

GENERAL MANAGEMENT REPORT

ON

“INDUSTRY AND COMPANY ANALYSIS OF

SUHANA MASALE”

Submitted in Partial fulfilment of the Award of

the degree of

Masters in Management (MMS) program

(Under University of Mumbai)

Submitted By

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Vivekananad Education Society Institute of Management Studies and Research, Mumbai

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# CERTIFICATE

This is to certify that project title Industry and Company Analysis of Suhana Masale is successfully completed by Mr. Ganesh Naikwadi during Semester I, in partial fulfillment of the Masters of Management Studies recognized by university of Mumbai for the academic year 2022- 2024 through Vivekanand Education Society’s Institute of Management Studies and Research.

This project work is original and is not submitted earlier for the award of any degree/diploma or association of any University/Institution.

Date:

Place: Mumbai

Faculty Mentor Dr. Neena Nanda

VES Institute of Management Studies & Research

# DECLARATION

I hereby declare that this project report submitted by me to Dr. Neena Nanda , Faculty mentor at Vivekanand Education Society's Institute of Management Studies and Research is a bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree or diploma certificate or published any time before.

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# TABLE OF CONTENT

Table of Contents

[CERTIFICATE 2](#_Toc167158176)

[DECLARATION 3](#_Toc167158177)

[ACKNOWLEDGEMENT 4](#_Toc167158178)

[TABLE OF CONTENT 5](#_Toc167158179)

[Executive Summary: 6](#_Toc167158180)

[INDUSTRY ANALYSIS 7](#_Toc167158181)

[2.1 Customer Profile for a Spice and Seasoning Industry: 9](#_Toc167158182)

[2.2 SUPPLIER PROFILE OF THE INDUSTRY 10](#_Toc167158183)

[2.3 COMPETITORS PROFILING OF THE INDUSTRY 11](#_Toc167158184)

[2.4 CHALLENGES FACED BY THE INDUSTRY 12](#_Toc167158185)

[2.5 GOVERNMENT REGULATIONS 14](#_Toc167158186)

[3. COMPANY ANALYSIS 16](#_Toc167158187)

[3.1 GENSIS OF COMPANY AND ITS VISION 16](#_Toc167158188)

[SPICES Journey Begins… 16](#_Toc167158189)

[FIRST FACTORYin Hadapsar, Pune 16](#_Toc167158190)

[VISION AND MISSION 17](#_Toc167158191)

[3.2 PRODUCT AND SERVICES 17](#_Toc167158192)

[3.3 POSITION IN THE INDUSTRY 18](#_Toc167158193)

[3.4 Challenges faced by the company 20](#_Toc167158194)

[3.5 Company Financials 22](#_Toc167158195)

[3.6 SWOT ANALYSIS 23](#_Toc167158196)

[3.7 PESTEL ANALYSIS 25](#_Toc167158197)

[3.8 PORTER’S 5 FORCES MODEL 27](#_Toc167158198)

[Conclusion 29](#_Toc167158199)

[Reference 30](#_Toc167158200)

# Executive Summary:

Renowned in the spice and seasoning market, Suhana Masale is committed to offering mouthwatering, high-quality goods that elevate culinary adventures. The company was established in 1962 and has grown to become a well-known brand in households all throughout India and the world.

1.**Product Portfolio**: To accommodate the wide range of tastes and preferences of its customers, Suhana Masale provides a variety of spices and seasonings. The company takes pride in providing genuine flavours, whether it is through traditional spices or creative combinations.

**2.Quality Assurance:** Suhana Masale is dedicated to quality, sourcing only the best ingredients and implementing strict quality control procedures all the way through the production process. Customers will only obtain goods that satisfy the highest requirements for purity and flavour thanks to this.

**3.Market Presence**: Suhana Masale has effectively increased its market share on a national and worldwide level. Its capacity to connect with a wide range of consumers is demonstrated by the brand's appeal.

**4. Innovation**: By consistently improving its product line, the organization is committed to staying ahead of culinary trends. Suhana Masale offers intriguing new concoctions that exhibit a tasteful fusion of modernism and heritage.

