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An Analysis of Raidco Family Curry Powder Brand With Reference To Its Retailers

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Abstract

Masalas is an inevitable part of Indian cuisine. And for that matter the market of curry powder and its allied products are very large and have been easy to capture. But the case has been different in Kerala. Raidco entered the curry powder market when it was heavily dominated by private players. Govt. found a need to enter the market as it had huge potential. The Raidco Company has been doing extremely well in starting few years. It was successful in positioning its products well. It was able to reach to the villages and other Supplyco outlets. But for the last few years it's struggling very hard to find its rhythm in capturing the market share and also to expand. It's still in the shape as it was started, there was no much market capitalization, no penetration into deeper villages, and also not much profit has been seen in the company.

The company is present in Northern Malabar region, mainly in the districts of Kannur, Kasargod Wayanad and Kozhikode. When there are brands like Eastern which is performing well both in the domestic and international market, it is has become tough for Raidco to recapture its lost market. There are also smaller brands like Melam and Saras who are slowly eating Raidco's market. And now there is competition from other states brands like Aachi. It's high time that Raidco renew its plans and strategies. It should try to emulate its strong points and should narrow down its weak areas. I hope my study would provide light to the

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success and expansion of Raidco Family Brand. The study focuses on retailer, who plays an enormous role in the sale of the product, and also in market expansion. It's always important to keep the retailer satisfied.

Keywords: *penetration, market share satisfaction, retailers, wholesalers.*

INTRODUCTION

Marketing management plays a vital role in developing strategies, plans and programmers for each market segment in order to satisfy consumer wants. American Marketing Association defines marketing management as "marketing management is the process of planning, conception. Pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customers organizational objectives''. Philip Kotler defines marketing as the "analysis, planning, implementation and control of programmers designed to create, build and maintain beneficial exchange with target buyers for the purpose of achieving organizational objectives." American Marketing Association defined marketing as the performance of business activities that direct the flow of goods and services from producers to users." According to British Charted Institute of marketing, "marketing is the management process responsible for identifying, anticipating and satisfying consumer's requirement profitably". In the word of Philip Kotler "Marketing is the human activity directed at satisfying needs and wants through an exchange process". The market is a place where the sellers and buyers meet together and exchange goods and services. Marketers are made up of customer. All of them have certain needs and wants. They try to satisfy these through the exchange mechanism. Marketing sizes is thus given by the persons having particular needs, wants and also are ready to exchange their resources for satisfying products.

Sellers offer products to the market. To inform and persuade the buyers in the market, they communicate with the buyers through advertising. Buyers from the market offer money as considerations to the sellers. They also give feedback to the sellers about their experience with the consumption.

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In commerce, a "retailer" buys goods or products in large quantities from manufacturers or directly or through a wholesaler, and then sells smaller quantities to the end-user. Retail establishments are often called shops or stores. Retailers are at the end of the supply chain.

Manufacturing marketers see the process of retailing as a necessary part of their overall distribution strategy. The term "retailer" is also applied where a service provider services the needs of a large number of individuals, such as a public utility, like electric power. Shops may be on residential streets, shopping streets with few or no houses or in a shopping mall. Shopping streets may be for pedestrians only.

A marketplace is a location where goods and services are exchanged. The traditional market square is a city square where traders set up stalls and buyers browse the merchandise. This kind of market is very old, and countless such markets are still in operation around the whole world.

In some parts of the world, the retail business is still dominated by small family-run stores, but this market is increasingly being taken over by large retail chains.

Retail is usually classified by type of products as follows:

- Food products
- Hard goods or durable goods ("hardline retailers") - appliances, electronics, furniture, sporting goods, etc. Goods that do not quickly wear out and provide utility over time.
- Soft goods or consumables - clothing, apparel, and other fabrics. Goods that are consumed after one use or have a limited period (typically under three years) in which you may use them.
- There are the following types of retailers by marketing strategy:
- Department stores - very large stores offering a huge assortment of "soft" and "hard goods; often bear a resemblance to a collection of specialty stores. A retailer of such store carries variety of categories and has broad assortment at average price. They offer considerable customer service.

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- Discount stores - tend to offer a wide array of products and services, but they compete mainly on price offers extensive assortment of merchandise at affordable and cut-rate prices. Normally retailers sell less fashion-oriented brands.

- Warehouse stores - warehouses that offer low-cost, often high-quantity goods piled on pallets or steel shelves; warehouse clubs charge a membership fee;

- Variety stores - these offer extremely low-cost goods, with limited selection;

- Demographic - retailers that aim at one particular segment (e.g., high-end retailers focusing on wealthy individuals).

- Mom-And-Pop: is a retail outlet that is owned and operated by individuals. The range of products are very selective and few in numbers. These stores are seen in local community often are family-run businesses. The square feet area of the store depends on the store holder.

- Specialty stores: A typical specialty store gives attention to a particular category and provides high level of service to the customers. A pet store that specializes in selling dog food would be regarded as a specialty store. However, branded stores also come under this format. For example if a customer visits a Reebok or Gap store then they find just Reebok and Gap products in the respective stores.

- General store - a rural store that supplies the main needs for the local community;

- Convenience stores: is essentially found in residential areas. They provide limited amount of merchandise at more than average prices with a speedy checkout. This store is ideal for emergency and immediate purchases.

- Hypermarkets: provides variety and huge volumes of exclusive merchandise at low margins. The operating cost is comparatively less than other retail formats.

- Supermarkets: is a self service store consisting mainly of grocery and limited products on non food items.

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They may adopt a Hi-Lo or an EDLP strategy for pricing. The supermarkets can be anywhere between 20,000 and 40,000 square feet (3,700 m2). Example: SPAR supermarket.

- Malls: has a range of retail shops at a single outlet. They endow with products, food and entertainment under a roof.

- Category killers or Category Specialist: By supplying wide assortment in a single category for lower prices a retailer can "kill" that category for other retailers. For few categories, such as electronics, the products are displayed at the centre of the store and sales person will be available to address customer queries and give suggestions when required. Other retail format stores are forced to reduce the prices if a category specialist retail store is present in the vicinity.

