

THE
SUMMER TRAINING PROJECT REPORT

On

“Study of Shane Punjab Tea Marketing”

Submitted To



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA

In partial fulfillment of the Requirement for the
Award of degree of
Master of Business Administration (MBA)

Submitted by

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Submitted to:

MBA Department



DEPARTMENT OF MANAGEMENT
MALOUT INSTITUTE OF MANAGEMENT AND INFORMATION
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(2021-2023)

STUDENT DECLARATION

I, “Riya”, hereby declare that I have under gone my summer training at “shane Punjab” from (22/07/2022) to (07/09/2022). I have completed a research project tilted “STUDY OF SHANE PUNJAB TEA MARKETING” under the guidance of Mr. Raj Kumar.

Further I hereby confirm that the work presented herein is genuine and original and has not been published elsewhere.

(Student name and signature)

FACULTY DECLARATION

I hereby declare that the student Mr. Riya of MBA (II) has undergone her summer training under my periodic guidance on the Project titled “Study Of Shane Punjab Tea Marketing”.

Further I hereby declare that the student was periodically in touch with me during her training period and the work done by student is genuine & original.

(Signature of Supervisor)

ACKNOWLEDGEMENT

A research project is not prepared merely by the singular efforts of the person to whom the project is assigned, but it also requires the help and guidance of some others who help and co-operate directly or indirectly in completing the task successfully.

I would like to give my special thanks to Mr. Raj Kumar (manager) project guide for assigning me such an interesting and worthwhile research project and for helping me throughout the project with his constant guidance and support .I would also like to thank departmental guides for his continuous support and advice for the successful completion of the project. I also express my deep sense of obligation to the management of Shane Punjab tea for giving me an opportunity to undergo field training in their esteemed organization.

During the training period at SHANE PUNJAB TEA I have learned that how theoretical concepts are applied in a real practice in marketing strategies. I have also learned a lot about the marketing strategies and got a exposure to the various documents which are use in arranging strategies of organization.

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CHAPTER 1

COMPANY PROFILE

With an exceptional craftsmanship in selecting the finest tea leaves, wonderfully blending, efficiently processing, retaining both its strong taste and great flavor... "Shane Punjab Tea India Pvt. Ltd" assures to render you a perfect & precious cup of tea. Incorporated in 1988, Bansal Tea Company with the brand name 'Shane Punjab' is one of the most loved Tea brands in India. Mr. Ravi Bansal (Managing Director) established a Partnership firm "Bansal Tea Company". To expand the business his elder brother Mr. Rajesh Bansal a banker (Now chairman of Shane Punjab Group) Join the business in 1996. An Automatic Tea packing unit was established in 2000 with brand name "Shane Punjab". In 2003 "Shane Punjab" became the top brand in the area. In 2008, the firm converted "Bansal Tea Company" into Pvt. Ltd. Company, named "Shane Punjab Tea India Pvt. Ltd." Presently with a strong network in Punjab, Haryana, Rajasthan, Uttarakhand, Delhi, Jammu & Kashmir, the company has expanded its horizon and is making its presence in other states with new products. The Company has also diversified its avenue and now into Spices business.



Research Significance:

Tea, as the most widely consumed drink in life, is popular among the public, and the tea market has always been quite vigorous. Tea is considered as one of the most popular beverages across the globe. The consumption of tea is a daily practice to heighten calm alertness. The increasing demand for hot beverages is anticipated to boost the demand for tea in the forecast period. The growing awareness regarding the benefits of consuming tea, economic advantages, and the presence of falconoid antioxidant content in tea are some of the key factors that are anticipated to cause a surge in the growth of the global tea market throughout the forecast period. Problems confronting the sustainable development of shane punjab tea industry include: overcapacity, quality and safety of tea products, environmental safety, low exports and consumption, etc. In the face of these problems, it is necessary to boost structural adjustment of tea products, introduce the concept and processing technology of food industry, and create more new tea products. To achieve transformation and upgrading of the tea industry, the product structure should be properly adjusted in accordance with the market, conduct vigorous publicity and promotion, bolster consumption, fit tea industry into other industries like health, leisure, culture, tourism and food, and expand the scope of tea industry.

CHAPTER 2

OBJECTIVE OF THE STUDY OF PRODUCT MARKET AND NEED, SCOPE

Main objective:

To study the macro environment factors affecting Tea industry.