**5. Sustainability Initiatives:** In the current corporate environment, Suhana Masale understands the significance of sustainability. The business actively promotes ethical ingredient procurement and participates in eco-friendly business practices.

**6. Client Satisfaction**: Suhana Masale places a high value on client satisfaction. The organization seeks to establish enduring relationships with its clientele by means of efficient communication, customer feedback tools, and attentive customer service.

# INDUSTRY ANALYSIS

**Market Size and Growth**:-

In 2022, the global consumption of spices is expected to be valued at US$ 148.6 billion. With a compound annual growth rate (CAGR) of 5.1%, the worldwide spices industry is expected to reach US$ 244.8 billion by 2032. Persistence Market Research projects that the two regions with the fastest-growing markets for spices are North America and Europe.

**Competitive Landscape**:

In order to maintain a competitive advantage and strengthen their position, major companies in the spices market are implementing a variety of techniques these days. Businesses consistently allocate resources towards research and development (R&D) in order to generate novel ideas and launch innovative spice blends, formulations, and value-added goods. By providing distinctive and varied spice options, they draw in a larger customer base and accommodate evolving consumer tastes. In addition, major stakeholders in the supply chain—from sourcing raw spices to processing, packaging, and distribution—implement strict quality control procedures and uphold high standards of quality to win back the trust and loyalty of consumers. In order to guarantee the long-term availability of spices and to promote morally and responsibly run supply chains, businesses are adopting sustainable sourcing strategies. They are taking part in a range of promotional endeavours, including advertising,

**Trends**

Growing strategic acquisitions by large firms are the main factor influencing market expansion. Several of the leading market participants are seeking to broaden their client bases and increase their responsiveness to cutting-edge technology by venturing into new markets and geographic areas.

**Difficulty**

Recalls of products pose a significant obstacle to market expansion. Spices can include a variety of contaminants that pose health risks to people. Therefore, product recalls are frequently caused by the presence of contaminants as a result of manufacturing or packaging flaws. Recalls of this kind of product can damage a brand's reputation and cost market participants a lot of money, which hinders market expansion.

## 2.1 Customer Profile for a Spice and Seasoning Industry:

1. **Cooks at Home and Food Enthusiasts:**

* The majority of customers are those who like to cook at home.
* To improve their culinary creations, this section is interested in a wide range of spices and flavours.

1. **Culinary Professionals:**

The customers seeking authentic and premium spices for use in commercial kitchens are chefs, restaurant owners, and culinary professionals.

1. **Differential Populations:**

Due to the fact that spices and seasonings are necessary components in a large variety of cuisines, the clientele is diverse in terms of age and demography.

1. **Health-Aware Customers:**

Given the growing emphasis on eating healthily, a portion of the market might be drawn to spice blends that satisfy particular dietary requirements, including low-sodium or organic varieties.

1. **Ethnic and Cultural Communities:**

Individuals with particular ethnic origins could look for seasonings and spices because they are essential to their traditional cooking.

1. **Residents of Cities and Suburban Areas:**

Spice mixes that are ready to use and easy, saving time in the kitchen, appeal to busy urban and suburban residents.

1. **Global Market:**

Suhana Masala expands globally, its clientele comprise people who value the genuineness of Indian spices and actively search for these items for their foreign culinary creations.

1. **Brand-Aware Customers:**

Suhana Masala is a good option for customers that appreciate consistency, quality, and brand reputation when it comes to spices & seasonings.

1. **Internet Retailers:**

Nowadays, more and more consumers are making their spice and seasoning purchases online. Customers who appreciate the convenience of online buying are drawn to Suhana Masala.

## 2.2 SUPPLIER PROFILE OF THE INDUSTRY

**Growers and Farmers**:

People or agricultural organizations that grow spices, such cardamom, cumin, and black pepper, etc.

**Cooperatives for Agriculture**:

Cooperative societies, or associations of farmers working together to grow and sell spices as a group. Spice producers may find a centralized source from these cooperatives.

**Dealers and Agencies:**

Middlemen engaged in the purchase and sale of uncooked spices. Farmers and spice producers are frequently connected by traders and brokers, which streamlines the supply chain.