- E-tailers: The customer can shop and order through internet and the merchandise are dropped at the customer's doorstep. Here the retailers use drop shipping technique. They accept the payment for the product but the customer receives the product directly from the manufacturer or a wholesaler. This format is ideal for customers who do not want to travel to retail stores and are interested in home shopping. However it is important for the customer to be wary about defective products and non secure credit card transaction. Example: Amazon, Pennyful and EBay.

- Vending Machines: This is an automated piece of equipment wherein customers can drop in the money in machine and acquire the products.

The masala powder market has lots of players competing intensively for a larger share of the market. The products are differentiated on the basis of various aspects in order to ensure a position in the market. To survive and to formulate effective marketing strategy a company should try to understand to competitive scenario clearly.

PROBLEM OF THE STUDY

The study mainly aims analyzing and assessing the efficiency of the quality control of the company.

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The present study is based on a single unit, and hence case study approach is accepted as a general method of study. To evaluate the quality control of the organization certain procedures are used mainly two types of data is collected viz, primary and secondary data. Primary data is collected by interviewing managerial personal and other office staff of the co. The secondary data is collected from published statements and records of the co.

OBJECTIVES OF THE STUDY

a. To measure the retailer satisfaction level of Raidco Family products

b. To know the various factors that positively influence the competitors of Raidco

c. To study the various factors that influence the purchase of Raidco by its retailers

d. To measure the impact of above analysis on the future sales

e. To study the consumer preferences through retailers.

SIGNIFICANCE OF THE STUDY

Masalas is an inevitable part of Indian cuisine. And for that matter the market of curry powder and its allied products are very large and have been easy to capture. But the case has been different in Kerala. Raidco entered the curry powder market when it was heavily dominated by private players. Govt found a need to enter the market as it had huge potential.

The Raidco Company has been doing extremely well in starting few years. It was successful in positioning its products well. It was able to reach to the villages and other Supplyco outlets. But for the last few years it's struggling very hard to find its rhythm in capturing the market share and also to expand. It's still in the shape as it was started, there was no much market capitalization, no penetration into deeper villages, and also not much profit has been seen in the company.

The company is present in Northern Malabar region, mainly in the districts of Kannur, Kasargod Wayanad and Kozhikode. When there are brands like Eastern which is performing well both in the domestic and international market, it is has become tough for Raidco to recapture its lost market. There are also smaller

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brands like Melam and Saras who are slowly eating Raidco's market. And now there is competition from other states brands like Aachi. It's high time that Raidco renew its plans and strategies. It should try to emulate its strong points and should narrow down its weak areas.

I hope my study would provide light to the success and expansion of Raidco Family Brand. The study focuses on retailer, who plays an enormous role in the sale of the product, and also in market expansion. It's always important to keep the retailer satisfied. The study will reveal the degree of satisfaction among the Raidco dealers, and also will talk about Raidco's competitors and their strong and weak areas.

INDUSTRY PROFILE

India is the world second largest producer of food next to china, and has the potential of being the biggest with the food and agricultural sector. With India's food production to double in the next decade, there is an opportunity for large investment in food and food technologies, skills and equipments, especially in areas of canning. Dairy and food processing, specially processing, packing, frozen food/refrigeration and thermo processing. Fruit and vegetables, fisheries, milk and milk products, meat and poultry, packaged/convenience foods, alcoholic beverages and soft drinks sectors of the food processing industry. Health food and health food supplements are other rapidly rising segments of their industry which gaining vast popularity amongst the health conscious.

The transition from an area of food scarcity to surplus serves as a witness to tremendous progress made in this industry .Being one of the largest and most dynamic markets in India, food has seen rapid growth in most of its segments .Increased per capita income and high corporate interest in the organized retail market creates a platform for the Indian food industry to leap forward .All participants in this sector, especially looking at market entry and investment in India, will benefit from this briefing. Highlights of the briefing include a political, industry profile, growth drivers and growth opportunities.

With the overwhelming success of the green and white revolution, India is now fervently poised for the food revolution that will ensure agricultural diversification and large investments in food processing.

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The entries of multinationals, aggressive rise of commodity branding and low cost of technology are changing the economics of the Indian food industry. The rise aggressive regional players making forays into categories where entry barriers are low and a boom in India FMCG market and the rising need for these products are the key reasons for their growth in food business.

Indian agriculture is in the throes of a paradigm shift, thanks to the structural changes in the Indian economy. With the country achieving self-sufficiency in grains production, emphasis has changed from subsistence farming to commercialization, opening up vast opportunities for value-addition, packaging and exports, with strikingly high level of technological involvement.

The holistic concept of food security, however, has two dimensions availability of food and access to food. While the farmer has been achieved, the same is not the case with latter. Despite bumper a crop, distribution of food grains continues to be faulty almost 30% of the food produced in the country is wasted. In such a scenario, it is important for us to reorient our historical agricultural framework- from managing shortage to promoting efficiencies and value addition. Moreover, there is a need to increase the range of food available to improve overall nutrition. The benefits in term of health, vitality and productivity are obvious and cannot be under estimated.

The Indian food market is approximately Rs250000 crore ($69.4 billion),of which value added food products comprise Rs.80000crore ($22.2 billion).Despite food production in the country is expected to double by the 2020, not much attention has been given to the growth of their vital industry, with no standards publication highlighting the importance of this sector. With food production expected to double by 2020. Large investments are already going into food and food processing technologies, skill and equipment.

India is one of the world's major food producers but accounts for less than 1.5 %of international food trade .This indicates vast scope for both investors and exporters .Food exports in 1998 stood at US $5.8 billion where as the world total was US $438 billion .The Indian food industry's sales turnover is Rs.140, 000 crore (1 crore=10 million) annually as at the start of the year 2000.

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COMPANY PROFILE

The Regional Agro Industrial Co-operative of Kerala Limited; was originally registered as district level co-operative society in the name as the Cannanore District Agricultural Development Co-operative Society Limited, NoC361 in the year 1972. It is a well organized business group under Cooperative sector of Kerala government. The main intention of formation of co-operative was to distribute good quality agricultural machineries and implements to the small and marginal farmers who were the beneficiaries of small farmers development agency were always been exploited by the private traders by supply poor quality agricultural machetes at abnormal rates and without providing after sales service.

