



JANKIDEVI®
PUBLIC SCHOOL

Soma

A project on
marketing

**Business Studies
(054)**

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Certificate

This is to certify that Kartavya Jharwal, a diligent and committed student of Jankidevi Public School, has successfully completed the academic project for the product titled Soma. This project, undertaken as part of the marketing curriculum in fulfillment of academic requirements, demonstrates a high level of dedication, research, and analytical acumen.

This project stands as a testament to Kartavya's academic prowess, creativity, and ability to apply theoretical knowledge to real-world scenarios. It is presented with excellence and a commitment to academic rigor.

Signature of teacher

School Stamp

Acknowledgement

I would like to express my heartfelt gratitude to everyone who has contributed to the successful completion of this project. I am immensely thankful to our school's principal , Mrs. Archana Pal Singh for providing me with the opportunity to delve into the world of business studies. I extend my sincerest appreciation to my Business Studies teacher, Sanjay sir, for their guidance, support, and valuable insights throughout this journey.

I would also like to acknowledge the invaluable assistance I received from my friends and classmates who provided me with encouragement and constructive feedback. Their involvement has truly enriched this academic exploration.

Preface

In the pages that follow, "Soma: A Marketing Project" unfolds. It is an academic journey into the realm of business studies and marketing. This project is a quest for knowledge, an exploration of marketing's intricate web, and a commitment to its practical applications. Our expedition encompasses various components of marketing, from deciphering the product to crafting persuasive promotional strategies. It is a journey into the world of Samosas and its potential in the form of branded foods market. I invite you to accompany me on this intellectual voyage as we unravel the mysteries of marketing together.

INTRODUCTION

In this marketing project, we'll explore the strategy behind launching "Soma," a samosa franchise designed to tap into the popularity of small, everyday snacks in India. Our aim is to create a marketing plan that not only stands out but excels in the market by offering delicious samosas with a memorable tagline.

Why Samosas?

The choice of Samosas as my subject is motivated by several compelling factors. While samosas hold a cherished place, the vision for Soma is to propel them into the future. The name "Soma" itself signifies something divine and unforgettable, much like the experience I aim to provide. However, this aspiration is not about grandiosity but a commitment to continuous improvement and innovation, all under the banner of academic exploration.

Meaning of Soma

Soma, with its mythological connotations of divine nectar, serves as the inspiration behind our venture. Our name pays homage to the exceptional quality and flavour of our product—samosas that are memorable, delightful, and easily recognizable.



Soma: A Culinary Revelation

"Soma" signifies an opportunity to elevate and redefine the samosa—a celebrated snack with room for innovation and personalization. This voyage seeks to enhance tradition rather than overshadow it.

Soma, the embodiment of my vision, offers a diverse range of flavours and options. These selections are meant to complement existing samosas, catering to a variety of tastes.

Key Features of Soma Samosas:

- Diverse Flavour Selection: Soma offers an array of flavours, from traditional potato and pea fillings to innovative cheese and sweet creations. This diversity caters to a wide range of tastes, embracing India's rich culinary heritage.
- Customization: Our samosas empower individuals to curate their samosas, fostering a personalised culinary adventure. With mix-and-match options in our premium samosas can be a unique experience.
- Crispy Perfection: Each Soma Samosa is a masterpiece, exquisitely crispy on the outside with an explosion of flavours within. We take pride in ensuring a perfect balance of textures and tastes.
- Memorable Brand Identity: Our visually captivating label and thoughtfully designed logo invite you to explore the vibrant world of Soma Samosas.

CRAFTING AN ELEGANT IDENTITY

A product label is an information tag, wrapper, seal, or imprinted message covering important information about the product like the product's contents and directions for its use.

Soma logo - A thoughtfully designed logo inviting you to explore the vibrant world of Soma.

The logo is an invitation to my world, conveying the vibrancy and creativity of Soma.

A logo is a small design adopted by an organization to identify its products.

A Refined Tagline: The Soma Promise

Soma - A Bite of Bliss.

This concise tagline captures the essence of my venture while maintaining brevity and memorability. It invites you to savour the blissful moments that each Samosa promises.

A tagline is a brief phrase used to relay a brand's value.

