

TO ANALYSE THE SALES DATA OF MUGI PRODUCTS

Thoufeeq Ahamed K B¹, Dr. R.Murali Krishnan²

II MBA, Department of Management Studies, School of Management Studies, Vels Institute of Science,
Technology and Advanced Studies (VISTAS) Pallavaram, Chennai¹

Assistant Professor, Department of Management Studies, School of Management Studies,
Vels Institute of Science, Technology and Advanced Studies (VISTAS) Pallavaram, Chennai²

Abstract: GG Organics, a company known for its eco-friendly chemical solutions, expanded into the home care segment in 2014 with the introduction of the Mugi brand. The initiative aimed to provide sustainable and high-quality household cleaning products that are both effective and environmentally responsible. The Mugi product line includes Mugi Ultra (liquid detergent), Mugi Fresh (fabric conditioner), Mugi Mila (detergent variant), Mugi Cleanser (hand sanitizer), Mugi Wipeout (floor cleaner), Mugi Dishwash (gel & bar), Mugi Spotless (toilet cleaner), and Mugi Detergent Bar. These products are formulated with a focus on eco-friendliness, cost-effectiveness, and ease of use. By integrating sustainability with innovation, GG Organics' Mugi brand aims to enhance household cleaning solutions while minimizing environmental impact. The company's commitment to research and development ensures continuous improvements, making Mugi a trusted name in home care. In recent years, there has been a growing shift towards sustainable and eco-friendly consumer products, driven by increased environmental awareness and demand for healthier living spaces. In response to this trend, GG Organics—a company known for its commitment to eco-conscious chemical solutions—entered the home care segment in 2014 through the launch of its Mugi brand. The Mugi product line was introduced to cater to households seeking cleaning products that are not only effective and affordable but also safe for the environment.

1. INTRODUCTION

The FMCG sector in India expanded due to consumer-driven growth and higher product prices, especially for essential goods. FMCG sector provides employment to around 3 million people accounting for approximately 5% of the total factory employment in India. FMCG sales in the country grew 7-9% by revenues in 2022-23. The key growth drivers for the sector include favourable Government initiatives & policies, a growing rural market and youth population, new branded products, and growth of e-commerce platforms. Resilience needs to be the key factor in the manufacturing process, daily operations, retail and logistic channels, consumer insights and communication that will help FMCG companies to withstand the test of time and create more value for consumers in the long run. India's Fast-Moving Consumer Goods (FMCG) sector grew 7.5% by volumes in the April-June 2023 quarter, the highest in the last eight quarters, led by a revival in rural India and higher growth in modern trade.

India's FMCG sector grew 10.6% in October to December quarter of 2024, driven by strong rural demand and higher essential prices. Rural sales rose 9.9%, outpacing urban growth at 2.6%, fueled by government schemes and festive consumption. Fast-moving Consumer Goods (FMCG) sector is India's fourth-largest sector and has been expanding at a healthy rate over the years because of rising disposable income, a rising youth population, and rising brand awareness among consumers. With household and personal care accounting for 50% of FMCG sales in India, the industry is an important contributor to India's GDP. India is a country that no FMCG player can afford to ignore due to its middle-class population which is larger than the total population of USA. The Indian FMCG market continues to rise as more people start to move up the economic ladder and the benefits of economic progress become accessible to the public. More crucially, with a median age of just 27, India's population is becoming more consumerist due to rising ambitions. This has been further aided by government initiatives to increase financial inclusion and establish social safety nets.

STATEMENT OF THE PROBLEM

G G Organics Care Private Limited is a growing company in the FMCG sector, specializing in eco-friendly and organic products that cater to increasing consumer demand for sustainable and health-conscious options. Among its portfolio, *Mugi* stands out as a significant product offering, targeting the B2B segment, which includes businesses, retailers, and bulk buyers interested in organic alternatives. Although the company has made initial strides in establishing its presence, it faces several challenges in realizing its full potential in the highly competitive B2B space and plan production schedules

optimally. A lack of in-depth sales data analysis has further limited G G Organics' ability to detect underlying trends, seasonal patterns, and customer behavior insights that are crucial for business decision-making.