The subsidiary and other financial benefits provided by government and the financing banks were not really reaching to the hands of poor farmers but were enjoyed by the private traders by adopting all malpractices with the view of making profit illegitimately .All agricultural policies of the government are executed through Raidco. Its registered office is in Cannanore. They have 38 business outlets all over the Kerala. Right now Raidco has four factories. Total turnover of the company is 4000 lakh. Their products vary from agricultural machineries to spice powders, pump sets to packaged drinking water and fruit products to wheat flour. Raidco's all branches are mainly to cater the farmers in every nook and corner of Kerala . Raidco ensures world class quality in all its products. Raidco aims to achieve its vision of turning into multifaceted, globally competitive organization, excelling in its very sphere of activity.

LITERATURE REVIEW

Indian spice industry

Out of the 109 spices listed by the ISO, India produces as many as 75 in its various agro climatic regions. India accounts for about 45% (2, 50,000 tons-2002-03) of the global spice exports, though exports constitute only some 8% of the estimated annual production of spices at 3.2 million tons (2002). Over all, spices are grown in some 2.9 million hectares in the country. Spice production in India, as much of the agriculture in the country, is undertaken in millions of tiny holdings and determine the livelihood of large number of the rural population.

Spices exports have registered substantial growth during the last one decade. It has increased from 203398 tons valued MLN

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US $ 241million in 1995-96 to 350363 tons valued MLN US $ 593 million in 2005-06, registering an annual average growth rate of 9.4% in value terms. During the year 2006-07, the spices export from India has registered an all time high both in terms of quantity and value. In 2006-07 the export of spices from India has been 373,750 tons valued MLN US $ 793 million registering an increase of 34% in value over 2005-06. India commands a formidable position in the World Spice Trade with 47% share in Volume and 40% in Value. India's spices export is zooming. Exports of spices and spice products from the country during April-June 2008 have registered an increase of 23 per cent in terms of quantity and 28 per cent in terms of Rupee value. In Dollar terms the increase is 26 per cent.

According to figures released by the Spices Board, the cumulative figures for April June 2008 is estimated at 1, 48,550 tons valued at Rs.1375.05 Crores (US $ 329.60 million) as against 1,21,180 tons valued at Rs.1073.50 crores (US $ 260.57 million) in corresponding period last year. Spice oils and oleoresins including mint products contributed 35% of the total export earnings. Chilli contributed 24 per cent followed by cumin 11 per cent, pepper nine per cent and turmeric five per cent. Exports during June 2008 also registered increase with an export of 44,690 tons of spices valued Rs.446.73 crores (104.33 million US $) as against 38,960 tons valued Rs.382.77 crores (93.90 million US $) in June 2007. The major items exported during June 2008 is Chilli, Cumin, and Mint products, Spice Oils & Oleoresins, Pepper and Coriander.

During Apr-June 2008, the export of Cardamom (Large), chilli, turmeric, coriander, cumin, fenugreek, garlic, other miscellaneous seeds, vanilla, curry powder, spice oils & oleoresins and mint products are higher in terms of both quantity and value as compared to the same period of last year. In the case of export of spices like Pepper, Cardamom (Small), celery and other miscellaneous spices have shown increase in value terms only. However, exports of ginger, fennel and nutmeg & mace have declined both in terms of quantity and value as compared to last year.

During April-June 2008, a quantity of 7,550 tons of pepper valued Rs.126.23 crores was exported as against 8,600 tons valued Rs.121.58 crores of last year. The average export price of Pepper has gone up

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from Rs.141.37 per kg in 2007 to Rs.167.19 per kg in 2008.

During the period, 67,000 tons of chilli valued Rs.333.53 crores was exported as against 57,625 tons valued Rs.321.36 crores of last year, registering an increase of 16 per cent in quantity and four per cent in value terms. The traditional buyers of Indian chilli viz. Malaysia, Indonesia and Sri Lanka continued their buying this year also. In addition to this, Pakistan was also very active in the market. The mandatory quality testing of chilli and chilli products by the Board has also helped India to achieve this higherlevel of export in chilli. The export of Cumin has shown an increase of 280 per cent in quantity and 253 per cent in value terms as compared to last year.

The reported crop failure in other major producing countries viz. Syria, Turkey and Iran helped India to achieve this higher level of export in Cumin. The export of value added products like Curry powder, spice oils & oleoresins and mint products have shown substantial increase both in terms of quantity and value as compared to last year. During April-June 2008, a total quantity of 3,375 tons of curry powder valued Rs.36.27 crores has been exported as against 2,545 tons valued Rs.23.53 crores of last year. During April-May, the export of spice oils and oleoresins has been 2,150 tons valued Rs.204.61 crores as against 1,605 tons valued Rs.131.35 crores of last year.

Against the export target of 425,000 tons valued Rs.4, 350.00 crores (US$ 1025.00) for the year, the achievement of 148,550 tons valued Rs.1375.05 crores (US$ 329.60 million) up to June 2008 is 35 per cent in quantity and 32 per cent in both dollar and rupee terms of value.

Spices industry

India produces 2.5 million tons to 3 million tons of spices annually. India produces spices of different categories worth around US$ 3 billion. In terms of volume and value, India accounted for 46 percent and 23 percent in value of global spice trade. (Source: Spices Board India) India accounts for 25-30 per cent of world's pepper production, 35 per cent of ginger and about 90 per cent of turmeric production.

