the retailers of Sakthi soya products. Chi-square test is used to find whether there is any relationship between purchase of soya, media of advertisement, service from suppliers, quality and pricing of Sakthi soya products.

It is found that Sakthi soya products are satisfied by both retailers and customers. But the demand for soya is neither high nor low. Soya chunks is the most fast moving product in the market. Flavor, price and quality are more important factor for any soya product. Retailers buy more 20Kg packs for repacking in consumer packs. Pricing and quality of Sakthi soya products are medium and good respectively. The relationship between the retailers and suppliers is good and the product supply is adequate. Television and news paper influence the retailer to purchase the product.

So overall performance of Sakthi soya product is comparatively higher than other soya brands. It is suggested that Sakthi soya product should be promoted through all the media of advertisements and also service and supply must be improved. The relationship between retailers and suppliers and also with the company should be made better for more sales.

CHAPTER 1

INTRODUCTION

1.1 ABOUT THE STUDY

Marketing is a broad topic that covers a range of aspects, including advertising, public relations, sales, and promotions. People often confuse sales with marketing, when in fact the two are very different. The former involves getting a product or service into the market, promoting it, influencing behavior, and encouraging sales. Sales are the actual transaction of getting a product or service into the hands of your customers.

At the stage of primitive economy, every individual, family or social unit used to produce all that was necessary for their consumption. That means they were self-sufficient. Due to the advancement in science and technology more and more competitors emerged in the market with new variety of products. So it has become obligatory from the part of existing manufactures to maintain a cordial and satisfactory relationship with retailer and consumers.

Retailers and consumers are heads and tails of a coin. So no one is supposed to be eliminated. Today's market "Begins and ends with Retailers and customers".

Satisfaction is an important element. According to Howard and Sheth satisfaction refers to the buyers state of being adequately rewarded in buying situation for he sacrifice he has made. Adequacy of satisfaction is a result of matching equal post purchase and consumption experience with the expected record from the brand in terms of its anticipated potential to satisfy the customer's motives.

According to Hunt, "Satisfaction is a kind of stepping away from the experience and evaluating it. One could have a pleasurable experience that caused dissatisfaction because even though pleasurable, it wasn't an emotion, its the evaluation of an emotion".

LIST OF CONTENTS

CHAPTERNO.	PARTICULARS	PAGE NO.
i	CERTIFICATE FROM THE COMPANY	ii
ii	BONAFIDE CERTIFICATE	iii
iii	ACKNOWLEDGEMENT	vi
iv	LIST OF CONTENTS	v
v	LIST OF TABLES	vi
vi	LIST OF CHARTS	ix
vii	ABSTRACT	xi
1	INTRODUCTION	
	1.1 About the study	1
	1.2 About the Industry	3
	1.3 About the Company	7
2	AIM OF THE PROJECT	
	2.1 Objectives of the Study	19
	2.2 Scope of the Study	19
	2.3 Limitations of the Study	19
	2.4 Research Methodology	20
	2.5 Review of Literature	22
3	DATA ANALYSIS AND INTREPRETATION	24
4	FINDINGS & SUGGESTIONS	80
5	CONCLUSION	83
	BIBILOGRAPHY	84

LIST OF TABLES

Table No.	Title	
3.1.1	Table showing Brands available in the Market	24
3.1.2	Table showing Type of Soya products retailers dealing with	26
3.1.3	Table showing Fast Moving Soya Product	28
3.1.4	Table showing Soya Product Prefer for Customers by Retailers	30
3.1.5	Table showing Market demand of Soya products	32
3.1.6	Table showing Sales Volume and Turnover in soya products	34
3.1.7	Table showing Reason for Choosing Soya products for Retailing	36
3.1.8	Table showing Sakthi Soya products Dealt by Retailers	38
3.1.9	Table showing Quality level of Sakthi soya products	40
3.1.10	Table showing Pricing of Sakthi Soya Products	42
3.1.11	Table showing Position of Sakthi Soya Products	44
3.1.12	Table showing Weight of Packs Purchased more by Retailers	46
3.1.13	Table showing Customer Satisfaction Level of Sakthi Soya Products	48

Table No.	Title	
3.2.1	Table showing Selection of Suppliers	50
3.2.2	Table showing Benefit from Suppliers	52
3.2.3	Table showing Retailer's vital opinion for better relationship with suppliers	54
3.2.4	Table showing Service of Sakthi Soya products	56
3.2.5	Table showing Satisfaction Level with Suppliers	58
3.2.6	Table showing Rate of Product supply	60
3.3.1	Table showing Promotional offers attracts to buy other Brand of soya products	62
3.3.2	Table showing Promotional offers attracts to buy Sakthi Soya Product	64
3.3.3	Table showing Depicts-Factors Influence to Purchase Sakthi soya products	66
3.3.4	Table showing Media of Advertisement influence to Purchase Sakthi soya products	68
3.3.5	Table showing Performance of Sakthi Soya Brand compared with other Brands	70
3.4.1.1	Table showing Importance of Factors of Sakthi Soya Products	72
3.4.1.2	Table showing Factor analysis on Importance of Factors of Sakthi Soya Products	73

Customers from certain expectations prior to the purchase. These expectations may be about:

- The nature and performance of a product
- The costs and efforts to be expended before obtaining the direct product or service benefits and
- The social benefits or costs accruing to the customer as a result of the purchase.

Maintaining customer satisfaction:

Some marketing organizations can be successful without repeat sales to the same customer. Unfortunately, a few fly by night operators take advantage of this. Even when chances of repeat business with a customer are slim, the sales person should be concerned about the customer's after sales satisfaction. If for no reason atleast to preclude negative word-of-mouth of communication.

To most marketers repeat sales to satisfied customers are important that first time sales. Repeat sales are also easier to get. Thus keeping the established customer satisfied by providing after-sales service is another objective of person selling. Many companies will even advertise the fact that they built their business on the basis of repeat sales to satisfied customer.

Retailers and consumers can be maintained with few tips listed below:

- Greater margin
- Apt and Accurate distribution of products
- Providing more dealer offers
- Good displays in outlets
- Good quality products and services
- Consumer offers
- Display margin
- Giving value for money

This research focuses the retailer's perception on Sakthi Soya products.

1.2 ABOUT THE INDUSTRY

HISTORY OF SOYA

A cream-coloured oval bean about the size of a common pea, Soy Beans belongs to the legume family and are native to East Asia. It is an important protein source for millions of people for over five thousand years. It can be grown on a variety of soils and a wide range of climates.

In India Madhya Pradesh, Maharashtra, Rajasthan and Andhra Pradesh are the major producers of soybeans. Madhya Pradesh tops the list. Nearly 88% of soya bean is produced in the state. During 1997-98 total soya bean production in the state was 49.19 metric tones which was about 84.2% of the total produce.

India in world soya industry

(Approximate figs.) India World % Share (In million tons) Annual Seed Production 6 180 3 Annual Oil Production 1 30 3.3 Annual Oil Imports 1.5 9 16.7 Annual Oil Consumption 2.5 30 8.3 Annual Meal Production 3.5 130 3.5 Annual Meal Exports 2.5 43 5.8 Annual Meal Consumption 1 130 0.7

Geographic percentage breakup in India

In Madhya Pradesh, the total production is around 62%, while Maharashtra contributes around 27%. 8% comes from Rajasthan and balance from other States.

Companies involved in trading

There are number of companies involved in soya trading. ITC have launched their e-choupals in various districts of M.P.

How big is the market in India for soya meal and soya oil?

The domestic market is improving a lot. Some years back, the (DOC) De-oiled Cake consumption of the soybean was 10% of the total production. But now it is 25%. It is increasing because of the rise in cattle population in the country, which in turn results in high consumption. The remaining 75% is exported and the industry is earning nearly Rs 3,000 Crores annually through exports.

The Refined Soya oil is fully consumed domestically and exports are not permitted in bulk, but only in consumer packs. Even that is not feasible, as oil prices are quite high in India. Therefore, imports are higher than exports in India. The recent Government policies are in favour of the Indian manufacturer and farmers. That's why the import duties on oils are pretty high in India.

Soya in worldwide

Introduction

- Soybean is cultivated extensively in south Asian countries and U.S.A.
- In India Soybean cultivation is introduced in 1977.
- In our country at the present time it is restricted mainly to Madhya Pradesh, Uttar Pradesh Maharashtra and Gujarat.
- It is also grown on a small acreage in Himachal Pradesh, Punjab and Delhi.

- Even though it is the cheapest high quality vegetable protein, we are yet to exploit its full potential.
- Mainly the Japanese and Chinese consume it as the Chinese gourmet. Chinese create their delicious works of art with soya.
- In India people started liking this pulse mainly among the vegetarians. It is a boon to the vegetarians.
- Soybean contains the highest protein among the pulses.
- Other than the whole pulse, lots of processed Soya products are available in the market. They include soya milk, soya flour, Soya curd and tofu (soya paneer).

Origin and Spread

- The first domestication of soybean has been traced to the eastern half of North China in the eleventh century B.C. or perhaps a bit earlier.
- Soybean has been one of the five main plant foods of China along with rice, soybeans, wheat, barley and millet.
- According to early authors, soybean production was localized in China until after the Chinese-Japanese war of 1894-95, when the Japanese began to import soybean oil cake for use as fertilizer.
- Shipments of soybeans were made to Europe about 1908, and the soybean attracted worldwide attention.
- Europeans had been aware of soybeans as early as 1712 through the writing of a German botanist.
- Some soybean seed may have been sent from China by missionaries as early as 1740 and planted in France.
- The soybean was a recent introduction to India, probably introduced into India from China, Japan and South east Asia via the Naga Hills and Minipur, at the far eastern tip of India.

- Production of soybean in India at the present time is restricted mainly to Madhya Pradesh, Uttar Pradesh, Maharashtra and Gujarat. It is also grown on a small acreage in Himachal Pradesh, Punjab and Delhi.

Area, Production and Productivity

- Soybean is the most popular oilseed in the country after groundnut and soy meal is the largest produced oil meal in the country.
- India produces 5-7 million tons of beans, 1 million ton of oil and 3-5 million tons of soy meal in a normal year. Madhya Pradesh (3.5-4.5 million tons), Maharashtra, Rajasthan are the major producers of soybean in India. In Uttar Pradesh the soybean cultivation has started gearing up in the recent years.
- In 2003-04 (Apr-Mar), India is estimated to have crushed 51.64 Lakh tons of soybeans to produce 42.35 Lakh tons of soy meal and 9.3 Lakh tons of soy oil.
- Soy is a kharif crop, sown in June-July and harvested by September-October. Peak arrivals are from October-November.
- India is one of the major exporters of soy meal to the Asian countries. South Korea, Thailand, Philippines, Japan are some of the major importers of soy meal from the country.
- India typically exports around 65% of the country's soy meal production currently. Soy meal accounted for 84% of the total edible oilseed meal exports from the country.
- This leaves around 1-2 million tons for the consumption of the domestic poultry and cattle feed industry.
- India, does not import soy meal to meet the requirements of the domestic feed industry, as the price equation inclusive of transports does not work in favour of imports.

1.3 ABOUT THE COMPANY

HISTORY OF THE ORGANISATION

EVOLUTION:

Thiru.P.Nachimuthu Gounder, a farmer with a difference and owned a few bullock carts that he hired out, could feel the pulse of the people and hear the call for revolutionary change. Instinctively sensing the need of the time, he created history in 1921, by commissioning a taxi service for the first time in the little know village of Pollachi. In 1927 came the next milestone the first bus was added to the taxi service. the success of this venture led to the establishment of the Anamallis bus transport company, the parent of the Sakthi group in 1961. The switch over from the traditional bullock carts to the modern automobile, brought about s big transformation in the life of the people in the interior rural areas. The success of this pioneering bus transport venture heralded the beginning of the Sakthi group in the later years . Nachimythu Gounder business venture gained new impetus in 1943 when his only son N. Mahalingam , a trained engineering graduate jointed him and paved the establishment and the growth of the Sakthi group with his innovative ideas and foresight of the future. Sakthi group with multi facets motivated by a keen desire for diversification in new areas of business the Sakthi group was born and grew into powerful entity, expanding its interest into various spheres like sugars, industrial alcohol , textile, transport , finance soft drinks, fruit beverages, synthetic gems manufacture and soya division.Sakthi group is today a leading industrial conglomerate in the country is now leading with turnover of around Rs.3000crores. it has a deep and eliding concern for the development of the country in the economic and social spheres.

The Sakthi group has set up many educational and charitable trust institutions, hospital and religious centers and has made significant contribution to rural development with a variety of social welfare activities

At Sakthi, methodical planning, careful execution and prudent supervision are the ruling policies of the company. The excellent team at Sakthi strives to ensure that only the best quality products reach the customer. When people trust in Sakthi –they trust in strength of being the best.

