
“Sales & Business Development of Organic Raw Material and Agrochemicals in Four State” (Based on Relationship & Network Marketing)

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ABSTRACT

The project titled “sales & business development of organic raw material and agrochemicals” was undertaken for the Farmfield Organic Fertilizer Pvt.ltd. Aurangabad. Under the guidance of Mr. Ashwinkumar. The job assigned under summer project was sales & business development of organic raw material, agrochemicals in Maharashtra, Gujarat, Andhra-Pradesh, and Madhya-Pradesh. It is also deals with maintain good relation of existing companies of this region.

RELATIONSHIP MARKETING

Project of business development is base on **Relationship marketing** involves creating, maintaining and enhancing strong relationship with customer. The goal is to deliver long-term value to customer and measure of success is long term satisfaction.

NETWORK MARKETING

Network marketing is only prescriptive is emphasizing the importance of network in understanding the behavior of firm. the term “market as network” in place of network marketing gives a better impression of its passive role.

Today’s business is extremely complex particularly when it comes to be business related to organic raw material and agrochemical products. Competition and innovation has made the survival of businessman more complicated.

The idea to work on project related to other companies expectation for conversion and formulation of raw material and business development in potential cities of four states. it will directly affect on the relation of our company with other Formulators (who are formulating agrochemical product).A loyal and well trained network of dealers and distribution helps in increasing Farmfield’s proximity towards the market.

PROJECT INTRODUCTION:

) **THE PROJECT TITLE :**

“Sales and Business development of organic raw material and agrochemicals in Aurangabad.”

) **COMPANY NAME :**

Farmfield Organic Fertilizer Pvt.ltd. Aurangabad

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INTRODUCTION

The project titled “sales & business development of organic raw material and agrochemicals” was undertaken for the Farmfield Organic Fertilizer Pvt.ltd. Aurangabad. Under the guidance of Mr. Ashwinkumar. The job assigned under summer project was sales & business development of organic raw material, agrochemicals in Maharashtra, Gujarat, Andhra-Pradesh, and Madhya-Pradesh. It is also deals with maintain good relation of existing companies of this region by giving assistance of their order and expectation from Farmfield company.

OBJECTIVE:-

-) To collect data of annual requirement of companies.
-) To understand the activity of utilizing organic raw material for making their agrochemical products.
-) To make other companies understand about our organic raw material and it's quality.
-) Clarify terms and conditions of our company.
-) Solve the problem regarding formulation.
-) To understand companies expectation.
-) Enroll into dealing.
-) Contact with new companies for dealing.
-) Create opportunity for selling organic raw material.
-) Negotiation in **GOOD RATE**.

COMPANY PROFILE

Farmfield Organic Fertilizer Pvt.ltd. is poised to pioneer the field of agrochemicals, with its highly skilled and professional research team. Farmfield has already carved its own niche in India due to its very effective and result oriented agrochemical.

The stringent quality measures and an in depth understanding of the market requirements make Farmfield products the first choice of Indian farmers.

Farmfield is closely affiliated with farmers, agro technicians, research institution etc. keeping it duly in touch with the latest development and requirements of the field. This is what brings Farmfield closer to the farmer.

With its state of the art plants in Aurangabad and has successfully diversified into bulk production and formulation of Humic Liquid Solution, Seaweed Solution, Plant Growth Regulators.

A loyal and well trained network of dealers and distribution helps in increasing Farmfield's proximity towards the market.

THE PROTECTION GEAR:

Farmfield through year of affiliation to market has been aspiring successful in varied product formulation, positioning itself with varieties of agrochemicals that very few companies in India can boast about.

Farmfield product's development is the crux of its overwhelming success so far. The research team of highly trained and updated professionals and the total quality management support evolve the products perfectly as required by the farmers.

The thorough market understanding is just the ice on the cake...

Farmfield is known to make available its products at the right place and at the right time.

PROJECT INTRODUCTION

Today's business is extremely complex particularly when it comes to be business related to organic raw material and agrochemical products. The decisions related to such business become more complex as large no. of variables are involved. Competition and innovation has made the survival of businessman more complicated.

I got the opportunity to feel above complexity when it comes to be part of our subject Relationship Marketing as partial fulfillment of "Master Program of Business Administration."

The idea to work on project related to other companies expectation for conversion and formulation of raw material and business development in potential cities of four states. The whole training given by.(MD), Mr.Ashwinkumar Pardeshi The need of this training is create opportunity for selling raw material.

Our project started with management dilemma which was very clear with fruitful group discussion. Then the tactical plans also define for particular task of selling raw material. The team of 5 members was formed to work on this project .Director of company Mr.Ashwinkumar Pardeshi called this project as, "**First Mile Stone**".

In this project our senior manager given the idea about all cities decided to work, nature of approach .Other member Siddhartha is arranging all business meeting, Mr.Ashwinkumar Pardeshi continuously taking feedback from this two member and we are in the field of these activity for proceeding according to the management.

Company has given the authority to us for dealing whatever way we want. The matter about legal formalities was handled by Mr.Ashwinkumar sir.

We were striking in peak season of agrochemicals so every action is measurable, it will directly affect on the relation of our company with other Formulators (who are formulating agrochemical product).

Responsibility was given on our shoulder to convince formulators to use our organic raw material and purchased as good as .Main motto that to provide organic raw material to formulators and to be a quality supplier of his firm.

