

BUSINESS ORGANISATION AND ENVIRONMENT

1ST YEAR BBA



Ice cream is a sweetened frozen food typically eaten as a snack or dessert

....

It is usually made from dairy products such as milk cream and combined with fruits flavours colouring...

Ice cream is loved by kids to aged people...







The Taste of India



Dr. Verghese Kurien

- The Milk Man Of India



He was born on 26 November 1921 at Calicut in a Syrian Christian family...
he schooled at diamond jubilee higher secondary school Coimbatore...
then he got a bachelors degree in mechanical engineering from madras in 1943...



Amul is the Indian cooperative based at Anand in the state of Gujarat India....

Founded: 1946 by Tribhuvandas Patel...

*the establishment Amul is know as **White Revolution**...*



Amul spurred India's white revolution which made the country world's largest producer of milk and milk products.....

The process amul became the largest food brand in India and has ventured into market oversea....



Amul cooperative register on 14
December 1946 as response to the
exploitation of marginal milk producer
by trader or agents of the only existing
dairy the Polson dairy in the small city
distance to deliver milk which often went
sour in summer to Polson...

it was further developed and managed
by Dr Verghese Kurien with H.M Dalaya...
Dalaya innovation of making skim milk
power from buffalo milk...

➤ PRODUCTS OF AMUL....

AMUL MILK
BREAD SPREAD
CHEESE
PANEER
UHT MILK



Amul
SUN N' TRIM
MILK

RECOMMENDED DOUBLE TONIC MILK

Full Cream
100% Natural Milk

અમુલ
સન ટ્રિમ મિલ્ક

સુગંધિત દૂધ
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Amul
SUN N' TRIM
MILK

અમુલ
સન ટ્રિમ મિલ્ક



UHT PRODUCTS AND IMPACT

Amul has been witnessing growth in this portfolio with the segment growing at 53%...

Long life products for urban population like Amul Taaza which are packed in Tetra Pak cartons, which undergoes treatment to remove all harmful micro organisms while retaining nutrition in the milk...

IN POPULAR CULTURE

The white revolution was inspired by notable Indian film maker Shyam Bengal to base film Manthan 1976... the farmer went in truckloads to watch the filmmaking it commercial success... Manthan was chosen for the 1977 national film award for best feature film in Hindi...

HISTORY

Ice cream first eaten in china 616-97 A.D...

king Tang of Shang, had 94 men helped to a dish of buffalo milk flour and camphor...

Ice cream was invented in china 200bc...

when A milk and rice mixture was frozen...



History of Ice Cream

History of ice creams followed the rise of the modern human civilizations. Its incredible appeal and high manufacturing price fueled the minds of countless inventors, who through centuries of trouble finally enabled the creation of the modern day ice cream industry. Find out more about ice cream history, timeline, and popular types here.

First ice creams appeared in ancient Persia, some 2500 years ago, and in those early times they were all based on the sweetened water that was iced, grinded into little pieces and then decorated with various tasting toppings and fruits. This tradition of ice cream production slowly reached Greek and Roman empires, where ice creams were welcomed with opened hands and used liberally by Roman nobility and royalty who had necessary money to fund very expensive process of production.

Sadly, after the fall of the Roman Empire, organized ice transport from mountains to the cities below stopped, and ice cream continued to be even more expensive product. Little changed in the 1000 years following the fall of Rome, and only after the Europe started exiting Dark Ages did ice cream managed to resurface in Renaissance Italy.



During 13th and 14th century, Italy was center of the trade with the Middle East and Asia, and their contact with new and innovative recipes of ice cream enabled this summertime treat to slowly spread across entire Europe. This expansion of ice cream was not an easy one, and it happened only after Italian noblewoman Catherine de' Medici went to France to marry Duke de Orleans (future king of France) in 1533

There she introduced nobility of continental Europe with the wonders of the east – eating utensils, high heeled shoes and off course, ice cream. With nobility fuelling its production, innovators, technicians and cooks all put their best efforts into developing the rise of ice cream popularity and availability across the world.



North American street vendors started selling ice cream only few decades after France and England, and industrial revolution slowly but surely started working on elevating problems of continuous refrigeration.

