



“PRELAUNCH SURVEY OF MARKET FOR THE SWEETENED MANGO PULP IN SMALL RETAIL PACKS”

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ABSTRACT

The study will determine the market demand and market potentials for Sweetened Mango Pulp in Small Retail Packs. The results of a market survey conducted on behalf of Jain Irrigation System Ltd. (Food Park) we focus on current market players, current market conditions, consumer purchasing habits, and brand preference parameters in selected district locations such as Jalgaon, Dhule, and Nashik Research. The study is planned using primary data and other information, and questionnaires are created as a result. According to the findings of this study, commercial consumers consume mango pulp on a regular basis, whereas household consumers prefer it only occasionally. People are preferring natural mango pulp to pulp with added preservatives due to health concerns. Quality products at reasonable prices are expected by retailers. The retailers are expecting quality products at affordable prices which would fetch them higher margins.

According the report's findings, there is a sizable market for Sweetened Alphonso Mango Pulp in Jalgaon, Dhule, and Nashik. If the company wants to gain a significant market share, it must create a tightly knit distribution network. A new brand should be promoted along with its distinguishing features in such a way that it establishes a distinct position in the minds of consumers. This study was conducted to examine the preferences of retailers, distributors, and consumers for specific brands of mango pulp.

Key Words: Market Survey, Retail Management, Brand preferences, Mango Pulp, Retail Packets.

INTRODUCTION

With the world's second largest arable land area, India is one of the world's major food producers. It is the world's leading producer of milk, pulses, sugarcane, and tea, as well as the world's second largest producer of wheat, rice, fruits, and vegetables. The food processing industry in India is one of the largest in the country, ranking fifth in terms of production, consumption, export, and expected growth.

The Indian food industry is undergoing rapid expansion, with its contribution to global food trade increasing year after year. Due to its enormous potential for value addition, India's food sector has emerged as a high-growth and high-profit sector, particularly in the food processing industry. The Indian government has played an important role in the growth and development of the food processing industry, which accounts for approximately 32% of the total food market in the country. Through the Ministry of Food Processing Industries, the government is doing everything it can to encourage business investment (MoFPI). It has

approved joint venture (JV) proposals, foreign collaborations, industrial licencing, and export-only units. The Indian food and grocery market is ranked sixth worldwide, with retail accounting for 70% of total sales. The Indian food processing industry accounts for 32% of the total food market, is one of the largest industries in India, and ranks fifth in terms of production, consumption, export, and expected growth. It accounts for approximately 8.80 percent of GVA in manufacturing and 8.39 percent of GVA in agriculture, respectively, as well as 13 percent of India's exports and 6 percent of total industrial investment. The Indian gourmet food market is currently worth US\$1.3 billion and is expanding at a CAGR of 20%. The organic food market in India is expected to triple by 2022.

Indian Food Processing Industry: Structure and Composition:

The Ministry of Food Processing, Government of India, has defined the following food processing industry segments:

- Dairy fruit and vegetable processing
- Grain processing
- Meat and poultry processing
- Packaged foods, beverages,
- Packaged drinking water are examples of consumer foods.

While the industry is large in size, it is still in its early stages of development. Only 2% of the country's total agriculture and food produce is processed. The dairy sector has the highest share of processed food, processing 37% of total produce, 15% of which is processed by the organised sector. Primary food processing (packaged fruits and vegetables, milk, milled flour and rice, tea, spices, and so on) accounts for roughly 60% of processed foods. It has a highly fragmented structure, with thousands of rice mills and hullers, flour mills, pulse mills, and oil-seed mills, as well as hundreds of thousands of bakeries, traditional food units, and fruits, vegetable, and spice processing units in the unorganized sector. In comparison, the organized sector is relatively small at the state and district levels, with approximately 516 flour mills, 568 fish processing units, 5,293 fruit and vegetable processing units, 171 meat processing units, and numerous dairy processing units.