RELATIONSHIP MARKETING:

In First Mile Stone project business development is base on **Relationship marketing** involves creating, maintaining and enhancing strong relationship with customer. Increasingly, marketing is moving away from a focus on individual transaction and towards a focus on building value-laden relationships and marketing network. This relationship marketing is oriented towards the long term. The goal is to deliver long-term value to customer and measure of success is long term satisfaction.

During this project all company's department work together with marketing as a team to serve the customer. It involves building relationship at many levels – economy, social, technical, and legal – resulting in high customer loyalty.

We are following three methods:-

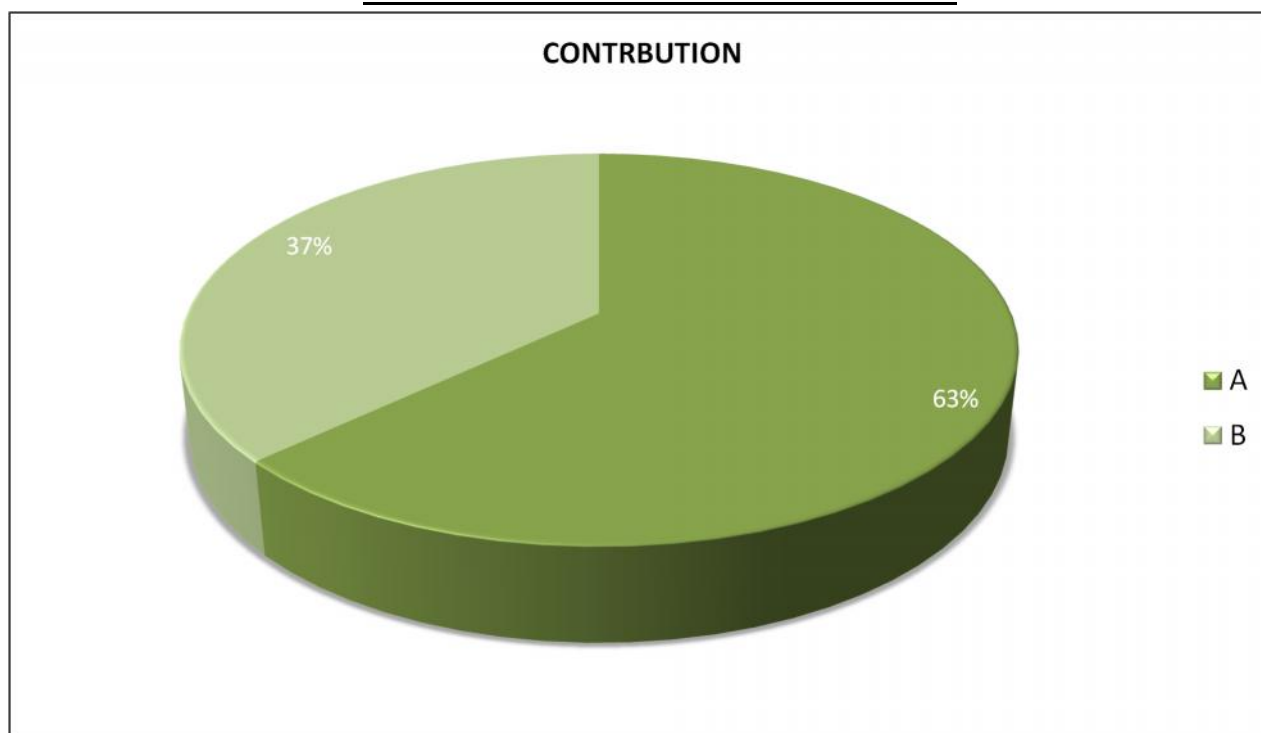
) **Reactive:** - This method is to sell our company's organic raw material and encourages the formulator whenever he or she has any questions or problem.

) **Accountable:**-By calling formulators a short time after the sale to check whether the product is meeting the formulators' expectation. We were also solicits from the customer any product improvement, suggestion and any specific disappointment. This information helps our company continuously to improve its offering.

) **Proactive:** - The sales executive or other in the company phone to customer from time to time with suggestions about improved product use or helpful new products.