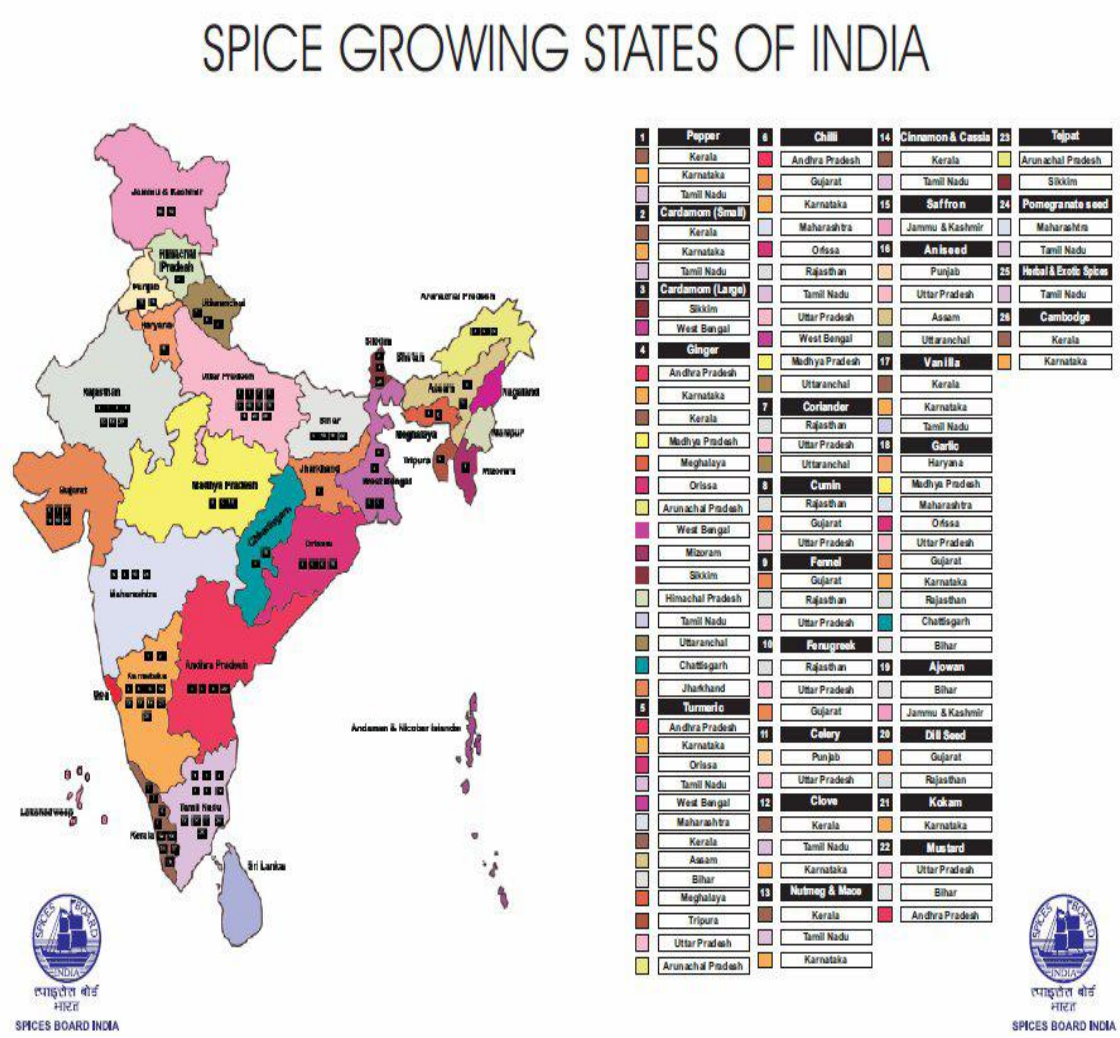
Among the Indian Federal states, Kerala tops in pepper (96 per cent), Cardamom (53 per cent), Ginger (25 per cent) production in the country. Andhra Pradesh

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leads in Chilli and Turmeric production in the country with 49 per cent and 57 per cent. In coriander, cumin and fenugreek production in the country, Rajasthan emerges as the largest producer with 63 per cent, 56 per cent and 87 per cent. (Source: All India Spice Exporters Forum) The world spice trade is estimated at US$ 1.5-2 billion in terms of value and 500,000 tons in terms of quantity.

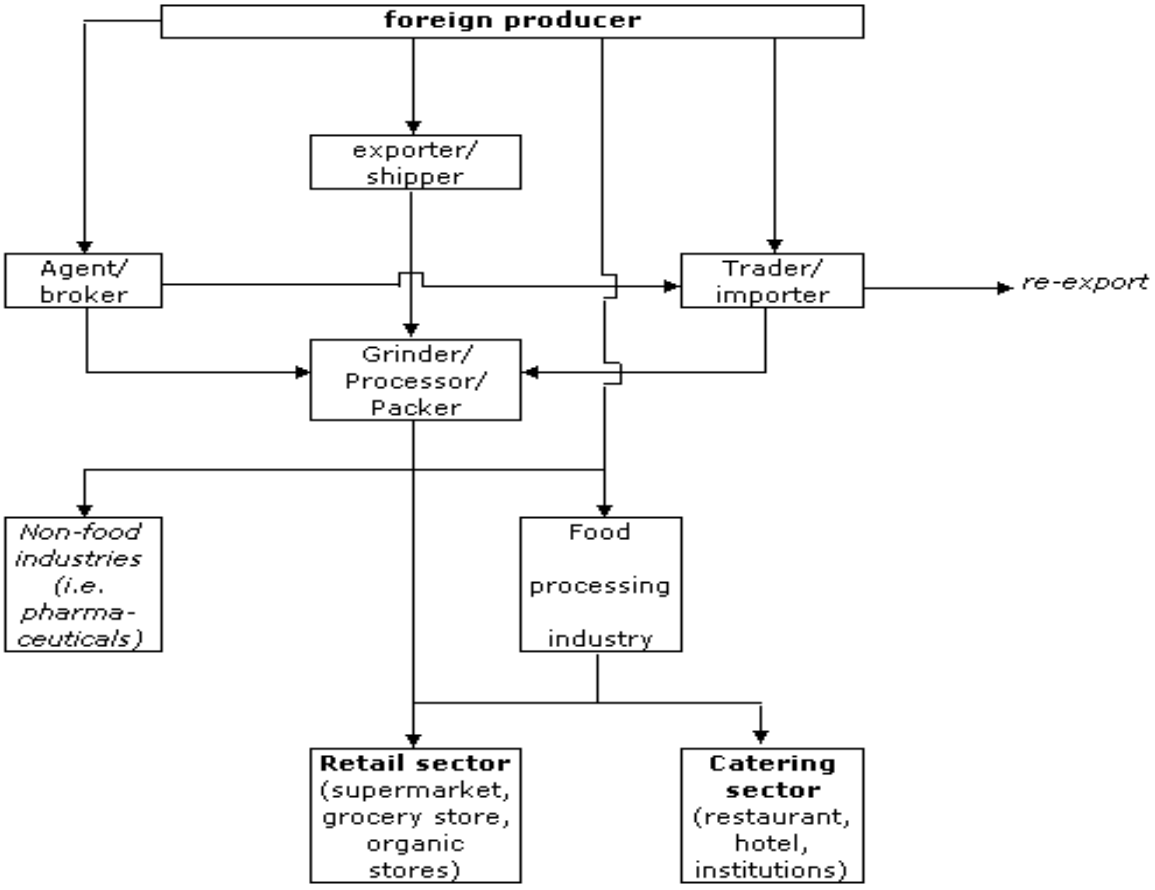
Exports of spices from India

India can now boast as the monopoly supplier of spice oils and oleoresins the world over. In the case of curry powders, spice powders, spice mixtures and spices in consumer packs, India is in a formidable position. The consistent effort of the Board during the last one decade has improved the share of the value added products in the export basket to 60%.