Solution to that problem came only in 1926, when continuous refrigeration finally became reality with electrical freezers. This enabled industrial manufacturers to start producing very large quantities of this frozen treat, which slashed ice creams price to the acceptable levels for everyone.

Large popularity of ice cream in United States (especially during prohibition and market crash of 1930s) did not shifted to Europe until the start of the World War II. After WW2, ice cream industry received massive expansion, enabling creation of countless ice cream flavours, artificial ingredients and accessible price. Today, ice cream industry earns dozens of billions of dollars each year, with United States being the largest consumer of this phenomenal summertime treat.



COMPITITOR

▣ **Baskin-Robbins:-** Baskin-Robbins is the world's largest chain of ice cream speciality shops. Baskin-Robbins was founded in 1945 by brothers-in-law Burt Baskin and Irv Robbins. It claims to be the world's largest chain of ice cream stores with more than 5,800 locations and over 30 countries.

▣ **Mother Dairy:-** Mother Dairy, established in 1974, is a subsidiary of the National Dairy Development Board (NDDB) and Dairy ice creams launched in 1995 have shown continuous growth over the years. It undertakes its marketing operations through around 14,000 retail outlets and 845 exclusive outlets. Mother Dairy sources significant part of its requirement of liquid milk from dairy cooperatives. Similarly, Mother Dairy sources fruits and vegetables from farmers / growers associations.

■ **Vadilla ice cream:-** vadilal brand started with the soda fountain but in 1926 they came into the ice cream business with small outlet in ahmedabad. vadilal Industries Ltd has India's second largest ice cream brand. The company's another milestone is one of the largest processed food players in India with significant exports of frozen vegetables and ready to eat snacks, curries and breads. vadilal has range of ice creams in the country with 150 plus flavours and they are sold in a variety of more than 250 packs and forms. vadilal has ranked No. 1 as the country's most trusted ice cream brand for the second time in a row according to the Brand Trust Report - 2014, a pan- India study done by Trust Research Advisory.

▣ **Cream bell ice creams:-** The group company Universal Dairy Products Pvt Ltd. The Company is on track with expansion plans as far as Cream Bell ice cream is concerned. Cream Bell is a popular Icecream brand in the country as people love the different flavours and extremely rich and creamy quality

▫ **Arun ice cream:-** Arun Ice Creams, a popular ice cream brand in south India. It is owned by Hatsun Agro. R. G. Chandramogan is the chairman and managing director of Hatsun Argo Product Ltd. Hatsun group is also producing Arogya and Gomatha, two popular milk brands in Tamil Nadu. Arun has over 1000 exclusive parlours. Of the 1,000 outlets, 670 are in Tamil Nadu, 148 in Karnataka and the rest in Kerala and Andhra Pradesh.

▣ **Dinshaw's ice cream:-** Dinshaws icecream company established in 1933 by two brothers Dinshaw and Erashshaw rana. They have strated a small business in Gittikhadan in Nagpur. Dinshaw's Milk was available at counters in number of cities in Maharashtra. They became very successful due to their product quality and spread their business network in other states as well posing a challenge to the Government owned milk scheme. The Ice cream products distributed all over India and have significant presence in Maharashtra ,Gujarat,Goa,Andhrapradesh,up,rajsthan,mp,chattisgarh,orissa etc...

▣ **Nirula's ice cream:-** Nirula's is India's oldest fast food restaurant chain. They set up their first restaurant in 1977. Nirula's opened India's first ice cream museum within its ice cream factory in Noida. The company introduced three new outlet formats, including "Nirula's Express", Food Court Unit and Ice-Cream Kiosks, with the first Express outlet opening at the Delhi Airport. Today, the Noida production facilities include the Bakery, Confectionery, Cheese Plant, Ice cream Plant, Food Processing Unit and Hot Kitchen.