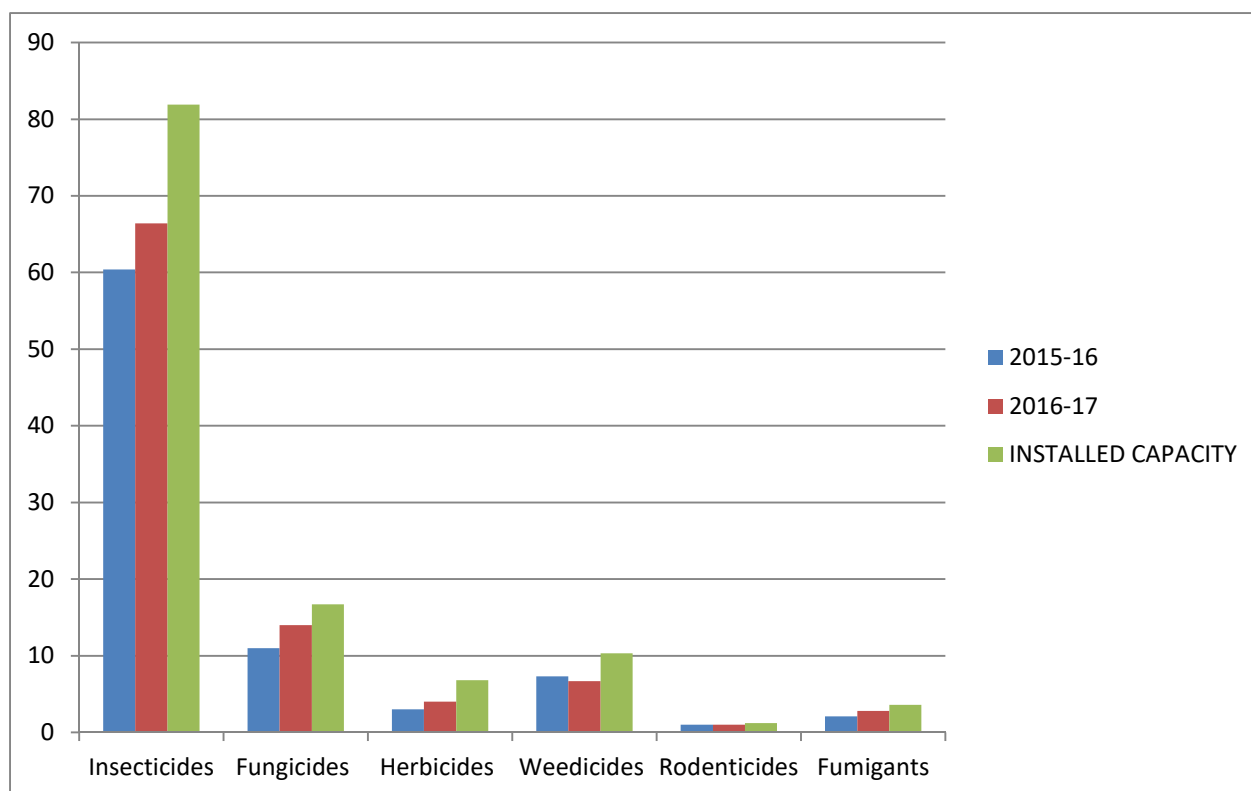
) **Partnership:** - The Company works continuously with the customer and with other customer to discover ways to deliver better value.

INDIAN CHMICAL INDUSTRY OVERVIEW



- 1) The given pie chart shows the Indian chemical industry overview.
- 2) (A)- shown the contribution of drugs, pharmaceuticals, inorganic/organic and Agro-chemical.
- 3) (B)- shown the contribution of petrochemical, fine and specialties and paints and dyes.

PRODUCTION CAPACITY OF AGROCHEMICAL FOR PRODUCT IN INDIA

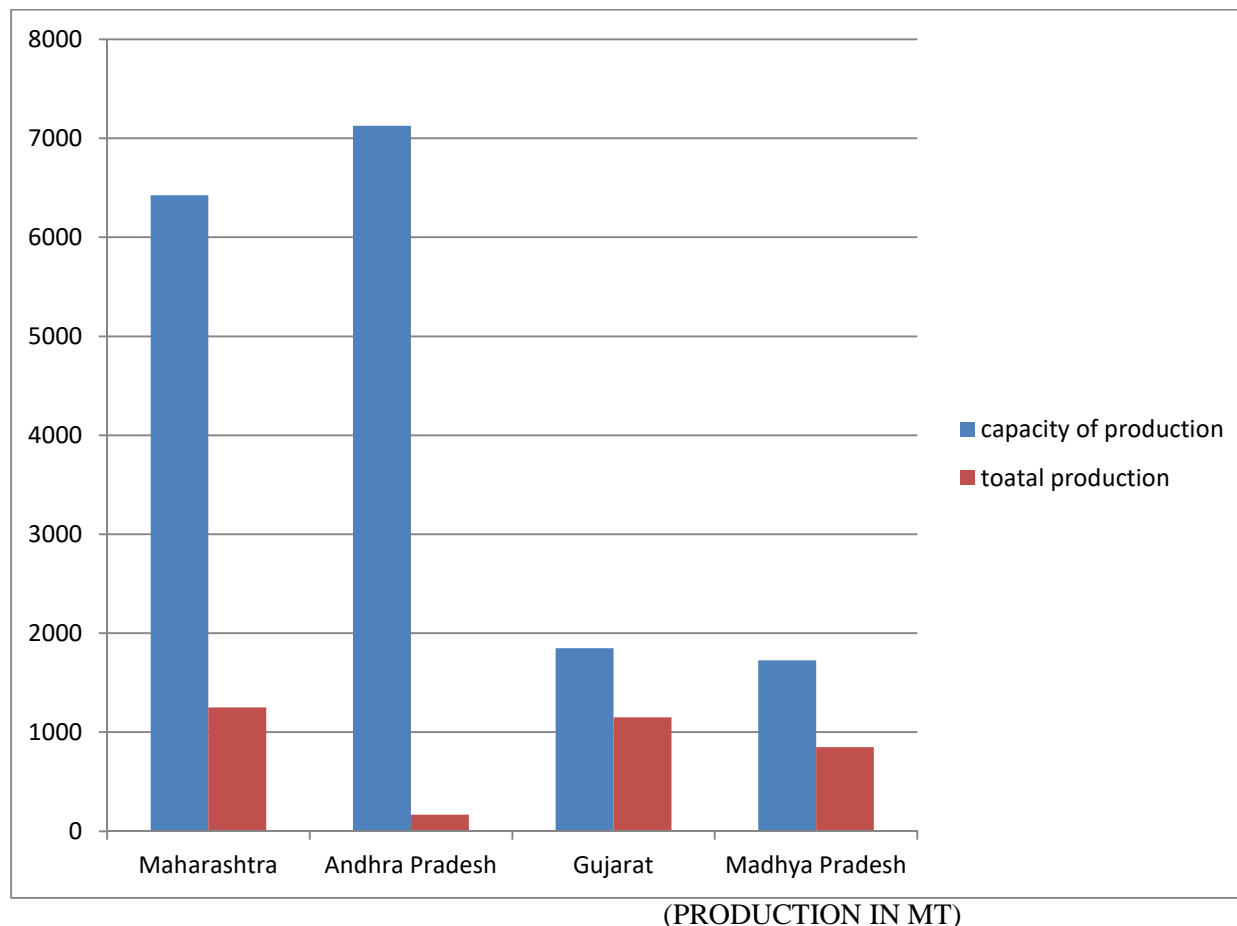


(PRODUCTION IN 1000 MT)

The bar diagram shown the following production capacity of product in India. (For Agrochemical).

