



Research Paper

Marketing performance and management of processed products in Pune district of Maharashtra

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ABSTRACT : Marketing of processed products play a crucial role in effective integral marketing and profitability in market functionaries. The following research outlook was studied to study the market performance and profitability parameters. The objectives analysed were, To study the marketing parameters and marketing channels for processed products and to study the marketing profitability ratios and efficiency goals for processed products. The conclusions of the study says that the marketing cost in total was Rs. 29.20, Rs. 20.60 and Rs. 16.87 for Channel I, Channel II and Channel III, respectively. The price spread comprises net producer margin highest in Channel III *i.e.*, 81.25 per cent followed by 65.74 per cent in Channel II and 50.57 per cent in Channel I, respectively. Market margin of wholesaler was Rs. 13.35, Market margin of retailer was Rs. 21.7 and market margin of retailer was Rs.13.65. The study had given a clear picture that Channel III is beneficial and effective for marketing of processed products.

KEY WORDS : Marketing performance, Management of processed products

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