Incorporated in the year 1961, the company had set up two sugar units, an industrial alcoholic distillery unit and a most modern foundry unit in the state of Tamilnadu. In addition, the company has taken a sugar unit at Barambagarh in Orissa state, since 1991. A new sugar units has also been put in Haripur village, Dhankanal district of Orissa state. The company's first sugar unit at Sakthi Nagar is present with license capacity of 4000 TPD. The company's second sugar unit set up at Sivaganga unit with a meshing capacity of 2500 TPD incorporates in itself the latest technology, which facilities maximum extraction, even during times of reduced quality of sugarcane is being handled the company's distillery unit at Sakthi Nagar, with a capacity of 27500 KL per annum has been modernized with continuous fermentation system, for improving its yield per tones of molasses.

The company's unit established in the year 1983, with a capacity of 3600 TPA of iron castings, is the most modern of its kind in the country and is meeting the requirements of reputed country and is meeting the customers like Maruti Udyog limited and tractor & farm equipments limited whose products are with maximum precision. To cater to the increased requirements of automobile sector, pursuant to entry of multinationals in the manufacture of passenger cars, the company has taken up expansion of capacity of this unit by adding a new Dishmatic foundry line imported from Dansk industry Syndikat, Denmar with the technological know-how of George fisher of U.K at a total project cost of Rs.55.55crores. The company's pollution control division has effectively put into use the know –how obtained from foreign collaborators for setting up of effluent plant. The effluent treatment plant put up by the company in its own distillery saves up to 10,000 liters of furnace oil per day. This division is also engaged in setting up of effluent of treatment plants (ETP) on turnkey basis for other distilleries in the country. So far 19 such plants have been successfully

erected for various distilleries, which include Mc Dowell Co. limited, chemical and plastics limited, Maharashtra distilleries limited (Shaw Wallace Group) Thiru Anoran sugars limited and Kothari sugars and chemicals limited. The company's new unit at Haripur village, Dhankanal district of Orissa state with a capacity of 2500 TPD. Both the sugar units are poised to handle increased quantum of sugarcane in the current and forthcoming years.

The foundation for the soya division was laid in 1987 and started its operation from 1990 with an initial capacity of 90000 metric tones per annum. Sakthi soya's limited initially incorporated as a separate company and was merged with Sakthi sugars from 1993. The soya factory manufactures soya oil, husk, flakes , soaps and gum. The honorable high court of Chennai annexed soya unit to this company with the effect from 1.4.1993 pursuant to the approval of the scheme of merger of Sakthi soya's limited with Sakthi sugars limited. The merger has been taken up with the main objective of synergizing agro-based industrial activities and incidentally to take advantage of the tax-sheltered valuable on account of accumulated losses of Sakthi sugar limited. The soya division processing complex is hailed as one of the best in Asia, incorporating the world's best technology from Buhler brothers, Switzerland and Technik, Germany. The plant has a capacity to process 800 tones of soya and 60 tones of metric tones of refined soya oil per day. The soya unit handled 40419 tones of soya beans and achieved the largest turnover level of production.

Sakthi soya unit was started with the aim to increase awareness amongst Indian customers on the added nutritive aspect of soya. This unit produces a wide variety of export quality soya quality soya products including toasted and untoasted soya flour, (Texturised Vegetable Protean) TVP flakes. TVP granules and edible oil. Sakthi soya's has found good markets as a healthy food both at home country, as well as abroad in countries like Japan, Korea, Australia, Malaysia, Singapore and according to American soybean associations, soya protein has a number of health benefits such as cancer prevention, cholesterol lowering, combating osteoporosis and menopause

regulation. It has polyunsaturated fatty acids, which regulates blood pressure; its soluble fibre controls blood sugar.

Soya division

Sakthi is the pioneer in introducing soybeans in the southern part of India. The 300 TPD soybean processing complex was commissioned in 1989 with improved machinery and know-how from Extechnik, Germany and Buhlers, Switzerland. It is Asia's best soya processing complex with the innovative Flash Desolventising System (FDS) for food grade soya production. The research team had travelled widely in India and abroad and had selected GMO free soya bean varieties to be grown in Tamilnadu. These varieties duly approved by Tamilnadu agricultural university, Coimbatore, India. The company also has a soya unit, which has sophisticated edible flour making besides a refinery. This is the only soya chunks making extruders have been added to this unit in 4 southern states of India. Recently textures vegetable protean (TVP) soya chunks making extruders have been added to this unit to facilitate manufacture of value added products. This unit handled 42,344 tones of soybeans and a turnover lakhs during the years 1998-99 (and is expected to improve its performance during the current year). A division of Sakthi sugars Ltd., Sakthi soya owns one of the best plant in Asia.

Combining the World's best technology from Switzerland and Germany, it uses the innovative flash desolventising system to manufacture high-protein soya flour. The plant has a capacity to process 300 tones of soya per day. The company's high protein soya meal, soya flour and soya chunks are exported to Srilanka, Thailand, Singapore, Malaysia, Uk, South and Taiwan.

Pollution control division

The division has effectively put into use know-how obtained from foreign collaborators for setting up of effluent treatment plants in various distilleries. The overseas contract for setting up an effluent treatment plant in Thailand is nearing completion and is expected to be commissioned by end of this year.



Introduction to the product

Soya is mainly focused for adult fitness oriented people and older people. It is especially good for women, as soya is anti cancerous, help during stressful times such as menopause and osteoporosis. It is high in protein and low in cholesterol. The target consumer is therefore a young adult, who are health conscious as well as old people. People drink soya milk for specific health reasons. We are trying to create awareness through doctors, health clubs, etc. the American soya association is doing work to create soya awareness .Godrej plans to create awareness for soya milk and its benefits in India.

Production technology

1.Seed preparation and cleaning

The soya beans received at factory are stored in bins conveyed to the cleaning section where strings, dust, sand and other impurities are removed. The cleaned seeds are dried and crushed, and the hulls are separated from the seed particles while crushing. Crushed soya beans are conditioned to produce uniform and stable flakes.

2. Flour milling

The flakes are passed through a special hammer mill and ground. The finer materials soya flour, obtained here is sent to packaging silo and coarser material is feedback to the mill by the classifier. The basic raw material for material vegetable protean in the form of chunks is soya flour with high protein dispersibility index (HPDI)

3. Production of Texturised soya nuggets

The HPDI soya flour is passed through high pressure, high temperature extruder. A limited quantity of water is added with the flour. It gets cooked due to the heat developed by friction. The cooked material due to changes in internal configurations, gets a textured form and they are cut as chunks, dried and packed.

Various other products which are extracted from soybean are;

Toasted full fat soya flour

Untoasted full fat soya flour

Untoasted defatted soya flakes/grates

Untoasted defatted soya flour

Toasted defatted soya flakes/fines

Toasted defatted soya flour

Soya meal

Refined soya bean

Soy TVP chunks

Soy TVP granules

Soy TVP flakes/minced

Lecithin

Soya beans have a long respected history as a versatile plant food that provides high quality protein but minimal saturated fat.

Product potential

Media stories highlights research findings have greatly increased demand for soya foods. Although the reported health benefits are still speculative in most cases (the exception being cholesterol reduction). It is clear consumers are not waiting for waiting for definitive studies, but are looking for ways to incorporate soya into their diets. Industry is responding with an array of soya protein isolate based beverages, soya –based meat substitutes and isoflavone conventional fortified foods.

For soya food to become truly mainstream a variety of convenient, user friendly products are needed. While traditional soya foods, such tofu, miso and tempeh, are appealing to many current soya food customers. It is unlikely that they will attract new soya food consumers in large number. To be successful, the next generation of soya foods should not require special knowledge about use or preparation. Of course, thesenew soya foods need to be easily accessible.

Industry will have to bring soya foods to the the consumer rather than depending upon the consumer to seek them out. Conventional breads, snacks, and breakfast cereals to which soya has been added are likely to be particularly attractive (several breads containing soya have already been successful). A breakfast cereal that combinesnoats or corn with soya flakes represent a convenient way the consumers in incorporate soya into their diet that doesn't require lifestyle modification. Nearly half the soya protein needed to lower cholesterol could easily be consumed at one sitting

if such as cereal provided 5 or 6 grams of soya protein and was used in combination with soyamilk.

Finally, one of the easiest approaches for increasing isoflavone intake may be to add concentrated isoflavones to conventional foods. Since only small amount of this product need to be used, this approach may have considerable merit. Although there are nutritional arguments for and against such an approach, with the increasing acceptance of supplements and food fortification it is likely, these foods will meet with success. By utilizing a combination of approaches, industry will be able to provide the consumers with ample opportunity to take advantage so say protein and soybean isoflavones.

Product strategy

Sakthi soya products are 100% vegetarian. It can be used as a supplement for non vegetarian.

Soya has also been used as:

- As important agro-based product cattle feed, shrimp feed and manure.
- Polyunsaturated fatty acids in soya food regulate blood pressure.
- Soya food each day is protective against many types of cancer
- Soya food significantly reduces the risk of many chronic diseases.
- Soya food reduces most menopausal symptoms and stops bone deterioration.
- Soya food reduces bad cholesterol level thereby reducing the risk of heart attacks.
- Soluble fibre in soya foods controls blood sugar.
- Soya foods are good for pregnant women; it increases the quality of the breast milk.
- Soya foods can be used for diabetic patients.

PRODUCT PROFILE

Soya flour & weaning food:

Defatted enzyme soya flour (white soya flour)

Toasted defatted soya flour

Toasted full fat soya flour

Weaning food

TVP/protein concentrate/isolate

Texturised vegetable protein (chunks)

Soya protein concentrate

Texturised vegetable protein (minced)

Soya protein concentrate

Soya isolate

Meal & hulls

Soya meal

Hypro soya flakes

Soya hulls

Oil & lectihin

Refined soya oil

Lecithin

Acid oil

Oil refinery

Neutralising section

Degumming centrifuge (RTA-45-01-074) solid wall bowl continuous type, self cleaning 60 TPD capacity.

Degumming centrifuge (RSA-60-01-076) solid wall disc bowl continuous type self cleaning 60 TPD capacity

Washing centrifuge (RTA-45-51-074) solid wall bowl continuous type, self cleaning 60 TPD capacity.

Centrifuge mixture centripetal continuous type, self cleaning 60 TPD capacity.

Bleaching section

Continuous tubular type heated by 11 kg/cm² g steam, acid activated earth, 60 TPD capacities.

Filter (AMA Holland) pressure leaf filter of 9 leaves and m² filtering area, 60 TPD capacity- 2 nos.

- Deodorizing section
- Deodorizing 3/2200 continuous type with 4 compartments
- Thermic fluid heating system-200000 KCAL/hr capacity
- Steam jet booster – 60m³capacity: 2.5 TORR

Weaning food

It is a pre-cooked, extruded food which is a mixture of wheat/rice, soya flour with added sugar and fortified with vitamins and minerals. It is a highly nutritious and balanced food for direct human consumption. It is also used as a health food for children, pregnant woman, feeding mothers and people of all ages.

Texturised Vegetable Protein (Chunks)

TVP-chunks with its hydration properties can be used in wide range of food applications. It replaces vegetables in a variety of Indian and western recipes. It also used as economical meat extenders / replaces. It is used as raw material for producing textures high protein soya flour. It contains approximately 50% protein, low in fat and an excellent source of protein, iron and B-vitamins. TVP chunks make special diet food with high protein, breakfast cereals and noodles. This is being a highly nutritious food supplement, is widely used in military diet.

Texturised vegetable protein (minced)

TVP-minced with its hydration properties are ideal for diverse uses as food, besides replacing vegetable in Indian and western recipes, they can do the same for meat with economy. It contains approximately 50% protein; low in moisture TVP-minced have a long shelf life. It also cuts costs for food processor that use these for functional and nutritional purposes.

Refined soya oil

Soya bean oil is quality cooking oil by itself or as ingredient mixed with other oils. Soya bean oil also finds its way into products such as margarine, Vanaspati and salad oil. It is cholesterol free oil good for human consumption. It is also used for industrial use like making paints, insecticide carriers, ink manufacturing, pesticides, soap, cattle feed and pharmaceutical purposes.

Defatted enzyme active soya flour

The main use of defatted enzyme active soya flour is in the commercial production of white breads and used as a raw material for production of texturised vegetable protein, protein concentrate and protein isolates.

It is used as a crump whitener and to increase loaf volume and improve texture in the white bread, cakes, pasta, buns and rolls. It is also used as binding agent in textiles and paper industries. It is used as wood adhesive making soya milk.

Hypro soya flakes

Top quality soya beans are cracked; steam heated, flaked and toasted to get high quality soya flakes. Its main application is for the poultry industry as hatchery fee. It is also used in pharmaceutical, shrimp feed and sauce making.

Lecithin

Lecithin is used in bakery industries as chocolate emulsifier. It is also used as a release agent for ready remove of both wooden and metal concrete casting forms. Lecithin is used in industries like leather, textiles, cosmetics and pharmaceuticals. Leciithin is also used in food stuffs like calf meat repliers.

