**Merchandising Management**

**June 2023 Examination**

**1. Create a theme for a sports store like the jungle of the trekking on the fort which stands out and what sort of variety of merchandise would you stock in that shop?**

**Ans:**

**Introduction:**

The concept of a sports keep that mimics the jungle of a trekking experience on a fort is a unique and exciting subject that can attract adventure and outside sports enthusiasts. The idea is to create a visually immersive experience that may be shipping clients to a world of adventure and exploration, instantly referencing the store and its products.

The concept of this sports shop is to replicate jungle surroundings that a trekker might experience at the same time as trekking in the mountains and exploring ancient forts. The

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**2. Design a store for tiles, marble and granite and which products do you think they can add to increase their basket of products?**

**Ans:**

**Introduction:**

When designing a shop for tiles, marble, and granite, many factors exist to recall. The store must be well-lit, with many areas to display products, and must provide a variety of alternatives to satisfy all clients' wishes. In addition, the store should have informed staff who can assist clients in choosing the right products for their needs. In this article, we will explore the concept and application of designing a store for tiles, marble, and granite and advise some merchandise that can be added to increase

**3. Case Study**

**Amul bucks pandemic trend: 100products launched since 2020**

**The adage ‘necessity is the mother of invention’ fits well for brand Amul, which is owned and marketed by the Gujarat Cooperative Milk Marketing Federation (GCMMF).**

**During the Covid-19 nationwide lockdown, which lasted for several months from March 2020, the leading dairy cooperative brand ensured seamless supply of milk and milk products across its markets.**

**At a time when other food and beverages (F&B) brands took a hit during the lockdown, Amul was on the product launching spree.**

**From immunity boosting milk in variants of turmeric, ginger and tulsi to Indian sweets like mohanthal, barfi, kaju katli and ladoo, Amul made the most of the lockdown by launching around 33 products and variants then. Till date Amul has launched more than 100 products across diary and non-diary categories since Covid.**

**The latest one is frozen french-fries produced by its member diary Bana’s newly-commissioned potato processing plant. The diary major is transforming into full-fledged F&B and fast moving consumer goods (FMCG) player.**

**Amul launched a litany of diversified products such as flour, edible oils, bakery products, carbonated drinks, high protein beverages, chocolates, potato-based products; diary based frozen snacks, honey and even peanut spreads.**

**Yet, for Amul, this is not a deviation from its core strengths, rather building on them. "Primarily, most of the new product launches are milk based but to help double the income of our farmer members, non-dairy products have also been launched. They include honey, atta (flour), and potato based products, among other things," said Jayen Mehta, Chief operating office (COO), Amul.**

**According to Mehta, Amul is expanding its horizons into non-milk based food categories keeping its focus on doubling the income of the federation’s 3.6 million farmers. It procures 28 million liters of milk per day from them.**

**"Keeping the milk business as the backbone, other food categories are being inducted to help our own farmer members. This we are heading towards becoming well-rounded food and beverage company. The brand connection becomes stronger, both with the producer as well as the consumer," Mehta added.**

**A dairy farmer member of Amul is encouraged to engage in as many ancillary farming activities with the assurance of Amul’s brand and market: As such, Amul has a strong base of 3.6 million milk producers across 18,600 villages of Gujarat. These people are members of its dairy cooperatives.**

**According to GCMMF managing director (MD) R S Sodhi, the lockdown only expedited the dairy major’s move to build its product portfolio in diary and non-diary packaged products.**

**"During the lockdown, consumers have been opting for packed foods and went for trustworthy brands. With all the launches, be it immunity-boosting milk variants or bakery products, we have stuck to our core values of offering quality and affordable products. Of course milk continues to be our main focus," Sodhi had told Business Standard earlier.**

**Amul has gone on to add roughly 20 new manufacturing plants. Total number of plants, pan Indian, stands at 94.**

**Its product-launching spree is set to continue even as Amul looks to add organic agriculture produce in more staples like atta, rice and pulses.**

**It would also roll out high-protein products like protein shakes, protein water, protein chocolate, and protein ice-cream and protein yogurt in the next few months.**

**Also on the cards are more milk packing plants across India to cater to the growing milk demand. Around 8-10 milk packaging stations of at least 100,000 units capacity each are getting added each year.**

**The month-end will see Prime Minister Narendra Modi launch GCMMF’s latest expanded cheese production facility at Sabar Diary. Elsewhere, Amul is putting up a new milk powder plant, UHT plant and five new ice-cream plants in the near future.**

**Typically, Amul incurs a capital expenditure (capex) of ₹ 800-1,000 crore annually for capacity expansion.**

**The expansion plan is also being executed at the distribution level with Amul adding more distributors in towns less than 10,000 population. It is expanding its branch network to more than 78 branches across the country.**

**"We have also expanded our Amul parlour network to more than 10,000 now. Amul distribution network and supply chain worked in an uninterrupted manner during the pandemic and that has made our business more lucrative," said Mehta.**

**It is on the back of this expansion – in terms o product portfolio manufacturing capacity and distribution that Amul is pegging a turnover of ₹ 55,000 crore for FY23, up to ₹ 46,481 crore in FY22.**

**Expansion spree**

* **Amul added 100 SKUs since April 2020.**
* **Procures 28 million liters of milk per day.**
* **It has over 3.6 million member’s farmers across over 18,000 villages.**
* **Amul added 20 plants and now has 94 units pan India.**
* **Amul’s annual turnover stood at ₹ 46,481 crore in FY2021-22.**
* **Estimates a turnover of ₹ 55,000 crore for FY23.**

**Questions**

**a. What advantage did Amul get by launching products during the pandemic? How is it helping the Amul brand to expand? (5 marks)**

**Ans:**

**Introduction:**

Amul, the cooperative dairy logo owned by the Gujarat Cooperative Milk Marketing Federation (GCMMF), launched round 33 merchandise and variants during the nationwide lockdown in India, which lasted for several months from March 2020. Since then, Amul has launched extra than one hundred merchandise throughout diary and non-diary classes. The

**b. How has Amul expanded over a period of time? How will Amul get an advantage over its competitors and what would be the icing on the cake to increase profits? (5 marks)**

**Ans:**

**Introduction:**

Amul is an Indian dairy cooperative that has been operating for over seven many years. It became based in 1946 and is based in Anand, Gujarat. Amul is owned and controlled via the Gujarat Cooperative Milk Marketing Federation Ltd (GCMMF), a federation of over three. Six million milk producers in