PRODUCT	INSTALLED CAPACITY	2015-16	2016-17
Insecticides	81.9	60.4	66.4
Fungicides	16.7	11	14
Herbicides	6.8	3	4
Weedicides	10.3	7.33	6.7
Rodenticides	1.2	1	1
Fumigants	3.6	2.1	2.8

PRODUCTION CAPACITY OF ORGANIC ROW MATERIAL IN FOUR STATE FOR 2016-17.



The given chart showed the following product production capacity of bio-fertilizers in FOUR states for 2016-17

STATE	PRODUCTION CAPACITY (MT)	TOTAL PRODUCTION (MT)
MAHARASHTRA	6425	1249.87
ANDHRA PRADESH	7125	169.136
GUJARAT	1850	1149.695
MADHYA PRADESH	1725	848.448

ORGANIC FTILIZERSER RAW MATERIAL

SR.NO	PRODUCT	PACKING
1	HUMIC ACID 70% (POWDER) (RGR & PGR)(SOL CONDITIONER)	25 KG
2	SUPER POTASSIUM HUMATE 95%(SUPER GRADE CRYSTAL) (PREMIUM QUALITY HUMATE)	25 KG
3	SUPER POTASSIUM HUMATE 95%(SUPER GRADE FLAKES) (PREMIUM QUALITY HUMATE)	25 KG
4	POTASSIUM HUMATE 90%(CRYSTAL) (PREMIUM QUALITY HUMATE)	25 KG
5	POTASSIUM HUMATE 90%(BLACK SHINY POWER) (GOOD FOR DRIP IRRIGATION)	25 KG
6	POTASSIUM HUMATE 85 %(POWER) (FAST REALES FORMULA)	25 KG
7	POTASSIUM HUMATE SHINY BULLET(COLUMNS GRANULES) (SOIL CONDITIONER)	25 KG
8	FULVIC ACID 80% (FINE QUQLITY FULVIC)	25 KG
9	SUPER POTASSIUM FULVIC HUMATE(FLAKS) (PREMIUM QUALITY F-HUMATE)	20 KG
10	SUPER POTASSIUM FULVIC HUMATE(CRYSTAL) (PREMIUM QUALITY F-HUMATE)	25 KG
11	POTASSIUM FULVIC HUMATE(POWDER) (BALANCED ROOT/SHOOT DEVELOPMENT)	25 KG
12	ORGANIC SEAWEED EXTRACT (HI-PROTEINS)(POWDER) (FOR OVERALL DEVELOPMENT)	20/25 KG
13	ORGANIC SEAWEED EXTRACT (HI-PROTEINS)(FLASK) (FOR OVERALL DEVELOPMENT)	20 KG
14	AMINO ACID 50%(COMPOUND) (FOR QUALITY HARVEST)	20 KG
15	AMINO ACID 80%(SOYABEAN EXTRACT) (FOR QUALITY HARVEST)(GOOD FOR BIO-STIMULENT)	20 KG
16	BIO-STIMULANTS(BULK)(DOSE 1ML IN I LIT WATER) (FOR BEST QUALITY & BUMPER YIELD)	1 LIT
17	FOLIC ACID	1 KG

ORGANIC RAW MATERIAL(BULK FORMATION)

SR.NO	PRODUCT	PACKING
1	AMINO ACID 80% AQ SOL'N	200 LTRS. DRUM
2	AMINO ACID 80% AQ SOL'N	200 LTRS. DRUM
3	HUMIC ACID 12% (ROOT GROWTH)	200 LTRS. DRUM
4	HUMIC ACID 12% + FULVIC ACID 6% AQ SOL'N (ROOT GROWTH & SHOOT GROWTH)	200 LTRS. DRUM
5	FULVIC ACID 15% AQ SOL'N (VIGOUROUS SHOOT GROWTH+INDUCES FLOWRING)	200 LTRS. DRUM
6	AMINO AQ SOLUTION 30% (FOR FLOWERS BOOSTING)	200 LTRS. DRUM
7	HUMIC & SEAWEED AQ SOLUTION	200 LTRS. DRUM
8	BIO-STIMULANTS(COTTEN/SOYABEAN SPICALS) (FOR HIGH YIELD & BETTER SIZE)	200 LTRS. DRUM
9	BIO-STIMULANTS(FRUIT SPICAL) (FOR QUALITY PRODUCED & SIZE INCREASE)	200 LTRS. DRUM
10	BIO-STIMULANTS(FOR (ACTIVITY SPICAL RESULT)	200 LTRS. DRUM
11	SEAWEED EXTRACT AQ SOL'N(CROP SPECIALS)	200 LTRS. DRUM
12	SEAWEED EXTRACT AQ SOL'N(FRUITES SPECIALS)	200 LTRS. DRUM
13	HIGH-CONCENTRATED FOLIAR FERTILIZERS	5 LIT.
14	FULVIC ACID+SEAWEED EXTRACT+PGR'S(POWDER)	25 KG BAG