COMPETATIVE STRENGTH OF THE COMPANY

Sakthi soyas substituted dhal in children's meal to the extent of 100% for a period of one year and nutritional status was assessed periodically. At the end of one year, it was seen that all the children who received soya flour or chunks had shown better growth pattern than those who were on dhal alone.

CHAPTER 2

2.1 OBJECTIVES OF THE STUDY:

- The primary objective of the study is to find the **Retailer's Perception of Sakthi Soya products**.
- To identify retailers preference towards Sakthi soya products compared with other soya brands.
- To identify level of satisfaction towards the retailer's current promotion, packaging, pricing and service of Sakthi soya products.
- To asses the relationship level between supplier and retailers.

2.2 SCOPE OF THE STUDY:

- To improve the satisfaction level of the retailers.
- To built better relationship between company and retailers.
- To solve the difficulties faced by the retailers.
- To get an idea regarding consumer behavior and advertisement effectiveness and other related factors so that the company can adopt a suitable strategy to succeed in market.

2.3 LIMITATIONS OF THE STUDY:

- The study is limited to particular area hence the study cannot be generalized.
- The survey includes all the limitations inherent in the questionnaire.
- Sample size is considered as a constraint factor that restricted the collection of data.
- As the societal taste change from time to time the findings are limited.

2.4 RESEARCH METHODOLOGY:

Research design:

The research design for this project is Descriptive research study. Generally descriptive studies are designed to describe something and it collects data for definite purpose. The descriptive study is designed to find the retailer's perception, the satisfaction level of the consumers, the relationship with the suppliers and ultimately the increase in the sales.

Sampling:

Sample is the subset of the population of interest selected for a research study. It is a finite portion that is used to study the characteristics of concern in the population. The method of selecting a specified portion, called a sample, is drawn from a population, from which information can be obtained and understood.

Sampling Design:

Sample design is the process of obtaining information about an entire population. The items selected are called samples, their selection process or technique is called sample design and the survey conducted on the basis of sample is described as sample survey.

Sample size:

The sample size taken for the study is 50.

Data collection:

It is a collection of related information from different sources. It is of two types:

1. Primary data
2. Secondary data

Primary data:

For this study the data collection technique used is by structured questionnaire.

The questionnaire had three sections:

1. Perception of retailers on soya products
2. Relationship with the suppliers
3. Sales promotion activities

Secondary data:

Secondary information regarding the company and their products were obtained from records maintained by the company, company brochures, and company product profile.

TOOLS USED FOR ANALYSIS:

1. Percentage
2. Weighted average
3. Chi-square
4. Factor analysis

2.5 REVIEW OF LITERATURE:

Review of literature on the perception of agro-foods quality cues in the international environment is a study conducted by **Sergio Marchesini, Hulyeti Hasimu, Domenico Regazzi** University of Bologna, Italy; Agricultural University, China. Consumers look for the highest affordable food quality, given their household budgets and perceptions of product quality. Such perception is however strictly related to culturally linked variables, and the importance attached to each component of the overall quality varies greatly among countries.

Different perceptions lead to different purchase decisions. This concept is even clearer for the aspects of quality that can't be tested directly.

Consumer goods may be divided into search, experience and credence goods, depending on when the consumer is capable of assessing their quality (before buying, after consuming or in the very long term). Most quality agro-food products, such as food with geographical indications (GIs) and low input food (LIFs), fall into credence good category.

M.Asif Salam and Ruth Banomyong both faculty of Commerce and Accountancy, Thammasat University, Bangkok, Thailand "RELATIONSHIP SATISFACTION BETWEEN P&G AND RETAILERS IN THAILAND"

The purpose of this paper is to understand, how vendor committed to the channel relationship impact on retailer's satisfaction. Powerful vendor often require retailers to make significant investments to improve coordination between vendor and retailers

with an objective to enhance the vendor's presence in the end-market. These investments by retailers often come in the form of Transaction Specific Investments (TSI). The ultimate objective of such TSIs is to lock in the retailers, so that they may not be able to switch to other vendors.

CHIMUN KUMARNATH "BUSINESS PERSPECTIVES" Vol 8, No 1 & jan-jun 06:

The changing paradigm in motorbike sector. All the brands are more or less identical in terms of product, price and place. It is only the promotion that plays a vital role in determining the future course of trends of these brands. This paper attempts to highlight the impact of advertising as major component of promotion and other promotional buying behavior.

An Exploratory Study conducted in 1993 in the Two Wheeler Industry in India:

To know the current practices and trends in market, competitive structure in different vehicles, consumer behavior, dealers perception and perspective about the different products and finally examining the factors affecting the demand.

CHAPTER 3
ANALYSIS AND INTERPRETATION

3.1 PERCEPTION ON SAKTHI SOYA PRODUCTS:

Table no 3.1.1 Depicts-Brands available in the Market

Brands	No of Respondents	Percentage (%)
Sakthi	50	100
Meera	2	4
Sun	2	4
Manna	12	24
UB	4	8

INTERPRETATION:

100% of the respondents stocked Sakthi Brand of soya

4% of the respondent stocked Meera Brand of soya

4% of the respondents stocked Sun Brand of soya

24% of the respondents stocked Manna Brand of soya

8% of the respondents stocked UB Brand of soya

It is found that majority of the Retailers have stocked Sakthi Brand of soya and the brand Meera and Sun are available least in number.

Chart no 3.1.1 Depicts-Brands available in the Market

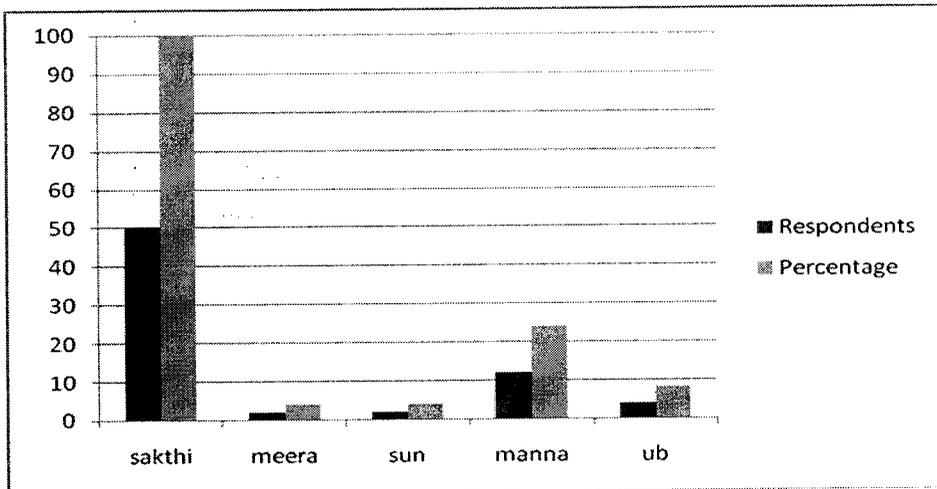


Table no 3.1.2 Depicts-Type of Soya products retailers dealing with

Soya products	No of Respondents	Percentage (%)
Soya Chunks	50	100
Soya Flakes	18	36
Soya Granules	16	32
Soya Flours	16	32

INTERPRETATION:

100% of the respondents deal with Soya chunks

36% of the respondents deal with Soya Flakes

32% of the respondents deal with Soya Granules

32% of the respondents deal with Soya Flours

It is inferred that majority of the Retailers deal with Soya chunks most and least with soya Granules and soya flours.

Chart no 3.1.2 Depicts-Type of Soya products retailers dealing with

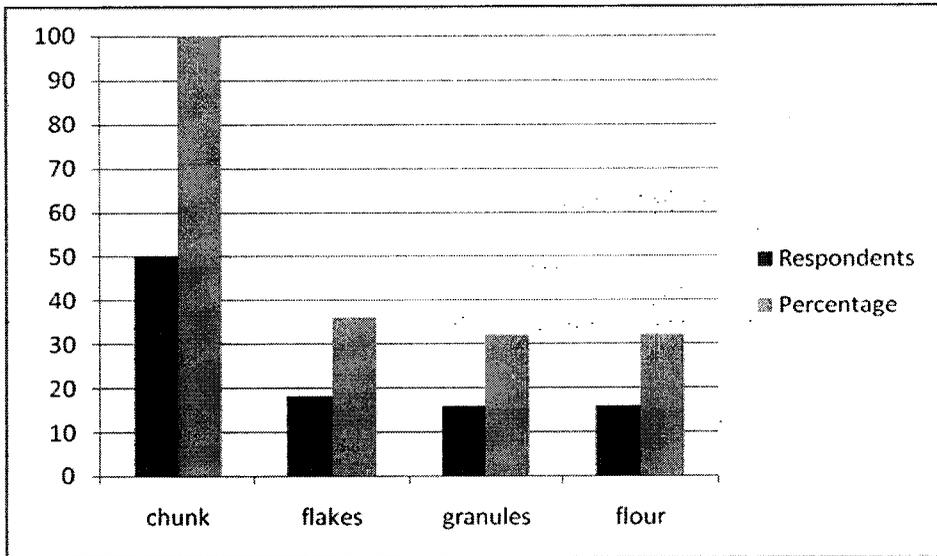


Table No 3.1.3 Depicts-Fast Moving Soya Product

Soya products	No of Respondents	Percentage (%)
Soya Chunks	50	100
Soya Flakes	0	0
Soya Granules	0	0
Soya Flours	0	0

INTERPRETATION:

100% of respondents responded that Soya chunks is the fast moving Soya product among all other soya products variety.

It is found that the fast moving product among Retailers is Soya chunks compared to other soya products variety.

Chart No 3.1.3 Depicts-Fast Moving Soya Product

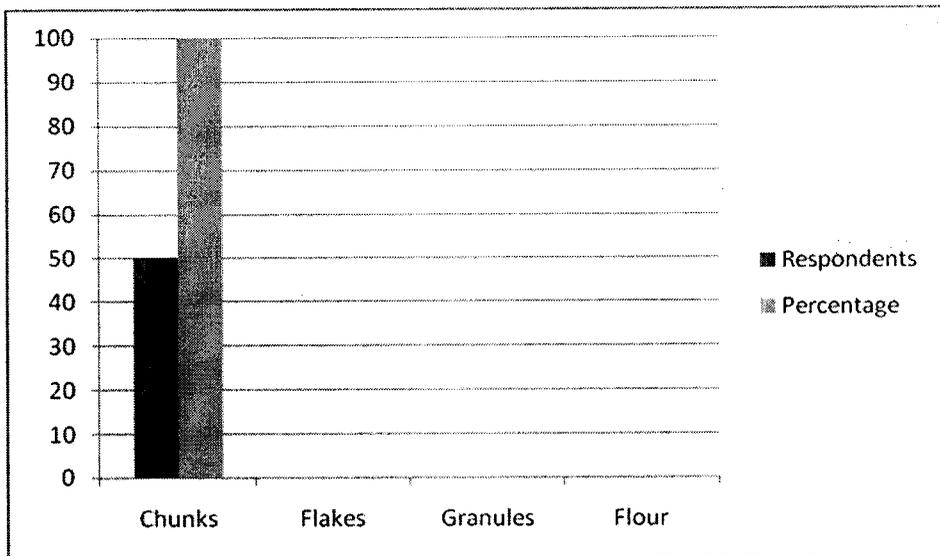


Table no 3.1.4 Depicts-Soya Product Prefer for Customers by Retailers

S.No	No of Respondents	Percentage(%)
Soya Chunks	48	96
Soya Flakes	2	4
Soya Granules	0	0
Soya Flours	0	0

INTERPRETATION:

96% of the respondents prefer Soya chunks for their Customers

4% of the respondents prefer Soya Flakes for their Customers

None prefer Soya Granules and Soya Flours for their customers

It is concluded that majority of the Retailers prefer Soya chunks for their customers and soya granules and soya flours are least preferred.

Chart no 3.1.4 Depicts-Soya Product Prefer for Customers by Retailers

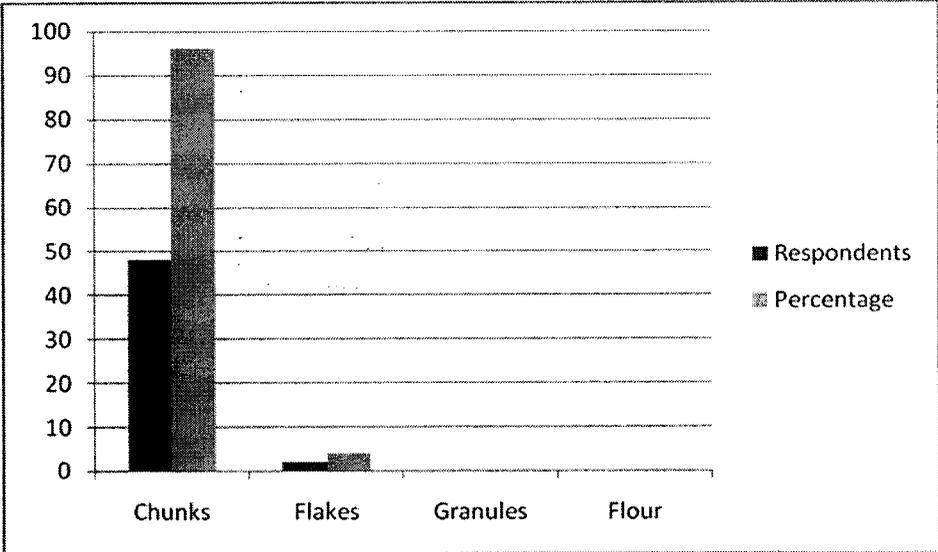


Table no 3.1.5 Depicts-Market demand of Soya products

Demand Level	No of Respondents	Percentage(%)
Level 1 (Low)	14	28
Level 2	14	28
Level 3	12	24
Level 4	2	4
Level 5(High)	8	16

INTERPRETATION:

28% of the respondents feels that demand for Soya is at level 1

28% of the respondents feels that demand for Soya is at level 2

24% of the respondents feels that demand for Soya is at level 3

4% of the respondents feels that demand for Soya is at level 4

16% of the respondents feels that demand for Soya is at level 5

It is found that the demand for Soya is Very low.