Nutrition Facts

usually 2 servings per container

Serving size 1 Pieces (65g)

Amount Per Serving

Calories 200

% Daily Value*

Total Fat 10g 13%

Saturated Fat 3g 15%

Trans Fat 0g

Polyunsaturated Fat 2g

Monounsaturated Fat 5g

Cholesterol 5mg 2%

Sodium 400mg 17%

Total Carbohydrate 20g 7%

Dietary Fiber 2g

Total Sugars 1g

Includes 0g Added Sugars 0%

Sugar Alcohol 0g

Protein 3g 6%

Vitamin D 0.4mcg 2%

Calcium 26mg 2%

Iron 1.08mg 6%

Potassium 376mg 8%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

EST. 20XX

BY SOMA

VARIANT

Good old'
classic

Where
Every
Bite
Unlocks
Bliss.

MADE IN
India

No. 1234567890

EXPLORING THE COMPETITION

The Prevalence of Local Samosa Shops and their Monopoly

Local samosa shops, deeply embedded in communities, have traditionally been the preferred destination for samosa enthusiasts. They've cultivated a loyal customer base and maintained their stronghold through secret recipes, family legacies, and personalized service. This local monopoly often poses challenges for new competitors entering the market.

The Rise of Branded Samosa Franchises

Within this landscape, there's a growing opportunity for branded samosa franchises like Soma, Samosa Party, and Samosa Singh. These franchises offer distinct advantages:

- **Consistency:** Branded franchises ensure samosa quality and hygiene, addressing concerns sometimes associated with local vendors.
- **Innovation:** They introduce new flavours and presentation styles, providing a fresh twist to traditional samosas.



kanha

MULTI-CUISINE RESTAURANT | SWEETS | BAKERY



- **Wider Reach:** Branded franchises can expand across cities, making samosas accessible to a broader audience.
- **Online Presence:** They tap into the trend of online food delivery, catering to tech-savvy, convenience-seeking customers.

Competitor Analysis: Samosa Party & Samosa Singh

Let's take a simplified look at two major players: Samosa Party and Samosa Singh.

Samosa Party

Strengths:

- Offers a variety of innovative samosa flavours.
- Active online presence and customer engagement.
- Ensures consistent quality and fresh ingredients.

Weaknesses:

- Limited physical presence may hinder expansion.
- Pricing of innovative samosas may deter budget-conscious customers.

Opportunities:

- Expansion into new areas and cities.
- Adding new snacks to the menu.
- Utilising the online food delivery trend.

Threats:

- Competition from local vendors and other samosa franchises.
- Evolving customer preferences and dietary trends.



Samosa party logo

Samosa Singh

Strengths:

- Strong brand recognition with a multi-city presence.
- Diverse menu with quality assurance.
- A successful franchising model for rapid growth.

Weaknesses:

- Saturation in some markets may limit growth.
- Price sensitivity of customers in the street food segment.

Opportunities:

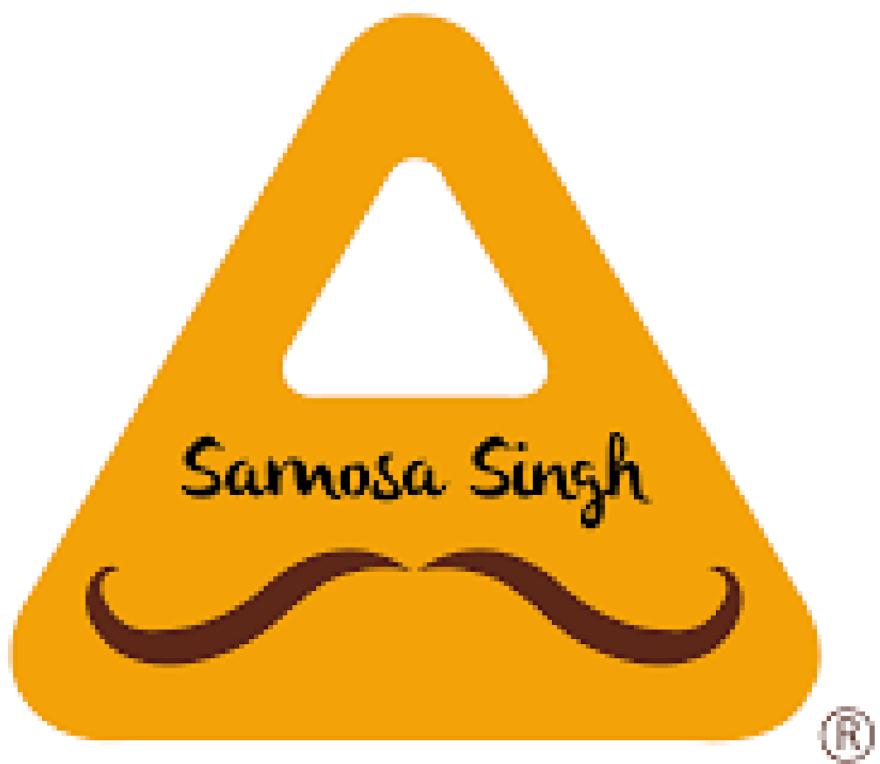
- National expansion for a larger market share.
- Expanding the menu to include other snacks.
- Incorporating healthier samosa options.

