

MANGO MEN(आमआदमी) : An E-Commerce Initiative For Mango Distribution**Mr. Chetan Prabhakar Khandekar**Assistant Professor, Dept. of Accountancy

Abstract

Mango, the essence of konkan is considered as the Royal fruit across the world. It is rightly said that if a person has not tasted mango in his lifetime then his life on this earth is waste. At least this is factual in Maharashtra.

Public in konkan is mango men. They live a simple, economic, stress free, festival centric and relaxed lifestyle. Mango and specially Alphonso mango is weak point of these mango men. But when we add mango(AAM) to any food the food becomes special KHAAS.

Marketing of mango is only for 2 months during summer season. This marketing is mainly on personal relations. As the quality of mango cannot be tested while selling but at the time of tasting. So trust is an important factor in mango business. Trust of consumer, retailer, wholesaler is carried forward from producer i.e. farmer. Once trusted, the consumer, retailer and wholesaler become regular customer every year. Sometimes these people never meet each other but transact in lakhs of rupees only on the basis of trust.

In generation M i.e. mobile centric world there is no facility of full-fledged online business of mango i.e. from order to delivery like flipkart, amazon etc.

This paper aims at suggesting such full-fledged mango marketing model using a case study.

Keywords: mango distribution, E-commerce, middlemen, konkan products, Alphonso mango

Objectives of the study:-

- a. To study the problems in marketing of mangoes
- b. To suggest a system for online marketing of mangoes

Need of study:-

Mango is first love for konkan people. Similarly the person who has tasted mango for once will be desperate to taste it again and again. For this purpose number of companies have launched mango drinks like frooti, maaza, slice etc. Regular distribution of these packaged mango drinks prove that, customer all over India are mango fans. However only mango taste will not give complete satisfaction when actual mangoes are available i.e in summer season.

Mango distribution is based on personal relations due to trust and taste. Traditional system is used for distribution of mangoes where the mangoes are delivered to distributors. Distributors are the beneficiaries of price fluctuation and huge profits due to value pricing. Farmers deliver mangoes to distributors with a guarantee of good quality. So distributor is assured about the quality. On that basis, the distributor can charge high price from mango seeking customers.

E-commerce application in mango marketing will ensure minimization of distribution channels. Thereby related benefits will be shared by farmers and customers.

Limitations of the study:-

- a. This study is limited to distribution of Alphonso mangoes
- b. This study is based on the traditional distribution system followed by the mango producers in konkan region.(Ratnagiri District)

Primary and secondary data:-

This paper is based on case study of a mango supplier. Data is collected by discussion with Mr. Wajid Gulam Mulla(Lanja), Mr.Mubeen Shaikh(Ratnagiri), Mr.Hemant Chitale (Chiplun), & Mr.Vinayak Deshmukh (Pawas). Data consist of existing chain of distribution followed by most of the mango suppliers in Ratnagiri District.

Problems in Mango distribution:- Current mango distribution system is based on middlemen. Farmers from konkan deliver their produce to middlemen in Mumbai or Pune market due to lack of full-fledged distribution system. Similarly mangoes have limited shelf life. So farmers find it convenient to deliver them to middlemen for lower but guaranteed price.

20% to 30% output is distributed in local market directly to customers. But there is huge gap in amount paid to farmers and prices charged from customers in Mumbai and Pune market. Generally the problems faced by mango producers are as follows.

- Inconsistency in mango supply
- Price variation
- Unfair practices by few middlemen leading to the suspicions in the minds of customers
- Heavy use of pesticides for more production by few farmers
- Logistics problem
- Dominance of middlemen in Mumbai and Pune market
- Lack of sufficient manpower for field work

E-Commerce Initiative for Mango Distribution:-

E-commerce is useful for distribution of goods from producer to consumer. It is fast, economic and effective method of distribution. Amazon, Flipkart, myntra shop clues etc are popular platforms for direct distribution of large variety of goods directly to consumers with huge discounts.

However distribution of durable goods like electronics, clothing etc is different from mangoes. Mangoes have limited life and distribution period of maximum 2 months. But distribution of mangoes is possible through e-commerce platform to certain extent with proper use of technology and channels of distribution. E-commerce platform for mango distribution is not only useful for mangoes. It can be used for distribution of other konkan products like

Mango Wadi, Amrutkokam, mango poli, Fanaspoli, FanasGare, mango mawa, Mango pulp, cashew nuts etc.