From the **Weighted Average Method** it is found that the value is **2.7379**. Hence the demand for soya is neither high nor low and the demand is medium.

Chart no 3.1.5 Depicts-Market demand of Soya products

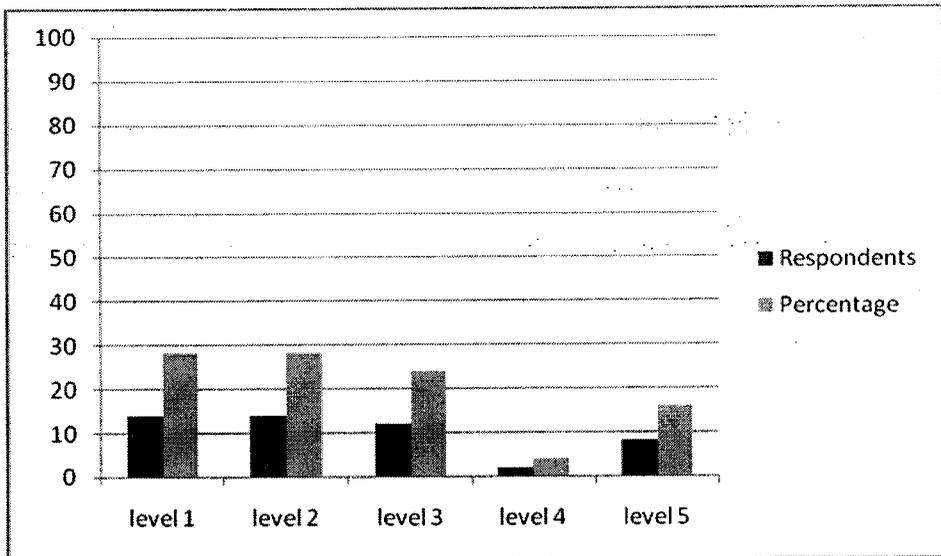


Table no 3.1.6 Depicts-Sales Volume and Turnover in soya products

Turn over	No of Respondents	Percentage(%)
<1 Lakh	24	48
1to 5 Lakh	16	32
5to 10 Lakh	4	8
>10Lakh	6	12

INTERPRETATION:

48% of the respondent's turnover in Soya is Below a Lakh rupees.

32% of the respondent's turnover in Soya is 1 to 5 Lakh rupees.

8% of the respondent's turnover in Soya is 5 to 10 Lakh rupees.

12% of the respondent's turnover in Soya is Above 10 Lakh rupees.

It is found that majority of the Retailer's having turnover below a Lakh and least is 5 to 10 lakh rupees in soya products.

Chart no 3.1.6 Depicts-Sales Volume and Turnover in soya products

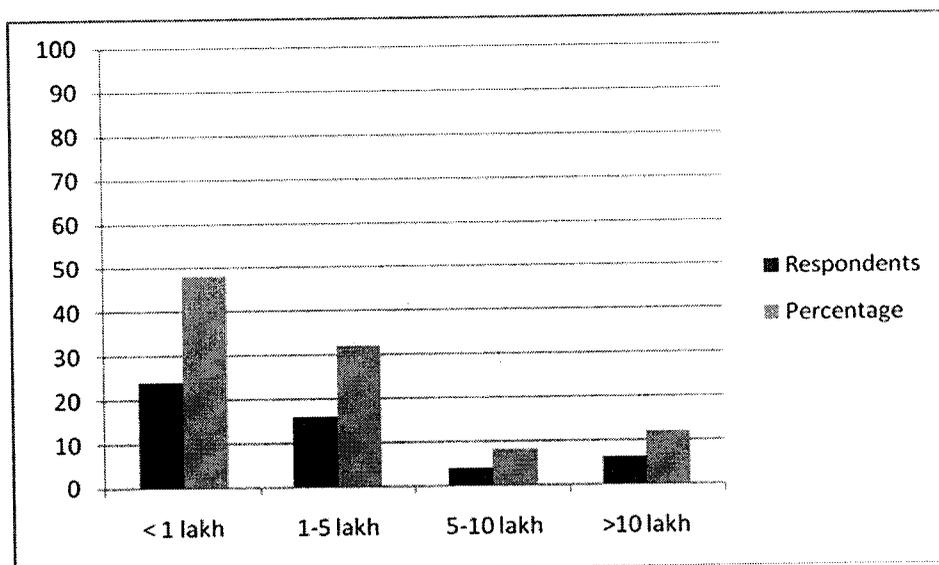


Table no 3.1.7 Depicts-Reason for Choosing Soya products for Retailing

Reason	No of Respondents	Percentage(%)
Profit	4	8
Demand	12	24
Health	20	40
Quality	14	28
Others	0	0

INTERPRETATION:

8% of the respondent's reason for choosing Soya is Profit

24% of the respondent's reason for choosing Soya is Demand

40% of the respondent's reason for choosing Soya is Health

28% of the respondent's reason for choosing Soya is Quality

None of the respondents having other reasons for choosing Soya.

It is concluded that majority of the Retailer's reason for choosing Soya is Health and they prefer profit as least reason.

Chart no 3.1.7 Depicts-Reason for Choosing Soya products for Retailing

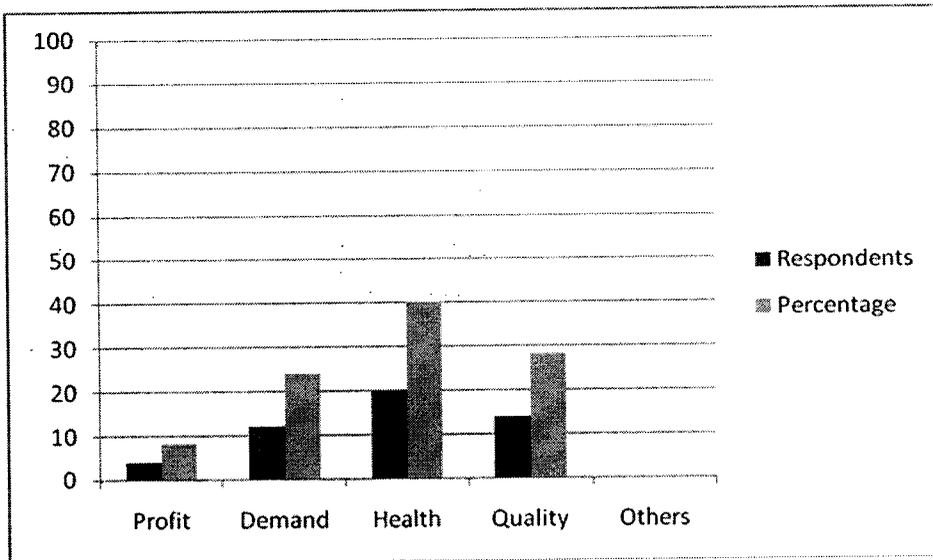


Table no 3.1.8 Depicts- Sakthi Soya products Dealt by Retailers

Sakthi Soya Product	No of Respondents	Percentage(%)
Soya Chunks	50	100
Soya Flakes	4	8
Soya Granules	4	8
Soya Flours	4	8

INTERPRETATION:

100% of the respondents Deal with Sakthi's Soya Chunks

8% of the respondents Deal with Sakthi's Soya Flakes

8% of the respondents Deal with Sakthi's Soya Granules

8% of the respondents Deal with Sakthi's Soya Flours

It is concluded that majority of the Retailers deal with Soya Chunks from Sakthi Soya products and prefer less of the other soya variety.

Chart no 3.1.8 Depicts- Sakthi Soya products Dealt with by Retailers

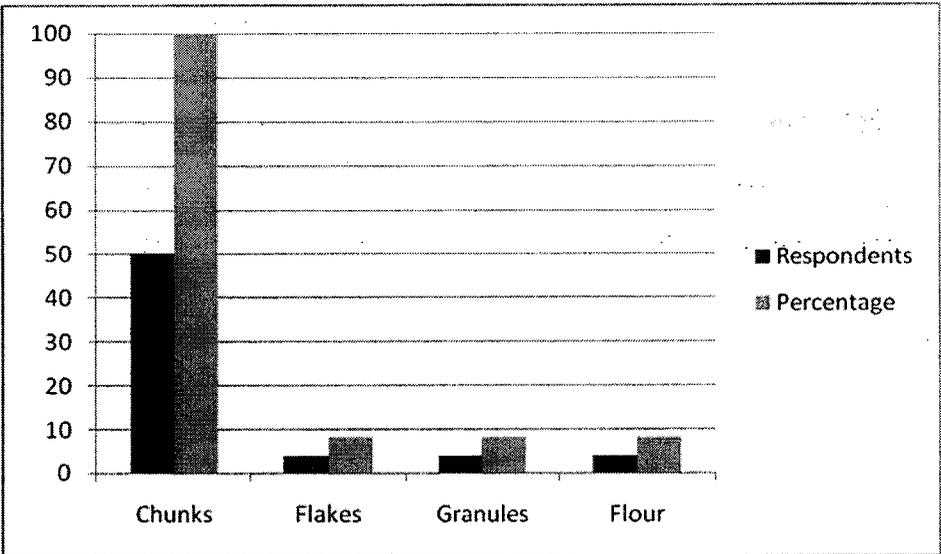


Table no 3.1.9 Depicts- Quality level of Sakthi soya products

Quality level	No of Respondents	Percentage(%)
Excellent	12	24
Very Good	32	64
Good	6	12
Fair	0	0
Poor	0	0

INTERPRETATION:

24% of the respondents evaluated the Quality level of Sakthi Soya product as Excellent.

64% of the respondents evaluated the Quality level of Sakthi Soya product as Very Good.

12% of the respondents evaluated the Quality level of Sakthi Soya product as Good.

None of the respondents evaluated the Quality level of Sakthi Soya product as Fair and poor.

It is inferred that majority of the Retailers evaluated that Sakthi Soya product is having Very good Quality and none responded the quality as fair or poor.

Chart no 3.1.9 Depicts- Quality level of Sakthi soya products

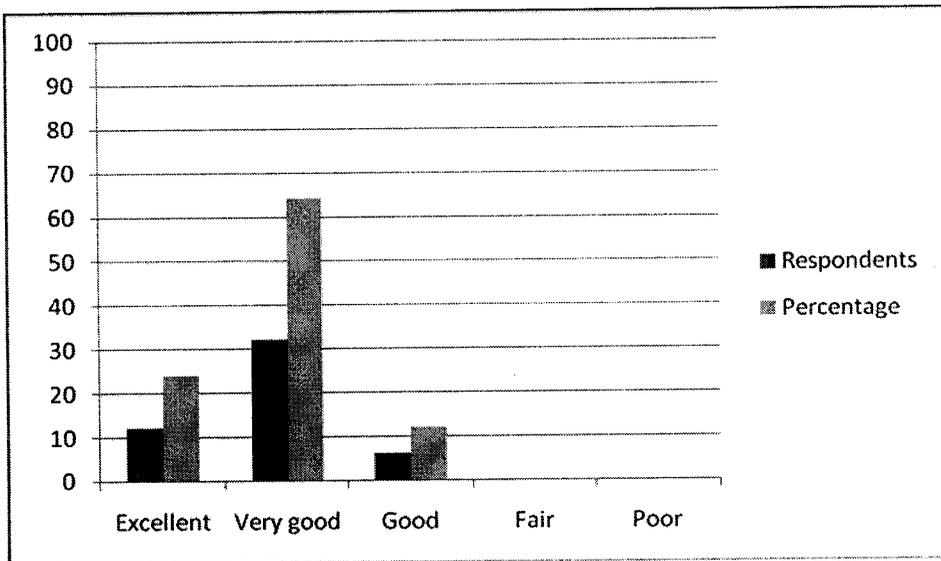


Table no 3.1.10 Depicts-Pricing of Sakthi Soya Products

Pricing strategy	No of Respondents	Percentage(%)
Excellent	0	0
Very Good	22	44
Good	24	48
Fair	4	8
Poor	0	0

INTERPRETATION:

None of the respondents evaluated that pricing of Sakthi soya product is Excellent

44% of the respondents evaluated that pricing of Sakthi soya product is Very Good

48% of the respondents evaluated that pricing of Sakthi soya product is Good

8% of the respondents evaluated that pricing of Sakthi soya product is Fair

None of the respondents evaluated that pricing of Sakthi soya product is Poor

It is inferred that majority of the Retailers evaluated that pricing strategy of Sakthi soya product is Good and none felt excellent and also poor.