Threats:

- Competition from local vendors and established samosa chains.
- Supply chain disruptions and economic factors affecting ingredient availability.

The Scope for Soma

With its commitment to quality, innovation, and a potential strategy for international expansion, Soma can tap into the growing market and offer a unique samosa experience.



Samosa Singh logo

UNIQUE SELLING PROPOSITION (U.S.P)

Before unveiling Soma's Unique Selling Proposition (U.S.P), it's crucial to examine the distinctive features that set competitors, like Samosa Party and Samosa Singh, apart in the fiercely competitive samosa market.

Samosa Party, for instance, leverages technology to enhance customer experience. They inscribe the names of samosa fillings, making it easier for customers to identify and select their preferred flavour. Furthermore, they employ batch codes, a testament to their commitment to quality and efficiency. This unique approach not only aids customers but also serves as a branding tool, reinforcing the connection between their samosas and the Samosa Party experience.

Samosa Singh, on the other hand, boasts a diverse range of samosa flavours that truly stand out. With offerings like Butter Chicken and Kadai Paneer, they cater to diverse palates, making their samosas a delectable adventure. Additionally, Samosa Singh's application of scientific principles in samosa production ensures consistency, from samosa thickness to filling quantity, creating a product that is both innovative and reliable.

A Venn diagram consisting of two overlapping circles. The left circle is green and contains the text "What the customer wants". The right circle is teal and contains the text "What the business does well". The overlapping area, or intersection, is yellow and contains the acronym "U.S.P.".

What the
customer
wants

U.S.P.

What the
business
does well

Soma' Unique Selling Proposition (U.S.P)

In the quest to carve a distinct identity in the samosa market, Soma introduces a multifaceted U.S.P that addresses various consumer segments.

- **Targeted Marketing:** Soma recognizes the significance of different consumer groups. To capture the hearts and taste buds of college and coaching students, they curate offerings that resonate with these young, dynamic individuals. Simultaneously, Soma prioritises families by crafting products that appeal to both kids and non-earning members, ensuring that every family member finds their favourite treat within the Soma range.
- **Competitive Pricing:** Soma understands the importance of affordability. They commit to competitive pricing, ensuring that high-quality samosas remain accessible to a wide audience. This affordability aligns with their mission to make Soma a household name.
- **Convenience in Every Bite:** Soma's packaging reflects their dedication to providing easy-to-enjoy hot samosas. Their products are designed for ultimate convenience, allowing customers to savour a piping hot samosa at any time, whether as a quick snack or a satisfying samosa.

In essence, Soma's U.S.P revolves around inclusivity, affordability, and convenience, promising a samosa experience that caters to various tastes, preferences, and lifestyles.



PERMISSIONS AND LICENCES

To establish and operate Soma successfully, we've diligently addressed the essential permissions and licences, ensuring full compliance with legal regulations. Below is a comprehensive breakdown of these key requirements:

- **FSSAI Licence**: Ensures compliance with food safety and quality standards.
- **Business Registration**: As a Private Limited Company or Partnership Firm, for legal and operational purposes.
- **Shop and Establishment Licence**: Authorises samosa outlet operation and adheres to labour laws.
- **Trademark Class Registration**: Protects brand name and logo.
- **Health Department Clearance**: Ensures adherence to health and hygiene standards.
- **Environmental Compliance**: Minimises environmental impact.
- **GST Registration**: For tax collection and compliance.