Major issue is the limited brand recognition and awareness of Mugi among Another B2B buyers. Despite the rising trend of businesses opting for organic and sustainable products, G G Organics is yet to create a strong brand recall in the market. Established competitors with larger marketing budgets and wider distribution networks dominate the attention of potential B2B customers. In such a competitive landscape, relying on traditional selling methods without data-driven strategies puts G G Organics at a disadvantage. Additionally, a lack of effective marketing and promotional campaigns tailored to the B2B audience has slowed down customer acquisition and retention efforts.

OBJECTIVES:

The primary objective of this study is to analyze the sales data of Mugi products in the B2B segment and derive actionable insights that support business decision-making, sales optimization, and supply chain efficiency. The study is designed to evaluate the performance of different Mugi products, understand customer-wise sales contributions, and examine the influence of pricing and claims on sales volumes.

Primary Objective:

Analyze sales data of mugi products at G G Organics

- To analyze the B2B segment to identify trends, top-selling products, and customer behavior.
- Assess how promotional schemes, claims, and billing rates affect the overall sales volume and customer decision-making, contributing to sales optimization.

Secondary Objectives:

- To analyze the sales data of Customer
- To Analyze the product wise data
- To Evaluate the revenue of the sales data
- The research on analyzing the sales data of Mugi products in the B2B segment

GG Organics is structured around several secondary objectives, which complement the primary aim of the study. These secondary objectives are critical because they allow a granular examination of sales performance, customer behaviors, product-specific trends, and revenue patterns.

II.REVIEWS OF LITERATURE

Sales data analysis has emerged as an indispensable tool for modern business management. According to Kotler and Keller (2016), systematic analysis of sales data provides companies with vital insights into customer behavior, buying patterns, market trends, and product performance. In highly competitive industries like FMCG (Fast-Moving Consumer Goods), where thousands of similar products compete for consumer attention, analyzing past and current sales figures enables organizations to make data-driven strategic decisions. Companies that rely on detailed sales data analysis can optimize marketing strategies, improve customer engagement, and ensure a steady supply of products to meet market demand.

Sales forecasting is a critical component of sales data analysis. Mentzer and Moon (2004) emphasize that accurate forecasting leads to better inventory management, production planning, and distribution scheduling. In industries like organic home care products, demand can be seasonal or influenced by external factors like consumer awareness and promotional campaigns. Poor forecasting may result in either excess inventory, increasing holding costs, or stockouts, leading to lost sales and customer dissatisfaction. Through historical sales data analysis, companies can build predictive models that forecast future sales more accurately, allowing smoother supply chain operations.

Chopra and Meindl (2018) in their work on supply chain management, highlight that efficient supply chains are tightly linked to consistent sales performance. Sales data gives an organization visibility into product movement, inventory turnover rates, and geographical sales trends. For FMCG companies like G G Organics Home Care, where product freshness and quick delivery are crucial, maintaining a responsive and agile supply chain is necessary. Delays, bottlenecks, or incorrect demand predictions can disrupt supply chains, leading to service failures and financial losses.

In B2B markets, Anderson and Narus (2004) stress the importance of relationship marketing. B2B customers value reliable suppliers who can meet their needs consistently. Timely deliveries, stable product quality, competitive pricing, and customized service are critical factors. Analyzing B2B sales data helps in understanding client-specific requirements,

purchasing cycles, and service expectations. Firms can design tailored strategies to improve client satisfaction, drive loyalty, and increase repeat sales by leveraging sales analysis insights.

Lee (2002) introduced the concept of the "bullwhip effect" in supply chain management, describing how minor changes in consumer demand at the retail level can cause exaggerated fluctuations up the supply chain. Regular analysis of sales data at various stages of the supply chain minimizes uncertainty and helps align production and inventory levels closely with actual demand, thus mitigating the bullwhip effect.