- To study political, economic, social and technological factors affecting Tea industry
- To study opportunities and threats for the Tea industry
- To find out the global trends in production, consumption, product development and Marketing
- To identify the level of competition between different players in Tea industry
- To find out the key success factor in Tea industry

Information needs:-

We need the following information:

- Political, economic, social and technological factors
- Study of Indian Market
- Product Profile
- Demand determination of the Industry
- Players in the Industry
- Key Issues and Current Trends

- Opportunities and threats

SCOPE OF THE STUDY:-

Currently, the major problems of Yunnan tea enterprises are: “small but all-inclusive”, vicious competition, low prices, poor quality and so on. Competitions in the tea market are manifested in a variety of aspects, such as economic strength, marketing capability, talent, technology, operation and management. In reality, the market is awaiting large enterprises with superb tea brands, standardized production (cultivation, plucking, processing, packaging, etc.) and complete industrial ecological chains (tea growers, processing plants, consumers). The chief problem existing in the standardization of tea lies in the backward concept and scant attention; problems in the standardization of processing primarily arise in processing plants, techniques, facilities and management. In this regard, we should develop and improve tea processing technical regulations, tea processing machinery standards, tea production-line standards, and tea processing plant standards; and strengthen implementation and supervision of tea processing standard. The general development situation of tea deep processing industry in China is as follow: After being abstracted, concentrated, separated and purified into tea polyphone, tea resources can be turned into natural medicine, healthy food and daily-use chemicals via function development and application research, thereby attaining the tertiary superposition from traditional agriculture, modern high-tech industries to modern health care industry.

CHAPTER 3

RESEARCH METHODOLOGY

RESEARCH DESIGN:-

In order to ensure a scientific and comprehensive consumption market in tea industry, this thesis takes means like survey, literature research and data analysis, selects 300 samples from various districts and counties in Yunnan Province for investigation, issues questionnaire in densely-populated downtown areas, which cover structural differences in age, gender, cultural level, occupation and income, and are of certain representativeness. This research mainly adopts the following research methods:

DATA COLLECTION METHODS

We have obtained the secondary data from various sources like reports, magazine, journals and different websites.

ANALYSIS PLAN

We have used the following models in Tea industry analysis:

- PEST Analysis
- Michel Porter's Five Force Model
- BCG Matrix
- Strategic Group Mapping
- Driving Forces
- Key Success Factors
- Value Chain Analysis

PROJECT DESCRIPTION & FLOW SHEET:

The process of manufacturing CTC tea comprises of the following different process.

SPREADING THE LEAF ON WITHERING TROUGH:

The collected Green Leaf is spread upon the withering trough, while spreading due emphasis is laid upon to remove source and old dried leaves so that it will help to minimize the presence of stalks and help in producing fine tea.

WITHERING:

The process of withering involves partial removal of moisture from fresh leaf and is carried out in order to condition the leaf physically for subsequent processing. Besides, some chemical changes also take place during withering and these are independent of the physical process. Thus, withering involves (a) Physical wither and (b) Chemical wither. While the physical wither can be completed even in 3-4 hours, however for completion of the chemical wither, a period of 12-16 hours is required as such the withering trough can't normally be used more than once a day. Withering is carried out either by Natural Withering or by Trough withering system. The green leaves that are spread upon the wire mesh of withering trough are charged with cold and warm air through an axial flow fan so that the moisture content is reduced to the desired level. Generally, the level of reduction in moisture depends upon the grades and quality of tea

ROLLING / ROTOR VANE:

The withered leaves are rolled to rupture the leaf cells and release of enzymes and to give a twist to the leaf. It is achieved by processing withered leaf in Rotorvane. During rolling operation chemical changes among the principal constituents of leaf start as soon as the juice of leaf is squeezed out in contact with the air. The chemical changes are caused by the enzyme present in the leaf. The enzyme brings about chemical changes, but it does not change itself. Generally, leaf is rolled in Rotorvane before send to further processing.

OPERATING ON C.T.C MACHINES:

After the leaves are rolled, they are put into the C.T.C machine (i.e. cutting, tearing and curling machine). This machine cuts the leaf into uniform size with maximum cell distortion leading to quicker and more even oxidation during fermentation. The C.T.C machine is comprised of two rollers rotating in opposite directions at the arranged speed. The speed of the two rollers are different, one of the roller is fast rotating at a speed of around 675 revolutions per minute, whereas the slow roller rotates at a speed of 60 to 73 revolutions per minute. Generally, a constant clearance between the rollers is maintained. The roller segment is in sharp condition, which cut the leaves three times. During the process it is specifically seen that leaves are not heated as it destroys briskness and quality.