Chart no 3.1.10 Depicts-Pricing of Sakthi Soya Products

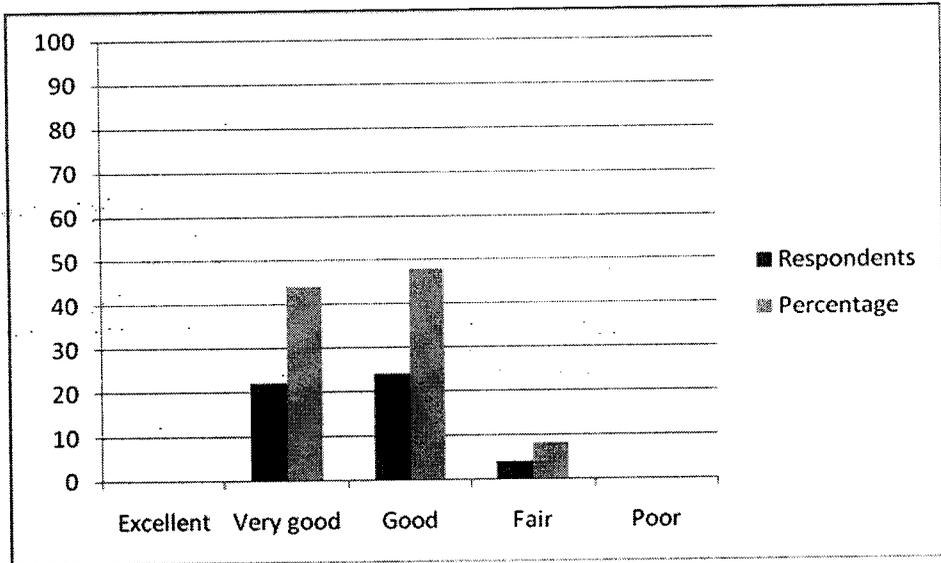


Table no 3.1.11 Depicts- Position of Sakthi Soya Products

Position	No of Respondents	Percentage(%)
Pos 1 (Low)	0	0
Pos 2	14	28
Pos 3	12	24
Pos 4	14	28
Pos 5 (High)	10	20

INTERPRETATION:

None of the respondents positioned Sakthi Soya product at Low

28% of the respondents positioned Sakthi Soya product at the second

24% of the respondents positioned Sakthi Soya product at the third

28% of the respondents positioned Sakthi Soya product at the Forth

20% of the respondents positioned Sakthi Soya product at the fifth

It is concluded that majority of the Retailers Positioned Sakthi Soya product at the level 2 and 4 and none positioned lowest in Retailing.

From the **Weighted Average Method** it is found that the value is **4.78** so it is found that the Retailers positioned Sakthi soya brand at high level in their shop among the soya brands.

Chart no 3.1.11 Depicts- Position of Sakthi Soya Products

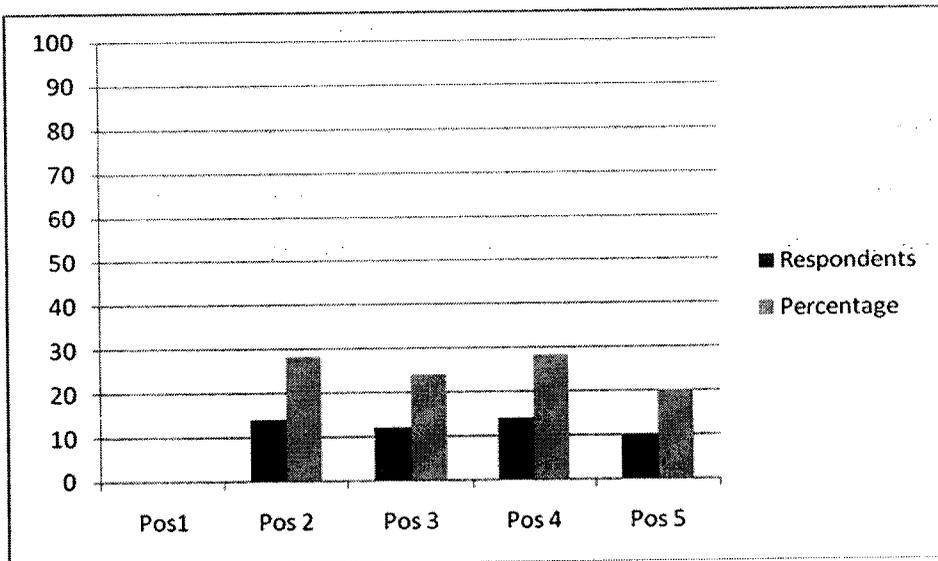


Table no 3.1.12 Depicts- Weight of Packs Purchased more by Retailers

Pack Weight	No of Respondents	Percentage(%)
20 Kg	44	88
100 g	2	4
200 g	4	8
400 g	0	0
500 g	0	0

INTERPRETATION:

88% of the respondents purchase more 20Kg packs.

4% of the respondents purchase more 100g packs.

8% of the respondents purchase more 200g packs.

None of the respondents purchase more 400g and 500g packs.

It is inferred that majority of the retailers purchase more is 20Kg bulk bag packs and none purchase in 400g and 500g packets.

Chart no 3.1.12 Depicts- Weight of Packs Purchased more by Retailers

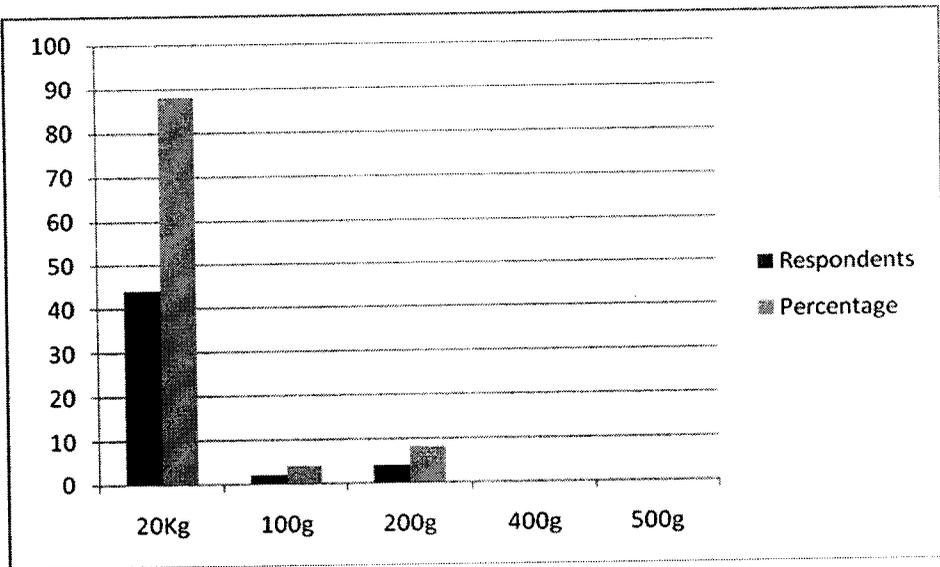


Table no 3.1.13 Depicts-Customer Satisfaction Level of Sakthi Soya Products

Satisfaction Level	No of Respondents	Percentage (%)
Dissatisfied	0	0
Satisfied	32	64
Moderately Satisfied	14	28
Highly Satisfied	4	8

INTERPRETATION:

None of the customers dissatisfied with the Sakthi soya products

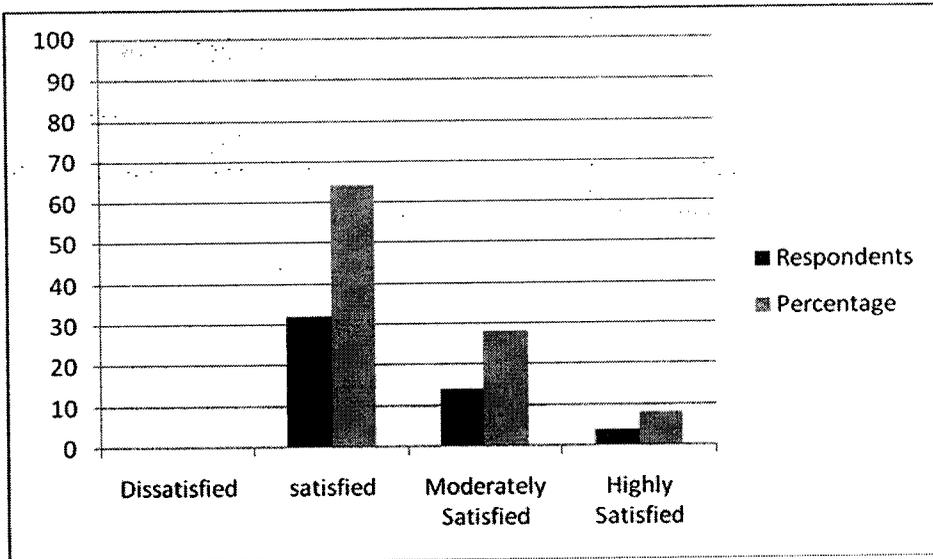
64% of the respondents feel that customers are satisfied with the Sakthi soya products

28% of the respondents feel that customers are moderately satisfied with the Sakthi soya products

8% of the respondents feel that customers are highly satisfied with the Sakthi soya products

It is found that majority of the Retailers felt that customers are satisfied with Sakthi soya products and none expressed dissatisfied with Sakthi soya products.

Chart no 3.1.13 Depicts-Customer Satisfaction Level of Sakthi Soya Products



3.2 RELATIONSHIP WITH SUPPLIERS:

Table no 3.2.1 Depicts- Selection of Suppliers

Selection Basis	No of Respondents	Percentage(%)
Perfect Service	20	40
Product Reliability	10	20
Good communication	12	24
Offering Best Quality	8	16
Supplier Flexibility	0	0

INTERPRETATION:

40% of the retailers select their suppliers based on Perfect service from them

20% of the retailers select their suppliers based on Product Reliability

24% of the retailers select their suppliers based on Good communication with them

16% of the retailers select their suppliers based on Offering Best Quality Products

None of the retailers select their suppliers based on Suppliers Flexibility

It is found that majority of the retailers select their suppliers based on Perfect service and none through supplier flexibility.

Chart no 3.2.1 Depicts- Selection of Suppliers

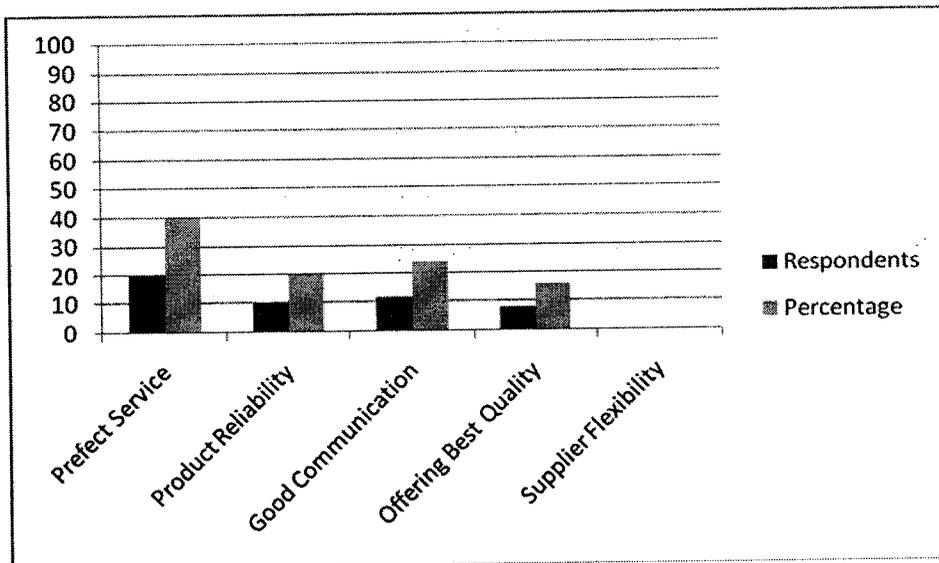


Table no 3.2.2 Depicts-Benefit from Suppliers

Benefits	No of Respondents	Percentage (%)
Quality products	14	28
Good Supply Chain	12	24
Profit	0	0
Offers	0	0
Good Service	24	48

INTERPRETATION:

28% of the retailers get Benefit as Quality products from the suppliers

24% of the retailers get Benefit as Good supply Chain from the suppliers

None of the retailers get Benefit as Profit and offers from the suppliers

48% of the retailers get Benefit as Good Service from the suppliers

It is concluded that majority of the retailers feel good service is offered by the company compared to retailers profit and offers. Other factors like quality and good supply chain are better positioned.

