

A Study on the Competitor Strategy of Cavin's Milk

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ABSTRACT

The term competitor profile is a significant area of planning process. Most of the organizations are trying to analysis the strength and weakness of the competitor using the competitor strategy. An effective analysis will able to get the information from competitor and based on the information it is used to identify the competitor will react under the certain situation². In this article it is clearly explain the about the competitor strategy of Cavin's milk and how they are retain their customer and pull out the new consumer. In this manuscript it is explain the analysis of competitor strategy of various milk producers¹

Key words: *Competitor analysis, Competitor strategy, Customer*

1. INTRODUCTION

Competitor analysis is starts with identifying potential customer and new consumer it creates an important members to perform an industry analysis. Competitor analysis helps organization to find out the organization which it will be in a direct competition and it is very important to identify the potential customer³. Competitor analysis has several important roles in strategic planning

2. NEED OF THE STUDY

- The major need for this study is to analyze consumers perception of CAVIN'S milk
- The need of the study is to know the changing requirements of the viewers and to serve them to their at most satisfaction.
- To know the requirements of the viewers perspective also, what they want from the milk.
- To satisfy the customer needs and wants

3. OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

- To understand competitor strategy of cavin's milk

Secondary Objectives

- To suggest the steps for the sales promotion of the product
- To find out solution of consumers problems.
- To know how the company has been successful in encountering the aggressive marketing strategies of competitors.

4. RESEARCH METHDOLOGY

As the prime objective of the project is to compare CAVIN'S milk with the existing competitor the market .

Primary data was collected using the following techniques

- Questionnaire Method
- Observation Method

SAMPLING PLAN

The sample size of this study is restricted to 120 (60 sixty from consumer and 60 Retailers). Though there are chances of surveying entire population it has been restricted to 120 due to time factor & interest of the respondents.

➤ SAMPLING TECHNIQUE

Random sampling is used as the sampling technique for the purpose of selecting the respondents.

5. DATA ANALYSIS AND INTERPRETATION

Research locations

- KANCHIPURAM
- CHENNAI:
- AMBATTUR
- AAVADI
- THIRUMULAIVAIL
- TAMBARAM
- T.NAGAR

6. RESEARCH PURPOSE

Purpose of Research is to know who are the competitors and what the competitors do in market to sell their products. And also know the consumer's tastes and needs and wants.

• Research Sample

- ❖ Number of samples for research is 60 for Consumers. (30 from kanchipuram and 30 from Chennai)
- ❖ Number of samples for research is 60 for Retailers.(30 from kanchipuram and 30 from Chennai)

7. CONSUMER & SHOPKEEPER STUDY at Kanchipuram

Questionnaire

People – which brand milk you are using? why?

Retailer – Which brand milk moving fast? Why?

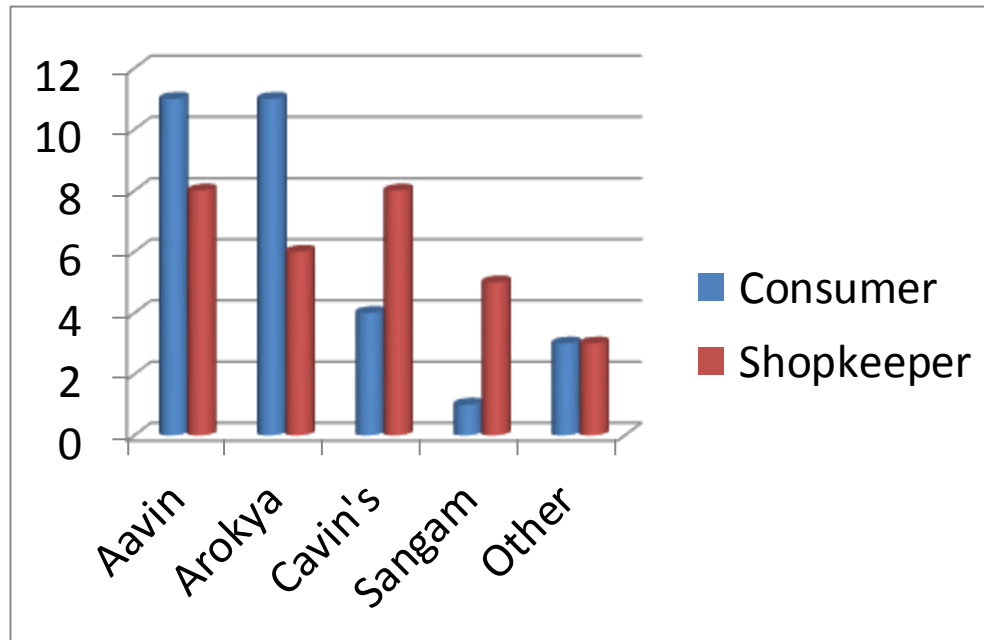


FIG 1

INFERENCE

Data observed from the study

TOTAL NO. OF SAMPLES TAKEN AT KANCHIPURAM = 30.

