

Lays chips Gap Analysis

Product features	Current state	Gap	Future state	Action plane
Quantity	Low quantity	Users find the quantity of chips is very low according the price they are paying	Suitable quantity should be provided that could vary according to the price	Analysing users demand and requirements and changing the amount of product
Quality	Average quality	Due to several competitors .users consider the quality of the chips as average	Best quality chips among the market	Choosing right raw materials and enhacing the quality of product frequently
Areas of delivery	Covers major market areas but lacks in rural areas	In rural areas customers willing to find the product are unable to receive it due to unavailability	Product availability at every shop irrespective of area	Considering increasing demands and enhancing the delivery
Customer satisfaction	Packaging is very simple	Simple packaging doesn't attract more customers	Creative marketing and user friendly packaging	Adapting the new generation packaging and creativity involvement
Consistency of taste	Change in taste within years	A frequent change in taste has been observed within years and customers	Consistency should be maintained in taste to retain customer's trust and satisfaction	Rataining old style of making the product with the use of new technologies

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