PRODUCT LIST

ORGANIC-FERTILIZERS

Trade Name	HUMIC SOLUTION 12%	HFO 4061
Technical Name		
Product Activity	Humic 12 plus stimulates plant enzymes and proliferation of desirable micro Organisms yeast & algae's. The combination of Fulvic Acid makes it a good Plant Growth Regulator for overall development of the plant.	
Description	Humic accelerates formation of roots and permeability of plant membranes thereby promoting the intake of nutrients, increasing the ratio of development of plant & root systems.	
Dosages	1 ml to 2 ml in 1 Liters of Water	

Trade Name	HUMIC FLAKES 98%	HFO 4064
Technical Name		
Product Activity	Humic 98 % is a crystal formulation to be applied by spray, Drip or soil treatment.	
Description	It stimulates plant enzymes and proliferation desirable micro organisms, yeast & algae. Humic accelerates formulation of roots and permeability of plant membrane s thereby promoting the intake of nutrients, increasing vitamin contents in plants.	
Dosages	1 gm in 1 Liter of water (Foliar Application) 2.5 gm in 1 Liter of water (Drip Irrigation)	

Trade Name	Bio Stimulant	HFO 4056
Technical Name	Bio Stimulant	
Product Activity	It is 100% organic Bio-energizer & stimulant. It is a combination of essential Amino Acids and Vitamins proven to be highly bioactive & world famous for its effectiveness in Horticultural belts.	
Description	It has a unique ability for meeting nutritional requirement of Horticultural crops.	
Dosages	.25 ml to 0.5 ml in 1 liter of water (Spray)	

Trade Name	Seaweed Formulation	HFO 4071
Technical Name		
Product Activity	Seaweed extracts (Ascophyllum Nodosum (Oligosaccharide), Proteins, Carbohydrates, inorganic salts. Micro elements and much secondary elements contained in products of vegetables and animal origin like Amino Acid, Cytokinin, Betanine, Mannitol, Vitamin , Trehalase.	
Description	It Improves Root Development with more vigorous growth. It also increases Boll Size of cotton ,it improves water holding/retention, it Increase resistance to disease and insects	

Dosages	2 ml to 3 ml in 1 liters of water
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Trade Name	Seaweed Formulation 15	HFO 4075
Technical Name		
Product Activity	Scuba formula is a unique combination of nutrient rich Seaweed extract. It is a combination of Proteins, Carbohydrates, and inorganic salts. Micro elements and much secondary elements contained in products of vegetables and animal origin like Amino Acid, Cytokinin, Betanine, Mannitol, Vitamin , Trehalase.	
Description	It enhances fruity taste, colour & quality.	
Dosages	1 ml to 2 ml in 1 Liters of water.	

Trade Name	Amino Acid 18%	HFO 4011
Technical Name		
Product Activity	Amino AG is bio-nutritional product.	
Description	It increase Fruit Size & weight. It is Non-Toxic and safe to environment and cattle, it also improves crop quality and builds resistance against disease and bacilli's It Speeds up cell elongation and cell division and ultimately increase yields .Improves Proteins synthesis & micro floras.	
Dosages	1 ml in 1 Liters of water	

WATER SOLUBLE NPK FERTILIZERS

Trade Name	NPK 19:19:19 +	HFN 7025
Technical Name		
Product Activity	It is used for fustigation as well as and foliar Application.	
Description	It is used for early and healthy growth of crops. It provides all the major nutrients to crop	
Dosages	40 gm to 50 gm in 10 Liters of water.	

Trade Name	Pot.nitrate13:00:45 +	HFN 7018
Technical Name		
Product Activity	It reduces premature dropping of bolls, pods and fruits	
Description	Increase in size weight of cotton balls, pods & fruits	
Dosages	1 Kg in 200 Liters of Water	

NETWORKING MARKETING

Network marketing is only prescriptive is emphasizing the importance of network in understanding the behavior of firm .In First mile stone we followed the alternative use of the term “market as network” in place of network marketing gives a better impression of its passive role.

Network marketing is start before four to five months of session for new formulator and in continuously contact with existing formulators by giving update about new products, scheme etc. through mail and telephone.

Team handling networking marketing useful for link between other organization, organization with organization at many levels, Multi personal continuous but of varying intensity. This data of network marketing helps to understand the need and expectation of formulators.

In network marketing the communication style is multi personal continuous but of varying intensity, interactive .Through network marketing other formulators will get idea about new arrival in the market, formulators raise their queries by calling or sending mail. Then the team of network marketing maintains this data, segregate according to cities and states. Forwarding mail to every formulating company that their problem solves by technical person of company.