FERMENTING:

After processing in the C.T.C machine the leaves are fermented. Fermentation of the tea leaf is a very important process in Tea manufacture for briskness, strength, colour and quality largely depend upon it. The duration of fermentation varies according to rise and fall of temperature. A temperature of 76°F to 78°F represents the ideal temperature of the fermenting room and it takes roughly between 1 to 2 hours in the fermenting process. The leaf processed in C.T.C is spread on the fermenting floor or fermenting bed of fermenting machine. Generally, they are spread at a thickness of half an inch. Fermentation begins as soon as the juice of the leaf come in contact with the air, enzyme present in the leaf bring about chemical changes among the constituents of the leaf cell such as latechins (polypheno's) and caffeine. When the leaf become bright red in the fermenting room it is the best time to transfer to the drying room for firing.

DRYING:

After the requisite level of fermentation CTC leaf is transferred to the drying room where the leaf is fed on the trays of mechanical dryers and fermented leaf is fired at an inlet temperature of 200°F to 220°F to arrest fermentation process and to remove additional moisture present. The exhaust temperature being 120°F to 135°F. The thickness of spreading of CTC leaf being one fourth of inch. The fair revolution of the quality drying machine should be 350 and the tray speed is 200. The final moisture contained of the tea is kept at around 3%.

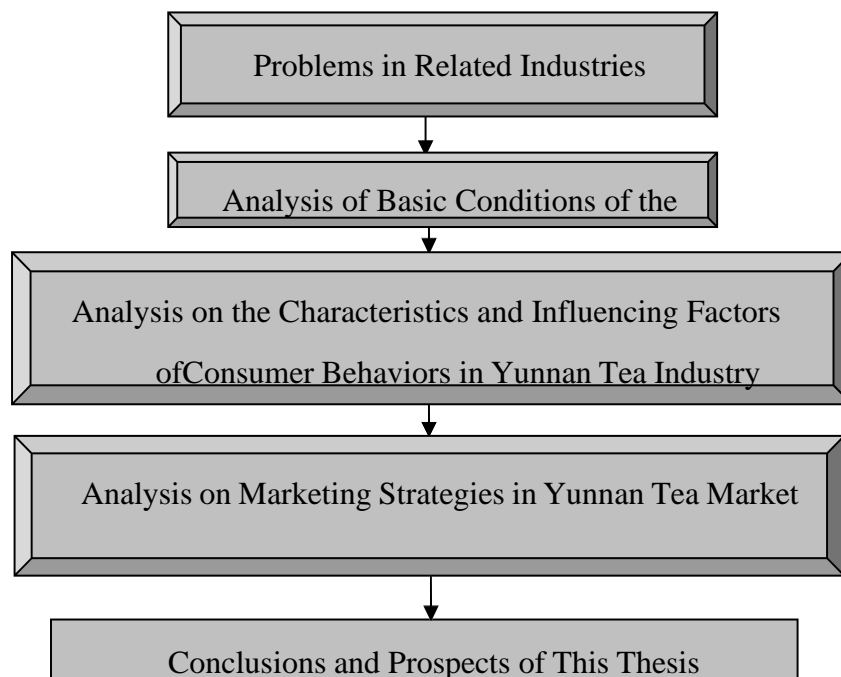
SORTING:

The sorting process of the CTC leaf is very simple. At first tea is allowed to pass through the sorter for separation of grades, during this process tea is also made free from any foreign material, fibre and other proper grading which depend largely on size (granule) of tea. After grading tea is packed in tea chest/jute bags of standard size and sent to the auction centre.

TIONS

- The whole study is based on secondary data
- It is assumed that whole data is authenticated and on that basis conclusion is derived.
- The level of reliability may be less as it is based on secondary data. Financial data of some companies were not available at the time of the study.

RESEARCH PROCESS:-



Fluctuations in the Production due to climatic changes:-

Climate that is conducive to tea growth is one in which there is sunlight during the day and rain at night on an almost daily basis. Although the quantum of rain has not changed much, the frequency has reduced and the rise in temperature has adversely affected photosynthesis in the plants. These climatic changes have resulted in lower crops as well as a higher incidence of pests and diseases and yields are showing a downward and erratic trend. The production of tea is not same round the year. There is a wide variation in the monthly production of tea. Although total tea production in

south India is less, but as far as the productivity is concerned they are better than rest of the country because of the climatic condition of the Southern states. In North India, there is dormant winter period, therefore, the growth of tea bushes stopped and hence the productivity goes down considerably. Climatic conditions not only affect the productivity but also the quality of leaves harvested.

Slower pace of re-plantation:-

India's productivity has not picked growth due to slower pace of re-plantation of old bushes. With no substantial increase in tea acreage the increase in productivity can be achieved through the re-plantation of old bushes. Lack of bush replantation and rejuvenation of bush health are major deterrents for Indian tea production. Over 1,48,305 hectare or 37per cent of entire Indian tea land is hosting bushes over 50 years of age those which have crossed their optimum producing age. Compared to that, over 70per cent tea land in Kenya and 68per cent in Sri Lanka are with bushes less than 40 years old. Entire tea plantation in Vietnam is less than 20 years old and near 35per cent of Chinese tea plantation is less than 10 years old.