Chart no 3.2.2 Depicts-Benefit from Suppliers

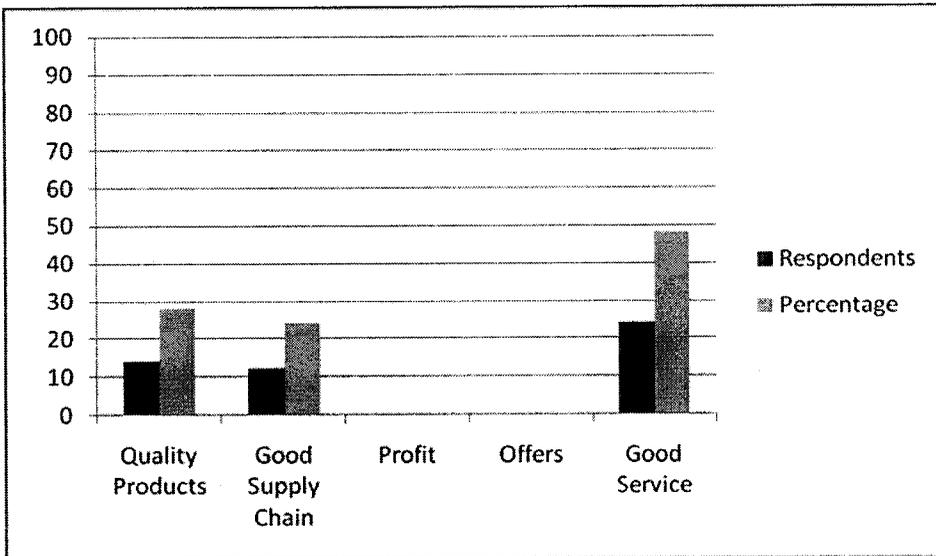


Table no 3.2.3 Depicts-Retailer's vital opinion for better relationship with suppliers

Opinion	No of Respondents	Percentage(%)
Solidarity	4	8
Information Exchange	32	64
Participation	14	28

INTERPRETATION:

8% of the retailer's opinion for the better relationship with suppliers is Solidarity.

64% of the retailer's opinion for the better relationship with suppliers is Information Exchange.

28% of the retailer's opinion for the better relationship with suppliers is Participation.

It is found that majority of the retailer's opinion that the better relationship with the supplier is through information exchange and least has the opinion with Solidarity.

Chart no 3.2.3 Depicts- Retailer's vital opinion for better relationship with suppliers

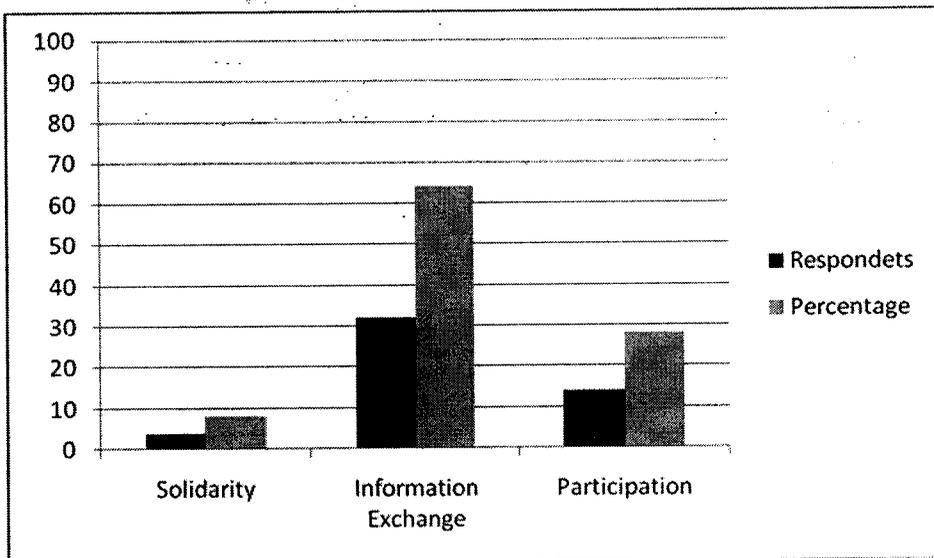


Table no 3.2.4 Depicts-Service of Sakthi Soya products

Service	No of Respondents	Percentage (%)
Excellent	2	4
Very Good	30	60
Good	18	36
Fair	0	0
Poor	0	0

INTERPRETATION:

4% of the retailers feel that the service of Sakthi soya product by the suppliers is Excellent

60% of the retailers feel that the service of Sakthi soya product by the suppliers is Very good

36% of the retailers feel that the service of Sakthi soya product by the suppliers is Good

None of the retailers feel that the service of Sakthi soya product by the suppliers is fair or poor.

It is concluded that majority of the Retailers feel that service of Sakthi soya product by the supplier is Very Good and none feel as fair or poor.

Chart no 3.2.4 Depicts-Service of Sakthi Soya products

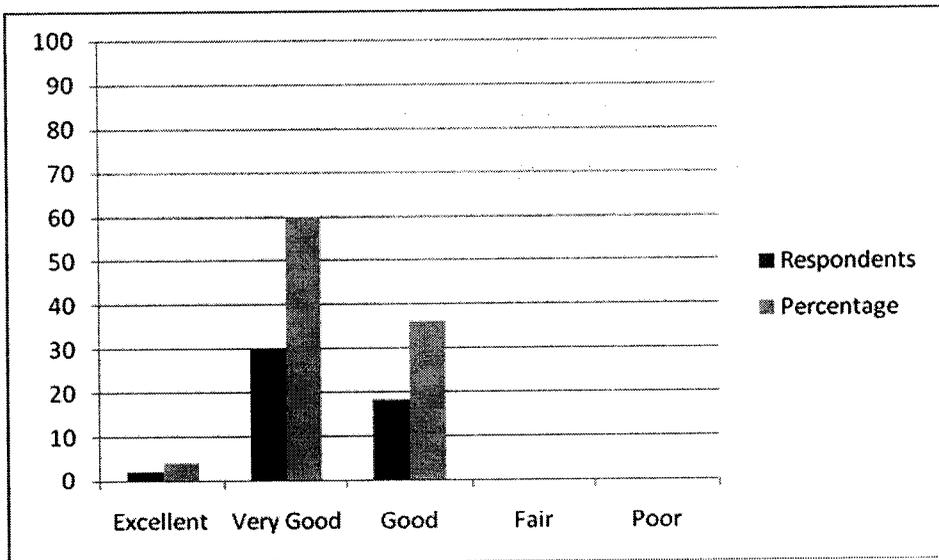


Table no 3.2.5 Depicts-Satisfaction Level with Suppliers

Satisfaction level	No of Respondents	Percentage (%)
Dissatisfied	0	0
Satisfied	36	72
Moderately Satisfied	14	28
Highly Satisfied	0	0

INTERPRETATION:

None of the retailers are Highly satisfied or dissatisfied with their suppliers

72% of the retailers are Satisfied with the suppliers

28% of the retailers are Moderately satisfied with the suppliers

It is inferred that majority of the retailers are satisfied with their suppliers and none dissatisfied or highly satisfied.

From the Weighted Average Method the value is found as **2.4771** .So the satisfaction level of the Retailers are satisfied with the suppliers.

Chart no 3.2.5 Depicts-Satisfaction Level with Suppliers

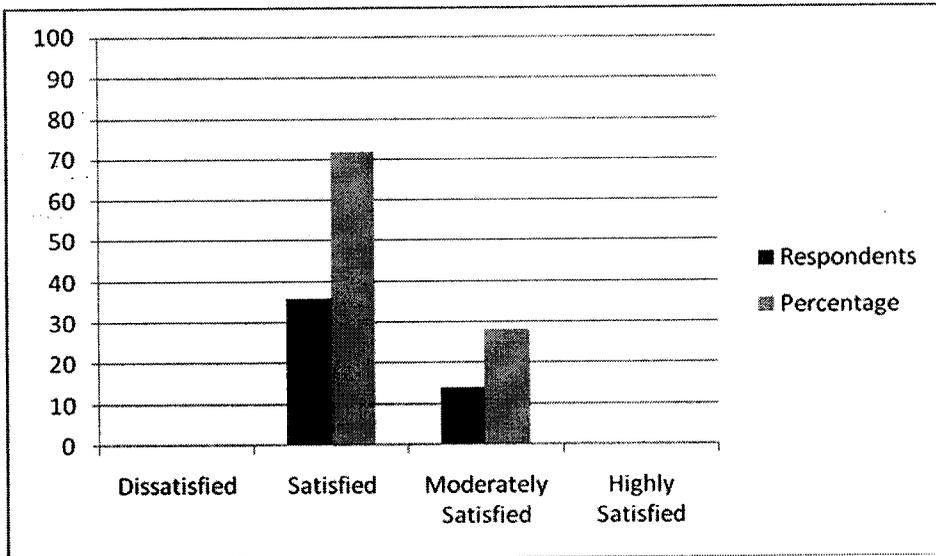


Table no 3.2.6 Depicts-Rate of Product supply

Rate of product supply	No of Respondents	Percentage (%)
Good	34	68
Adequate	16	32
Poor	0	0

INTERPRETATION:

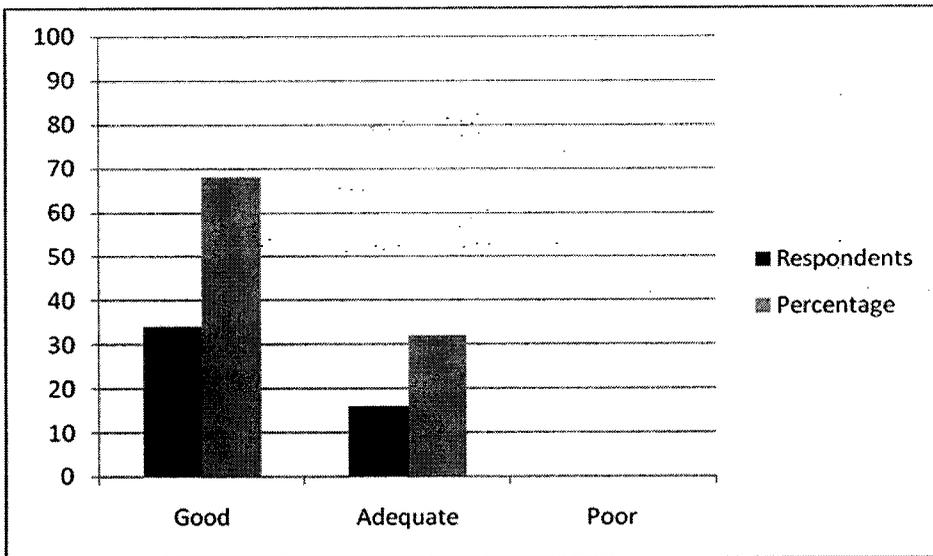
68% of the retailers rate the product supply as Good.

32% of the retailers rate the product supply as Adequate.

None of the retailers rate the product supply as Poor.

It is inferred that majority of the retailers feel that product supply from the suppliers are good but none recorded poor.

Chart no 3.2.6 Depicts-Rate of Product supply



3.3 PROMOTIONAL ACTIVITIES:

Table no 3.3.1 Depicts-Promotional offers attracts to buy other Brand of soya products

Promotional offer	No of Respondents	Percentage (%)
Discounts	24	48
Coupons	30	60
Gifts	2	4
Exhibits	0	0
Freebies	0	0
Contests	0	0
Bonus pack	0	0
Demonstration	50	100

INTERPRETATION:

48% of the retailers are attracted by Discounts to buy other brand soya

60% of the retailers are attracted by Coupons to buy other brand soya

4% of the retailers are attracted by Gifts to buy other brand soya

None of the retailers are attracted by Exhibits, Freebies, Contests and Bonus pack to buy other brand soya. 100% of the retailers are attracted by Demonstration as the source to buy other brands of soya.

It is found that majority of the retailers are attracted by Demonstration to buy other brand soya products and none is attracted by exhibits, freebies, contests and bonus pack.