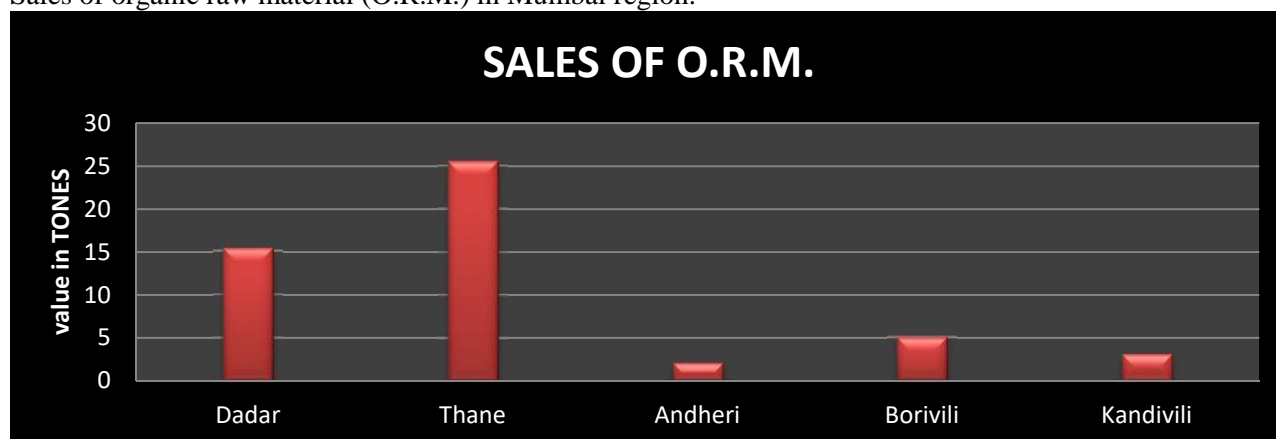
Visit of date and time fixed by company, this is proper planning of solve formulators problem and sale our company raw material.

FIELD WORK REPORT ANALYSIS:

MAHARASHTRA:

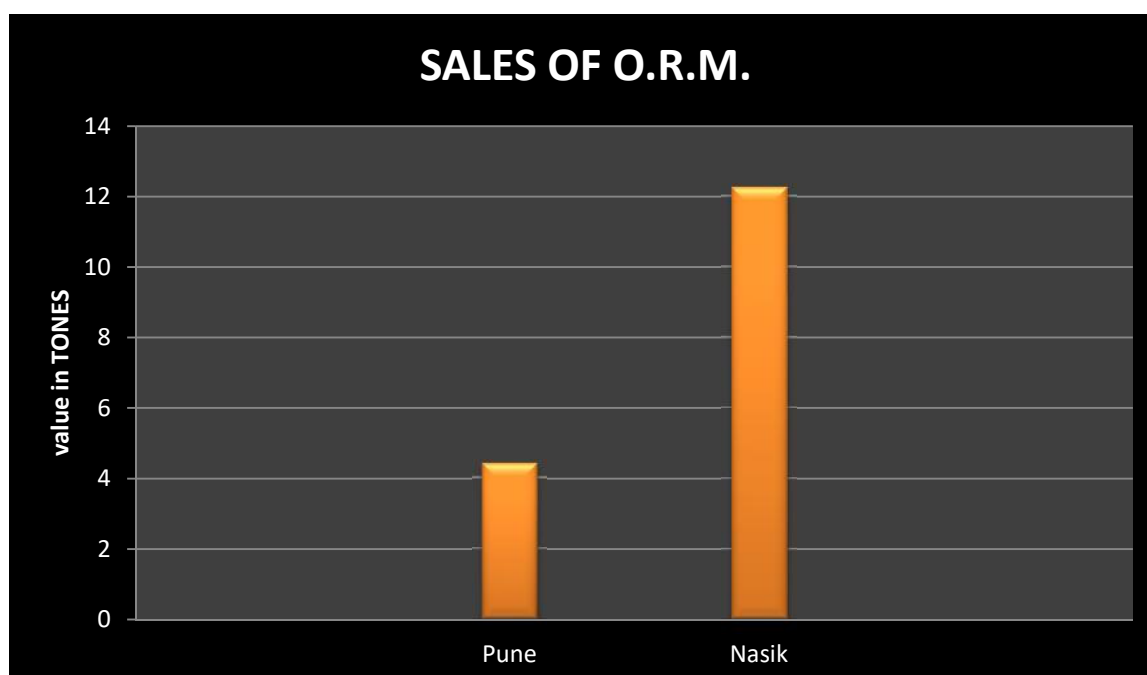
1. Our Team field work of sales and business development started on 20th may 2016 from Maharashtra.
2. In Maharashtra, Mumbai,Pune and Nasik has given to me as potential market for business.
3. Firstly we started from Mumbai,

Sales of organic raw material (O.R.M.) in Mumbai region.



Mumbai Region	Values in Tones
1. Dadar	15
2. Thane	25
3. Andheri	2
4. Borivili	5
5. Kandivili	3

4. Before meeting with formulators we have to go through company details and its past dealing with company.
5. Tell formulators about new arrivals, solve problems regarding their formulation and transportation.
6. Create opportunity for selling our companies quality product.
7. Then we move towards Pune and Nasik.
8. Sales of organic raw material in Pune and Nasik region.