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Trade channels for market entry



Distribution channels for spices and herbs

Brokers/Agents

Brokers are intermediaries that bring buyers and sellers together, for which service they get paid a commission. Spices and herbs do not physically come into the possession of brokers. Customers can be trading companies, but are mostly processors. Especially when a trader or importer is unknown, a broker will be used as an intermediary to diminish the risk involved. In certain cases, brokers represent a specific party either as its selling agent or its purchasing agent.

Traders/importers

These specialized traders import on their own account and sell to grinders/processors and directly to major end users. They mainly buy bulk quantities of underground spices and resell them at an increased price. The importer is responsible for all costs associated with import, such as duty, terminal fees, unloading charges, and local delivery and

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warehouse costs. The major trading centres for spices are New York, Rotterdam, London, Hamburg and Singapore. Organic traders are often specialized in a broader range of organic products, instead of purely herbs and spices.

Grinders/processors

Grinders and processors purchase raw spices and perform cleaning, grinding and (retail/catering) packaging. They have central warehouses for distribution to industrial users throughout specific areas, or they deliver directly to the distribution centres of supermarkets or institutional users. Next to the (few) specialized organic grinders and processors, conventional grinders and processors are also increasingly making their inroads into the organic sector.

End users

The largest user group is the food-processing industry. Requirements are purchased either from grinders/processors or directly from importing/trading companies, and in some (rare) cases directly from foreign producers.

CHALLENGES

Market access requirements

As a manufacturer in a developing country preparing to access foreign markets, one should be aware of the market access requirements of your trading partners and the governments. Requirements are demanded through legislation and through labels, codes and management systems. These requirements are based on environmental, consumer health and safety and social concerns. You need to comply with foreign legislation and have to be aware of the additional non-legislative requirements that your trading partners in the particular nation might request.

Legislative requirements

For Example: European legislation is compulsory for all products traded within the EU. Therefore, as an exporter in a developing country you have to comply with the legislative requirements that are applicable to your products

Non-legislative requirements

Social, environmental and quality-related market requirements are of growing importance in international trade and are often requested by buyers through labels, codes of conduct and management systems.

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Packaging, marking and labeling

Export development and promotion

a) Adoption of hi-tech & technology up-gradation

b) Setting up/up gradation of QC Lab

c) Sending business samples abroad

d) Printing promotional literatures/brochures

e) Market Development Assistance (MDA)

f) Grant in aid for participation of exporters in international trade fairs/exhibitions

g) Participation of exporters in International meetings/seminars and delegations

h) Quality Marking Quality has a special focus in Spices Board's promotional strategy. To foster Good Manufacturing Practices (GMP) and Good Hygienic Practices (GHP), Spices Board approves use of Quality marking such as 'Indian Spices Logo', and the Spice House Certificate.

The Indian Spices Logo is awarded to those who export spices in branded consumer packs. The award is given after a two tier inspection to satisfy compliance with regard to adherence to practices ensuring quality, hygiene and safety. Prior certification under HACCP is a precondition for awarding Indian Spices Logo. Nineteen (19) spice exporters are awarded with Indian Spices Logo. Board has registered Indian Spices Logo with the Trade Registry Authorities in 18 countries.

Spice House Certificate is awarded to exporters of spices who possess the specified infrastructural facilities for cleaning, processing, grading, packaging and warehousing as the case may be. So far 58 units have been awarded Spice House Certificate. Registration of brand name The objective of the programme viz., registration of brand name is to support export of spices/spice To ensure quality, Spices Board assists registered exporters in acquiring ISO 9000 series accreditation. Similarly, processor exporters will be given grant-in-aid for consultancy and certification charges for acquiring HACCP Quality System.

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PUBLICITY AND PROMOTION

Image building, creation of awareness, tapping opportunities for promotion, generating platforms for publicity, dissemination of information, compilation and publication were the highlights of the Publicity and Promotion initiatives of the Board.

Popularizing and promoting spices and its multi-range of value added products, generating awareness and publicity for the different schemes and programmes, broadcasting the very basic information for the stake holders in the spice industry and building institutional image were in focus.

Participation in international fairs

The Board has successfully organized participation in different International fairs in different countries. The fairs were selected in consultation with the spice trade based on importance from point of view of market potential and exports. Thrust was given on increased participation of the exporters in these fairs, with opportunities and back up support for showcasing capacities and capabilities.

The Board's pavilions and stands portrayed the overall strength and authenticity of Indian spices through display of samples of products and graphic and pictorial presentations. The fairs yielded very serious trade enquiries, which were systematically passed over to the trade for further follow-ups.

World Spice Congress

The Ninth World Spice Congress was held in Goa during 28-30 January 2008. Over 150 overseas delegates from 35 countries and 264 Indian delegates attended the event organized in association with the All India Spices Exporters Forum. The theme of the Congress was "Harmonization – The emerging global need".

International media relations

Korean Television team: The Korean national T.V. team "MBC" visited Cochin to produce a programme on Spices to be incorporated in their feature "Ganga – the temptations of the Golden Land". The Board provided ground support and interviews for the team. The programme was meant for telecast in Korea.

Journalists from Bhutan:

A Team of journalists from Bhutan visited the Spices Board and held interaction on the various activities of the Board. The team consisted of senior journalists' from

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Bhutan national dailies and Bhutan Broadcasting Service.

Culinary writer from New Zealand: The Board also invited New Zealand's famous culinary and travel writer, Mrs. Charmian Smith to visit the spice plantations, factories besides having interaction with local culinary experts.

