



Haldiram's

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Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- Research Brand:
- Mission/Values:
- USP:
- Analyze Brand Tone and Identity:
- 4 SMART goals and KPIs for the same:

Brand study (Mission/Values & USP)

Haldiram's is one of India's most renowned snack and sweets brands, and its mission and values reflect its commitment to quality, tradition, and customer satisfaction. Here's an overview:-

Mission Statement:

- Main mission is to provide high quality, tasty and authentic Indian snacks and sweets to customers worldwide.
- The company's commitment to preserving traditional recipes while also creating to meet modern tastes and preferences is highlighted.

Values:

Social responsibility:- Haldiram's acknowledges its social responsibility and is committed to support community through philanthropy, environmental capability and local community priorities.

Quality:- Haldiram's is engaged to delivering products of the highest quality, utilising the finest ingredients, and sticking to strict quality control measures on every step of the production process

Innovation:- While upholding traditional routes, Haldiram's values innovation, continuously exploring new flavors, ingredients, and packaging techniques to maintain a fresh and appealing product range for a diverse customer base

Customer satisfaction:- Customer satisfaction is at the heart of everything they do. Haldiram's aims to surpass customer expectations through best service, feedback responsiveness and adapt to evolve their preferences.

Brand study (Brand Tone & KPI)

Brand Tone:-

Haldiram's brand tone is warm, inviting, and celebrating, reflecting the rich heritage and flavors of Indian Cuisine. It defines a sense of nostalgia and originality also embracing innovation and freshness.

Sales Growth:- They keep track of how sales revenue grows over time. This shows how well the company is doing the market and how much customers want its products.

Market Share:- They check what portion of the whole market Haldiram's product take up. This helps us see how well Haldiram's competes with other brands and its position in the market.

Customer Satisfaction:- They measure how happy customers are using surveys, feedback and reviews. This helps make sure our products and services are as good as or better than what customers expect.

Brand Awareness:- They keep an eye on how well customers recognise and know about our brand. We do this by looking at things like how easily they remember our brand, how active they are on social media about us, and how far our advertising reaches .

Profitability:- They check how much money the company makes after accounting for costs, like how much earns from sales compared to how much it spends. This helps make sure the company can keep making money in the long run.

Distribution reach:- We check how well our distribution channels work to make sure our products are available to customers where we want them to be.

Buyer/Audience Persona

Name:- Sarah

Age:- 26

Gender:- Female

Occupation:- Teacher

Income:- 5-6 LPA

Psychographics:-

Values:- Appreciation of Quality, Cultural Connection, Creative and Ethical Consumption

Interests:- Loves to try new snacks, especially those with unique flavors

Personality:- Gravitates around new restaurants that offer culinary experiences and actively engages with food content social media platforms

Behaviour:-

Shopping Habits:- Quality over quantity, Adventurous tastes, Seasonal and Eco-Consciousness

Social Media Usage:- Active in social media with food content like following food bloggers, chefs and food brands to stay updated on the latest food trends

Goals:-

As a busy professional, she seeks brands that offer easy access to their products through online platforms or local stores, saving her time and effort in purchasing

Challenges:-

- Managing limitations due to health, allergic and ethics
- Minimizing waste while experiencing new recipes
- Accessing exotic ingredients or speciality foods
- finding genuine experiences in midst of global food trends
- Balancing expenses with dietary exploration

Competitor Analysis

Competitor Analysis:-

There are others companies as competitors for Haldiram's company .The 3 major competitors for Haldiram's company are here as follows:-

Competitor-1:- Bikaji Foods International LTD

Competitor-2:- Bikanervala

Competitor-3:- MTR Foods

Competitor-1:- Bikaji Foods International LTD

USP:-

Bikaji is known for its wide range of traditional Indian snacks and sweets competing directly with haldiram's in terms of product variety and authenticity. Bikaji has built a strong brand identity and garnered recognition for its quality products and consistent flavor profile

Online Communication:-

Bikaji maintains active social media profiles, engages in content marketing, sell products on e-commerce platforms, collaborates with influencers and prioritizes customer engagement online. Bikaji utilise online advertising channels such as Google Ads or social media ads to reach potential customers and promote their products effectively.