- **Local Municipality Licences:** As required by the respective municipality.

Soma is committed to operating transparently and in full compliance with all legal requirements. Our dedication to regulatory adherence ensures the safety, quality, and integrity of our samosas.



PRODUCT RANGE AND FEATURES

At Soma, we take pride in offering a diverse range of samosas, drawing inspiration from global cuisines.

Our menu includes:

- **Classic Samosas:** The universally loved classic samosa featuring spiced potato and pea filling, encased in a crisp pastry shell.
- **International Samosas:** Explore the world through our samosas with flavours inspired by cuisines like Latin American Empanadas, British Pasty, Turkish Börek, Polish Pierogi, and Jewish Knish.
- **Sweet Samosas:** A delightful twist on the traditional, our sweet samosas offer delectable dessert experiences, including options like Sweet Apple Cinnamon and Chocolate Delight.
- **Ready-to-Eat Samosas:** Soma redefines convenience by offering ready-to-eat hot samosas. Just pour water into the water chamber and our ***Instant heat pouch*** will cook and let you enjoy a piping hot, flavorful samosa in minutes.



PRICING STRATEGY

Price of the Product and Basis of Price Fixation

Pricing is a critical component of our business strategy, guided by fundamental principles from business studies and management to create a win-win situation for all stakeholders.

Basis of Price Fixation:

- **Cost-Plus Pricing:** Drawing from management theories, our pricing strategy starts with cost-plus pricing. We meticulously calculate the cost of ingredients, production, packaging, and distribution. Over this, we add a reasonable margin, reflecting the principles of profit maximisation and cost recovery.
- **Market Analysis:** Business studies teach us the significance of market analysis. We delve deep into market research to comprehend pricing dynamics. This insight guides us in positioning our product competitively and understanding consumer expectations.
- **Competitor Pricing:** Another cornerstone of our strategy is competitive pricing, a concept well-rooted in business studies. We closely monitor the pricing strategies of competitors like Samosa Party and Samosa Singh.

Cost-Effective Techniques for the Product

Our approach to product development is enriched by management theories:

- **Economies of Scale:** Employing this classic management concept, we procure ingredients in bulk to benefit from cost advantages, thus adhering to the principle of cost efficiency.
- **Lean Production:** Lean management principles guide our production process, minimising waste and optimising resource utilisation. This resonates with the concept of operational efficiency.
- **Environmental Responsibility:** Sustainable packaging, as advocated by contemporary management thinking, reduces costs while aligning with our commitment to corporate social responsibility.

Selling Price

Our pricing structure reflects theories from business studies, ensuring value for each stakeholder:

(i) To Consumer: We employ the pricing strategy of value-based pricing, ensuring that consumers perceive our product as a value proposition. This aligns with marketing theories that highlight the importance of perceived value.



(ii) To Retailer: Retailers benefit from penetration pricing, allowing them to earn a substantial margin upon resale. This aligns with distribution channel strategies studied in business management.

(iii) To Wholesaler: Our pricing model incorporates quantity discounts, applying the principles of pricing discrimination to incentivize bulk purchases and nurture a thriving partnership.

Profit Margin Percentage

- **Manufacturer:** We aim for a manufacturer's profit margin of 25%, following principles of cost-plus pricing and profit maximisation.
- **Wholesaler:** Our wholesaler profit margin of 15% adheres to principles of channel pricing and distributor relationships.
- **Retailer:** Retailers enjoy a 20% profit margin, a strategic decision aligning with retail management strategies.

By applying these fundamental principles from business studies and management, Soma orchestrates a pricing strategy that ensures value, profitability, and sustainability for all stakeholders.

Price of the Product and Basis of Price Fixation

Setting the right price for our Soma is a crucial aspect of our business strategy. We've meticulously considered various factors, including production costs, competitor pricing, and customer expectations.

To kickstart our venture, we'll introduce our samosas at an enticing price point: An affordable ₹20-25 per samosa to captivate our initial customer base and encourage trial.