III. RESEARCH METHODOLOGY

The research methodology is the backbone of any study, providing a structured approach to solving the research problem and answering the research questions. In this project, the focus is on analyzing the sales data of the Mugi product at G G Organics, a leading player in the FMCG sector. The research methodology adopted for this study is designed to gather, analyze, and interpret the sales data in a manner that is both rigorous and comprehensive, ensuring that the findings are robust, actionable, and relevant to G G Organics.

The primary objective of the research is to uncover patterns, trends, and correlations within the sales data of Mugi, which will provide valuable insights into factors that influence its sales performance. Given the nature of the problem, this research combines both **quantitative** and **qualitative** research approaches. The **quantitative approach** primarily focuses on the numerical aspects of sales data, leveraging statistical tools to analyze trends, growth rates, seasonal fluctuations, and the impact of different promotional activities. The **qualitative approach** seeks to complement the quantitative data by gaining insights from stakeholders such as sales managers, marketing teams, distributors, and retailers. These insights will help provide context to the numerical data, shedding light on factors such as customer preferences, market dynamics, and operational challenges that

IV. OBSERVATION REVIEW

The comprehensive analysis of Mugi product sales at GG Organics has revealed several critical observations across multiple parameters:

1. **Product-Wise Demand Variation:**

Mugi Zinc and Mugi Mix emerged as consistently high-selling products across most states and clients, suggesting their broad acceptance and relevance to common crop nutrition needs. In contrast, products like Mugi Copper and Mugi Boron saw lower but stable sales, indicating niche demand.

2. **Seasonal Sales Trends:**

Sales peaked during agricultural planting and growing seasons, particularly from **June to September** and again in **January to March**, aligning with the Kharif and Rabi crop cycles. This seasonal trend demonstrates the strong link between product movement and crop calendars.

3. **Regional Preferences:**

States such as **Maharashtra, Andhra Pradesh, Tamil Nadu, and Karnataka** showed high levels of engagement with Mugi products. These states have a larger market presence and favorable distribution networks. Some states like West Bengal and Kerala showed minimal activity, revealing scope for penetration.

4. **Client Engagement Disparity:**

A few clients—like **Aditya Biotech** and **Haritha Bio Products**—accounted for a large share of the revenue, suggesting dependency on a small set of high-performing accounts. Several smaller clients showed inconsistent or declining order patterns, indicating either market competition or weak engagement strategies.

5. **Growth in New Products:**

Mugi Smart and Mugi Flex, though recently introduced, showed promising signs of adoption in targeted markets, particularly where modern agricultural practices are more prevalent.

6. **Sales Concentration:**

A significant concentration of revenue was observed from a few states and clients, which poses a moderate business risk. Diversification and expansion into underrepresented markets could help balance this.

7. **Potential for Data-Driven Forecasting:**

The availability of historical sales data opens opportunities for implementing predictive analytics and demand forecasting tools to better manage inventory and plan marketing strategies.

V. LIMITATIONS OF THE STUDY

Despite its comprehensive approach, this study has certain limitations that should be acknowledged:

1. Limited Time Frame:

The analysis is restricted to sales data from FY 2021–22 to FY 2023–24. Trends outside this window could not be examined, potentially limiting long-term strategic insights.

2. Reliance on Secondary Data:

The study is based solely on secondary data provided by GG Organics. The accuracy and completeness of insights are dependent on the reliability of the company's internal records.

3. Lack of Market Comparison:

The analysis does not include competitor data, making it difficult to assess GG Organics' market share or benchmark Mugi products against rival offerings.

4. No Primary Customer Feedback:

The study does not incorporate direct feedback from distributors or end-users (farmers), which could have enriched the understanding of product performance and satisfaction.

5. Geographical Scope:

Although the data covers multiple states, some regions with agricultural potential (e.g., North-East India) are underrepresented or absent, limiting geographical generalizability.