1.2 SEGMENT WISE ANALYSIS:

Segment	Dairy Sector	Fruits and Vegetables	Meat and Poultry Processing	Fisheries	Packaged Foods	Beverages	Staple Foods
Growth Rate	15%	20%	10%	20%	8%	27%	85%
Key Segments	Value added milk products like butter, ghee, cheese	Raw fruits & vegetables, fruit pulp, Canned fruits and pickles	Cattle, buffalo and poultry	Marine fisheries and frozen products	Noodles and vermicelli	Fruit based drinks and carbonated drinks	Sugar, wheat, flour and salt
Extent of Processing	37%	2%	1%	12%	-	-	-

Organized Sector	15%	48%	5%	-	80%	77%	50%
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Fruit and Vegetable Market and Opportunities:

The diverse climate of India ensures the availability of a wide range of fresh fruits and vegetables. It is the world's second largest producer of fruits and vegetables, trailing only China. According to the National Horticulture Database (Second Advance Estimates) published by the National Horticulture Board, India produced 99.07 million tons of fruits and 191.77 million million tons of vegetables during 2019-20. Fruit cultivation occupied 6.66 million hectares, while vegetable cultivation occupied 10.35 million hectares.

According to FAO (2019), India is the leading producer of ginger and okra among vegetables, and ranks second in the production of potatoes, onions, cauliflowers, brinjal, cabbages, and other vegetables. Among fruits, the country ranks first in banana production (26.08 percent), papaya production (44.05 percent), and mango production (including mangosteens and guavas) (45.89 percent). Grapes, Pomegranates, Mangoes, Bananas, and Oranges account for the majority of fruits exported from the country, while Onions, Mixed Vegetables, Potatoes, Tomatoes, and Green Chilly contribute significantly to the vegetable export basket. Bangladesh, the UAE, the Netherlands, Nepal, Malaysia, the United Kingdom, Sri Lanka, Oman, and Qatar are the top destinations for Indian fruits and vegetables.

India has the world's widest variety of fruits and vegetables. It is the world's second largest producer of vegetables and third largest producer of fruits, accounting for 8.4 percent of global food and vegetable production. The organized sector's share of fruit processing is estimated to be nearly 48%. Fruit production in India registered a growth of 3.9 per cent during the period 2000-05 whereas the fruit processing sector grew several times faster at 20 per cent over the same period. The total area under fruit cultivation is estimated at 4.18 million hectares. The total area under vegetable cultivation is estimated at 7.59 million hectares. However less than 2 per cent of the total vegetables produced in the country are commercially processed, as compared to nearly 70 per cent in Brazil and 65 per cent in USA. India's installed capacity for fruits and vegetable processing nearly doubled during the 1990s, from 1.1 million tonnes in 1993 to 2.33 million tonnes in 2004. About 20 per cent of processed fruits and vegetables are exported. Major products exported include fruit pulps, pickles, chutneys, canned foods, concentrated pulps and juices and vegetables. Fruit exports have registered a growth of 16 per cent in volume and 25 per cent in value terms in 2005-06. Mango and mango based products alone constitute 50 per cent of the exports. In its Food Park complex in Jalgaon, India, the company has set up a most modern fruit processing facility to produce aseptic purees and concentrates, clarified juices concentrates and frozen fruits. Company also has two more fruit processing facilities in Chittoor, Andhra Pradesh in southern part of India. The equipment's, processes, layout etc. have been carefully selected & designed keeping in mind the GMP & CCPs. Strict sanitation and hygiene is maintained throughout the plant.

LITERATURE SURVEY

Research study entitled "**Prelaunch Survey of Market for the Sweetened Mango Pulp in Small Retail Packs.**" by preparing a questionnaire, I attempted to cover every aspect of the Market Survey, including current market players, current market conditions, consumer purchasing habits, and brand preference parameters, in this report. I had these questionnaires filled out by retailers from Jalgaon, Dhule, and Nashik.