Strengths:-

- Bikaji brand is known for its commitment to maintain the authenticity of its products using high quality ingredients
- Bikaji holds creation by introducing new flavors, packaging formats and product variations to keep its offerings fresh and appealing.
- Bikaji has a strong presence in both domestic and international markets, catering to the Indian diaspora and enthusiasts of Indian cuisine worldwide.
- Bikaji has a consistent product quality and taste, seeing customer satisfaction through years.
- Bikaji is strict in food safety and hygiene standards.

Weaknesses:-

- While Bikaji has a presence in international markets, its distribution network may not be as extensive as other companies limiting its reach.
- Bikaji has an intense competition with other companies making it harder to be in the top.
- Bikaji always relies on traditional products and afraid to try out new things.
- Bikaji's ability to get ingredients and deliver products could be affected by things like delay in transportation or problems in logistics.

Opportunities:-

- Bikaji has the opportunity to expand its presence into new markets both domestically and internationally by adapting its products to suit the local products and their preferences.\
- There is potential in Bikaji to create and introduce new flavors and packaging formats to evolve in food trends.
- Accepting new digital marketing strategies and expanding its e-commerce presence can help bikaji to reach wider audience.\
- Bikaji can strengthen its distribution network and increase market penetration by forming partnership with retailers and distributors.

Threats:-

- Shifts in consumer preferences towards healthier snack options or alternative cuisines could impact the Bikaji's traditional snacks and sweets.
- New companies may introduce innovative products aggressive pricing strategies or disruptive business models that could challenge Bikaji's position in the market.
- Bikaji faces the risk of negative publicity or product recalls due to quality issues or safety precautions.
- Bikaji's export and import operations may be vulnerable to fluctuations in currency exchange rates, especially if it relies on imported raw materials.

Competitor-2:- Bikanervala

USP:-

Bikaji is a major player in the Indian snacks and sweets industry, offering a diverse range of traditional and innovative products that compete with Haldiram's in terms of quality and market presence. The brand adheres to traditional recipes and high quality ingredients to ensure the flavors remain true to their Indian heritage.

Online Communication:-

Bikanervala probably has a website where customers can browse their menu, locate nearby outlets, and possibly even place orders online for delivery or pickup. Bikanervala can also utilise online advertising platforms like Google Ads or Social media platforms to reach broader audience and promote their product and services.

Strengths:-

- Bikanervala offers a wide variety of traditional Indian sweets, snacks and savories, serving to diverse tastes and preferences
- Bikanervala has a long history and is associated with authenticity and tradition in its products, appealing to customers looking for authentic Indian flavors.
- Bikanervala has a strong base of loyal customers over the years through its consistent, quality, taste and service.
- Bikanervala's products are not only seen as food items and cultural symbols, especially during festivals and celebrations
- Utilizing a franchise model for expansion for allows Bikanervala to influence local expertise and resources while maintaining brand standards and consistency.

Weaknesses:-

- There might be lack of innovation in product offerings or marketing strategies limiting its ability to adapt to buyer preferences.
- While Bikanervala has an online presence, it might not be as optimised to some competitors, potentially limiting its reach in digital market.
- Bikanervala's sales is dependent on seasonal demand, leading to fluctuation throughout the year.
- Relying on specific customers or ingredients could expose bikanervala to supply chain disruptions due to factors like weather conditions, political issues etc.,

Opportunities:-

- Investing in digital platforms for online ordering and digital marketing could help Bikanervala into growing trend of e- commerce and reach a wider audience.
- There are opportunities for Bikanervala to further expand its presence both domestically and internationally by entering new markets.
- Collaborating with other food brands, restaurants or retailers could Bikanervala extend its reach and attract new customers.
- Leveraging tourism and participating in events, festivals and food fairs could provide avenues for bikanervala to showcase its products and attract customers.

Threats:-

- strict regulations related to food safety hygiene and labelling could impact bikanervala's operations and increase compliance thoughts.
- Economic fluctuations in currency exchange could affect consumer spending habit and reduce demands for items like sweets and snacks.
- Intense competition from local and international players in the Indian sweets and snacks markets could disintegrate Bikanervala's market share and profits.
- Future health crisis like pandemics could impact Bikanervala's operations by reducing consumer demands.

Competitor-3:- MTR Foods

USP:-

MTR foods is an Indian food company established as a restaurant and later expanded into packaged foods. Beyond business, Mtr food is involved in various community initiatives including efforts to support farmers and contribute to social welfare projects.