**Traders and Purchasers**:

Businesses that focus on the import or export of large quantities of spices. They help to ensure a worldwide supply chain by moving spices across international borders.

**Processors and Millers**:

Organizations that transform unprocessed spices into a format appropriate for utilization by the spice sector. This can include facilities for grinding, washing, and packing.

**Packaging Suppliers**:

Businesses that offer solutions and supplies for packaging to the spice sector. This comprises producers of labels, jars, and pouches used for packaging spices.

**Providers of Transportation and Logistics**:

Businesses that handle the logistics and transportation of spices from growing regions to processing centers and ultimately to manufacturers.

**Suppliers of Technology and Equipment:**

Suppliers of the tools and machinery needed to process spices. This covers technologies related to packing, grinding, and drying.

## 2.3 COMPETITORS PROFILING OF THE INDUSTRY

**Everest Masala** Since it’s founding in 1981, the business has been supplying households all throughout the nation with genuine Indian spices.

Provides a large selection of masalas and spices, including whole, blended, and powdered spices. Garam masala, turmeric powder, red chili powder, cumin powder, and coriander powder are a few of their best-selling items. Additionally, the company provides a selection of specialty masalas for dishes including pav bhaji, chana masala, and biryani.

The company makes sure that only the highest-quality spices are utilized in its goods by sourcing its raw ingredients from different parts of India.

**MDH** **Masala** Mahashay Chuni Lal Gulati founded MDH Spices, one of the Indian masala firms, in 1919. The most well-liked goods include the MDH Kitchen King Masala, which is their signature product, as well as turmeric, coriander, and cumin powder.

To preserve their freshness and purity, the spices are meticulously chosen, sorted, and washed. By processing and packaging its products using cutting-edge technology to preserve their flavour and scent, the company made a name for itself in the Indian spice market.

**Zoff Spices:-** The top spice firm in India is Zoff Spices, which is well-known for its premium masalas and spice blends and is expanding quickly.

Sabji Masala, one of their best-selling items, is a spice combination that's utilized to flavor vegetable recipes. Because of its dedication to quality and creativity, Zoff Spices has established a reputation as one of the top spice companies in India. To meet the evolving tastes of Indian customers, the company employs a group of skilled chefs and culinary specialists who are always creating new and inventive spice mixes.

**Priya Masala**

Indian spice manufacturer Priya Masala is renowned for producing genuine, premium spice goods. Regarded as one of India's top brands of beef masala powder.

Additionally, a group of skilled cooks and culinary specialists at Priya Masala, an Indian spice company, painstakingly choose and blend the spices to give each product the ideal flavour balance.

## 2.4 CHALLENGES FACED BY THE INDUSTRY

**Variability in Weather and Climate Change:**

Spice crops are climate-sensitive, and variations in the weather, such as erratic rainfall and temperature swings, can affect their quality and output.

**Diseases and Pests:**

Spice crops are vulnerable to diseases and pests, which can have a negative impact on output. Using pesticides and other treatments is common practice in the control of diseases and pests.

**Adulteration and Quality Control:**

In the spice sector, maintaining consistent quality is essential. Intentional or inadvertent adulteration might raise questions regarding the integrity of the product and food safety.

**Supply Chain Interruptions:**

A global supply chain is frequently involved in the spice sector. Natural catastrophes, geopolitical crises, and transportation problems are a few examples of disruptions that can affect the timely delivery of spices.

**Variable Costs:**

Spice prices can fluctuate because of a number of causes, including market demand, weather, and geopolitical developments. This unpredictability may present difficulties for buyers and manufacturers alike.

**Ethical and Sustainable Sourcing:**

Spices sourced ethically and sustainably are in greater demand. For farmers and suppliers, meeting these regulations can mean spending more money and exerting more effort.

**Adherence to Regulations:**

It can be a challenge for enterprises in the spice industry to comply with local and international rules concerning food safety, quality standards, and labelling requirements.

**Adoption of Technology:**

For smaller companies in the market, integrating contemporary technologies into farming, processing, and packaging can be difficult because of the related costs and learning curves.

