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:CHAPTER NO.1:INTRODUCTORY CHAPTER1.1 : Marketing : Meaning and Definition :

Marketing has been defined in many ways. Philip Kotler defines marketing as, "The set of human activities directed at facilitating and consummating exchanges." Paul Mazur defines, "Marketing is the delivery of standard of living to society." Malcomn McNair defines, "Marketing is the creation and delivery of standard of living." Cundiff and Still have defined, "Marketing is the business process by which products are matched with markets and through which transfers of ownership are efficated." Williem J. Stonton defines, "Marketing is a total system of interesting business activities designed to plan, price, promote and distribute want satisfying products and services to present and potential consumer." The American Marketing Association has defined marketing as, "The performance of human activities that direct that the flow of goods and services from producer to consumer or user."

The above definitions make it clear that the concept of marketing has changed radically. Traditionally, marketing was viewed as an activity involving flow of goods from producer to consumer. Though the number of activities are included in this process, this definition suffers from a serious drawback, that it is based on the

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assumption that goods are sold in the market. This definition is based on production orientation and fails to present complete picture of marketing. A recent view about marketing is that, it is a process of satisfying human needs and wants through exchange process. The production orientation believes that products are ready to enter the market will enjoy the same, as people have a tendency to buy what is available in the market. The satisfaction of human needs require a complete understanding of customers and their requirements. It is, therefore, defined as the process of matching products with the markets. This represents a change in market thinking. Another important change that has taken place in marketing ~~is~~ thought is about the scope of marketing. The traditional view about marketing believes that it is concerned with the satisfaction of human needs, the scope of marketing got widened. For satisfaction of human needs tangible goods as well as intangible goods are required. 'Intangible' includes services and other marketing things. The gist of the above discussion is that marketing is no longer considered as an activity of business field only. It has many applications and it is useful for all organisations, whether profit or non-profit business. To sum-up, when there is exchange there is marketing.

1.2 : Marketing in India:

The concept of marketing discussed above is originated and developed in affluent countries like U.S.A.

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The question is often raised whether marketing is relevant to developing country like India just as it is relevant to affluent countries. It is felt that this question is based on misconception about marketing. If we looked into the definition of marketing, we find that it is concerned with the satisfaction of needs of target market. The job of the marketing organisation is to offer what is needed by its target market. Therefore, if the target market constitute developing nation, organisations are supposed to plan their marketing mix in terms of the requirements of market in question. If they think of developed countries their marketing maxim is bound to be different. Therefore, it may be concluded that marketing is of equally important for both developed as well as developing countries.

Marketing creates demand for various goods and services. This encourages production activity and provides gainful employment to many, thereby improving their standard of living. Thus, marketing is an effective instrument to reach the goals of economic development. To quote J. N. Lapraic, "The role of marketing in developing countries is quite essential and fundamental to them as to the developed societies, because without effective marketing there can be little commercial progress. It is through the pressures of marketing, more than any other factor, that the developing countries of the world will materially increase their export earnings and thus, reach nearer to viability. It is by effective marketing that long term and worthwhile

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business relationships can be built. In this connection, a fundamental aim of marketing must lie in achieving long term customer satisfaction together with that volume of repeat orders without which most business will wither and die."

Peter Drucker writes, "In the under developed countries of the world, the more, 'glamorous' fields such as manufacturing or construction are generally high lighted while marketing is treated with neglect, if not with contempt. Yet marketing holds a key position in these countries." Marketing continues, Drucker, is obviously not a cure all, not a paradox. It is the only one thing we need. But it answers critical need.

Marketing not only helps in raising standard of living but it is useful for achieving the overall objectives of economic development. The neglect of marketing keeps these objectives far from achievement. India is the best example of this type. Indian planners laid emphasis on production. Marketing did not receive proper attention. As a result India has only production centres that are developed into marketing centres also. These are urban pockets of the country. Naturally, benefits of economic development were largely shared by urban section. If planners could have adopted the proper policy for marketing development than only we may be able to avoid the problems of imbalanced economic development.

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To conclude marketing helps in accelerating the economy as a whole which is must for economic development of under developed country like India.

1.3 : The Marketing Channels :

Products flow to the marketing channel through middleman. Marketing channels vary widely, depending on the quality, price, durability and portability of the goods. Marketing channels are made of different kinds of building blocks including producers consumers, agents, middlemen, wholesale and retail institutions. All these have a hierarchical relationship with one another. Table No.1.1 gives an idea of the common types of marketing channels that exist for egg markets.

Table No. 1.1 :

1) Two level	-	Producer	-Consumer
		(Direct Sale)	
2) Three level	-	Producer - Retailer	-Consumer
		(Indirect Sale)	
3) Three level	-	Producer - Wholesaler	-Consumer
		(Indirect Sale)	
4) Four level	-	Producer - Wholesaler - Retailer -	Consumer
		(Indirect Sale)	
5) Five level	-	Producer - Agent - Middleman -	Wholesaler - Retailer - Consumer
		(Indirect Sale.)	