Online Communication:-

MTR is active on social media platforms like Facebook, Instagram, Twitter and LinkedIn. These platforms are used to share product updates, recipes, cooking tips, etc., and engage with customers through comments and messages.

Strengths:-

- Mtr has a rich heritage back from 1924, installing trust among customers for its authentic flavors and recipes.
- The company maintains strict quality measures throughout its production process, ensuring safety and hygiene standards for customers.
- Mtr has a big distribution network, holding its brand recognition among the Indian and global customers interested in Indian cuisine.
- Mtr foods actively engages with social activities like supporting local farmers, contributing to social welfare projects, evolving its brand image and popularity.

Weaknesses:-

- Mtr foods show interest only in Indian traditional foods, making future generation lesser to buy their products.
- Mtr foods uses in a highly competitive market with local and international players competing for market share.
- Mtr is prominent in cities and online but miss out on rural markets, limiting its potential reach.
- Mtr may need to refresh its brand to attract younger customers of being outdated.

Opportunities:-

- There is a potential for Mtr foods to further expand its presence in international markets, knocking in the growing demand for ethnic foods
- Introducing new products or expanding into related categories could help Mtr food capture additional market segments and increase revenue streams.
- With the increase in customer focus on health and wellness, there is an opportunity for Mtr foods to develop and promote healthier product options.
- Leveraging e-commerce channels could help Mtr foods reach a broader customer base and enhance convenience for customers.

Threats:-

- Shifts in consumer preferences towards healthier or more convenient food options could impact demand for Mtr foods traditional products .
- Compliance with food safety and labeling regulations both domestically and internationally could pose challenges and increase operational costs.
- Any disruptions in a supply chain such as raw material shortages or transportation issues could affect production and distribution capabilities.
- economic downturns or currency fluctuations in key markets may impact consumers spending and affect Mtr foods sales and profitability.

Part-2:- SEO and Keyword Research

SEO Audit:- Performing an SEO Audit for Haldiram's involves evaluating previous aspects of their online presence to assess their search engine optimization performance. Here's a breakdown of what that might entail:

Keyword Research:-

- Identify relevant keywords related to Haldiram's products, brand and industry.
- Analyse search volume competitions, and user intent for target keywords.
- ensure keyword usage is optimise throughout a website, including in titles, headings, meta tax and content.

On page optimisation:-

- Optimise meta tags for target keywords and ensure they are unique and comparing.
- optimise headings to improve credibility and keyword relevance.
- Improve image optimisation by using descriptive file names alt text, reducing file sizes for faster loading.
- Ensure URLs are SEO friendly and content relevant keywords where appropriate.

SEO AUDIT



<https://haldirams.com>

Overall Site Score

A very good score is between 60 and 80. For best results, you should strive for 70 and above.



22 of 22
All Items

7 of 22
Critical Issues

1 of 22
Recommended

14 of 22
Good Results

- This website has a good seo score and can be improved in certain ways like easier navigation, regular content updates, secure online ordering etc.,

SEO AUDIT

Recommendations

Toggle:

On-Page SEO

Links

Social

Other

Performance

Usability

Reduce your total page file size

Performance

Medium Priority

Remove Duplicate H1 Tags

On-Page SEO

Medium Priority

Update Link URLs to be more human and Search Engine readable

Links

Low Priority

Add Alt attributes to all images

On-Page SEO

Low Priority

Use your main keywords across the important HTML tags

On-Page SEO

Low Priority

Create and link an associated LinkedIn profile

Social

Low Priority

Add Local Business Schema

Other

Low Priority

Remove inline styles

Performance

Low Priority

Resolve JavaScript errors

Performance

Low Priority

Here are some points of how the website can increase its seo:-

- Implement clear internal linking for effective website indexing.
- Earn high quality backlinks through content promotion.
- Regularly update content and address technical issues to maintain SEO performance.
- Ensure the website is mobile-friendly and loads quickly for search rankings.