**Competition in the Global Market:**

There are many competitors fighting for market share in the fiercely competitive spice industry. To be competitive, businesses must constantly innovate and set themselves apart from the competition.

**Customer Knowledge and Preferences:**

Market demand may be impacted by shifting customer preferences, such as an increasing need for organic and ethically sourced goods, necessitating adjustments from industry participants.

**Infrastructure and Market Accessibility:**

Inadequate transportation and storage infrastructure in some areas might make it more difficult for spices to travel efficiently from fields to markets and processing facilities.

**Workplace Difficulties:**

A lack of labour or trouble hiring qualified staff can affect the entire spice production process, from processing to growing.

## 2.5 GOVERNMENT REGULATIONS

**Standards for Food Safety:**

Usually, governments establish regulations governing the safety of food items, including spices. It's frequently necessary to abide by laws like Hazard Analysis and Critical Control Points (HACCP).

**Grading and Quality Standards:**

Government organizations have the authority to set standards for the calibre and classification of spices. These guidelines guarantee uniformity and support customers in making wise decisions.

**Limits on Pesticide Residue:**

To safeguard the health of consumers, regulations may establish permissible thresholds for pesticide residues in spices. Maximum Residue Limits (MRLs) compliance is frequently necessary.

**Labelling specifications:**

The information that must appear on the labels of spice products is governed by regulations. This contains specifics like ingredient lists, information on allergies, and nutritional value.

**Regulations on Import and Export:**

In order to maintain compliance with international trade agreements, quality standards, and sanitary regulations, governments frequently regulate the import and export of spices.

**Accountability and Documentation:**

There can be regulations pertaining to traceability in place to monitor the origin and flow of spices across the supply chain. This aids in recognizing and controlling possible risks.

**Certification of Organic Products**:

In order to confirm adherence to organic farming standards, certification can be necessary for spices bearing the organic label. This certification may be supervised by governmental bodies or independent institutions.

**Vaccination Procedures:**

Quarantine laws may be implemented in some areas to stop the entry and spread of illnesses and pests that harm spice crops.

**Standards for Manufacturing and Processing:**

To guarantee that hygienic practices, safety precautions, and quality standards are upheld, regulations may govern the production and processing procedures of spice goods.

**Regulations Concerning Genetically Modified Organisms (GMOs)**:

The usage and cultivation of genetically engineered spices may be governed by regulations. The growing and selling of GMO goods is prohibited in some areas under rigorous regulations.

**Labour Laws:**

The spice business may be subject to labour laws that address issues like worker safety and fair labour standards.

**Trade Accords and Customs Duty:**

The import and export of spices can be impacted by tariffs and international trade agreements. For businesses to engage in international trade, these agreements must be followed.

# 3. COMPANY ANALYSIS

## 3.1 GENSIS OF COMPANY AND ITS VISION



## SPICES Journey Begins…

1962

Shri. Hukmichand ji Chordia and Late Sau. Kamalbai Chordia started their humble beginning with a home-based set-up

## FIRST FACTORYin Hadapsar, Pune

1970

A steady growth in customer base required moving production to a dedicated manufacturing facility which led to the birth of the first factory in Hadapsar, Pune

### VISION AND MISSION

* We will provide food products and associated services that will easily enable pleasant, wholesome, and safe family meals at the best possible price, as well as goods for the commercial catering sector.
* In order to develop a national leadership in our business and an on-going relationship with our clients, we will make an effort to stay in close and consistent contact with

Their demands across a variety of regional tastes and customs.

* We promise to always respond quickly and decisively to meet the needs of our clients and to actively work to keep the system and manufacturers from making us appear cumbersome and bureaucratic.
* In order to increase customer satisfaction and the expansion of all business partners, we are dedicated to improving the procedures, practices, and systems for the manufacturing, marketing, and delivery of our goods and services through the efficient implementation and on-going improvement of the Quality Management System and the Food Safety Management System.