As our brand gains recognition and our customer base grows, we'll transition to a tiered pricing structure:

(ii) To Consumer (Standard Products): ₹45 per samosa for our baseline products, aligning with the quality and value we offer.

(iii) To Consumer (Premium Products): ₹99 per samosa for our premium range, providing a unique and indulgent experience.

Cost-Effective Techniques

Maintaining cost-effectiveness while ensuring top-notch quality is at the core of our business strategy. Here's how we plan to achieve this:

- Streamlined Production:** Implementing efficient production processes to optimise costs.
- Bulk Sourcing:** Partnering with reliable suppliers for bulk ingredient sourcing at competitive rates.

- **Reduced Waste:** Minimising food waste through meticulous planning and portion control.
- **Energy Efficiency:** Employing energy-efficient equipment to reduce operational costs.

Competitor Pricing

In comparison to our pricing strategy, competitor Samosa Party offers samosas at the following rates:

- (i) Selling Price to **Consumer**: ₹249 each.
- (ii) Selling Price to **Retailer**: ₹125 per samosa.
- (iii) Selling Price to **Wholesaler**: ₹100 per samosa.

Our competitive pricing approach aims to provide superior value to our customers while ensuring profitability.

Distribution and Logistics Strategy

Grading and Standardization

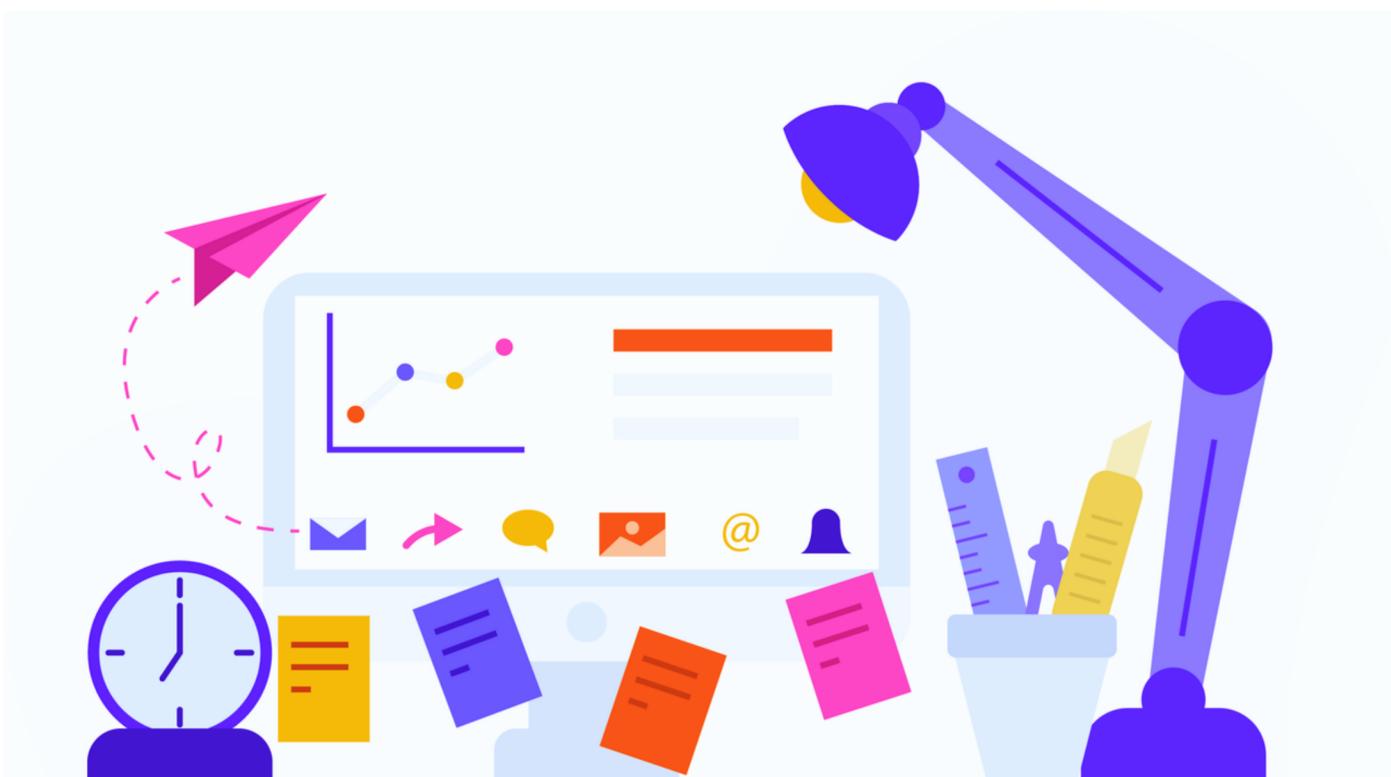
Maintaining consistent quality across our product range is imperative. We'll implement a rigorous grading and standardisation process to ensure every Samosa meets our high-quality standards. Each samosa will undergo checks for ingredients, taste, texture, and appearance, adhering to our defined standards.

