

PRESENTATION ON ICE CREAM INDUSTRY



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CLASSIFICATION OF PRODUCT

Ice cream is classified as convenience good and comes under category of FMCG (Fast Moving Consumable Goods)

- Inexpensive products
- Frequently purchased
- Little effort needed to purchase them
- Not much planning is needed
- Easily available

NEEDS OF CUSTOMERS FULFILLED BY PRODUCT

- Buying Motives of customer
 - Emotional Personal feelings (Gifts on occasion)
 - Psychological feelings (Taste, Hot Summer Season)





FACTORS AFFECTING PURCHASE OF PRODUCT

Factors	Affects
Demographic Factors	Age, Gender, Income Group
Geographic Factors	Locations, Cities (urban, rural, hilly areas etc)
Psychographic Factors	Lifestyles, Personality, Values
Behavioral Factors	Buying motives, usage rate, usage status
Loyalty Status	Hard Core Loyal customers Split Loyal customers Shifting Customers Switchers
Socio-graphic Factors	Cultures and reference group (family, friend, media)
Situational Factors	Occasions where consumer buy product.



NAME OF BRANDS AND COMPANIES RELATED TO THE PRODUCT

- AMUL ICE CREAMS (AMUL INDUSTRIES LTD.)
- BASKIN-ROBBINS (BASKIN-ROBBINS INCORPORATION)
- KWALITY WALLS (HINDUSTAN UNILEVER LTD.)
- MOTHER DAIRY (MOTHER DIARY LTD.)
- VADILAL ICE CREAM (VADILAL INDUSTRIES LTD.)
- CREAM BELL ICE CREAMS (DEVYANI FOOD INDUSTRIES LTD.)
- MAGNUM (DUTCH UNILEVER COMPANY)



PRODUCT MIX OF MARKET LEADING COMPANY

PRODUCT MIX

Products of a company are called
PRODUCT MIX.

PRODUCT LINE

Close related products are called
PRODUCT LINES.

Important:

Any company's product mix has 4 dimensions

- i. Width
- ii. Length
- iii. Depth
- iv. Consistency



DIMENSIONS OF PRODUCT MIX

Width : Number of different product lines carries by the company.

Length : Total Number of items in the product line.

Depth : Number of version offered of each product in the line.

Consistency : Closely related the various product lines.



PRODUCT MIX

- Four product mix dimensions (Width, Length, Depth, Consistency) permit the company to expand its business in four ways.
- It can add new product lines, thus widening its product mix.
- It can lengthen each product line. It can add more product variants to each product and deepen its product mix.
- Finally a company can peruse more product lines consistency. To make these product and brand decisions, its useful to conduct product line analysis.



FURTHER CLASSIFICATION OF PRODUCT

- Ice cream companies launch innovative ideas to attract more and more consumers, their ideas are mostly related to following features:
 - Designing of ice creams.
 - Categories like cornetto, stick ice creams, cups etc.
 - Attractive packaging of ice creams.
 - Sugar free ice creams.
 - Focus on flavors according to demand.

MARKETING STRATEGY OF COMPANIES (STP) (SWOT Analysis)

STP(SEGMENTATION TARGETING POSITIONING)

- **SEGMENT** Geographic Demographic and Psychographic Segmentation
- **Target Group** Full market coverage for FMCG product
- **Positioning** Create distinctive place in target market mind

SWOT ANALYSIS

- **STRENGTH** Having high market share, excellent quality, quantity management ,strong distribution network, product portfolio are strengths of a particular company.
- **Weakness** Cost of operations are very high.
- **Opportunity** Tie High -up with food chains, restaurants, exports.
- **Threats** Growing competitors from international markets



MARKETING STRATEGY OF(MARKETING MIX)

Marketing Mix	
Product	Quantity, quality, design , size, shape, variety of product are focused here Products like Fruity jelly, Mickey Stick, Litchi Caramel etc are some of the attractive products launched.
Place	For these perishable its important to have good distribution channel Location of product salable place, easy availability, mode of transportation , Numbers of intermediaries focused to choose place for sale of product
Price	Discounts on the product making attractive offers ,Allowance to intermediaries, Payment period in case of credit sale, fixation of credit terms etc are price focused factors
Promotion	Advertisements by electronic media or print media, promotions by celebrity, budgets, sales promotions, personal selling , direct selling are all promotional decisions under fourth P.



COMPANIES MARKET SHARE

	AMUL ICE CREAM	CREAM BELL	KWALITY WALLS
Position of Company And Achievements	Among Asia's top ten brands, No. 1 Ice cream brand in India	Declared as India's most promising brand in 2003	India's most popular Brand
Founded on	1996	2003	1956
Slogan	Real Milk Real Ice Cream	Har Pal Kuch Naya	A treat for every occasion
Market Share	38%	15%	18%
Manufacturing Plants	Palanpur, Manesar, Chanditala, Anand, Tarapur, Vadhora, Bhat	Baddi, Goa, Kosi	Pune, Nashik

ICE CREAM MARKET LEADER COMPANIES PROFILE

	AMUL ICE CREAM	CREAM BELL	KWALITY WALLS
Type of Company	Cooperative	Public Company	Public Company
Industry	Amul Industries Ltd.	Devyani Food Industries Ltd.	Hindustan Unilever Ltd.
Industry Founded on	1946	2003	1932
Headquarters	Anand, Gujarat, India	New Delhi, India	Mumbai, Maharashtra, India
Key People	Dr. Verghese Kurien (Chairman), Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF)	Mr. Nitin Arora(CEO) Mr.Ravi Kant Jaipuria (Rj corp. Chairman)	Mr. Harish Manwani (Chairman) Mr.Sanjiv Mehta (CEO and MD)

Thank You!