## 3.2 PRODUCT AND SERVICES

**Product Range:-**

**Veg Masalas**:- Chana Masala, Chat Masala, Dal Masala, Garam Masala, Panipuri, Pav Bhaji Masala, Rajma Masala, Sambhar Masala, Shahi Paneer, Mutter Paneer Masala, Manchurian Masala, Missal Rasa Masala, Dabeli Masala

**Non-Veg Masalas:**- Biryani Masala, Chicken Masala, Meat Masala, Fish Masala, Butter Chicken Masala

**Spices**:- Dhania Powder, Black Pepper, Haldi Powder, Jeera Powder, Kasuri Methi

## 3.3 POSITION IN THE INDUSTRY

The organization employs a talented group of quality management specialists with in-depth knowledge of the food sector. Every step of the production process, from handling the raw materials even before they arrive at our facilities to final packing, is subject to strict quality management procedures.

In Pune's Hadapsar in 1970

Due to a consistent increase in the number of customers, production had to be moved to a new location, which resulted in the establishment of the first factory in Hadapsar, Pune.

Manufacturer of spice mixes and condiments Pravin Masalewale, a division of the former Chrodia Group, intends to increase its market share in India.

The forty-year-old company, which holds a nearly ninety present market share in Pune, is currently leveraging its research and development resources to create items that will appeal to the diverse and widely dispersed tastes and preferences of Indian consumers.

On Tuesday, Pravin Masalewale's director of sales and marketing, Vishal Chordia, announced to the media that the company would initially expand its distribution network over five states. These states are Gujarat, Rajasthan, Madhya Pradesh, Andhra, and Karnataka.

In order to cater to a specific group of consumers, the company was now concentrating on "regional" tastes and preferences when creating niche products. For instance, comparable versions of the company's recently developed "black masala," Vaygaon turmeric, milk masala (which is highly sought after in Maharashtra), and coarse chilli powder will be made for various market segments.

Thus, in order to take advantage of local procurement and produce goods that are tailored to regional tastes under its own brand spectrum, which includes Pravin, Ambari, Sarvam, and Suhana, the company will establish manufacturing facilities across the nation.

In order to increase its capabilities at Yavat, Hadapsar, and Shirwal, Chordia said the company also planned a Rs 5-crore expansion in Pune. "While the capacity expansion will take a year or so, we have started contract manufacturing with a Guntur (Andhra)-based masala maker to meet the growing demand."

The company's revenues are expected to increase from Rs 48 crore in 2005-06 to Rs 70 crore this year (2006-07) due to the increased demand and extended presence in the country.

In order to satisfy the demand from the Indian population living in those regions, the company has also begun exporting to West Asia, Africa, and the UK.

## 3.4 Challenges faced by the company

What was the Task? Suhana, a regional spice brand based in Pune, aimed to establish itself as a major force in the Gujarat, Maharashtra, MP, and Mumbai regions. But the spices category had several distinct features that made it difficult for a company like Suhana to triumph over the rivals. Our job was to clear the shelf and make room for Suhana, as there were regional players exerting a control over physical merchants and large national brands saturating the media with tremendous awareness.Finding revelations

Our team used engaging and enlightening research immersions to conduct in-depth research in target locations in order to gain a deeper understanding of the category and its customers. From spice markets to cooks' potlucks at home to spice market visits, we were aware of the objectives of every party involved in the company.

**The issue**

In most households, there is a high level of brand loyalty because of the influence spices have on food flavour. When it comes to modifying their taste preferences, families are quite resistant. Large national brands and powerful regional players control the market and exercise influence over merchants, who are crucial in encouraging brands to experiment, even when consumers are open to change.

**The method**

We made the decision to set Suhana out from the other packets on the shelf by both its offerings and its message in order to encourage people to give it some thought.

Rather of competing on the heavily dominated field of blends and plain powders (coriander, turmeric, and chili), we chose to focus our efforts on the relatively new area of "Ready to cook" mixtures, which includes chicken tikka, paneer butter masala, and others.

We discovered that the top brands had already taken up the most important differentiators, such as purity, true taste, flavour, and heritage, when it comes to the communication platform. Additionally, every business appeared to be engaging with consumers and making a commitment to meet their high standards for flavour. We therefore made the decision to present Suhana as a modern spice brand offering an unparalleled flavour experience that pleases both cooks and diners.