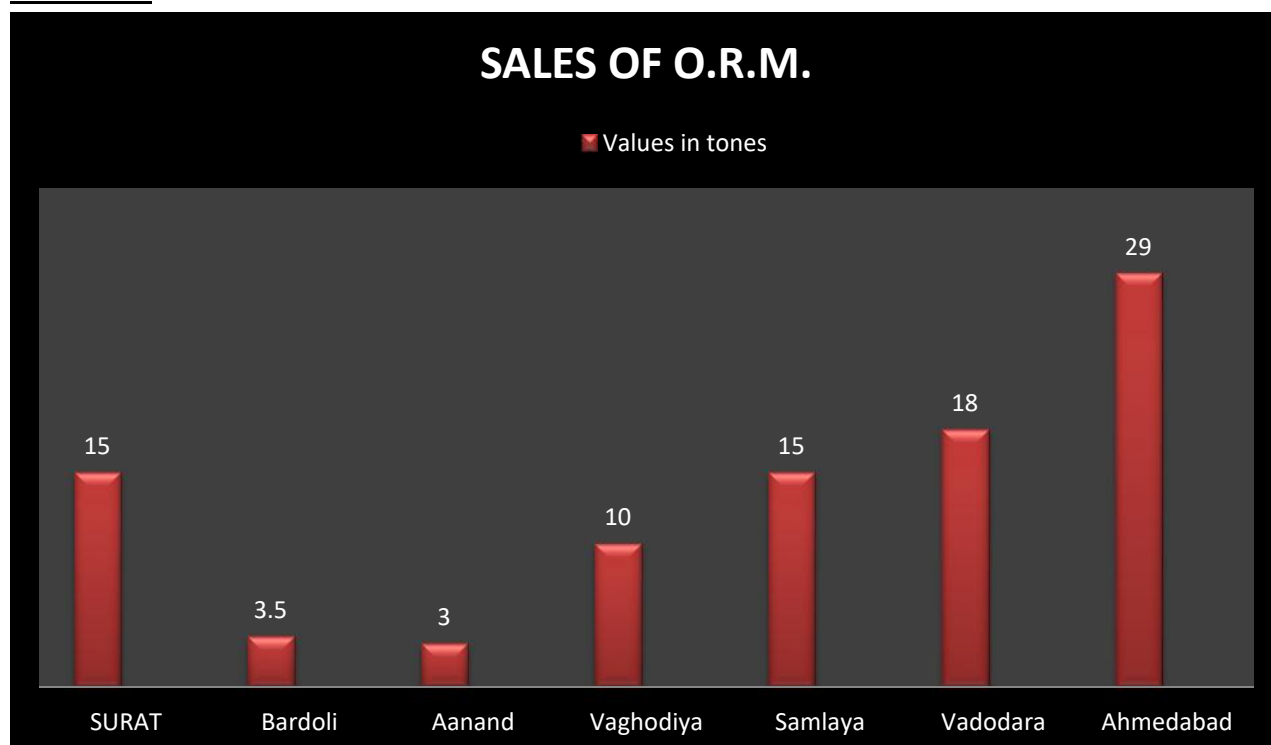


CITY	Values in Tones
1. Pune	4.4
2. Nasik	12.25

9. In Maharashtra most of the customers i.e. Formulators are existing, we have to just tell them about new arrivals of organic raw material in the market .

10. It was one week field work ,we came back at our head office in Aurangabad for reporting the responses and order of formulators.

GUJARAT:

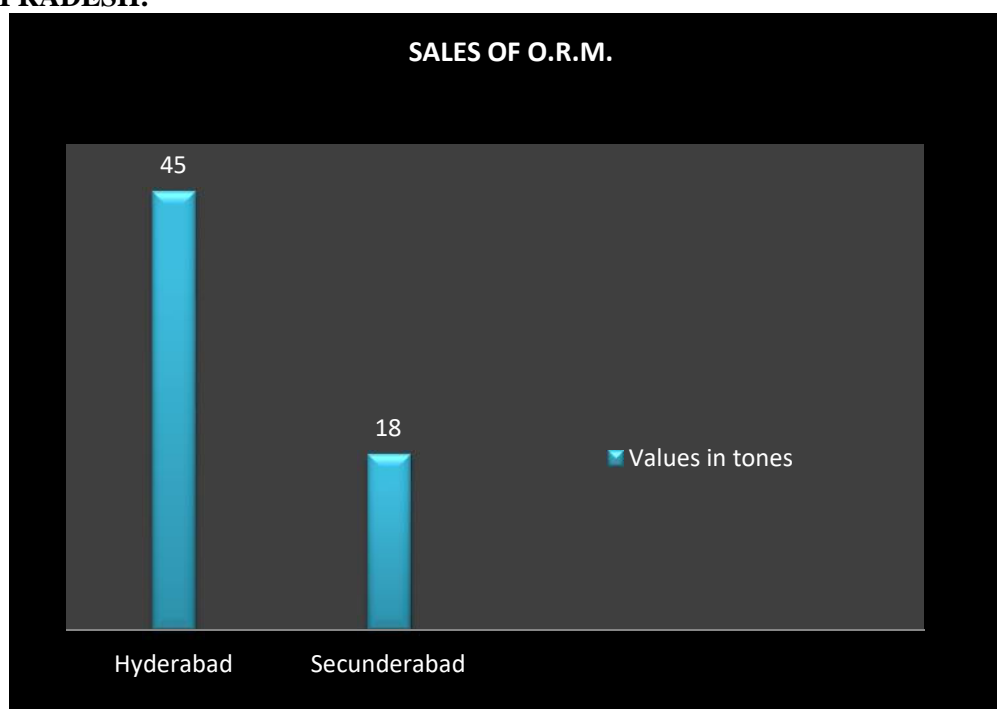


GUJRAT REGION	VALUE IN TONES
Surat	15
Bardoli	3.5
Aanand	3
Vaghodiya	10
Samlaya	15
Vadodara	18
Ahmedabad	25

1. After completing Maharashtra ,on 30th May we move towards Surat ,Bardoli,Aanand,Vaghodiya,Samlaya,Vadodara & Ahmedabad.
2. Gujarat having good potential market in Agro-chemical business because of their fertile agricultural land and awareness of fertilizer's and pesticides.

