

A STUDY ON STRATEGIC ANALYSIS OF POULTRY PRODUCT MARKETING WITH SPECIAL REFERENCE TO SUGUNA FOODS PRIVATE LIMITED - UDUMALAI PET

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ABSTRACT

The study aims to conduct a comprehensive strategic analysis of poultry product marketing, with a specific focus on Suguna Foods Pvt Ltd, located in Udumalaipet. The poultry industry plays a significant role in the global food market, and the success of poultry product marketing relies heavily on strategic planning and execution. The study examines various aspects of Suguna Foods Pvt Ltd's marketing strategies, including market segmentation, target audience identification, branding, product positioning, distribution channels, pricing strategies, and promotional activities. By analyzing these key areas, the study seeks to provide valuable insights into the marketing approach employed by Suguna Foods Pvt Ltd, identify their competitive advantages, and propose strategic recommendations to enhance their market position.

Keywords: strategic analysis, market segmentation, target audience, branding, product positioning, distribution channels

INTRODUCTION OF THE STUDY

When analyzing the poultry product market, there are several key factors that must be taken into consideration. These include market demand, consumer preferences, distribution channels, pricing strategies, and competition. One important aspect of analyzing the poultry product market is to identify market demand. This can be done by researching consumer trends and preferences, as well as analyzing sales data from competitors. It is important to understand what consumers are looking for in poultry products, such as quality, taste, nutritional value, and price. Another important factor to consider is distribution channels. Poultry products are typically sold through a variety of channels, including supermarkets, specialty stores, and online retailers. It is important to identify

which channels are most effective for reaching the target market and to develop distribution strategies that maximize sales.

Pricing strategies are also crucial when analyzing the poultry product market. It is important to consider both the cost of production and the price that consumers are willing to pay for poultry products. Additionally, pricing strategies may need to be adjusted based on market conditions and competition. Finally, analyzing competition is essential for developing effective marketing strategies. It is important to understand what competitors are offering in terms of product quality, pricing, and distribution, as well as to identify any gaps in the market that can be exploited. Overall, conducting a strategic analysis of the poultry product market requires careful consideration of a variety of factors. By understanding market demand, distribution channels, pricing strategies, and competition, companies can develop effective marketing strategies that maximize sales and profits. The poultry industry plays a crucial role in the global food system, providing a significant source of animal protein for human consumption. In recent years, the industry has experienced significant growth, leading to intense competition among players in the market. Suguna Foods (P) Ltd, based in Udumalaipet, is one of the leading players in the Indian poultry industry, with a strong presence in domestic and international markets. This study focuses on conducting a strategic analysis of the poultry product marketing of Suguna Foods (P) Ltd, with special reference to its operations in Udumalaipet. The study aims to provide insights into the marketing strategies of the company, analyze its strengths, weaknesses, opportunities, and threats (SWOT),

and recommend appropriate strategies for the company to sustain and enhance its market position. The study is significant as it contributes to the literature on strategic analysis of the poultry industry, provides insights into the marketing strategies of a leading player in the Indian poultry market, and helps Suguna Foods (P) Ltd to identify and address its marketing challenges to enhance its market position.

The study aims to conduct a strategic analysis of the poultry product marketing of Suguna Foods (P) Ltd, a leading poultry farming and food processing company based in Udumalaipet, India. The analysis will examine the internal and external factors that affect the company's marketing strategies and performance in the poultry product market. The study will also explore the company's competitive positioning, target market, marketing mix, and marketing channels. The insights gained from the analysis can help Suguna Foods (P) Ltd to identify potential growth opportunities, mitigate risks, and optimize its marketing strategies to remain competitive in the dynamic poultry product market.

OBJECTIVES OF THE STUDY

- To identify the current marketing strategies employed by Suguna Foods (P) Ltd in the poultry product market.
- To analyze the competitive landscape of the poultry product market in selected districts of Tamil Nādu (Namakkal District, Erode, Tirupur, Karur)
- To assess the market potential for Suguna Foods (P) Ltd's poultry products in the study area.
- To suggest appropriate marketing strategies that Suguna Foods (P) Ltd can adopt to enhance their market share and profitability in the poultry product market.
- To identify the key success factors for companies in the poultry product industry and their impact on strategic planning.

RESEARCH METHODOLOGY

The project work entitled “A study on strategic analyses of poultry product marketing with special reference to Suguna foods private Ltd, Udumalaipet is researched using descriptive Research study.

RESEARCH DESIGN

The search design constitutes the blueprint for the collection, measurement and analysis of data. There are types of research design; they are exploratory research design, experimental research design, describe and diagnostic research design. The research had adopted descriptive research design for the study.

STATISTICAL TOOLS USED

- Simple percentage analysis
- Correlation
- Chi-square

DATA ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS AGE OF RESPONDENTS

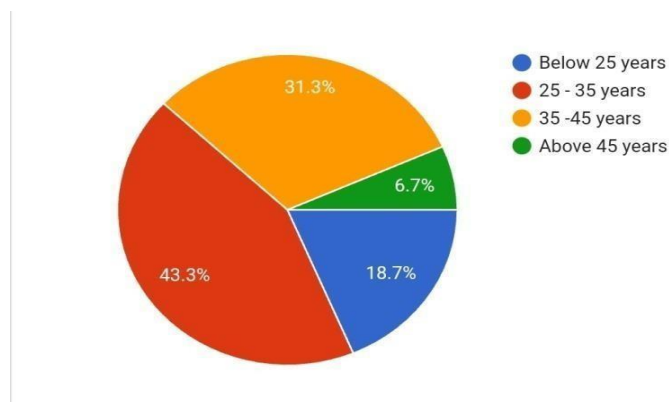
AGE	NO.OF.RESPONDENDS	PERCENTAGE
Below 25	28	18.7%
25-35	65	43.3%
35-45	47	31.3%
Above45	10	6.7%
Total	150	100%

Source: primary data Interpretation:

The above table shows that,43.3%of the respondents are age group of 25-35years, 31.3% of the respondents are age group of 35-45years, 18.7% of the respondents are age group of Below 25 years and remaining 6.7% of the respondents are age group of above 45 years.

