

Amul Butter

Parent Company

Amul

Category

Butter

Sector

Food Products

Tagline/ Slogan

Utterly Butterly Delicious; The Taste of India

USP

Most trusted butter brand in India

STP

Segment

Health and quality conscious people

Target Group

Lower, middle and upper class people

Positioning

Taste of India Tasty Butter for people of all age groups

SWOT Analysis

Strengths

1. Creative advertising with Amul Baby print ads

2. High brand presence and visibility

3. Availability of Amul butter is good with large distribution network through retails, kirana stores, local dis

4. Excellent product quality and trusted name

5. Affordable price and variable packaging

Weaknesses

1. Some people don't prefer butter form cow's milk and prefer local homemade butter

Opportunities

1. Smaller packages for instant consumption

2. No frills packaging for rural customers at lower cost

3. Tie-ups with corporates, hotels, resort chains etc

Threats

1. Local butter manufacturers

2. Low Fat Low cholesterol butters like Nutalite

3. Reduction in consumption by health conscious people

Competition

Competitors

1. Britannia Dairy butter

2. Nestle Butter