KEYWORD RESEARCH

<input type="checkbox"/> Keyword		Clicks ⓘ	Clicks Change ⓘ	Rank ⓘ	Rank Change ⓘ	Volume ⓘ	Competition ⓘ
<input type="checkbox"/> haldiram mewa bites		7	0	1	0	44	5
<input type="checkbox"/> punjabi tadka haldiram		7	0	1	0	44	6
<input type="checkbox"/> punjabi food near me		7	▼ 5	95	▼ 33	3,600	21
<input type="checkbox"/> haldiram mumbai		7	0	1	0	44	19
<input type="checkbox"/> gujarati food near me		7	0	60	▼ 2	2,200	20
<input type="checkbox"/> haldiram sweet		7	0	1	0	44	25
<input type="checkbox"/> mysore pak near me		7	0	11	0	440	12
<input type="checkbox"/> haldiram's products		7	0	1	0	44	15
<input type="checkbox"/> kerala restaurant near me		7	▲ 1	56	▲ 14	2,200	24
<input type="checkbox"/> kaju katli price in india		7	▲ 3	1	▲ 1	44	4

Keyword Objective: Sale oriented

- Haldiram sweets
- Best prices for Haldiram's sweets
- Haldiram's near me
- Haldiram's recipes

We can use these primary keywords since they have decent volumes and are similar to other keywords.

On Page Optimisation

Focus Keywords:-

- Indian Snacks
- Traditional Sweets
- Healthy snacks

Meta Title:- Discover authentic Indian Snacks and sweets | Haldiram's

Meta Description:- Unlock the secret taste vault of Haldiram's, where each bite whispers a tale of culinary mastery and different recipes. Dive into a world where flavors dance on your palate and cravings meet their match.

Challenges Faced During The Research and Analysis Phase

- Finding a free tool for conducting keyword research can be quite challenging since the majority of available tools require payment.**
- Selecting the appropriate keywords posed a challenge due to the abundance of relevant options on the list.**
- We gained an understanding of how users conduct searches and obtained insights into the types of keywords people commonly search for.**

Content Optimization

Introduction:-

Optimizing content for Haldiram's company website involves several key steps to ensure it effectively communicates the brand offerings, values, expertise to both users and search engines.

Section-1:-

- Haldiram's namkeen
- Haldiram's Bhujia
- Haldiram's Gulab Jamun
- Haldiram's Samosa

Section-2:-

- Haldiram's Chaat
- Haldiram's online delivery
- Haldiram's snacks online
- Haldiram's sweets online

Section-3:-

- Haldiram's popular snacks
- Haldiram's authentic Indian cuisine
- Haldiram's frozen meals
- Haldiram's dessert offerings

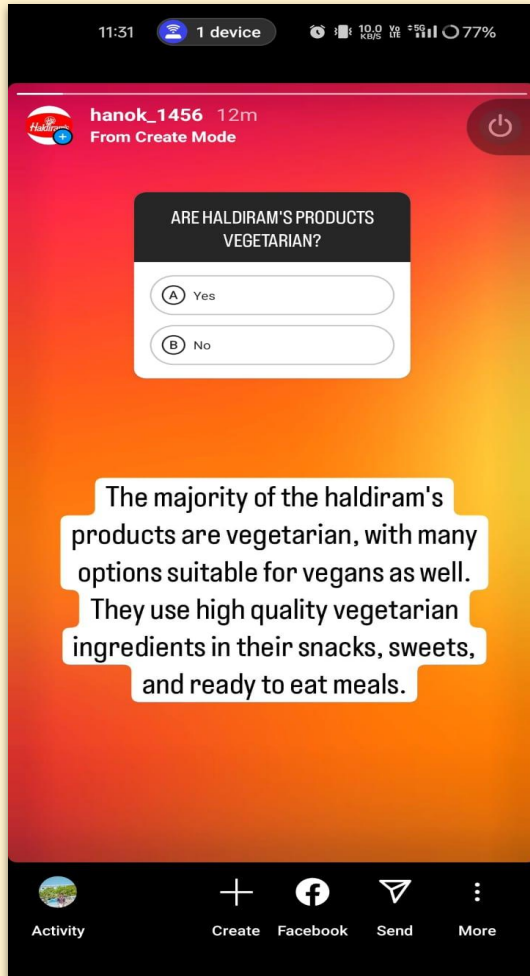
Conclusion:-

Haldiram's can help you find the right meal for your appetite. Regular updates, monitoring and adjustments based on search trends will ensure you to reach what you want.