METHODS: Primary data are those which are gathered specially for the project at hand, directly. E.g. through Questionnaires and interviews.

- **The primary data** sources for the survey were questionnaires filled out by respondents during direct interviews. Observations of Retail Shops and Distributors Storages were also used to collect data.
- **Secondary data:** This is usually a collection of published sources that were originally gathered for another purpose. Internal company records, government publications, reports, and journals, as well as trade, professional, and business associations' publications and reports, are all sources.
- The internet and the company's sales report were used as secondary sources. However, that data was not found to be completely applicable for the purposes of the analysis.

- **Sample Design:**

In total, nearly 80% of the sample universe, which included 48 Retailers & Distributors and 66 Consumers, was examined.

- **Limitations**

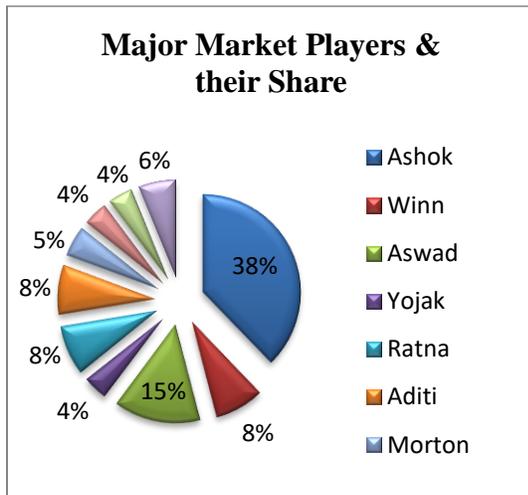
1. There has been a mixed reaction from retailers, distributors, and consumers since a segment of the market outlet was visited. Some were quite cooperative, some were indifferent, and some also provided false info about their stock position, which may cause issues when calculating the exact stock position.
2. The survey was carried out in the cities of Jalgaon, Dhule, and Nashik. If the study had been conducted in other parts of the country, the results would have been different.
3. The respondents were reluctant to answer some questions, as they took them as personal and consequently increasing the possibility of error.
4. Only sample of retailer and distributor outlets were surveyed because of limited time and economic constraints.
5. The company's rules and regulations didn't allow me to go in depth regarding some confidential strategies.
6. Only two months' time is very less to know the each and every aspect of marketing activities.
7. As the demand and supply of the mango pulp is fluctuating throughout the year, the observations we got at a particular interval of study may not remain same for the other period.

- **Results and Discussion**

The Results are discussed with the help of Questionnaire and data Interpretations. These Questionnaires based on sales funnel analysis which is following:

1. **Major Market Player and Their shares:**

Following are the seven major market players and their shares namely ashok, winn, asward, yojak, ratna, aditi, morton.

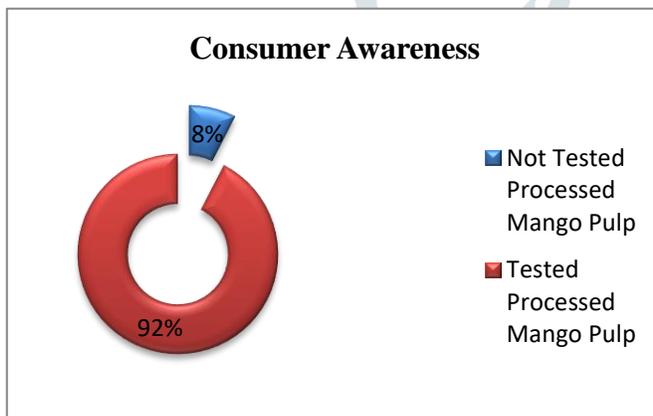


Sr. No.	Market Player	% of Respondents
1	Ashok	37
2	Winn	8
3	Aswad	14
4	Yojak	4
5	Ratna	8
6	Aditi	8
7	Morton	5
8	Madhuraja	4
9	Amar/Vijay	4

Interpretation: -

- ✓ It clear that with 37% market share “Ashok” has captured major Market Share.
- ✓ Followed by “Aditi” with 14% share.

