

Summary Document
Final Project Submission
Web Development

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Title of the Project : Star Chips Website
Development using HTML , CSS and
JavaScript

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PREFACE & ACKNOWLEDGMENT

I am thankful to IIMB, its course team and faculty for giving me the opportunity to use the skills learnt through IIMB's courses to reality and enhance my understanding about various facets of Technological Management, this project in particular, was hinted towards businesses who for some reason did not have a very formidable presence online, but seemed to dominate their local markets, but this tend to keep them at a ceiling and their growth opportunities were shunned as they were only known regionally, I believe making a website is a pivotal way for slowly starting to make them do better at every facet of Management and also enhance their sales volume by exploring various markets they were simply not aware of, this would in turn create a positive turn for various other businesses around who might also take a cue from one another's success(es).

I believe that in a digital country like India, almost all businesses who aspire to serve a larger customer base at some point, should look forward to building a formidable online presence, in this hyper-globalized world, the opportunities not just remain within the already big national market, but also opens doors to International markets, every other day we see the stories of various new-age enterprises recording revenues like none before, as they made a parallel source of revenue by selling online, to a larger customer and taking benefits of the inherent Economies of Scale that all technological platforms

and also shopping aggregators like Amazon, Flipkart give, this in turn has also made some small businesses consider moving to largely unknown spaces of Internet-based Commerce where the exchange of goods is not only between a producer, retailer or a consumer but within enterprises, thanks to B2B enhancement on various platforms such as TradeIndia, as well as for small-scale enterprises, new platforms such as Meesho have brought in a new market altogether where they can still sell within their forte i.e. a largely price sensitive market, but online, thus reducing costs further, other than some fixed costs that seem inherent for such scale of business.

Brief about the Enterprise : Star Chips

Star chips is actually one of many authentic South-Indian Hot Chips shop that every Tier 1-Tier2 city in India seems to have, but this particular shop also has the aspiration to grow more and more and expand to neighboring cities, so as to tap upon a largely sluggish growth around its core areas, despite Chhattisgarh's capital region recording one of the best growth numbers in the whole of Central India, so much so that in the whole axis between

Nagpur-Jamshedpur-Bhubaneswar-Visakhapatnam, Raipur continues to be the center of focus within these growing cities, and thus has a lot to benefit from a growing market.

It was a typical humble beginning story of a group of immigrants who had left their homeland of Tamil Nadu, in search of better opportunities in other states, before Tamil Nadu started to record a growth in its manufacturing Industry, and had initially settled in Raipur thanks to it being near to the Bhilai Steel Plant that was supposed to largely boost the economy of this particular sector of then Madhya Pradesh, and now Chhattisgarh, as it made the perfect location of use of resources, and of local economic interests, so much so the city of Raipur went from being one of the smaller cities in Madhya Pradesh in comparison to the likes of Indore and Bhopal, to be the Capital of a newly independent Chhattisgarh, and thus received a fair share of focus from both the state and the Union government towards its development as a formidable state capital of one of India's fastest growing states.

Over time, the business blossomed as it added a new element to the already savory food palette of the city, and in turn created a new market of fried hot chips, something that this

part of Central-Eastern India was largely unkempt to, due to the belief of lack of a market.

Even today, there's still a lot of growth opportunities for these outlets, as the city continues to expand all four ways, and it now looks as if the state of Chhattisgarh will recreate the Tricity formula that Chandigarh-Panchkula-Mohali followed, and try to implement it to their state, much like what is happening in Odisha with Bhubaneswar-Puri-Cuttack.

Growth opportunities for such businesses are majorly seen as the ability to use modern day food marketplaces, as well as delivery aggregators to enhance their business, not to mention their intent to register within the local aggregator model of Quick commerce giants like BigBasket, Swiggy Instamart, Blinkit (by Zoamto), and Zepto, a market that has seen an unexpected growth especially post the Covid-19 pandemic.

It wouldn't be wrong to argue that the growth of these small businesses can be exponential if they follow the right strategy to legitimize their strong grip over local demand for savory snacks, and continue to expand their offerings to keep other new entrants and old time competitors in check.

Website Goals and Design Elements

The website primarily aimed to solve some basic issues that are pertaining to the consumers of such businesses:-

1. Ease of Use - Most consumers do not want hyper specialization while ordering their favorite hot chips, and would rather want a simple, easy-to-use website that caters to their needs and is actually useful.
2. Ease of Maintenance - The website was built with the idea that there should be minimal maintenance pertaining to the administration of the website, and it should be something that would record all the orders systematically, thus the payment portal was made in such a way that using a heavily maintainable payments portal, using platforms such as RazorPay wouldn't be viable for businesses of such scale.
3. Sleek and Dual-tone UI/UX - The color palette of the website is such that it brings a sense of calm to the overall exercise, yellow in particular, and the one used here i.e. sunflower yellow is usually a color appreciated as a form of optimism and leads to healthy response within the users, and the dual White-Yellow tone of the UI/UX of the whole website makes it much more comprehensible than using a battery of colors all over the webpage that would lead to distraction, whilst the current form brings simplification and relative ease to the overall Internet commerce experience.
4. Use of Mascot - Star Chips essentially understands that a Mascot original to the product is an appreciable idea, that can in turn make the particular form of mascot, a mark of recognition for the enterprise as well, for example The Indian Railways uses a physical human embodiment of an Elephant, Bholu as its mascot. Because it essentially

shows that animals, especially largely reclusive animals such as Elephants, make up great mascots, and the enterprise also takes inspiration from the importance Elephant holds in South Indian culture and Tradition where various Temples have a dedicated Elephant alongside the deity and the presence of the Elephant is considered as an auspicious affair, these facets made the Enterprise go back to the drawing board and adopt Elephant as its mascot.

5. Elements of Iconography and Packaging Design - The packaging of various flavors of Hot chips was done in order to not only showcase the product but also to show the values the enterprise operates within, Star Chips is proud of the fact that it continues to maintain a mark for hygienic and largely healthy (that is, not over-fried and generally light) Hot Chips that have become city's favorite, it tries to imbibe those particular values that made it stand where it is, deeply rooted in Indian tradition of cooking within limits and living within one's means, the pricing of Star Chips despite being a formidable local brand with tons of customers, is still largely affordable to many, and the austerity is shown in the administration of the Enterprise and its very functioning, it continues to be a family run institution where generational values of prioritising quality over quantity, permanency of stuff, maintenance of proper supply chains, and an increasing use of organic ingredients (such as leaving market made products such as pulses to sourcing their own, and making their own spices to retain the originality and maintain the quality standards that define 'taste' of their products).

CONCLUSION

Star chips, a family run institution built by first generation immigrants to a land largely unknown shows great dynamism in its organizational structure where it tries to adapt to every form of change, may it be accepting Food delivery mechanisms, Internet commerce or even Quick commerce in order to maintain their markets and serve their customers, despite their growth aspirations, they are very deeply rooted in maintaining their utmost standards they have been held to, and have been rewarded by the customers through their loyalty to the cause, and try to maintain a good balance between growth, simplicity and Quality management.

I had a lot to learn about Family-run institutions, especially in the food sector thanks to this exercise, and also learnt that Website Development may look as an easy exercise on the outside, but is deeply complex, and is something that requires utmost attention to do well at.