Part-3:- Content Calendar

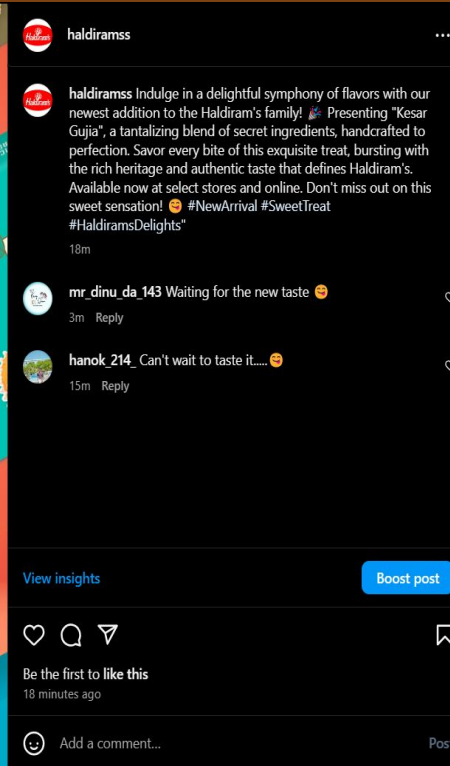
						Holiday
						Blog
						Reel
						Podcast ep
						Post type
						E-book
						Story
April						
1st Mon	2nd Tue	3rd Wen	4th Thu	5th Fri	6th Sat	7th Sun
April fool's day post	Blog's on recipes	Reel on lifestyle of Haldiran's worker	Did you know story	Jamat Ul-Vida post	Customer collab post	Open ended question story on what's your fav food
8th mon	9th tue	10th Wed	11th Thu	12th Fri	13th Sat	14th Sun
Customer review story	Ugadi post	blog's on ramzan recipes	Ramzan post	Podcast ep-1	Vaisakhi post	Quiz question story on Dr. BR. Ambedhkar's fav food
15th Mon	16th Tue	17th Wed	18th Thu	19th Fri	20th Sat	21st Sun
E-book Mailer	Reel on chef's special	Rama Navami Post	Reel on types of foods	Podcast ep-2	Customer collab post	Mahavir Jayanthi post
22nd Mon	23rd Tue	24th Wed	25th Thu	26th fri	27th Sat	28th Sun
E-book Mailer	Holiday	What makes our food special	Reel on Cultural foods	Podcast ep-3	Customer collab post	Blog's on Behind-the-scene
29th Mon	30th Tue					
Holiday	Reels on Fitness recipes					

Strategy Aim and Idea Behind The Story



The Q&A strategy for Haldiram's aims to engage customers, provide easy access to information, improve SEO, establish brand authority and offer self service customer report. Additionally, the Q&A strategy helps Haldiram's to foster a sense of community among customers by dressing their inquiries and concerns directly, enhancing brand loyalty and customer satisfaction.

Strategy and Idea Behind This Post



The strategy behind this post is to create an excitement, highlight unique selling points, engage with interactive content, collaborate with influencers, host a launch event, encourage user generated content, maintain consistent branding, and follow up post launch for continued engagement and success.

Content Ideas:-

- Share behind-the-scenes glimpses into Haldiram's production facilities, showcasing the craftsmanship and quality control processes behind their projects.
- Partner with food influencers and bloggers to create sponsored content, recipe collaborations and social media campaigns that highlight haldiram's products.
- Create interactive quizzes related to Indian cuisine, snacks and culture encouraging audience engagement.
- Develop content focused on health and fitness, highlighting the natural benefits of Haldiram's snacks and providing tips for helping them be in a balanced diet

Marketing Strategies:-

- Collaborate with influencers and micro-influencers in the lifestyle niche to reach new audiences and increase brand visibility.
- Optimise web content and metadata with relevant details to improve organic search rankings and attract more traffic.
- Launch a loyalty program to reward customers and encourage brand loyalty, offering incentives such as discounts, exclusive offers and freebies.
- Regularly monitor marketing performance and customer feedback to refine strategies, identify areas for improvement, and maximise ROI.

Part-4:- Content Creation and Curation

Post Creation:-

Content Categories:-

We came up with three different content formats applicable to the chosen topic. We researched trending topics, industry news and audience interests with each category. We analysed ideas for social media posts that aligned with each category. We wrote complete content along with the CPA.