2. Consumer Awareness :



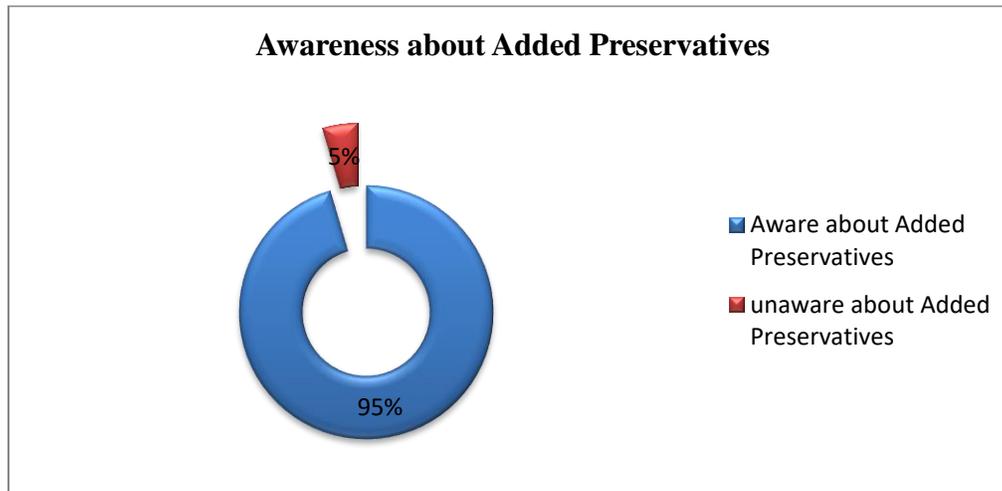
Sr. No.	Options	% of Respondents
1	Not Tested Processed Mango Pulp	8%
2	Tested Processed Mango Pulp	92%

• Interpretation:

92% of the surveyed population have tasted processed mango pulp available in the market, while only 8% are unaware about the same.

3. Awareness about added Preservatives

Options	% of Respondents
Aware about Added Preservatives	95
unaware about Added Preservatives	5

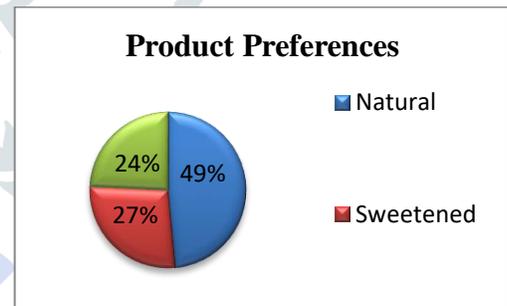


Interpretation: 95% of the population surveyed are aware about the preservatives added in the mango pulp to increase its shelf life whereas only 5% are unaware.

4. Product Preferred by the Consumers for Own Consumption

Table 4: Product Preferences

Sr. No.	Options	% of Respondents
1	Natural	49
2	Sweetened	27
3	With Added Preservatives	24