Distribution of mango and other konkan products consists of following broad steps:-

- Order booking
- Supplier selection
- Courier partner selection
- Payment processing

Features of this business model are

- Supply of Alphonso mangoes and other konkan products
- Anywhere anytime order facility

Home delivery

- App based trade
- Online payments (credit card/ debit card/net banking/UPI)
- Full refund for faulty mangoes and other products
- Advance orders from January
- Timely supply (on pre booked date)
- Gifting option (to pre booked party on pre booked date)
- Cash payments to farmers (same day)
- Coding of each mango
- Standard packing (1 dozen only)
- Courier delivery only
- All India delivery in 48 hrs only
- Supply of other konkan products (cashew/mango products etc)

App based trade:- It is completely application based trade where consumer has to download the application. Order can be placed from anywhere at any time from January onwards. Delivery date should be mentioned at the time of order. Order should be placed with full advance payment as the farmer will be paid on the date of collecting the mangoes. Amount can be paid through debit card, credit card, net banking, UPI or any other online platform.

After payment the customer will get confirmation message. Orders can be placed in multiples of one dozen only as the standard packing will be available is one dozen pack.

Advance order booking:- Order booking will be from January. This facility is useful to book the orders for gift purpose. Orders can also be placed for other konkan products like mango pulp, mango barfi, mango juice, cashew, masala cashew, kokum, pickles etc.

Supplier tapping:- This consist of contact and agreements with suppliers i.e. farmers for supply of mangoes. This agreement depends on the schedule of demand.

Purchase schedule:- Purchase scheduling is based on order dates. Purchase requirement is 6-7 days before the date of actual delivery. Collection of mangoes, cleaning, coding, packing and transportation will take 4-5 days.

Delivery: Delivery will be completely by courier. So where the courier service is not available mangoes cannot be delivered.

Return and refund: In case of faulty mangoes, customer has to post the photo of the mango on the application login. Photo must contain the code sticker on the mango to identify the supplier.

After posting the photo, the customer will get the refund within 2 days directly into bank account. However the faulty mango should be reported within 7 days of delivery. Farmer will be informed about the faulty mangoes. In case of frequent rejections, the purchase from such supplier will be avoided or payments will be stopped for 15 days.

Advertising and Publicity:- Advertising and publicity of the business is mainly via hotels, tourist service providers, facebook and other social media.

Pricing of advance orders:- Orders placed from January to April shall be priced on estimated cost basis. Mango prices are based on natural conditions. Normally early prices are high and prices move downward after April. As the mango supply and price are judged on the basis of experience, the prices should be changed as per supply date. So tentative prices are chargeable for advance booking. There is risk for both parties like in futures contract.

Case study of Mango Man. Mr Wajid Mulla, Lanja

Mr. Wajid Gulam Mulla from Lanja, Ratnagiri is working partially on this model from last 4 years. He is implementing this model except application based booking and refund. He guarantees 0% faulty mangoes. If at all there is faulty mango, he either adjusts the amount in next order or delivers extra mangoes in next order.

He delivers mangoes all over India from 2011. Delivery is fully against advance payment. His business is only for 45 days i.e. from 1st April to 15th May. He has regular customers ordering gift packs and consumption orders on regular basis. Few of them have shifted from Mumbai to Pune, Bangalore, Hyderabad, Delhi. But still they order mangoes from this person with three months advance payment. Currently he gets orders through reference only. Advertisement is not necessary for him as he is working part time on this business. However from 2017 season he has been working on this model.

E-commerce initiative is feasible in current scenario due to use of online resources for maximum possible activities. People having mango as first love, will choose any medium for purchasing tasty mangoes. So e-commerce platform is helpful for seasonal mango business and other konkan products. However the consumer purchasing online mangoes will miss the enjoyment of feel and divine smell.

Conclusion:-

Mango distribution is a critical task as compared to other products. As there is limited life and lot of tasks to be completed for delivery to final consumer. In zero middlemen model, it becomes more critical due to exposure to high risk of spoilage and trust is at the stake. In the above mentioned model both risks can be reduced due to pre-booking and full refund facility. Pre booking avoids possibility of losses due to overstocking. Full refund avoids the mistrust. So this model can be helpful for limited class of customers as well as limited producers. Even the farmers can distribute the mangoes by traditional channel. However this system ensures higher price to the farmer and lower price to the customer with guaranteed quality.

References:-

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