Chart no 3.3.1 Depicts-Promotional offers attracts to buy other Brand of soya products

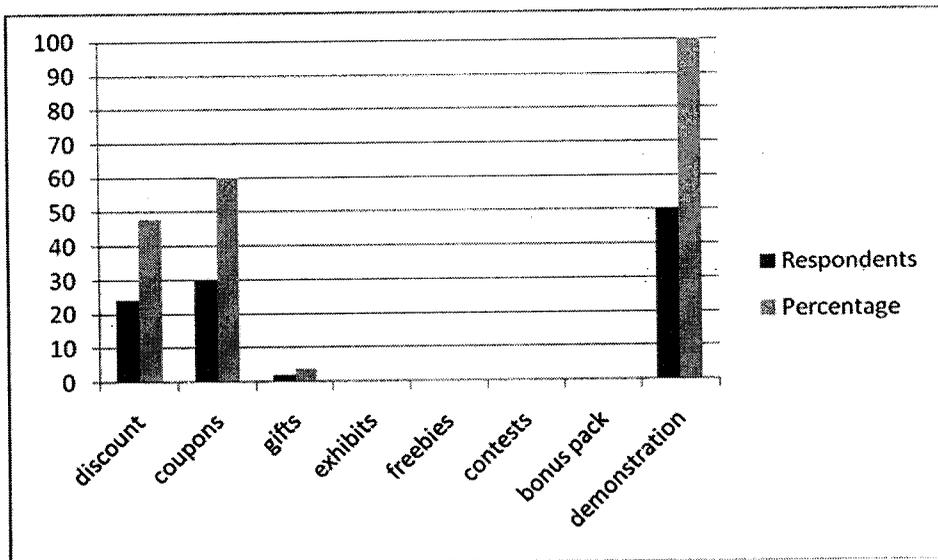


Table no 3.3.2 Depicts- Promotional offers attracts to buy Sakthi Soya Product

Promotional offer	No of Respondents	Percentage (%)
Discounts	18	36
Coupons	24	48
Gifts	2	4
Exhibits	0	0
Freebies	0	0
Contests	0	0
Bonus pack	0	0
Demonstration	50	100

INTERPRETATION:

36% of the retailers are attracted by Discounts to buy other Sakthi soya products

48% of the retailers are attracted by Coupons to buy other Sakthi soya products

4% of the retailers are attracted by Gifts to buy other Sakthi soya products

None of the retailers are attracted by Exhibits, Freebies, Contests and Bonus pack to buy Sakthi brand soya products.

100% of the retailers are attracted by Demonstration to buy Sakthi brand soya products

It is concluded that majority of the retailers are attracted by the promotional activity through Demonstration by Sakthi soya to buy their products and none is attracted by exhibits, freebies, contests and bonus pack.

Chart no 3.3.2 Depicts- Promotional offers attracts to buy Sakthi Soya Product

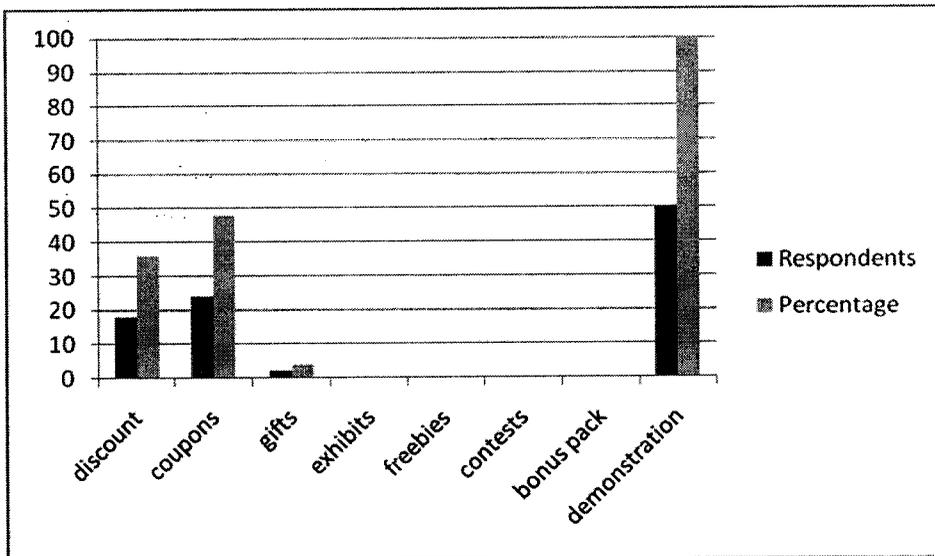


Table no 3.3.3 Depicts-Factors Influence to Purchase Sakthi soya products

Factors	More	Less
Advertisement	8	42
Suggestion from Customers	50	0
Attractive Display	20	30
Salesman Advice	42	8
Offers	0	50

INTERPRETATION:

16% of the retailer's purchase is more influenced by Advertisement and remaining 84% are less influenced.

100% of the retailer's purchase is more influenced by Advertisement and remaining None are less influenced.

40% of the retailer's purchase is more influenced by Advertisement and remaining 60% are less influenced.

84% of the retailer's purchase is more influenced by Advertisement and remaining 16% are less influenced.

None of the retailer's purchase is more influenced by Offers and remaining 100% are less influenced.

It is founded that majority of the retailer's purchase is influenced by suggestion from the customers and least influenced by offers and offers influence the least to buy Sakthi soya products.

Chart no 3.3.3 Depicts-Factors Influence to Purchase Sakthi soya products

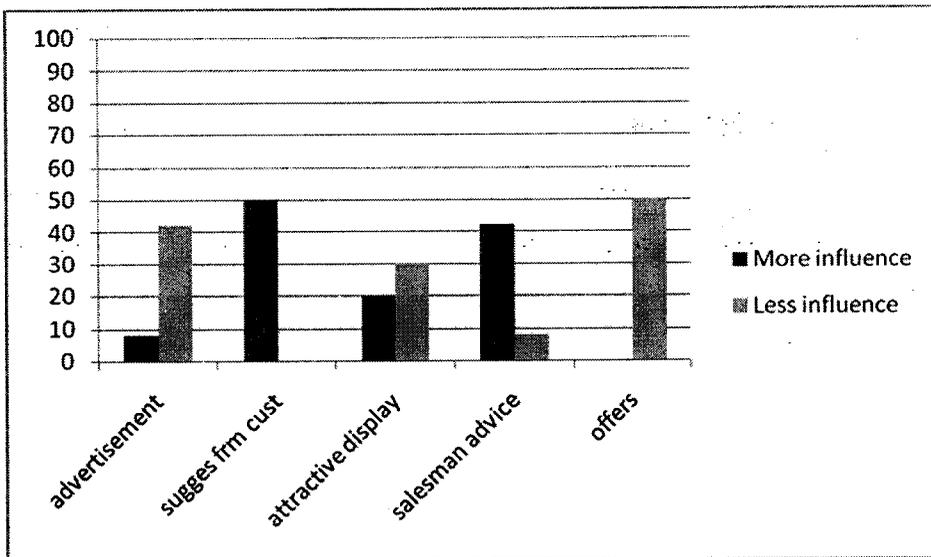


Table no 3.3.4 Depicts-Media of Advertisement influence to Purchase Sakthi soya products

Media of Advertisement	No of Respondents	Percentage(%)
Television	50	100
Newspapers	38	76
Brochures	0	0
Hoarding	0	0
Display	26	52

INTERPRETATION:

100% of the retailers are influenced by Television to purchase more

76% of the retailers are influenced by Newspapers to purchase more

None of the retailers are influenced by Brochures and Hoardings to purchase more Sakthi soya products.

52% of the retailers are influenced by Display to purchase more

It is concluded that majority of the retailers purchase soya product by Television media source and none through Hoardings and Brochures.

Chart no 3.3.4 Depicts-Media of Advertisement influence to Purchase Sakthi soya products

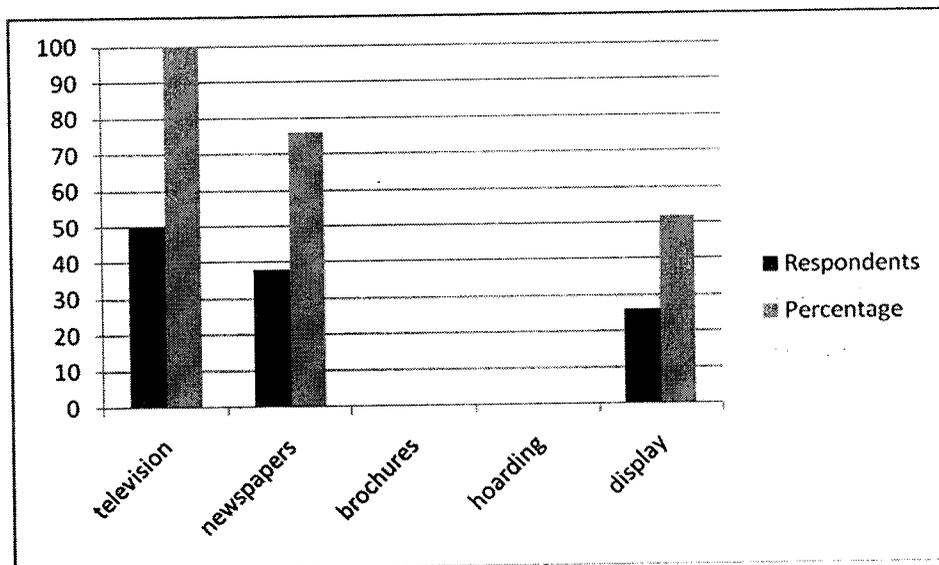


Table no 3.3.5 Depicts-Performance of Sakthi Soya Brand compared with other Brands

Performance level	No of Respondents	Percentage (%)
Level 1	0	0
Level 2	4	8
Level 3	6	12
Level 4	4	8
Level 5	36	72

INTERPRETATION:

72% of the retailers evaluated that Performance of Sakthi soya products are higher than other brands.

12% of the retailers evaluated that Performance of Sakthi soya products are at the third level.

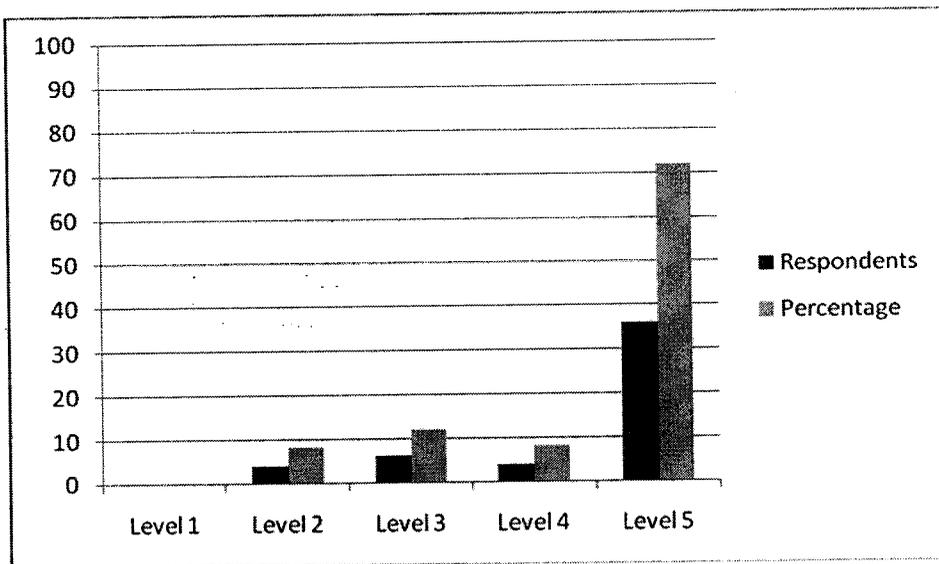
8% of the retailers evaluated that Performance of Sakthi soya products are at both second and forth level of performance.

None of the retailers evaluated that Performance of Sakthi soya products at lower level of Performance.

It is concluded that the performance of Sakthi soya products are much higher than other soya brands.

From the **Weighted Average Method** it is found that the value is **4.8239** .So the performance of the Sakthis soya is higher than other soya brands.

Chart no 3.3.5 Depicts-Performance of Sakthi Soya Brand compared with other Brands



3.4 FACTOR ANALYSIS:

Table no 3.4.1.1 Depicts- Importance of Factors of Sakthi Soya Products

Factors	No of Respondents			
	Very Important	Important	Normal	Least Important
Flavor/Taste	30	14	6	0
Price	30	12	8	0
Quality	24	22	4	0
Packaging	10	24	16	0
Size	12	22	16	0
Brand	34	2	14	0
Loyalty	0	22	28	0
Color	6	16	28	0
Shape	8	6	36	0
Quality	6	20	24	0

**Table no 3.4.1.2 Depicts- Total Variance Explained
Importance of Factors of Sakthi Soya Products**

Com pone nt	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.754	37.540	37.540	3.754	37.540	37.540
2	1.890	18.898	56.438	1.890	18.898	56.438
3	1.118	11.184	67.622	1.118	11.184	67.622
4	.886	8.858	76.480			
5	.780	7.798	84.278			
6	.556	5.557	89.835			
7	.438	4.377	94.211			
8	.326	3.257	97.468			
9	.175	1.754	99.223			
10	.078	.777	100.000			

INTERPRETATION:

From the above factor analysis table the variance for the first factor is **37.54** which is higher than others. So **Flavor/Taste** is the most important factor for Sakthi soya products. The total variance of first three factors is **67.622**. So **Flavor/Taste**, price and quality are the most important factors for Sakthi soya products which constitute **68%**.