1) Producer to Consumer:

Producer can sell directly to the consumer through direct method. Producers can also appoint travelling salesman and marketing agents to do house to house canvassing of their products. Producers can even open their own retail

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stores and deal with their product personally e.g. some textile and shoe manufacturing companies have opened their retail stores in important towns and cities. This will be easily possible to the producer's retail shops to capture their marketing area of big towns and cities due to the number of eggs consumers and egg sales in hotels and restaurants. However, it is not always possible to do this on large scale. Producers deal directly with consumers at road side. Small businesses such as bakeries and dairies sell directly to consumers either through their own retail outlets or on house to house basis.

2) Producer to Retailer to Consumer:

This channel is specially suitable for large retailers that is departmental stores, super markets, consumers' co-operative stores and large speciality stores. The wholesaler is ~~by~~ bypassed in this channel. Due to the elimination of wholesalers, the consumer will get product directly through retailer ~~at~~ at low rate.

3) Producer to Wholesaler to Consumer:

In some cases when the consumer has a large demand, retailers are eliminated and products are supplied by wholesalers directly to the consumer. Government Consumer's Co-operatives and industrial houses can buy directly from wholesalers.

4) Producer to Wholesaler to Retailer to Consumer:

This is the most popular channel of distribution and is commonly used for many products. This channel of

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distribution is preferable when the retailers are numerous and widely scattered. In this method wholesalers are required to provide strong promotional support.

5) Producer to Middlemen to Wholesaler to Retailer to Consumer:

Some producers free themselves from the marketing task. They use agents or middlemen as intermediaries between themselves and next level of distribution. The agents or middlemen operate at the wholesale level. This is common in agricultural as well as egg marketing. The producer hand over the entire output to one or several agents for marketing. The agent do not has own stock. They take a commission on their sales. An middlemen or agent can sell directly to wholesalers or large retailers.

1.4 : I N T R O D U C T I O N :

At present days poultry industries in Kolhapur District are concentrated in Warananagar area. Supply of eggs to Kolhapur City is made mainly from Warananagar area. In 1954-55 Shri Warana Co-operative Sugar Factory was established in Warananagar. The Chairman of Shri Warana Co-operative Sugar Factory, Shri Tatyasaheb Kore has different views before him to develop the Warananagar area by co-operative movement. From that view he started different co-operative industries and factories namely Sahadri Co-operative Poultry Farm, Shri Warana Co-operative Kombdi Sangh, Machonised Dairy Industry, Warana Paper Factory, Shri Warana Co-operative Bank, Co-operative Departmental

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Store i.e. Warana Bazar, educational institutions i.e. Shri Warana Mahavidyalaya, Tatyasaheb Kore Institute of Technology, High School etc.

In 18th July, 1968 Shri Sahadri Co-operative Poultry Farm Ltd., and in 27th December, 1963 Shri Warana Co-operative Kumbdi Sangh were established. These two large co-operative poultry farms help and guide small poultry farmers in feed supplying, supplying different types of breeds, supplying medicines and vaccines and marketing the product i.e. eggs. Because of this many poultry farms were established and developed. Protecting from middlemen and wholesalers, a branch of Maharashtra Agricultural Food Coordination (MAFCO) was established which guarantees to purchase eggs.

Although it is so, there are so many problems before poultry industry mainly in marketing. To-day it is need to develop these industries because these industries have vast potentiality in Warananagar area. A branch of problems has become an obstacle in the way of developmental work of poultry industry. I have observed and identified the present position of marketing of eggs in Warananagar and varied problems of poultry industry and made few suggestions.

1.5 : Title:

The Dissertation is titled as "A study of Marketing of Eggs with special reference to Poultry farms in Warananagar."

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1.6: Objective of Study :

The objectives of my study are explained as follows:

- 1) To study marketing of eggs in general.
- 2) To study marketing process and problems in marketing of eggs with special reference to poultry farms in Warananagar.
- 3) To study the role of various institutions operating in the field of egg marketing.
- 4) To evaluate Government policy towards this industry.
- 5) To evaluate role of cooperative poultry farms regarding marketing of eggs.
- 6) To study the seasonal fluctuation in egg price.
- 7) To make suggestions for improvement in marketing of eggs.

1.7: SCOPE OF THE STUDY:

The title of my Dissertation itself explains the scope of my study of poultry industry in Warananagar. In my study I have interpreted and analysed the process of marketing. I have dealt with the role of NECC(National Egg Coordination Committee), MAFCO(Maharashtra Agricultural Food Coordination) and cooperative poultry farms in developmental work of poultry industry.