Format-1:- Static post on a New Dish

Format-2:- Reel post on a quick snack

Format-3:- Festive post on a Sweet Dish

Format-1:- Static Post on a New Dish

Caption:-

Discover our taste of symphony in our latest creation! Try “Paneer Pakoda”, a masterful bend of ingredients, meticulously crafted for an unforgettable experience.

Hashtags:-

#NewRelease#HaldiramDelights#Haldirams



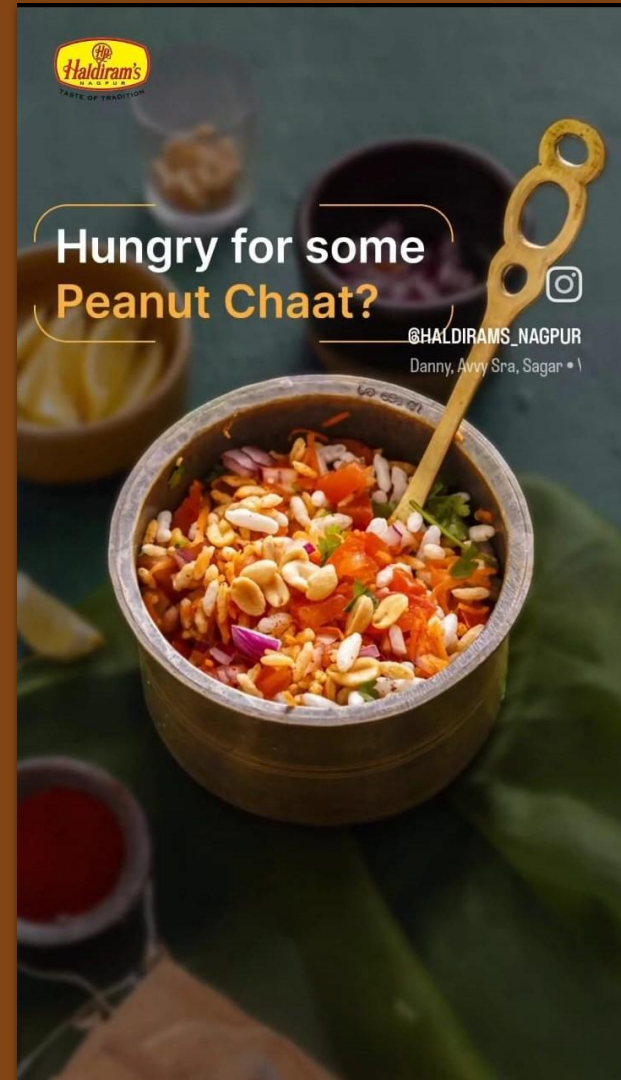
Format-2:- Reel Post on Quick Snack

Caption:-

Craving for a quick snack fix? Look no further. Dive into deliciousness with our Haldiram's snack "Peanut Chaat" in hand. Quick satisfying and bursting with flavor- It's the perfect pick-me-up for anytime of the day. Make yours now and let the snacking begin!

Hashtags:-

#QuickBite#SnackTime#Haldirams



Format-3:- Festive Post on a New Dish

Caption:- Elevate your gatherings with exquisite flavors of our latest creation from Haldiram's. Introducing "Rasgulla", a delectable fusion of our new ingredients that promises to tantalise your taste buds and delight your senses this festive.