VI. ANALYSIS

The sales data of Mugi products at GG Organics reveals significant trends and actionable insights. Mugi Zinc and Mugi Mix are top-performing products, indicating high demand for essential micronutrients. Sales patterns exhibit clear seasonality, with peaks during major agricultural cycles—primarily in June–September and January–March. Regionally, states like Maharashtra, Andhra Pradesh, and Karnataka lead in sales, while others show untapped potential. A few major clients contribute to a large portion of revenue, suggesting a need to broaden the client base to reduce risk. Additionally, newer products like Mugi Smart are gaining traction in specific markets. Despite overall growth, certain clients show inconsistent purchasing behavior, indicating potential issues in engagement or distribution. These observations highlight both strengths and opportunities for improvement in product promotion, regional targeting, and client relationship management. The data supports the need for a more strategic, regionally customized, and client-focused sales approach moving forward.

VII. DISCUSSIONS

The analysis of Mugi product sales at GG Organics provides valuable insights into market behavior, product performance, and regional trends. The dominance of Mugi Zinc and Mugi Mix reflects their critical role in micronutrient supplementation, while the seasonal nature of sales underscores the influence of crop cycles on product demand. The strong performance in southern states suggests effective distribution and awareness, whereas lower sales in other regions point to the need for market expansion and outreach. The concentration of revenue among a few clients reveals both dependency and loyalty, emphasizing the importance of retaining key accounts while diversifying the client base. Furthermore, the inconsistent order patterns of mid-tier clients raise questions about follow-up support, product availability, or pricing strategies. The rise of new products like Mugi Smart suggests market openness to innovation. Overall, a strategic blend of client engagement, regional focus, and product positioning is crucial to sustaining growth.

KEY FINDINGS**1. Top-Selling Products:**

Mugi Zinc and Mugi Mix consistently outperformed other products in terms of sales volume and revenue.

2. Seasonal Demand Trends:

Sales peak during the Kharif and Rabi cropping seasons, indicating strong seasonal dependency.

3. Regional Sales Concentration:

States like Maharashtra, Andhra Pradesh, Karnataka, and Tamil Nadu recorded the highest sales, showing strong market presence.

4. Client Dependency:

A few major clients contribute significantly to total revenue, indicating a reliance on key accounts.

5. Emerging Products:

Newer offerings such as Mugi Smart and Mugi Flex have begun gaining traction, especially in modern agricultural markets.

COMPARISON WITH REVIEW OF LITERATURE

The findings of this study align with the existing literature on agrochemical sales and market behavior. Previous studies have emphasized the seasonal nature of agricultural input demand, which is confirmed by the peak sales observed during

Kharif and Rabi seasons. Literature also highlights the importance of product differentiation and regional adaptation in driving agrochemical sales. This is reflected in the high performance of Mugi Zinc and Mugi Mix across varied geographies.

Consistent with earlier research, client relationship management emerges as a key factor, evident in the concentration of revenue among a few loyal clients. Additionally, studies underline the challenges of market penetration in underdeveloped regions, mirrored by the underperformance in states like Kerala and West Bengal. While existing literature focuses on market dynamics at a macro level, this study provides a more focused, company-specific view, enhancing the practical relevance of academic findings in the context of GG Organics' operations.

VIII. CONCLUSION

The sales analysis of Mugi products at GG Organics provides meaningful insights into the company's performance in the B2B agrochemical market. The data highlights strong product demand for Mugi Zinc and Mugi Mix, seasonal fluctuations aligned with crop cycles, and high concentration of sales in southern Indian states. While a few major clients contribute significantly to revenue, there is untapped potential in underperforming regions and inconsistent client segments. The growing acceptance of newer products like Mugi Smart indicates room for innovation and market adaptation. The study also underscores the importance of data-driven strategies for inventory planning, client retention, and regional targeting. By addressing the identified limitations and capitalizing on the observed trends, GG Organics can strengthen its market presence and drive sustainable growth. Overall, the analysis serves as a foundation for more targeted sales strategies and strategic decision-making in the future.

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