	AAVIN	AROKYA	CAVIN'S	SANGAM	OTHERS
CONSUMER	11	11	4	1	3
RETAILERS	8	6	8	5	3

TABLE No 1

CONSUMER & SHOPKEEPER STUDY at Chennai

Questionnaire

People – which brand milk you are using? why?

Retailer – Which brand milk moving fast? Why?

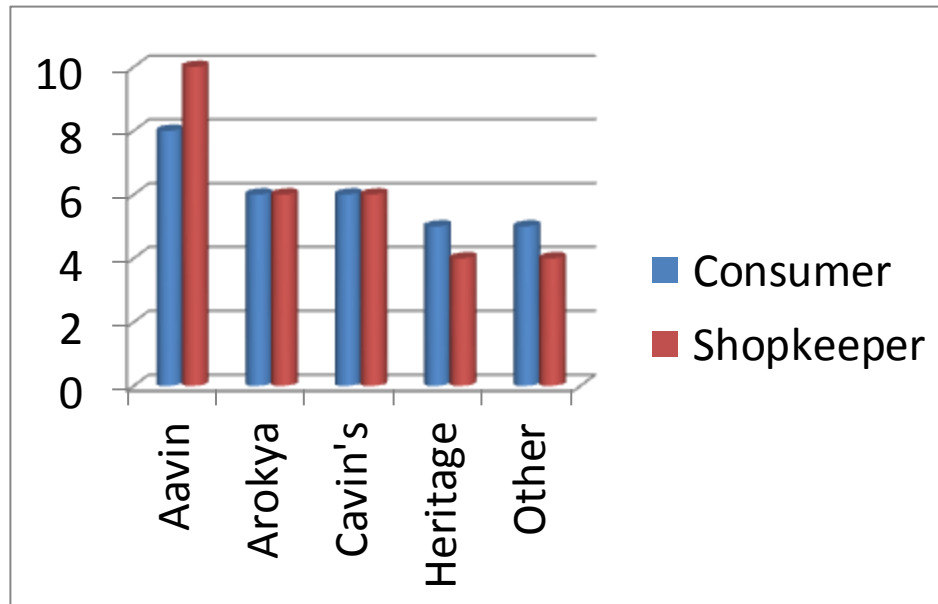


FIG 2

INFERENCE

Data observed from the study

Total no. of samples taken at Chennai = 30

	AAVIN	AROKYA	CAVIN'S	HERITAGE	OTHERS
CONSUMER	8	6	6	5	5
RETAILERS	10	6	6	4	4

TABLE No 2

CONSUMER & SHOPKEEPER STUDY

Milk consumed on the basis of



FIG 3

INFERENCE

Data observed from the study

Total no. of samples = 120 (60 from Retailers and 60 from consumer).

	QUALITY	QUANTITY	PRICE	NATURAL
CONSUMER	28	10	14	8
RETAILERS	27	12	10	11

TABLE No 3

8. FINDINGS

- As per the survey, **Market Leader Is “AAVIN”**
- Cavin's Is Developing Brand In Milk Industry
- From the consumer study majority of the people required the attributes mentioned below:

1.QUALITY = 55 (28 – CONSUMERS, 27 - RETAILERS)

2.NATURAL MILK = 19 (8 – CONSUMERS, 11 - RETAILERS)

3.QUANTITY = 22 (10 – CONSUMERS, 12 - RETAILERS)

4.PRICE = 22 (14 – CONSUMERS, 10 - RETAILERS) if more brand is available, otherwise no bother about the price

PEOPLE EXPECTATION FROM MILK AND PREFERENCE

- ✓ Quality
- ✓ Quantity
- ✓ Low milk powder
- ✓ Availability of milk
- ✓ Pasteurized milk
- ✓ Suits for children

RESPONSE FOR CAVIN'S FROM RETAILER

- Reasons why people like Cavin's milk:
 - Taste.
 - Sufficient Quantity.
 - Moderate Price.
 - Drawback – Less number of cavin's milk outlets.
 - Need more advertisements.
 - Majority of the people are unaware of cavin's milk.

RESPONSE OF OTHER BRAND BY SHOPKEEPER

- ✓ Twenty out of thirty retailers prefer "Sangam milk" to tea shops.
- ✓ Most of the people buy a new brand milk if they have offer or any other sales promotional activities is given by company.
- ✓ People are mostly influenced by media advertisements

OPPORTUNITIES FOR CAVIN'S

- Provide milk higher shelf life - milk that can be stored and used for 90 days.
 - Eg:- Nestle, Goodlite, Nandhini.
- Procure milk and it can be suits for children and
- Also name it as a "**CHILD SPECIAL**".

9. SUGGESTIONS

- Place more Cavin's outlets at all places in Tamil Nadu.
- Make the brand popular
- Needs more advertisements.
- Provide more offers to Consumer and Retailer.
- Change the color of packing cover and make people to perceive it as new arrival of milk.

10. CONCLUSION

The study result shows that the respondents and retailers are from the kanchipuram consuming more Aavin product and Chennai respondents are consuming is Aroky. Cavins have more opportunity to develop their strategies for retain in the market and customer since it is developing organization in the milk market so it has a enough time to expand their strategy and they can easily retain their customers.

11. REFERENCE

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