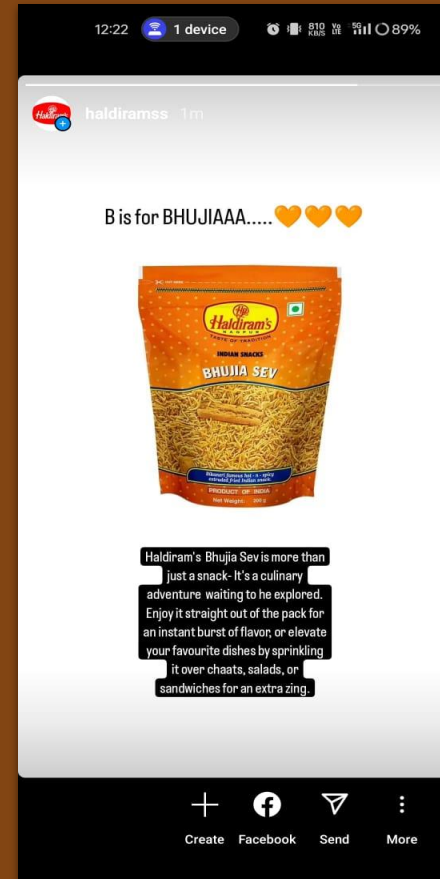
Hashtags:-

#RamzanSpecial#newarrival#haldiramsdelights



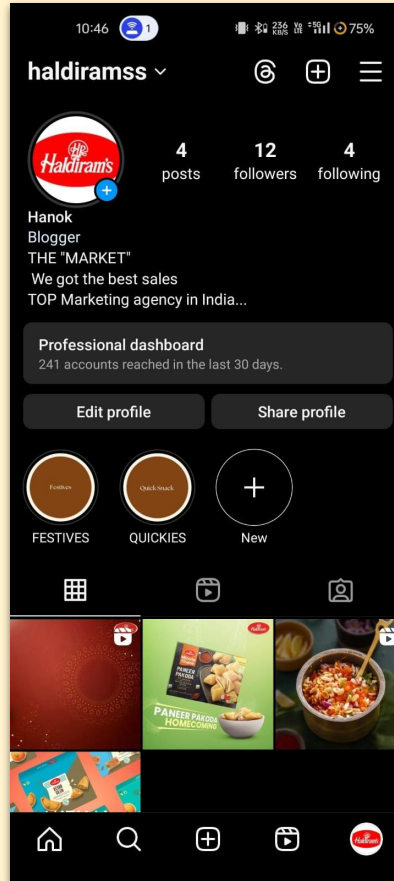
Instagram Story

<https://www.instagram.com/haldiramss?igsh=N3I3NWFvNHB2cjdz>



Highlights for Story

<https://www.instagram.com/haldiramss?igsh=N3I3NWFvNHB2cjdz>



Story Insights

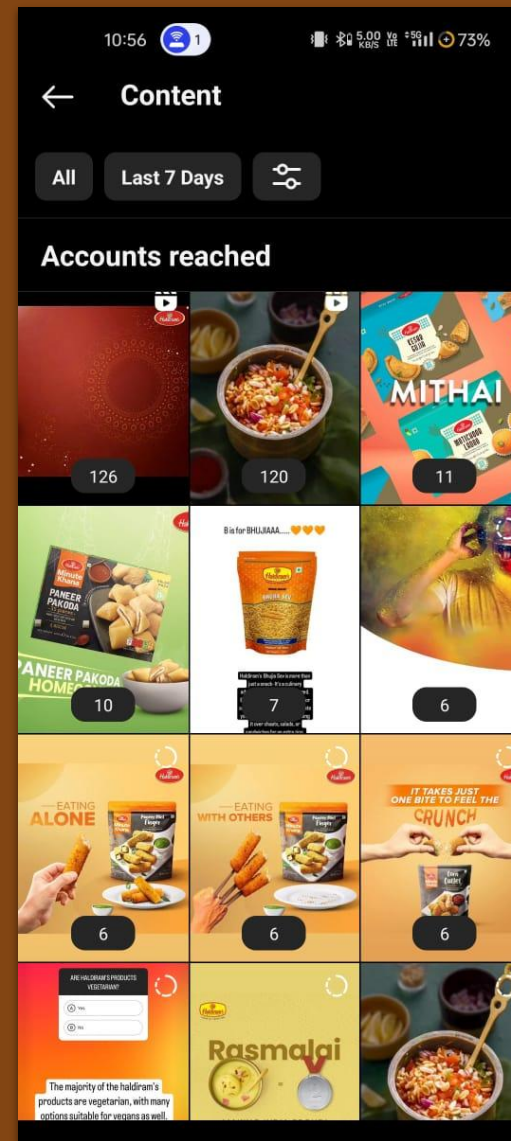
Reach is 350 approx

Impressions is 405 approx

Likes is 50 approx

Areas for improvement:-

- Updating highlights regularly to keep content fresh.
- Ensuring highlights are accessible to all users.
- Use highlights to promote new products.
- Highlighting partnerships or collaborations with other influencers.



Designs/Video Editing

Tools for posts:- Canva, Instagram, google

Tools for information:- Chatgpt, google

Tools for Video creation:- Instagram, Canva

THANK YOU