FACTOR ANALYSIS:**Table no 3.4.2.1 Depicts-Perception of Sakthi Soya Products in total**

Attributes	High	Medium	Low
Customer Satisfaction	44	6	0
Product Quality	46	4	0
Service Quality	42	8	0
Pricing Effectiveness	22	28	0
Distribution Effectiveness	8	38	4
Promotion Effectiveness	4	40	6
Sales Force Effectiveness	4	42	4
Innovation Effectiveness	18	30	2

**Table No 3.4.2.2 Depicts- Total Variance Explained
Perception of Sakthi Soya Product in total**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.197	39.959	39.959	3.197	39.959	39.959
2	1.543	19.291	59.250	1.543	19.291	59.250
3	1.292	16.151	75.400	1.292	16.151	75.400
4	.672	8.397	83.797			
5	.496	6.200	89.997			
6	.383	4.786	94.783			
7	.256	3.204	97.987			
8	.161	2.013	100.000			

INTERPRETATION:

From the above table the variance for the first factor is 39.959 which is higher than others. So Customer satisfaction is the most important attribute for the Perception of Retailers on Sakthi soya products. The total variance of first three factors is 75.4. So Customer satisfaction, Product quality and Service quality are the most important attributes for the Perception of Retailers on Sakthi soya products which constitute 75%.

3.5 CHI-SQUARE TEST

CHI-SQUARE TEST: Pricing and Quality of Sakthi soya products

H0: Null Hypothesis

Pricing of the soya products are independent on Quality of the Sakthi soya products.

**Table no 3.5.1 Chi-Square Tests
Pricing and Quality of Sakthi soya products**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.632	4	.020
Likelihood Ratio	14.320	4	.006
Linear-by-Linear Association	2.142	1	.143
N of Valid Cases	50		

From the above table Chi-square value is **11.632** and significance value is **0.20**

So, Here Null Hypothesis is rejected. Hence pricing of the soya products are dependent on quality of Sakthi soya products.

CHI-SQUARE TEST: Customer Satisfaction and Quality of Sakthi soya products

H0: Null Hypothesis

Customer satisfaction on soya products is independent on quality of Sakthi soya products.

Table no 3.5.2 Chi-Square Tests

Customer Satisfaction and Quality of Sakthi soya products

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.886	4	.008
Likelihood Ratio	12.750	4	.013
Linear-by-Linear Association	4.009	1	.045
N of Valid Cases	50		

From the above table Chi-square value is **13.886** and significance value is **0.008**

So, Here Null Hypothesis is rejected. Hence Customer satisfaction on the Sakthi soya products is dependent on quality of soya products.

CHI-SQUARE TEST: Pricing of Sakthi soya product and Demand for soya products

H0: Null Hypothesis

Pricing of soya products are independent on the Demand for soya products in the market.

Table no 3.5.3 Chi-Square Tests

Pricing of Sakthi soya product and Demand for soya

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.493	8	.018
Likelihood Ratio	18.963	8	.015
Linear-by-Linear Association	4.337	1	.037
N of Valid Cases	50		

From the above table Chi-square value is **18.493** and significance value is **0.018**

So, Here Null Hypothesis is rejected. Hence Pricing of the soya products is highly dependent on Demand for soya products in the market.

CHI-SQUARE TEST: Satisfaction of Retailers and Benefits from their suppliers

H0: Null Hypothesis

Satisfaction of Retailers with their suppliers is independent with the benefits from their suppliers.

Table no 3.5.4 Chi-Square Tests

Satisfaction of Retailers and Benefits from their suppliers

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.405	2	.301
Likelihood Ratio	2.368	2	.306
Linear-by-Linear Association	.537	1	.464
N of Valid Cases	50		

From the above table Chi-square value is **2.405** and significance value is **0.301**

So, Here Null Hypothesis is accepted. Hence the Satisfaction of Retailers with their suppliers is independent with the benefits from their suppliers.

CHAPTER 4

4.1 FINDINGS:

RETAILERS PERCEPTION

- Soya chunks are available more in the market than other variety of soya products.
- Soya chunks are sold out more in number than other variety of soya products.
- Retailers prefer soya chunks to the customers more in number.
- Market Demand for soya is very low as in during the season of study.
- Retailers choose soya for retailing more because of Health benefits and its awareness.
- Most of the retailers deal more on Sakthi's soya chunks variety.
- Majority of the retailers feel that Quality level of Sakthi soya product is very good.
- Most retailers evaluate pricing of Sakthi soya product as Good.
- The retailers positioned Sakthi soya products at high level compared to other soya brands available in the market.
- From the factor analysis it is found that Flavor/Taste, Price and Quality are the most important influence factors for purchase of Sakthi soya products.
- Most of the retailers purchase 20Kg bulk bags packs for repacking into consumer packets to brand their own.
- Majority of the retailers are satisfied overall with the Sakthi soya products.

RELATION SHIP WITH SUPPLIERS

- Most of the retailers select their suppliers by their perfect service before and after sales of soya products.
- Majority of the retailers have the opinion that information exchange stands prime in developing better relationship with their suppliers.
- Majority of the Retailers feel that the before and after Service of Sakthi soya product are very good.
- Majority of the Retailers are satisfied with their suppliers in all aspects.
- Most Retailers feel that product supply from the suppliers are satisfactory.

PROMOTIONAL ACTIVITIES

- Demonstration of the products stands priority to attract most of the retailers to buy Sakthi soya products.
- Most of the Retailers purchase more soya products due to purchase demand by the customers and less by advertisements.
- Television and newspaper media attracts most Retailers to purchase soya products.
- From the factor analysis the Perception of Sakthi soya products are highly depend on Customer Satisfaction, Product quality and Service quality.
- From the weighted average method it is found that Retailers feel that the overall performance of Sakthi soya products is comparatively high than other soya brands.

From the chi-square test the price of Sakthi soya products depends on the quality and also the customer satisfaction which are dependable vice versa. The pricing strategy depends on the demand of Sakthi soya products. The satisfaction with the suppliers does not depend on the benefits from their suppliers.

4.2 SUGGESTIONS

From the findings the suggestions follows:

- Soya flakes, soya granules and soya flour has to be supplied more in the market compared to soya chunks which has an established market.
- The retailers have to prefer canvassing the other soya products like soya flakes, soya granules, soya flour etc to customers.
- The quality level of sakthi soya product has to be improved to maintain its uniform size in order to achieve more sales.
- The pricing strategy of sakthi soya product has to be changed so that retailers are convenient with the price of sakthi soya products.
- 200g, 400g and 500g consumer packs has to be supplied more in the market for better sales where the consumer's choice for packaging range will be helpful.
- Timely supply of Sakthi soya products to retailers need to be met promptly.
- Good communication ensures more strong bond between the suppliers, retailers and organization for better relationship.
- The promotional offers like gifts, Exhibits, Freebies, Contests and Bonus pack needs to be implemented regularly so that it attracts more Retailers to purchase soya products.
- Advertisement through television, News papers, Brochures, Hoardings and display needs to be adopted regularly to increase awareness among public for better sales.
- The Innovation, Sales force, Promotional activities and Distribution effectiveness attributes needs more concentration by the company for better sales.

CHAPTER 5

5 CONCLUSION

It is understood that followings are the perceptions of the channel members of the soya products; other than soya chunks are not supplied more in number. So soya flakes, soya granules and soya flour can be concentrated more for better promotion. The relation ship between retailers and suppliers with the company has to be bonded strong enough through promotional activities and also through good product supply.

The promotional activities for sakthi soya products are found to be least and need to give more advertisements for better sales. The product innovation must be concentrated and distribution effectiveness has to be improved. More consumer packs (200g, 400g, 500g, etc) has to be promoted and supplied so that retailers can add mileage to their soya sales.

It is concluded that effective supply chain and promotional activities which helps in increasing the market share are to be focused. Further, through innovative measures of introducing masala sachets, flavors of vegetable and non vegetable, various shapes and sizes shall pave way for more effective sales of Sakthi soya products through their retailers.

BIBLIOGRAPHY

BOOKS:

Amrishi Choudhry and others, "Marketing Communications Project Report", Mudra Institute of Communications and Advertising, February 2002.

Bagozzi, Richard P. (1994), *principles of Marketing Research*. Blackwell Business.

Hayes, Bob E., (1998), *Measuring Customer Satisfaction*. American Society for Quality, 2nd Edition.

Heide, Jan B. and George John (1988), "The Role of Dependence of Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels," *Journal of Marketing*, Vol.52,(January).

Nelson P. (1970). Information and Consumer Behavior, *Journal of Political Economy*, 78(March/April).

Philip Kotler & Kevin Lane Keller (2006), "Marketing Management", Twelfth Edition.

Vipin Peter of G.R.D Institute of Management, (2006) A Study on Retailer's Perception of Soya Products.

WEBSITES:

www.sakthisoyas.com

www.domain.com/marketing.html

www.ruchihealth.com

www.indianfoodindustry.net

www.agencyfaqs.com

www.indiainfo.com

QUESTIONNAIRE:

PERCEPTION ON SAKTHI SOYA PRODUCTS:

1) Name and address:

2) Brands of soya available in your retail shop?

Sakthi soya Meera sun Manna UB Others (specify).....

3) Type of soya product you deal with?

Soya chunks Soya flakes Soya granules Soya flour

4) Fast moving soya product?

1. Soya chunks 2. Soya flakes 3. Soya granules 4. Soya flour

5) Which product you will prefer for customers?

1. Soya chunks 2. Soya flakes 3. Soya granules 4. Soya flour

6) Rate the Market demand for soya?

Low 1 2 3 4 5 high

7) Sales volume and turnover of soya product in a year or month?

VOLUME : (PACKETS/KG) YEAR MONTH

1. Soya chunks -

2. Soya flakes -

3. Soya granules -

4. Soya bean flour -

TURN OVER:

1. Below a lakh 2. 1 to 5 lakhs 3. 5 to 10 lakhs 4. More than 10 lakhs

8) Reason for choosing soya product for retailing?

1. Profit 2. Demand 3. Health 4. Quality 5. Others (specify)

9) Sakthi's soya product you deal with?

1. Soya chunks 2. Soya flakes 3. Soya granules 4. Soya flour

10) Quality level of sakthi's soya products?

1. Excellent 2. Very good 3. Good 4. Fair 5. Poor

1) Specify the reasons, if fair or poor?

2) Pricing of sakthi soya product?

1. Excellent 2. Very good 3. Good 4. Fair 5. Poor

3) Position sakthi's soya product in your retail shop compared with other company's soya products?

Low 1 2 3 4 5 High

4) How much importance do you give to the following factors of sakthi's soya products? (Tick in the desired column)

Factors	Very Important	Important	Normal	Least Important	None
Flavour/taste					
Price					
Quality					
Packaging					
Size					
Brand					
Loyalty					
Colour					
Shape					
Quantity					

15) Which pack do you purchase more?

1. 20Kg 2. 100g 3. 200g 4. 400g 5. 500g

16) Customer satisfaction level of sakthi's soya products?

1. Dissatisfied 2. Satisfied 3. Moderately Satisfied 4. Highly Satisfied

RELATIONSHIP WITH SUPPLIERS:

1) Selection of Suppliers based on?

1. Perfect service
2. Product reliability
3. Good Communication
4. Offering Best Quality
5. Supplier Flexibility
6. Others (Specify).....

2) Benefits from the suppliers?

1. Quality products
2. Good supply chain
3. Profit
4. Offers
5. Good service

3) What is your vital opinion for better relationship with the suppliers?

1. Solidarity
2. Information Exchange
3. Participation

4) Service of sakthi's soya products?

1. Excellent
2. Very good
3. Good
4. Fair
5. Poor

6) Satisfaction level with suppliers?

1. Dissatisfied
2. Satisfied
3. Moderately Satisfied
4. Highly Satisfied

7) Rate the product supply?

1. Good
2. adequate
3. poor

PROMOTIONAL ACTIVITIES:

Which promotional offer attracts you to buy other brand of soya product?

- Discounts
 Coupons
 Gifts
 Exhibits
 Freebies
 Contests
 Bonus pack
 Demonstration

Which promotional offer attracts you to buy sakthi's soya product?

- Discounts
 Coupons
 Gifts
 Exhibits
 Freebies
 Contests
 Bonus pack
 Demonstration

Which of these factors influence you to purchase?

- | | More | Less |
|-----------------------------|--------------------------|--------------------------|
| ❖ Advertisement | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Suggestion from customers | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Attractive Display | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Salesman Advice | <input type="checkbox"/> | <input type="checkbox"/> |
| ❖ Offers | <input type="checkbox"/> | <input type="checkbox"/> |

4) Which media of advertisement influence your purchase?

- Television Newspapers Brochures
 Hoarding Display

5) How do you perceive Sakthi's soya product in total?(Tick in the desired column)

Attributes	High	Medium	Low
Customer satisfaction			
Product quality			
Service quality			
Pricing effectiveness			
Distribution effectiveness			
Promotion effectiveness			
Sales force effectiveness			
Innovation effectiveness			

6) Performance of Sakthi soya brand compared with other brands?