Actually the main problem of this industry is marketing. These industries have a vast export portentiality. It is mentioned that there is an urgent need of a clarin call for alround development of

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poultry industry in Warananagar. It is need of time to take decisive and remedial action to solve the problems of this industry. I, therefore, make few suggestions and recommendations. Thus, I have covered marketing aspect of of poultry industry in Warananagar.

1.8 : METHODOLOGY APPLIED:

Under my Dissertation work I have covered a study of marketing of eggs in Warananagar. Factual material or data unknown or untapped so far is essential in every study. They can be obtained from many sources direct or indirect. It is necessary to adopt or evolve a systematic procedure to collect essential data. For collecting new, unknown data required for the study of any problem. One may use various devices. For each and every type of research we need certain instruments to gather new facts or to explore new fields. The instruments thus employed as means are called tools. Different tools are suitable for collecting various kinds of information for various purposes.

I have used following methods and tools to collect the data for my research work.

1) Selection of town: According to the objectives listed above the following criteria were developed for this purpose.

- a) The town must have more than the poultry farms.
- b) Some developmental activities must have taken place.

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Keeping in mind above factors, Warananagar was selected for the purpose of the study. In Warananagar, there are ten private poultry farms and two cooperative poultry farms and one egg collection centre of MAFCO. As stated earlier poultry farms in Warananagar are developing. As per development, production of eggs is increasing. Therefore, Warananagar provides an opportunity to measure the impact of development on marketing activities. So also researcher has tried to know the problems of poultry farms in Warananagar.

2) Selection of period of time:

I have taken 5 years period for my study because actual developmental work started after 1980.

3) SOURCES OF DATA COLLECTION:

Following sources are used for collection of necessary data.

A) Questionnaire: The information regarding the poultry farms in Warananagar was collected with the help of structured questionnaire. The specimen of this questionnaire is given at the end of this report. The questionnaire is divided in four parts.

a) Personal information:- In this, information was collected regarding name of the poultry farm and poultry farmer, age, family member, qualification, other occupation etc.

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b) Information regarding poultry farm: In this, information was collected regarding the poultry farm i.e. establishment, development, No. of birds, production per day, percentage of production, expenditure i.e. capital as well as avenue etc.

c) Information regarding egg marketing: In this, information was collected regarding distribution method, cash terms, normal loss, exploitation by middlemen and wholesalers regarding rate, commission seasonal collection and payments.

d) Suggestions by poultry farmers: In this, different opinions of poultry farmers regarding egg marketing i.e. distribution methods, prices of eggs etc. are taken into account.

B) INTERVIEW: Some information is collected with the help of discussion i.e. discussion with poultry farmers, managers of cooperative poultry farms, office Superintendent of MAFCO, middlemen and wholesalers etc. which is useful for report.

C) LIBRARY MATERIAL: As far as egg marketing concerned no library material was available. But for overall review of poultry farms in India, Government's policy ~~review~~ regarding poultry industry, MAFCO'S working information regarding NECC etc. references are taken from following books i.e. Poultry Industry (Year book 1984), Poultry adviser (monthly), Business India (fortnightly), Pamphlets of MAFCO, NECC, one Marathi book 'Parsatli Laxmi.'

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D) Records of Cooperative Poultry Farms:

In this, annual reports of cooperative poultry farm and different books maintained by them i.e. different registers maintained, are used for collection of data.

1.9: L I M I T A T I O N S:

Any study of this nature with a wide convass is likely to have certain limitations and this study is no exception. This Disseration is likely to throw light on the nature of poultry farms, marketing of eggs, role of NECC, MAFCO and cooperative poultry farms. All these aspects are applicable to poultry industries in Warananagar. The scope of the study is limited to the poultry industries in Warananagar only.

Another point regarding the period: The period of time is restricted to five years i.e. 1980-81 to 1984-85 as the Disseration is required to be submitted to the University within prescribed time limit.

1.10 : Analysis and Organisation of Report:

The data collected by using the techniques mentioned above, analysed with the help of statistical techniques like classification, tabulation measures of central tendency etc. The findings of the study are presented in this report as per the following chapter scheme -

The first chapter named as 'Introductory chapter.' This chapter described points like marketing meaning and definition, marketing channels, introduction to the subject,

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title, objectives of study, scope of the study, methodology applied, limitations and lastly analysis and organisation of report.

The second chapter is named as 'Historical Background.' This chapter described definition of poultry farming, meaning of poultry industry, nutritive value of egg, problems and prospectus of poultry in India and prospectus of egg export.

The third chapter described role of different institutions in egg marketing and present egg marketing system.

The fourth chapter deals with interpretation and analysis of data.

The fifth chapter deals with findings and suggestions.

“No doubt, I am economy builder
as well as economic health builder.”