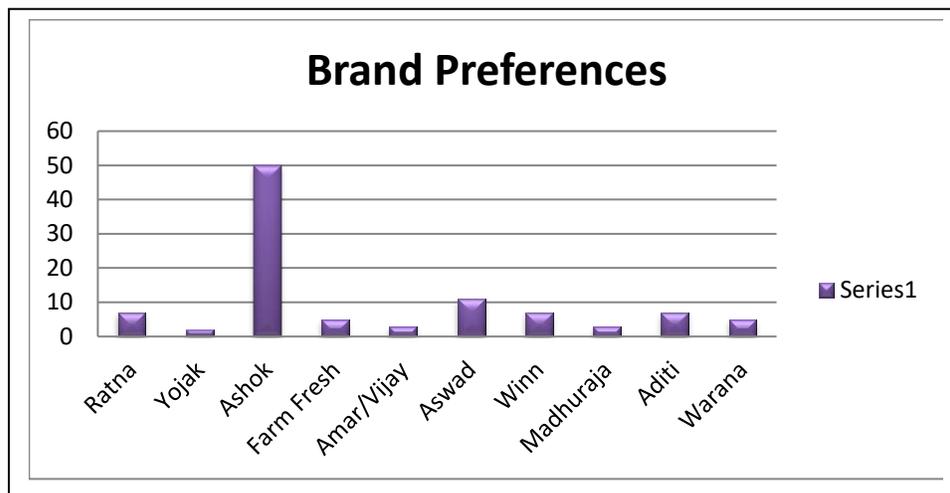


Interpretation: Majority of the consumers (49%) for their own consumption prefers Natural Mango Pulp.

5. Preferred Brands of Sweetened Alphonso Mango Pulp for Consumption by the Consumers:

Table 5: Brand Preferences

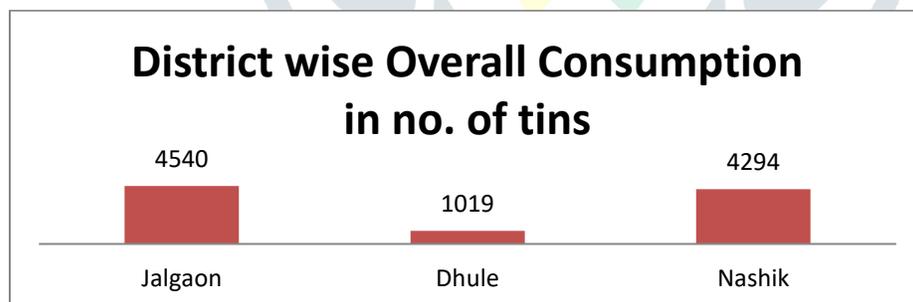
Sr. No.	Brands	% of Respondents
1	Ratna	7
2	Yojak	2
3	Ashok	50
4	Farm Fresh	5
5	Amar/Vijay	3
6	Aswad	11
7	Winn	7
8	Madhuraja	3
9	Aditi	7
10	Warana	5



Interpretation: “Ashok” is the most preferred brand of Sweetened Alphanso Mango Pulp with 50% of preferences.

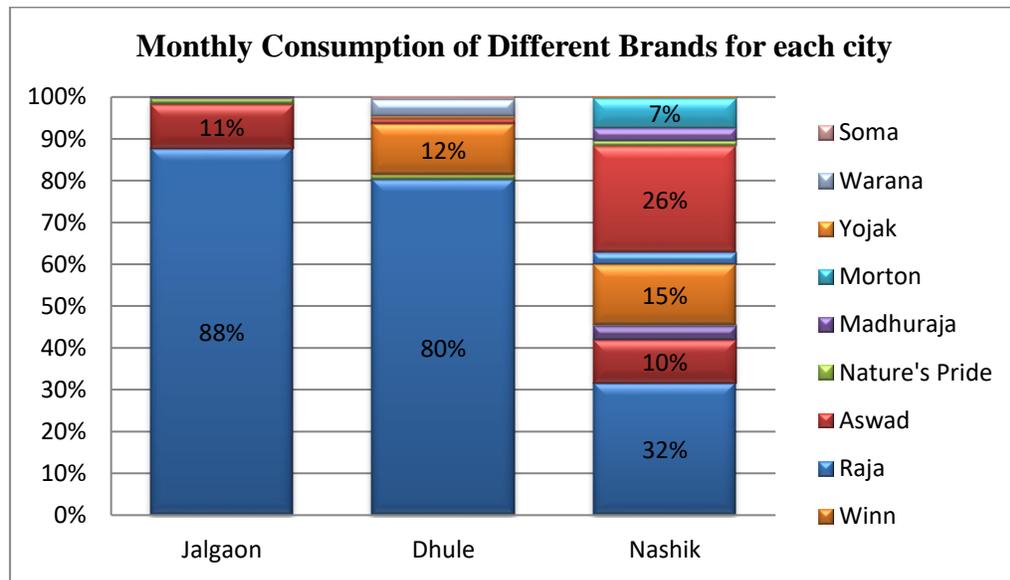
6. District wise Monthly Overall Consumption of Sweetened Alphanso Mango Pulp:

Sr. No.	District	Overall Consumption in no. of tins of 850 gms.
1	Jalgaon	4540
2	Dhule	1019
3	Nashik	4294



Interpretation: Jalgaon city with the overall consumption of 4540 tins is the leader in consumption of Sweetened Alphanso Mango Pulp. Followed by Nashik city with consumption of 4294 tins and Dhule city with consumption of 1019 tins.

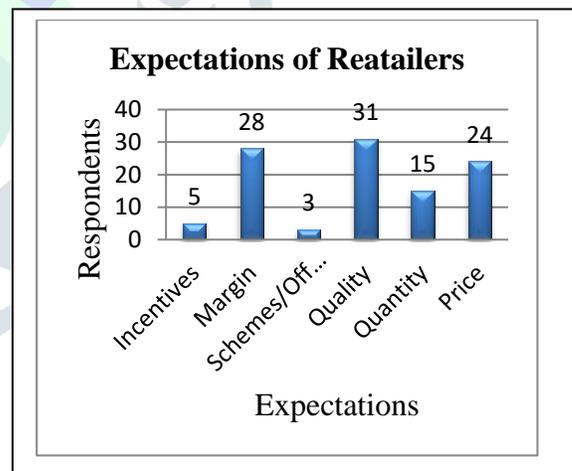
7. Respective Share of Different Brands in Monthly Overall Consumption of each District:



Interpretation: With the 88% share in Jalgaon, 80% share in Dhule and 32% share in Nashik, “Ashok” has captured most of the market share. Some other players like Aditi, Aswad, Winn also has captured a small portion of market. other competitors like Ratna, Amar, Garden Fresh, Raja and Aswad have very negligible share in the market.

8. Expectations of Retailers from new Brand of Sweetened Alphonso Mango Pulp.

Sr. No.	Expectations	No. of Respondents
1	Incentives	5
2	Margin	28
3	Schemes/Offer	3
4	Quality	31
5	Quantity	15
6	Price	24



- **Interpretations:** 31% Retailers expects Better Quality product to be sold in their retail Shops, whereas 28% Retailers expects Higher Margins from the sold product.
- **Limitations:** The survey and research was carried out on the basis of data collected.
- The survey was conducted in Jalgaon, Dhule and Nashik cities. If the research would have been conducted in other regions all over the country, the conclusion would have been different.
- The respondents were reluctant to answer some questions, as they took them as personal and consequently increasing the possibility of error.

- Only sample of retailer and distributor outlets were surveyed because of limited time and economic constraints.
- The company's rules and regulations didn't allow me to go in depth regarding some confidential strategies.
- Only two months' time is very less to know the each and every aspect of marketing activities.
- As the demand and supply of the mango pulp is fluctuating throughout the year, the observations we got at a particular interval of study may not remain same for the other period.
- **Conclusion:**

From the information collected through Research survey on the subject of “**Prelaunch study of Sweetened Alphanso Mango Pulp in small retail packs**”, one can conclude that there is a enormous potential market for the mango pulp in Jalgaon, Dhule and Nashik districts. In spite of the competition in the market there is still chance for the new product development. The reasons behind this saying are;

- Awareness about this product among the consumers is quite considerable.
- Changing consumption pattern along with increasing income levels of the consumers enhances scope of new product.
- On the contrary to this if the company wants to establish themselves in this market, they will have to compete with several present market leaders such as;
 - Ashok
 - Aditi
 - Aswad etc.

To cope up with this, they will need to give emphasis on;

- Profound distribution network.
- Matching with the retailers expectations.

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