



# Marketing Performance and Management of Selected Dehydrated Processed Products in Pune District of Maharashtra

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## ABSTRACT

Innovative dehydration methods are being developed by the food technology sector to increase shelf life, cut waste, and promote sustainability. Marketing of dehydrated processed products play a crucial role in effective integral marketing and profitability in market functionaries. The following research outlook was studied to find the market performance and profitability parameters. The objectives analysed were, to study the marketing parameters and marketing channels for different dehydrated products and to study the marketing profitability ratios and efficiency goals for dehydrated processed products. The conclusions of the study said that the marketing cost in total was Rs.222378.38 for Ginger granules, Rs. 60497 for Mango cheeks and Rs. 58170 Tomato flakes. The study had given a clear picture that adopted channel is beneficial and effective for marketing of dehydrated processed products.

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## 1. Introduction

Minimal processing may occur in a "direct chain" of preparation and handling in which the product is processed, distributed, and also vended or employed then marketed or utilized. Many products are also handled in an "interrupted chain" in which the product may be stored before or after processing or may be processed to different degrees at different locations. Because of this variation in time and point of processing, it would be useful to evaluate the quality of the raw material and predict the shelf life of the processed product.

Major Agro produce & fruits are seasonal but due to urbanization & globalization, the demand of this agro produce is throughout the year. This automatically creates an opportunity for preservation industry. Dehydration of fruit and vegetables is nothing but removal of water from agro produce by maintaining or retaining its nutritional values i.e. minerals, fibres & vitamins etc.

If moisture content of agro produce is removed or reduced to 3-5% automatically the shelf life of that agro produce can be increased to 12-14 months, which can give good market to producers. The major advantages of dehydrated agro produce are-high shelf life- 12-14 months normal climatic conditions, volume is reduced, hence less space is required for storage, Easy for transportation and store, can be exported.

Marketing of dehydrated processed products play a crucial role in effective integral marketing and profitability in market functionaries. The following objectives were studied to study the market performance and profitability parameters.

## 1.1 Objectives of Study

1. To study the marketing parameters and marketing channels for processed products.
2. To study the marketing profitability ratios and efficiency goals for processed products.

## 2. Methodology

Primary data was collected by taking actual survey in or region for agricultural processing and dehydration of selected fruits and vegetables related data were collected from the industry and in area (Pune District). The following marketing parameters were calculated to work out the profitability and efficiency of marketing of processed products.

Research conducted at Prajakta Technology Pvt Ltd. Company's location at Pune in Maharashtra state in the year 2016-17.

1. **Total marketing cost** = All cost incurred by intermediaries.
2. **Product share**: - It is the contribution of each product from all quantity of production.
  - $\text{Product Share} = \frac{\text{Quantity of processed product}}{\text{Total quantity of Processed}}$
3. **Price Spread**: - It refers to the Difference between the two prices, i.e., the price paid by consumer and the price received by the producer.
  - $\text{Price Spread} = \text{Price paid by consumer} - \text{price received by producer}$

### 3. Result

#### 3.1 Marketing Management

##### 3.1.1 4 P's of Marketing

###### Product:

- Dehydrate at low temperature
- Processed in Safe and controlled environment
- Good Rehydration Property
- Consistency in Quality
- Maximum nutrition values retention
- Without any external chemicals, preservatives and additives

###### Price:

- The Price is same according to all customer, company decided minimum order quantity of product to all customers.

###### Place:

- Company's target market is processed food manufacturing company.
- They supply their finished goods as raw material to process food companies.
- Processed food manufacturing company acts as marketing agency.

###### Promotion:

Company take participation in different Agri Exhibitions like National level and International level Exhibitions; Different companies visits the stalls organized by company and through websites promotion is carried out.

#### 3.2 Marketing Channel

Producer (PTPL)  Customers  
(Process food company)

#### 3.3 Marketing Cost

The cost involved in moving product from point of production to point of consumption is called marketing cost.

**Table no.3.1 Marketing Cost for Ginger Granules**

Sr. No	Marketing Cost	Amount (Rs)	Per Kg Cost for ginger (Rs.)
1	Packaging	37867.2	6
2	Advertisement	41226.5001	6.5
3	Labour	29683.0801	4.7
4	VAT (5%)	113601.6	18.0
	TOTAL	222378.38	35.2

The marketing cost in total was Rs. 222378.38 for Ginger granules.

**Table No. 3.2 Marketing Cost for Mango Cheeks**

Sr. No	Marketing Cost	Amount (Rs)	Per Kg Cost for Mango cheeks (Rs.)
1	Packaging	21060	6
2	Advertisement	22928	7
3	Labour	16508	5
4	VAT (5%)	78975	22.5
	TOTAL	60497	40

The marketing cost in total was Rs.60497for Mango cheeks.

**Table No. 3.3 Marketing Cost for Tomato Flakes**

Sr. No	Marketing Cost	Amount (Rs)	Per Kg Cost for Tomato flakes (Rs.)
1	Packaging	20250	6
2	Advertisement	22046	7
3	Labour	15873	5
4	VAT(5%)	62437.5	19
	TOTAL	58170	36

The marketing cost in total was Rs. 58170 for Tomato flakes.

#### 3.4 Price Spread

**Table No. 3.4 Price Spared for Ginger Granules**

Price Spared of Ginger Granules			
Sr No	Particular	Amount (Rs.)	%
2	Total Marketing Cost	35.2	9.8
3	Total Margin	324.76	90.2
4	Producer Selling Price	360	100.0

**Table No. 3.5 Price Spared for Mango Cheeks**

Price Spared of Mango Cheeks			
Sr No	Particular	Amount (Rs.)	%
2	Total Marketing Cost	40	8.8
3	Total Margin	410.26	91.2
4	Producer Selling Price	450	100.0

**Table No. 3.6 Price Spared for Tomato Flakes**

Price Spared of Tomato flakes			
Sr No	Particular	Amount (Rs.)	%
2	Total Marketing Cost	36	9.7
3	Total Margin	334.26	90.3
4	Producer Selling Price	370	100.0

#### 4. Conclusions

Fruits and vegetable Dehydration unit Establishment is one of the highest profitable ventures in the food and agribusiness domain which provide sure income platform to Individuals, Entrepreneurs and corporate organizations throughout the supply chain of dehydrated product from farm to fork.

- i. Total marketing cost for the Ginger Granules, Mango cheeks and Tomato flakes was Rs. 222378.38, Rs. 60497 and Rs. 58170 respectively.
- ii. The overall profitability position of fruits and vegetable dehydration unit is very good and shows better growth in the business.
- iii. The success of any agri-business or business is depending on proper management of the business.
- iv. Company's management department decide to focus on direct consumer market (B2C) then it will be most successful in dehydration business and they can get good response by consumer because of quality of the produce.
- v. Small dehydration units can be is an important source of income to Small and Marginal Farmers.

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