The expression "Maza Aa Gaya!"—a natural reaction we have after enjoying a delicious meal—was used to translate the concept of "joy of cooking and eating" into consumer vocabulary.

**Execution**

Our motto, "Maza Aa Gaya!" inspired us to resolve to defy category norms in order to differentiate ourselves from powerful regional and national players. We used a progressive perspective to promote experimentation at a time when the entire category was depending on legacy and conventional wisdom to build brand attachment. We decided to use a controversial approach in the first commercial by highlighting the very Indian phenomena of a vegetarian versus non-vegetarian debate, since non-vegetable mixtures sell more than vegetarian ones.

We shifted the communication focus in the subsequent advertisements from ingredients and method to flavour and enjoyment for both the cook and the diner. In a sector where sentimentality was predominant, we employed food memories as a creative tool to create light-hearted, straightforward scenarios with a thought-provoking twist.

'Maza Aa Gaya!' now serves as the focal point for all Suhana's internal and external brand communications.

## 3.5 Company Financials

PMW was formed as a partnership firm in 1962. The firm belongs to the Chordia Group of Pune and is engaged in the manufacturing of packaged spices with an installed capacity of 44300 metric ton per annum, along with the trading of Papad and pickles. The products are marketed primarily under six brands, namely: Suhana, Ambari, Sarvam, Toofan, Pravin, and Navin.

|  |  |  |  |
| --- | --- | --- | --- |
| **Brief Financials - Combined (₹ crore)** | **March 31, 2021 (UA)** | **March 31, 2022 (UA)** | **9MFY23 (UA)** |
| Total operating income | 745.23 | 943.28 | 850.00 |
| PBILDT | 108.68 | 116.86 | Not Available |
| PAT | 59.69 | 61.01 |
| Overall gearing (times)\* | 0.61 | 0.76 |
| Interest coverage (times) | 12.98 | 12.61 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Brief Financials - Standalone (₹ crore)** | **March 31, 2021 (A)** | **March 31, 2022 (A)** | **9MFY23 (UA)** |
| Total operating income | 715.78 | 888.98 | 825.58 |
| PBILDT | 106.44 | 116.90 | 117.03 |
| PAT | 56.78 | 62.07 | Not Available |
| Overall gearing (times)\* | 0.69 | 0.80 | Not Available |
| Interest coverage (times) | 12.95 | 12.59 | 11.43 |

## 3.6 SWOT ANALYSIS

**Strengths:**

Product Quality: Pravin Masalewale's reputation for producing premium spices can be seen as a plus.

Brand Reputation: Consumer loyalty and trust can be fostered by a robust and favourable brand image.

Diverse Product Offerings: A corporation may draw in a large clientele if it provides a large assortment of spices.

Distribution Network: To reach a large market, a well-established and effective

Distribution network is essential.

**Weaknesses:**

Dependency on Suppliers: Pravin Masalewale may be vulnerable if he depends too much on a small number of suppliers.

Market Competition: Gaining market share may be difficult given the fierce competition in the spice sector.

Restricted Geographic Presence: There may be growth constraints if the business only operates in a few areas.

**Opportunities:**

Market Expansion: Investigating untapped markets or market niches may present a chance for development.

Health and Wellness Trends: Making the most of the movement toward a healthier diet by highlighting the advantages of spices for your health.

Online Sales: Sales of spices may benefit from embracing e-commerce as a rising sector.

Creating distinctive spice blends or offering creative packaging are examples of product innovation.

**Threats:**

Disruptions to the Supply Chain: The supply chain may be affected by outside variables such as natural catastrophes or geopolitical events.

Changing Customer Preferences: Modifications to consumer trends or preferences may have an effect on sales.

Regulatory Difficulties: In the food industry, adhering to different regulations may present difficulties.

pricing Wars: Profit margins may be impacted by fierce rivalry that results in pricing wars.