Channels of Distribution

Selecting the right distribution channels is a critical decision. We've opted for a multi-channel distribution approach to maximise our reach and cater to diverse customer segments.

Our chosen distribution channels include:

- **Retail Outlets:** We'll establish partnerships with local grocery stores and supermarkets, ensuring easy access for our customers. This channel allows us to tap into the convenience-oriented shopper.
- **Online Retail:** Embracing e-commerce platforms enables us to reach a broader audience. Customers can place orders conveniently, and we'll ensure timely delivery to their doorstep.



- **Street Hawkers and Tea Stalls:** Collaborating with street hawkers and tea stalls allows us to penetrate local markets efficiently. These outlets cater to customers seeking quick snacks, expanding our presence in high-traffic areas.
- **Institutional Sales:** Targeting educational institutions and corporate offices will provide opportunities for bulk sales. We'll offer special pricing packages to incentivize bulk orders.

Transportation and Warehousing

Efficient transportation and warehousing decisions are integral to our operations:

- **Transportation:** We'll utilise a mix of road and rail transport. Road transport ensures quick deliveries to local outlets, while rail transport aids in covering larger distances efficiently.
- **Warehousing:** Our warehousing strategy focuses on proximity to demand centres. Multiple strategically located warehouses will minimise transportation costs and ensure timely restocking.

Packaging and Labelling

Our packaging is designed to preserve the freshness and flavour of our samosas. Each samosa will be individually wrapped to maintain its quality. The packaging will bear our distinctive label, featuring the Soma logo, product information, and a QR code for easy online ordering.



Schemes for Wholesalers and Retailers to incentivize our partners:

(i) Wholesaler Schemes: We'll offer volume-based discounts to wholesalers, encouraging them to stock and distribute our products widely.

(ii) Retailer Schemes: Retailers will benefit from promotional support, including in-store advertising materials and co-marketing initiatives to boost foot traffic.

Means of Transport

Our choice of transport modes includes road and rail:

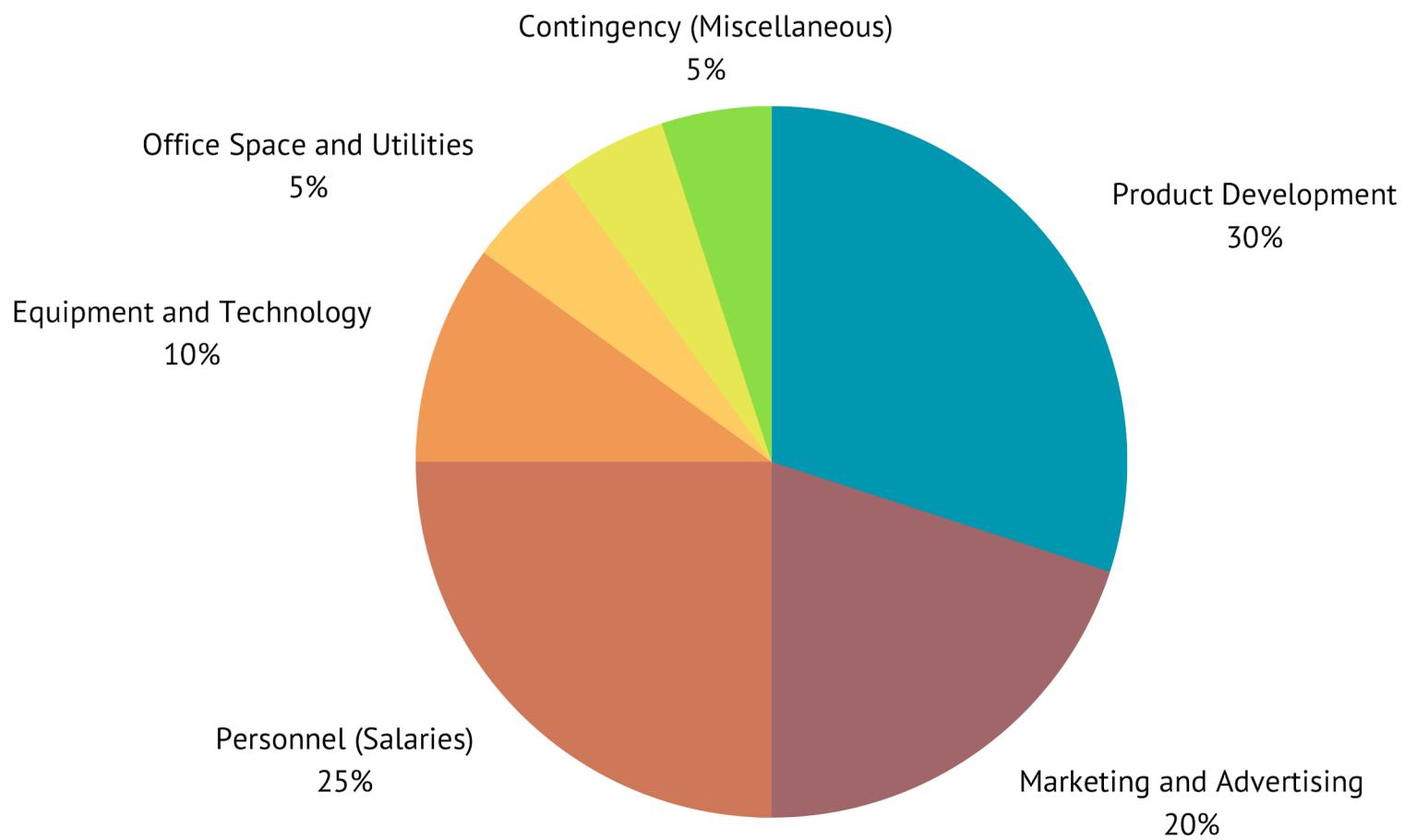
- **Road Transport:** Ideal for local deliveries, ensuring freshness and minimising transit time.
- **Rail Transport:** Suitable for inter-city distribution, reducing costs and environmental impact.

Margin Analysis

Our projected profit margins for the stakeholders are as follows:

- **Manufacturer:** Estimated profit margin of 30%.
- **Wholesaler:** Anticipated profit margin of 20%.
- **Retailer:** Expected profit margin of 15%.

These margins ensure that each link in the supply chain benefits from our venture's success.



Budget
allocation
projection.

PROMOTION PLAN

Promotional Techniques

1. Social Media Marketing

I will utilise social media platforms to reach a broad audience. The reason for this choice is that many people, especially the target audience, are active on these platforms. It's a cost-effective way to create brand awareness.

2. Influencer Marketing

Collaborating with local food influencers can be impactful. They can create content around our samosas, which will resonate with their followers, building trust and curiosity.

3. Food Sampling

Setting up stalls at local events, colleges, and busy markets for free samosa tastings. This technique allows potential customers to experience our product directly.

4. Referral Programs

Introducing a referral program where existing customers get discounts or freebies for referring our samosas to friends and family. Word-of-mouth marketing can be powerful.

PESTEL ANALYSIS

Introduction

In the dynamic world of the food industry, it's essential to consider the external factors that can impact the success and sustainability of "Soma Samosas." The PESTEL analysis (Political, Economic, Sociocultural, Technological, Environmental, and Legal) allows us to assess the macro-environmental forces that could influence our business.

Political Factors

Political Stability: Political stability is essential for a smooth business operation. Changes in government policies, especially related to food safety standards and regulations, can impact our business. To mitigate political risks, we'll stay informed about relevant regulations and ensure compliance.

Economic Factors

Pricing and Profitability: Economic factors, such as inflation rates and consumer income levels, can influence pricing. We'll need to adjust our pricing strategy to remain competitive and affordable for our target market, especially during economic fluctuations.