REASONS FOR SUCCESS



Strengths

- ❖ Largest food brand in India & Asia
- ❖ High Quality, Low Price
- ❖ Introduced TQM
- ❖ World's Largest Pouched Milk Brand
- ❖ Annual turnover of 4300 Crore(2006-07)
- ❖ Highly Diverse Product Mix
- ❖ Robust Distribution Network

Weaknesses

- ❖ Strong dependency on weak infrastructure & completely dependent on villages for its raw materials
- ❖ Risks of highly complex supply chain system
- ❖ Short self life of its Product
- ❖ Alliance with third parties who do not belong to the organized sector

Opportunities

- ❖ Penetrate international markets
- ❖ Diversify product portfolio to enter new product categories and expand existing categories like processed foods, chocolates etc.
- ❖ Use internet to sell its products

Threats

- ❖ Competitors - Hindustan Lever, Nestle, Britannia and local players
- ❖ Stiff competition from MNCs in butter
- ❖ Growing price of milk and milk products
- ❖ Ban on export of milk powder
- ❖ The yield of India cattle still much lower than other dairy countries.

DRAWBACKS

Unnatural flavor - Caused by using flavours that are not typical of the designated flavour i.e. wintergreen flavour on vanilla ice cream. esp. vanillin

Egg: Caused by using too much egg in an ice cream that is not specified as a custard ice cream - resembles French vanilla ice cream .

Cooked: Caused by using milk products heated to too high a temperature or by using excessively high temperatures in mix pasteurization. It can dissipate with time, the same as cooked defect in fluid milk. Sulfhydryl flavor: Caramel-like, scalded milk, oatmeal-like.

High Acid: Use of dairy products with high acidity (usually due to bacterial spoilage) or holding mix too long and at too high a temperature before freezing. Acid/sour flavours are more rare these days due to the growth of proteolytic psychrotrophs during storage at elevated temperatures, rather than lactic acid bacteria.

Salty: Ice cream too high in milk solids-not-fat. Too much salt may have been added to the mix. High whey powder, or maybe salted butter used instead of sweet butter.

Old Ingredient: Caused by the use of inferior dairy products in the preparation of the mix. Powders made from poor milk or stored too long at elevated temperature or butter made from poor cream will contribute to old ingredient flavour. Unpleasant aftertaste.

Oxidized: Caused by oxidation of the fat or lipid material such as phospholipid, similar to fluid milk oxidation. Induced by the presence of copper or iron in the mix or from the milk itself.

Mono- and -di-glyceride or Polysorbate 80 can also oxidize.

Various stages - cardboardy, metallic (also described as painty, fishy).

Rancid: Caused by rancidity (high level of free butyric acid from lipolysis) of milk fat. May be due to use of rancid dairy products (pumping or excessive foaming of raw milk or cream) or to insufficient heat before homogenization of mix. See description of Lipolysis, especially the release of free butyric acid.

Storage: Usually develops from "Lacks Freshness" and is most pronounced on ice cream which have been held in a stale storage atmosphere. Ice cream can also pick up absorbed volatile flavours from the storage environment (e.g., paint, ammonia, or in dipping cabinets - volatiles from nearby flavours.

DEPARTMENT:

GCMF

Gujarat Cooperative Milk Marketing Federation Ltd. (GCMF), is India's largest food product marketing organisation with annual turnover (2016-17) US\$ 4.1 billion. Its daily milk procurement is approx 18 million lit per day from 18,549 village milk cooperative societies, 18 member unions covering 33 districts, and 3.6 million milk producer members.

GCMMF is India's largest exporter of Dairy Products. It has been accorded a "Trading House" status. Many of our products are available in USA, Gulf Countries, Singapore, The Philippines, Japan, China and Australia. GCMMF has received the APEDA Award from Government of India for Excellence in Dairy Product Exports for the last 16 years. For the year 2009-10, GCMMF has been awarded "Golden Trophy" for its outstanding export performance and contribution in dairy products sector by APEDA. In 2013-14, GCMMF took giant strides in expanding its presence in International markets. Amul's presence on Global Dairy Trade (GDT) platform in which only the top six dairy players of the world sell their products, has earned respect and recognition across the world. By selling milk powders on GDT, GCMMF could not only realize better prices as per market demand but it also firmly established Amul in the league of top dairy players in world trade.