It is Most 43.3% of the respondents are age group of 25-35 years.

AGE OF RESPONDENT'S



CHI-SQUARE TEST

INCOME AND AWARENESS LEVEL OF SUGUNA FOODS (P) LTD IN THE POULTRY

(Two-way classification)

CaseProcessingSummary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Income * Awareness levelofSugunafoods poultry	150	99.3%	1	0.7%	151	100.0%

Income*AwarenesslevelofSugunafoodspoultryCrosstabulation						
Count						
		AwarenesslevelofSugunafoodspoultry				Total
		Highly aware	Moderately aware	Slightly aware	Not aware	
Income	Below Rs.10000	15	11	3	1	30
	Rs.10000-20000	23	27	9	2	61
	Rs.20000-25000	22	14	9	0	45
	Above Rs.25000	6	4	3	0	13
	21	1	0	0	0	1
Total		67	56	24	3	150

Chi-Square Tests			
	Value	Df	Asymptotic Significance(2-sided)
Pearson Chi-Square	7.199 ^a	12	.844
Likelihood Ratio	8.647	12	.733
Linear-by-Linear Association	.596	1	.440
N of Valid Cases	150		

a. 11 cells(55.0%) have expected count less than 5. The minimum expected count is .02.

Null Hypothesis Ho: There is no significant difference between Income and awareness level of Suguna foods (p) ltd in the poultry.

Alternative Hypothesis H1: There is a significant difference between Income and awareness level of Suguna foods (p) ltd in the poultry.

Significance level: 5%

INTERPRETATION:

Since the table value is $0.844 < 0.05$, So we accepted the null hypothesis. There is significance difference between Income and awareness level of Suguna foods (p) ltd in the poultry.

CORRELATION ANALYSIS

The table shows that the difference between age and Purchase poultry product by Suguna foods pvt ltd.

X	Y	X ²	Y ²	XY
26	19	676	361	494
65	71	4225	5041	4615
46	37	2116	1369	3266
13	23	169	529	299
$\Sigma x = 150$	$\Sigma y = 150$	$\Sigma x^2 = 7,186$	$\Sigma y^2 = 7,300$	$\Sigma xy = 8,674$

$$\begin{aligned}
 r &= \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} \\
 &= \frac{8674}{\sqrt{(7,186)(7,300)}} \\
 &= \frac{8674}{\sqrt{52,457,800}} \\
 &= \frac{8674}{1.19760715} \\
 r &=
 \end{aligned}$$

Result: 7.242

This is positive correlation. There is difference between age and Purchase poultry product by Suguna foods pvt ltd.

FINDING, SUGGESTION, CONCLUSION

SIMPLE PERCENTAGE ANALYSIS

The above table shows that,43.3% of the respondents are age group of 25-35years, 31.3% of the respondents are age group of 35-45years, 18.7% of the respondents are age group of Below 25 years and remaining 6.7% of the respondents are age group of above 45 years.

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CHI-SQUARE ANALYSIS

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CORRELATION ANALYSIS

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SUGGESTION

- Niche marketing / Targeting marketing can be done for the product since specific age groups are buying the product frequently.
- Develop a strong and unique brand identity that sets your poultry products apart from competitors. Emphasize factors like quality, sustainability, animal welfare, or local sourcing to create a compelling brand story that resonates with consumers.
- Identify specific market segments or niches within the poultry product industry and tailor your marketing efforts to their needs. This could include focusing on organic or free-range products,

catering to specific dietary preferences (e.g., gluten-free or low-fat), or targeting specific consumer demographics.

- Leverage digital marketing channels to reach a wider audience and engage with consumers. Develop a strong online presence through a user-friendly website, social media platforms, and email marketing campaigns. Consider using influencer partnerships and online advertising to expand brand visibility.
- Educate consumers about the nutritional value of poultry products and their role in a balanced diet. Highlight their protein content, low-fat qualities, and essential nutrients. Consider partnering with nutritionists or health professionals to provide reliable information and promote your products' health benefits.
- Create and share valuable content related to poultry products to establish your brand as an authority in the industry. This could include recipe ideas, cooking tips, nutritional guides, or farm-to-table stories. Engaging content can help build a loyal customer base and generate positive word-of-mouth.

CONCLUSION

In conclusion, the strategic analysis highlights the immense potential in the poultry product market, but also emphasizes the need for differentiation, consumer-centric approaches, and effective marketing strategies. By adapting to changing consumer preferences, embracing sustainability, and exploring international markets, poultry product marketers can position themselves for success in this dynamic industry. The poultry product market has significant growth potential due to increasing global population, rising consumer demand for protein-rich food, and changing dietary preferences. This presents opportunities for poultry product marketers to expand their customer base and increase sales.

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