3. Most of the agrochemical companies focusing into Gujarat for developing their business ,it was challenging for us to make a way and introduce quality organic raw material to create and develop business in Gujarat.
4. This time we exclude core Bentonite Granules from organic raw material list because in Gujarat , Bhavnagar is large producer of Bentonite Granules.
5. We came with treated Bentonite granule, coating of humic or seaweed.
6. It is completely new in Gujarat so we got opportunity for doing our activity with efficiently.

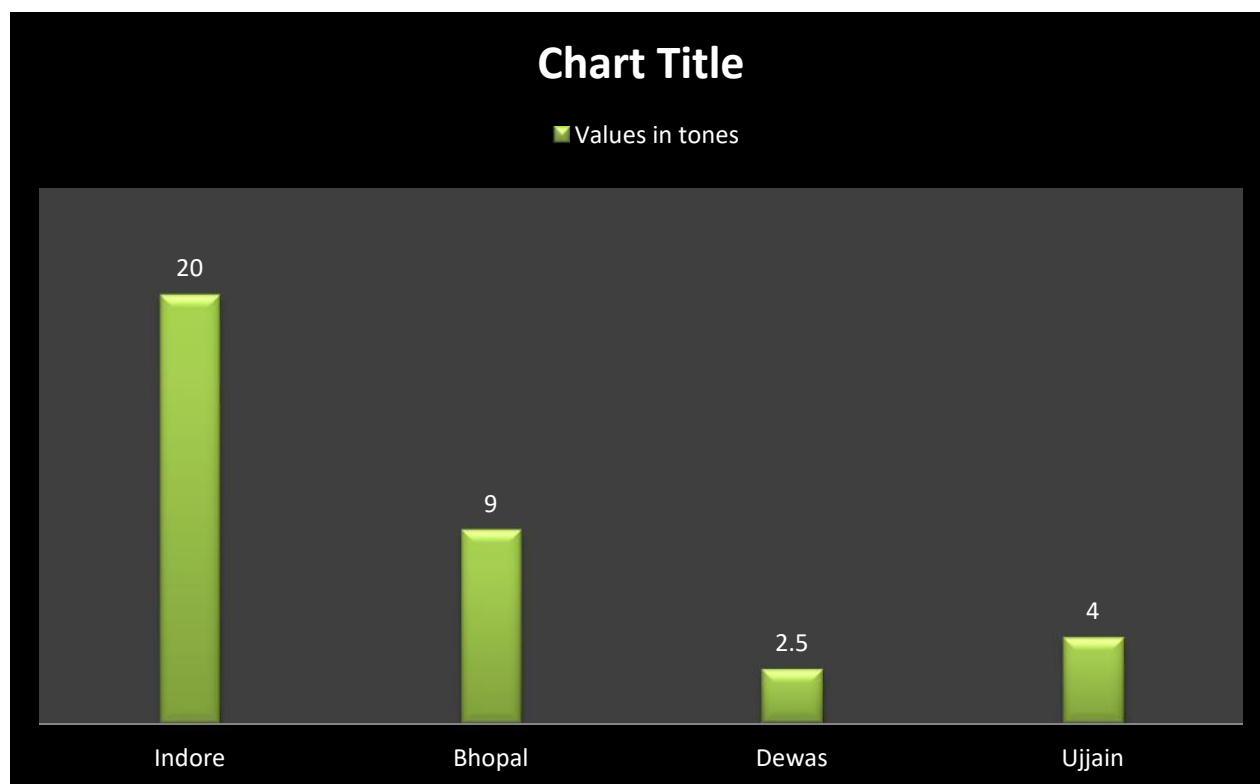
ANDHRA-PRADESH:



A.P. REGION	VALUES IN TONES
Hyderabad	45
Secunderabad	18

1. On 20thJune our team started the field work of Andhra-Pradesh.
2. In Andhra-Pradesh we were focusing only on Hyderabad and Secunderabad, because most of the agrochemical head office located in this two major cities.
3. We have almost covered Hyderabad and Secunderabad.
4. This field work was slightly different from Maharashtra and Gujarat. In this task we have to enroll companies having followed up from one year but due to some barrier company were not ready for dealing.
5. It was challenging to solve their problem relates to Rates, legal formalities, Technical problem etc.
6. We overcame with solution and enroll new companies of good turnover .
7. Even we assured them to provide material as per their chemical composition.

MADHYA-PRADESH:



M.P. REGION	VALUE IN TONES
Indore	20
Bhopal	9
Dewas	2.5
Ujjain	4

1. On 13th July our team started the field work of Madhya-Pradesh.
2. In Madhya-Pradesh we covered Indore, Bhopal, Dewas, Ratalam and Bhopal.
3. As compared to other cities in M.P., Indore city having well potential because of register and non-register (formulators, come up only in season) formulators.
4. Most of the head offices we found in Indore, so it was easiest for us.
5. In M.P. most of the formulators are our company's existing customers. We have to meet them for relation building and getting order from formulators.
6. Consumption of organic raw material is very low in farm due to unawareness about organic fertilizers as compared to other three states.

CONCLUSION & RECOMMENDATION

There are so many players in market so in order to survive in this

Competitive Environment Company should have to think on following area.

) Expansion of marketing department:-

) As there is huge scope to this sector there is requirement of expansion of marketing department. It will to company to grab more shares in market.

) Distribution of particular area to particular team:-

There should be allocation of the area to particular teams within state

Itself. Because it is found that during the season it's very important to capture the market. Otherwise its affects to company.

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