Domestic media relations

Talks and discussions were organized on various topics relating to marketing and cultivation of spices through the networks of All India Radio and Doordarshan in different parts of the country. The Board sponsored programmes on spices through the All India Radio Station at Madikeri, Karnataka for a period of one year.

Programmes on post harvest practices in chilies were organized during the year through the All India Radio stations of Vijayawada, Kothegudom, Warrangal and Hyderabad in Andhra Pradesh, Doordarshan stations in Hyderabad and Vijayawada and ETV-2 channel. Live phone in programmes for clarifying doubts and to promote programmes of the Board were organized in the Krishi Darshan segment of the Doordarshan in Andhra Pradesh and Kerala. The film on cardamom produced by the Board was repeatedly telecast in Doordharshan – Kerala network.

Press Releases/Press Conferences

A series of press releases were issued to the national media on trade and commerce in spices, periodical reviews on exports, availability of planting materials, major events like international fairs, World Spice Congress, campaigns for farmers, etc. Press conferences were organized on major events coinciding with the organization of the World Spice Congress, exports performances, and Aflatoxin campaign on chillies in Andhra Pradesh. Periodical broadcast and telecast of sponsored programmes, talks and discussions, radio spots and commercials were done in electronic media.

Facilitating visit of agri students

The students of agriculture/horticulture, home-science etc., from various universities visited the Board to understand the programmes of the Board. Agriculture students from the Kerala Agricultural University, Vellayani, Trivandrum, home science students from the St.Theresa's college, Ernakulum, Post Graduate Students from Nadar Mahajana Sangam Vellaichamy Nadar College,

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Virudhunagar, Tamil Nadu etc., visited the Board.

Booklets and posters

Literature in Telugu language to cater to the requirements of the Chilli growing farmers in Andhra Pradesh on Chilli Aflatoxin and posters were designed and printed for use during the Chilli Aflatoxin campaign in Andhra Pradesh.

Spice distribution/gift boxes

The Board developed two new different types of Gift hampers for spice promotion purposes. These boxes were used packing spices for presentation as gifts to international tourists and to international delegates visiting the Board.

Production of films /CDs

A new film on post harvest practices in chillies highlighting the Aflatoxin issues in chillies was made by re-editing an existing film titled “Karamlo Theepthi” produced by the Board seven years ago. Aspects relating to Aflatoxin in chillies were highlighted in the film, copies of which were taken in CD Rom format for screening at village level meetings during the campaigns in the chilli growing districts of Prakasam, Warrangal, Guntur and Khammom districts of Andhra Pradesh.

Indian retail industry

Retailing is world's largest private industry with annual sales over $ 6600 billion. Wal-Mart annual sales over $ 250 billion. It has share of 2.3% of U.S. G.D.P. There are nine retailers in Fortune 100, which highlights the importance of retailing as category. According to a market estimate after agriculture, retail is the largest single sector, both in term of turnover or will as employment in India. With market size of $200 billion.

The report said the Indian retail industry is in revolution phase. Organized retailing in India, which account for less than 4%, is likely to grow four fold in the next five years. That means it will grow from current size of around $4 billion (Rs. 17,000 Crore) to around $15 billion (Rs. 66000 Crore) the neighborhoods corner shops estimated at 70 million across the country, and village Mela’s characterize the unorganized and fragmented nature of retailing in India.

The retail industry in India is largely unorganized & predominantly consists of small, independent, owner-managed shops.

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Retailing is INDIA's largest industry in terms of contribution to GDP & constitutes 13% of GDP.

There are around 5 million retail outlets in India. There are also an uncounted number of low cost kiosks (tea stalls, snacks centre, barber shops, etc) & mobile vendors. Total retail sales area in India was estimated at 328 million sq.mt.in 2001, with an average selling space of 29.4sq.mt. Per outlet. In India the per capita retailing space is about 2 sq. ft, which is quite low compared to that of developed economies.

In 2018, the global management consultancy AT Kearney put retail trade at 400,000 crore, which is expected to increase to Rs.800,000 crore by year 2015 – an annual increase of 20%. According to the survey, an overwhelming proportion of the Rs.400, 000 crore retail market is unorganized. In fact only an Rs20, 000 crore segment of market is organized. There is no integrated supply chain management outlook in Indian traditional retail industry. Food sales constitute a high proportion of the total retail sales.

The share was 62.7% in 2015, worth apprx. Rs 7032.2 billion, while non food sales were worth Rs.4189.5 billion. However the non-food retailing sector registered faster year-on-year growth than the food sales sector. The trend to market private labels by specific retail store is catching on in India as it helps to improve margins. The turnover from private labels by major retail chains was estimated at around Rs 1200 million in 2015.

Current scenario of India retail:

a) Unorganized market; Rs. 583,000 crores.

b) Organized market; Rs. 5,000 crores.

c) 5% growths in organized retailing between 2000-2019.4, Over 4000 new modern outlets in last 3 years.

d) Over 5,000,000 sq. ft. of mall space under development.

The top 3 modern retailers control over 750,000 sq.ft of retail space.

a) Over 400,000 shoppers walk through their doors every week.

b) Growth in organized retailing on par with expectations and projection of the

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last 5 years: on course to touch Rs. 35,000 crore or more by 2015-16.

Retailing in India

a) Diversities differentiate itself from the standard development of modern retail anywhere in the world.

b) Conventionally, retailers focus on homogeneity and continuity in order to derive benefits of scale and efficiency in their system.

c) Globally, retailers develop two or three major formats which are largely standardized, may not work in India.

d) Significantly large, truly pan-Indian, multi-format modern retailing model needs to be developed in India.

e) The Indian market will provide the footsteps to develop a model for globalizing retailing.

f) This will be the biggest contribution of Indian retailers to the world.

g) Indian retailers can establish 'thought leadership' is in the field of technology.

h) Unlike in developed countries, Indian retailers do not have 'legacy systems' on which they have to build their technology platform.