Sociocultural Factors

Consumer Preferences: Understanding local tastes and cultural preferences is vital. We'll continuously research and adapt our menu to cater to changing consumer demands and diverse cultural backgrounds, ensuring we remain relevant.

Technological Factors

Technological Advancements: Embracing technology can enhance our operations, from online ordering systems to automated cooking processes. We'll invest in technology to improve efficiency, customer experience, and product quality.

Environmental Factors

Environmental Consciousness: Consumers are increasingly concerned about the environment. To address this, we'll adopt eco-friendly packaging and source ingredients responsibly. This not only aligns with consumer values but also reduces costs in the long run.

Legal Factors

Legal Compliance: We'll closely monitor and adhere to food safety regulations, labor laws, and intellectual property rights. Legal compliance is crucial for avoiding fines and maintaining a positive brand image.

We must consider the factor of ethics (E), which plays an increasingly significant role in today's business landscape. "Soma Samosas" is committed to ethical practices, which include sourcing ingredients from suppliers who adhere to fair labor practices, ensuring our employees are treated with respect and compensated fairly, and contributing positively to the communities where we operate. Ethical business conduct not only aligns with our values but also enhances our reputation and builds trust among our customers.

Conclusion

The PESTEL analysis provides valuable insights into the external factors affecting "Soma Samosas." By proactively addressing political, economic, sociocultural, technological, environmental, and legal influences, we can navigate challenges and capitalize on opportunities in the ever-evolving food industry. This analysis will guide our strategic decisions and ensure the long-term success of our business.

5. Loyalty Rewards

Implementing a loyalty program where frequent buyers earn points or discounts on future purchases. This technique encourages repeat business.

Schemes for Consumers

- **Student Discounts:** Recognizing the importance of the student market, we will offer special discounts for students with valid IDs, making our samosas affordable for the student community.
- **Family Combos:** Introducing family combo packs, ensuring there's something for everyone. This encourages families to choose our samosas as a convenient and delicious meal option.
- **Online Ordering Bonus:** Offering exclusive discounts or free items for orders placed through our website or mobile app. This strategy promotes online sales and streamlines the ordering process.
- **Limited-Time Offers:** Creating a sense of urgency by periodically introducing limited-time offers and seasonal flavours to keep customers excited and engaged.
- **Community Engagement:** Actively participating in local community events and sponsoring food drives to foster a sense of social responsibility and community involvement.



Online Presence

Maintaining an engaging website with a user-friendly interface where customers can place orders, view our menu, and learn about our story. Regular updates on social media platforms to keep followers informed about promotions, new flavours, and community engagement activities.

This promotion plan combines both traditional and digital marketing techniques to maximise brand visibility and customer engagement, catering to the preferences of our target audience.

CONCLUSION

In conclusion, the journey of exploring Soma has been both enlightening and exciting. Through this project, I've delved into the intricacies of marketing and business management, discovering the essential elements required to establish a successful samosa franchise.

The foundation of Soma lies in its commitment to quality, innovation, and customer satisfaction. Pricing strategies have been carefully devised to ensure affordability and accessibility. Starting at ₹ 20 to ₹ 25, Soma will gradually transition to a baseline price of ₹ 45 for its standard products, while premium options will be available at ₹ 99.

Distribution and logistics will prioritise grading, standardisation, efficient channels, warehousing decisions, and transportation methods to ensure seamless availability and freshness. Soma plans to employ a comprehensive promotion plan, harnessing the power of online presence and targeted advertising to reach its audience effectively.

A photograph of wooden letter blocks spelling "THE END". The letters are arranged in two rows: "THE" on top and "END" on the bottom. Each letter block has a small number indicating its point value: "T" is 1, "H" is 4, "E" is 1, "E" is 1, "N" is 1, and "D" is 2. The blocks are placed on a light-colored surface with a subtle wood grain texture.

THE
END

As we embark on this journey, the dream is not just limited to a high school project. The ambition is to see Soma flourish as an actual business, serving delightful samosas to people across the globe. With a robust foundation and a well-structured marketing plan, the future looks promising for Soma.

Thank you for joining me on this academic exploration of marketing and business management, and here's to the exciting prospects that lie ahead for Soma.

