

Emerging Model of E-Tailing As A Differentiating Factor in FMCG Sector: A Case Study of Brand Amul (GCMMF)

Mohit A. Parekh
Faculty Member
INC Vadodara
Opp Raneshwar Mahadev
Nr. H P Petrol Pump
Vasna Bhaili Road
Vadodara 390015
Gujarat

Email: mohit_dream@yahoo.co.in, mohitdream@gmail.com

Abstract- In the current times of globalization, competition has increased drastically. Increased competition has made both, success and survival, very critical issues. Companies are extensively trying to identify differentiating factors which can help them to differentiate and succeed against their competitors. Earlier the differentiation was done using product features, positioning and branding. Once all these options have exhausted, companies are looking into different functional areas to differentiate themselves against their competitors. Many companies have started using their distribution and retail network to differentiate themselves or to capitalize on the growing opportunities in the market place. This paper proposes to throw some light on the same concept using a case study of an India company. The case is about how a FMCG company can innovatively utilize their retail network clubbed with e-retailing to differentiate themselves. The paper will highlight a new innovative model of e-retailing adopted by a FMCG company in the Indian market place.

Remarks: The full paper may be found in www.charm72.com