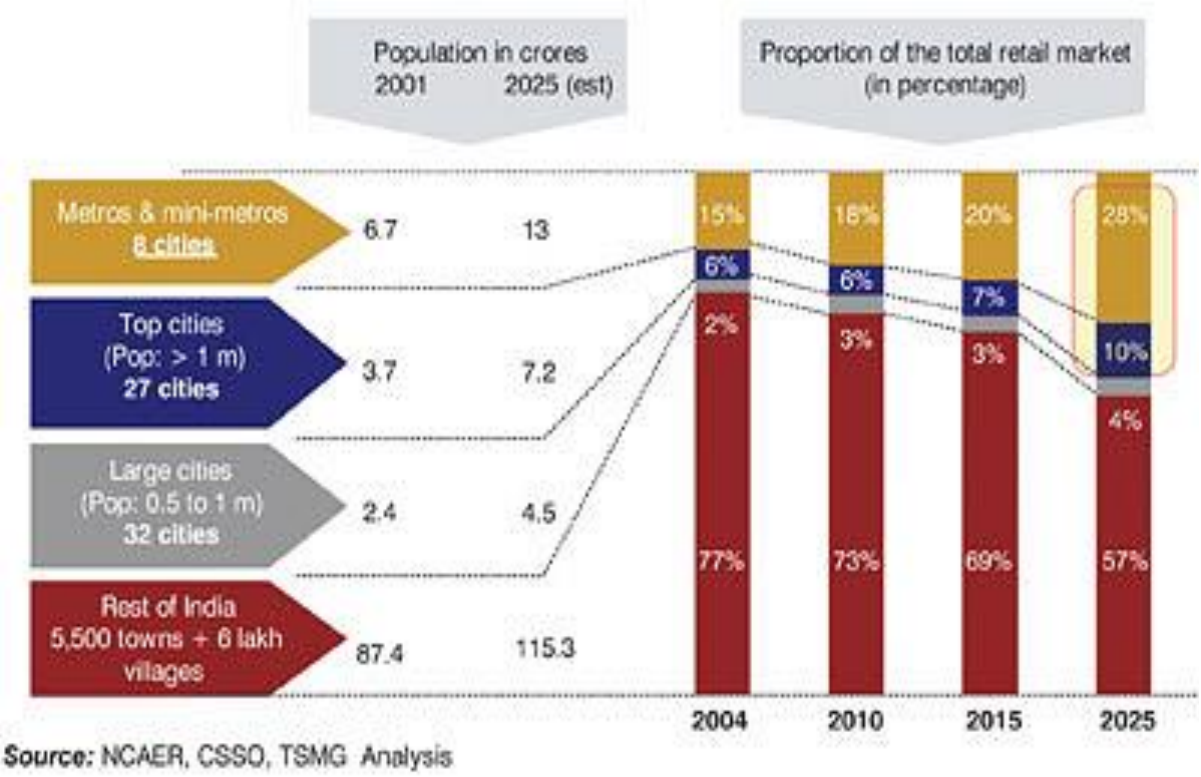
i) As retail grows and develops fresh technology-led solutions, India will take a leap and the next generation retail technology solutions may well come out of India.

j) Usage of RFID and the next practices in technology-based retail solutions may well emerge from Indian retailing.

k) Indian retailers would do well to develop their own systems and benchmarks that are admired and followed the world over.

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Organized retail market in India



Organized retail market in India

RESEARCH METHODOLGY

The present study target of consumers in Wayanad & Kannur District, understanding their behaviour helps to identify the preference influence of brand in their purchase decision. The insight will help the manufactures to adopt new strategies which would help not only to attract new retailers but also maintain the loyalty of the existing retailers, as in the present competitive scenario the customer are prepared to choose their right product not only based on their needs but also on the basis of personal interest shown by the manufactures on them.

Limitations of the study

a) The period of the study was very short

b) The retailers were scattered around the district, which made the data collection a torrid task

c) Some of the retailers even hesitated to comment on my queries

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DATA ANALAYSIS AND INTERPRETATION

TABLE: 5.1 Duration of the dealership

Variable	**No Of Respondents**	**Percentage**
1-2 years	18	35
2-5 years	23	45
5-7 years	09	18
7-9 years	00	02
Total	**50**	**100**

(Source: Primary data)

From the above we can conclude that most of the people have started Raidco dealership almost 5 years back, that means Raidco's market capitalization in the starting stages have been extremely good and in the last few years it is not able to repeat its early good days

TABLE: 5.2 Major brands in the shop

Variable	No Of Respondents	Percentage
Eastern	30	60
Raidco	08	16
Melam	07	14
Saras	05	10
Total	**50**	**100**

(Source: Primary data)

From the above data we can see that the major brand sold in majority of the shops is Eastern with 60%, but Raidco can sleep well that they came second by having 16%. The people at the back are not too far behind, so as with the data the company has to better pull up the socks and start aiming for better market penetration strategies.

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TABLE: 5.3 Fast moving brand in the shop

VARIABLE	NO OF RESPONDENTS	PERCENTAGE
Eastern	27	54
Raidco	10	20
Melam	08	16
Saras	05	10
Total	**50**	**100**

(Source: Primary data)

Analyzing the data in chart.5.3, we can see that in most of the shops that I have enquired people has a favor towards the eastern brand. Raidco comes second even though that is good result still we need to think about our strong and weak points to come out of this vicious circle to perform better.

TABLE: 5.4 Fast moving Raidco product

VARIABLE	NO OF RESPONDENTS	PERCENTAGE
Chilly	14	28
Turmeric	06	12
Sambar	09	18
Coriander	07	14
Meat	06	12
Chicken	04	08
Rasam	04	08
Total	**50**	**100**

(Source: Primary data)

According to the data seen above Raidco's chilly has more demand. Chilly has strong qualities to match any competitor in the market. The company cannot sit back having only one product performing well. It needs to come out and think about making other products to move them in the market.

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TABLE: 5.5Fast moving packet size

VARIABLE	NO OF RESPONDENTS	PERCENTAGE
20 gms	00	00
50 gms	02	04
100 gms	10	20
250 gms	32	64
400 gms	05	10
1 kg	00	02
Total	**50**	**100**

(Source: Primary data)

As I expected 250 Gms had more demand in the market. And the company should see to it that the stock is always there in the hands of the retailer.

TABLE: 5.6 Rating the distribution network

VARIABLE	NO OF RESPONDENTS	PERCENTAGE
Excellent	08	16
Good	09	18
Fair	26	52
Poor	07	07
Total	**50**	**100**

(Source: Primary data)

The above data shows that most of the retailers are not well satisfied with the distribution network of Raidco. Eastern has the best network compared to all other brands. Even other competitors seem to have better network that Raidco.