## 3.7 PESTEL ANALYSIS

**Political**

* Laws pertaining to requirements for food safety and quality.
* Regulations and trade rules pertaining to the import and export of spices.
* Political stability in the company's primary operating markets.

**Economic:**

* How the economy is doing affects the purchasing power of consumers.
* The effect of exchange rates on the import and export of spices.
* The impact of inflation rates on the cost of production.

**Social**

* Spice intake is influenced by dietary patterns and cultural preferences.
* The demand for particular types of spices is influenced by trends in health and wellbeing.
* Demographic elements include the distribution of ages and population growth.

**Technology-wise:**

* Technological developments that have an impact on packaging and production methods.
* Trends in e-commerce and prospects for selling spices online.
* Investigation and advancement in the processing and preservation of spices.

**Environmental**

* Eco-friendly and sustainable supply chain procedures.
* Effects of climate change on the production and farming of spices.
* Environmental laws that have an impact on the sector.

**Legal**:

* Adherence to laws governing food safety and labelling specifications.
* Intellectual property laws shield trademarks or proprietary spice mixtures.
* Regulations and rules pertaining to employment that impact employees.

## 3.8 PORTER’S 5 FORCES MODEL

**Threat of New Entrants:**

Entry Barrier: Specialized knowledge and a network of suppliers may be necessary to produce high-quality spices, which would prevent new competitors.

Economies of Scale: Production economies of scale can help established businesses outperform newcomers by lowering their costs.

Customer devotion to well-known brands, such as Pravin Masalewale, might make it difficult for new competitors to capture market share.

**Bargaining Power of Buyers:**

Volume of Purchases: Due to their enormous purchase volumes, large purchasers may have more negotiating strength.

Switching Costs: Customers have more negotiating leverage if they can quickly and affordably move from one spice supplier to another.

Differentiation: When customers have easy access to multiple spice suppliers, the bargaining power of a single supplier is diminished.

**Bargaining Power of Suppliers:**

Uniqueness of Inputs: Suppliers may have more negotiating power if there are few sources for particular spices or unusual blends.

Switching Costs: Suppliers may have less negotiating power if Pravin Masalewale finds it simple to move between spice suppliers.

Supplier Concentration: Key spice suppliers may have greater negotiating leverage if there are fewer of them.

**Threat of Substitute Products or Services:**

Availability of Substitutes: The threat of substitutes is strong if there are numerous ways to flavour food or if customers may quickly switch to different condiments.

Price Sensitivity: The threat grows if customers are extremely price-sensitive and ready to make substitutions based only on price.

Customer Loyalty: If customers are devoted to particular spices or brands, then their established habits and preferences may lessen the risk of alternatives.

**Intensity of Competitive Rivalry:**

Number of Rivals: The level of competitive rivalry increases with the number of businesses in the spice sector.

Slow industry growth may result in more competitors vying for the same market share.

Product Differentiation: The level of competition may be lowered if Pravin Masalewale's spices are distinctive or have a high level of brand recognition.

# Conclusion

Suhana Masala has carved a niche in the highly competitive Indian spice market through a captivating blend of tradition, innovation, and strategic marketing. Its commitment to quality, diverse product offerings, and regional customization has resonated with consumers, propelling it from a local brand to a force to be reckoned with across several states.

Despite numerous challenges, including fierce competition, volatile supply chains, and evolving customer preferences, Suhana Masala has demonstrated remarkable resilience. Its focus on understanding regional palates, embracing innovation in ready-to-cook mixes, and crafting a relatable brand personality through the "Maza Aa Gaya!" campaign has allowed it to stand out.

Looking ahead, Suhana Masala faces opportunities to further strengthen its position. Expanding its online presence, capitalizing on health and wellness trends with organic offerings, and venturing into new markets beyond India are potential avenues for growth. However, navigating rising costs, navigating regulatory frameworks, and maintaining its commitment to ethical and sustainable sourcing will be crucial.

In conclusion, Suhana Masala's journey is a testament to the power of understanding consumer needs, adapting to market dynamics, and staying true to its core values. By continuing to innovate, prioritize quality, and connect with diverse audiences, Suhana Masala is poised to savor even greater success in the years to come.

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