TABLE: 5.7 Brand having the best distribution network

VARIABLE	NO OF RESPONDENTS	PERCENTAGE
Eastern	23	46
Raidco	08	16
Melam	09	18
Saras	10	20
Total	**50**	**100**

(Source: Primary data)

As I was showing in the last page, eastern has the confidence of retailers in distribution network. Smaller players are also slowly taking away the satisfaction from Raidco.

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TABLE: 5.8 Rating the packaging of Raidco

VARIABLE	NO OF RESPONDENTS	PERCENTAGE
Excellent	16	32
Good	15	30
Fair	08	16
Poor	11	22
Total	**50**	**100**

(Source: Primary data)

Most of the retailers feel that Raidco (36%) has good packaging. Eastern company with its advanced R&D and dedicated facilities are leading in this analysis too with most of the retailers preferring them in packaging.

TABLE: 5.9 Rating the quality of Raidco

VARIABLE	NO OF RESPONDENTS	PERCENTAGE
Excellent	08	16
Good	10	20
Fair	24	48
Poor	08	16
Total	**50**	**100**

(Source: Primary data)

Even though the company has a dedicated quality department still the retailers feel that they need to improve the quality of their products. Eastern company has the best in this aspect too. The company has to make sure that all the products pass through this testing phase.

TABLE: 5.10According to the retailer what are the major factors that influence customers in buying Raidco Products?

VARIABLE	NO OF RESPONDENTS	PERCENTAGE
Quality	06	12
Taste	12	24
Packaging	04	08
Availability	06	12
Price	18	36
Advertisement	04	08
Total	**50**	**100**

(Source: Primary data)

Most of the customers are buying Raidco products because it's a government sector company. And price in that case obviously has played and with 36% saying price is the aspect that pulls customers in buying Raidco.

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TABLE: 5.11 Rating the price level of Raidco compared to other brands

VARIABLE	NO OF RESPONDENTS	PERCENTAGE
High price	08	16
Average price	15	30
Low price	27	54
Total	50	100

(Source: Primary data)

54% of the retailers feel that Raidco has fewer prices compared to other brands. Only 16% feel that they have high price compared to other brands.

Table: 5.12 rating the promotional campaign of raidco

VARIABLE	NO OF RESPONDENTS	PERCENTAGE
Excellent	03	06
Good	05	10
Fair	10	20
Poor	32	64
Total	**50**	**100**

(Source: Primary data)

58% of the retailers have the notion that Raidco's promotional activities are poor, when compared to brands like eastern they feel that Raidco's promos are nothing.

TABLE: 5.13 Rating the margin given by the Raidco Company

VARIABLE	NO OF RESPONDENTS	PERCENATAGE
Excellent	10	20
Good	14	28
Fair	14	28
Poor	12	24
Total	**50**	**100**

(Source: Primary data)

17% of the retailers feel that the margin provided to them is excellent. Only 25% say that it is very poor compared to other players in the spice market. 29% feel that the margin given to them is fairly good.

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TABLE: 5.14 How do the retailers receive the supply?

VARIABLE	NO OF RESPONDENTS	PERCENTAGE
Distributor	10	20
Direct marketing	35	70
Agent	05	10
Total	**50**	**100**

(Source: Primary data)

70% of the retailers get their supply through direct marketing. The company 5 dedicated vehicles exclusively for delivering the products. Only in certain areas there is the use of agents and distributors.

FINDINGS

a) It is found that majority of retailers feel chilly is the most popular family product

b) Majority of retailers said that Raidco products contribute only 5% to their total sales

c) It is found that majority of the retailers feel that Eastern is the most moving brand

d) It is found that majority of the retailers are of the opinion that Eastern products offers the best Price, Quality, Flavor and Size

e) It is seen that majority retailers say Eastern has the best packaging

f) Most of the retailers are of the opinion that Eastern has the Best Delivery Network

g) Most of the retailers are of the opinion that Eastern has the most effective promotional campaign

h) Most of the retailers are of the opinion that Family offers the best margin

i) Majority of the retailers are of the opinion that Raidco offers good variety of Products

j) Majority of the retailers are of the opinion that price of family is at par with that of competitors

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k) It is found that sales margin provided by Raidco is adequate when compared to competitors.

l) It is found that most retailers feel that on comparison with competitors the promotional campaign of Raidco is mediocre.

m) Majority of the dealers feel increasing profitability is the most important factor for maintaining dealership

It is seen that majority of the retailers feel that price reduction is the best method for repositioning Raidco Brand of products

RECOMMENDATIONS

In order to maintain and increase the loyalty of consumers the company should market its product with high quality at a reasonable price. And the company should add new flavors of the products.

The company should provide more advertisement of their products through TV to create greater consumer awareness of the products.

By considering the wide scope of door sales, the company should introduce and maintain a good direct sales method with efficient sales people

The company should conduct exhibitions at regular intervals to make awareness about the RAIDCO food products. Through exhibitions the company can earn extra sales

More retail outlets should be opened in key areas and the customer's complaint regarding non-availability of the products must be solved. The company should give lots of attention on retail outlet promotion by providing boarding banners and should introduce fare commission for shop display of the products. More incentives shall be given to retailers to motivate them to boost sales for improving the existing market share

The main opportunity of Raidco is to export to other countries and increase the production capacity to meet the demand

Marketing strategy must be changed according to the prevailing condition and situation in marketing.

Providing motivation to the wholesalers and retailers

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Provide more training and higher level of professionalism to the wholesalers and retailers

The company should formulate better incentive schemes to motivate the retailers.

CONCLUSION

RAIDCO Curry Powder Products retail outlets have failed in creating consumer awareness; people have come to know about RAIDCO Curry powder products from advertisements through magazines, newspapers, TV and other sources like hoardings, bill boards etc. A large majority of the persons have good opinion regarding RAIDCO curry powder products. The RAIDCO family curry powder witnessed major competitors between the manufactures such as Eastern, Mangala, Melam, Saras etc curry powders. Moreover the premium segment concentrated in urban areas. This study has done in the context of measuring "Competition Analysis". If the suggestions are improved in future, it would certainly improve the customer satisfaction. So the study concluded that the present promotional activities undertaken by the company needs improvement, consumer perception.

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