High cost of production and low productivity

The production entails risk on account of weather conditions and falling prices. Labour cost is quite high since hand picking of tea is labour intensive. To reduce the cost, some plantations are resorting to longer picking cycles; say 15 to 18 days against the ideal 10 days. On top of this, they are also harvesting three or even four leave which is resulting in poor quality and is fetching low prices. The ideal is two leaves and a bud. The high cost of production is affecting the Assam tea's competitiveness in the global market.

Increasing competition in the Global Tea Market

India is a major exporter of shane punjab tea and faces stiff competition from Kenya. Demand for Kenyan teas is increasing due to relatively younger bushes which are of higher quality and is better suited for tea bags. Their labour costs are comparatively lower. Therefore, the tea industry in Kenya is more competitive than the Indian tea industry as is reflected by India's diminishing leadership in key markets.

Coffee acting as a strong substitute to tea

Apart from the severe competition that the country is facing from other tea producing countries, coffee is emerging as near perfect substitute and is posing greater challenge to the consumption of tea as many coffee outlets have been opened by Barista, Cafe Coffee Day and others. The branded tea players will have to aggressively take on these challenges and their success will hinge on the supply of high quality premium tea as well as organic tea.

Western African countries, mostly Ghana and the Ivory Coast, supply more than 70per cent of the world's tea. The tea they grow and harvest is sold to a majority of Tea companies, including the largest in the world.

The children of Western Africa are surrounded by intense poverty, and most begin working at a young age to help support their families. Most of the children laboring on tea farms are between the ages of 12 and 16, but reporters have found children as young as five.

Other children climb the tea trees to cut bean pods using a machete. Once they cut the bean pods from the trees, the children pack the pods into sacks that weigh more than 100 pounds. Approximately 1.8 million children in the Ivory Coast and Ghana may be exposed to the worst forms of child labor on tea farms. But, this type of issue is not prevailing in India.¹

Rise in price of raw material:-

- Rising hazelnut prices are putting further pressure on Tea manufacturers who are already contending with mounting tea costs.
- Tea industry is a big buyer of hazelnuts. Ferrari is the world's largest hazelnut buyer. It recently acquired Turkey's largest hazelnut processor Oltan to improve supply of hazelnuts for its products including Nutella, Ferrero Rocher and Kinder Bueno.
- Rising costs for other commodity, particularly tea have already led big players such as Mars, Hershey, Mondelez and Nestle to raise wholesale price of Tea.
- If production of healthy tea beans does not increase, the increased cost of Tea will either be absorbed by the companies that produce Tea or be pushed forward to the consumer.

- In order to keep the cost of a Tea bar reasonable, industry experts expect chocolates to use imitation flavorings such as palm oil rather than the vegetable fat produced in real Tea.

CURRENT TRENDS:-

Demand for Dark Teas

With the change in lifestyle, the Indian consumer is becoming very health-conscious. Few researches have also shown that dark Teas reduce cholesterol levels and as a result consumers prefer dark Teas.

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CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

PESTEL Analysis

“PEST analysis – an analysis of the political, economic, social and technological factors in the external environment, which can affect industry’s activities and performance.” PEST or PESTEL analysis is a simple and effective tool used in situation analysis to identify the key external (macro environment level) forces that might affect an industry. These forces can create both opportunities and threats for industry.

Therefore, the aim of doing PEST is to:

- Find out the current external factors affecting industry
- Identify the external factors that may change in the future
- To exploit the changes (opportunities) or defend against them (threats) better than competitors would do.

Political factor

Political factors refer to the degree of government intervention in the economy. The legal and regulatory factors included are labor laws, tax policies, consumer protection laws, employment laws, environmental regulations, and tariff & trade restrictions. Tea comes from Tea that grow in hilly area.

Tea board of India

The tea industry in India is highly regulated. Under the Tea Act, 1953, the Tea Board has been constituted by the Government of India (GOI) to regulate the production and extent of cultivation of tea; improve the quality of tea; promote cooperative efforts among growers and manufacturers of tea; secure better working conditions and the provisions and improvement of amenities and incentives for workers; etc. Permission has to be obtained from the Tea Board for planting of tea on any land not planted with tea; replacement of tea area by planting tea on area not planted with tea.

Productivity

The Tea Board is thus able to compute and compile the total volume of Darjeeling tea produced and sold in the given period. No blending with teas of other origin is permitted. The customs authorities in India have instructed, by circular, all customs

checkpoints to check for the certificates of origin accompanying the Darjeeling tea consignments and not to allow the export of any tea as 'Darjeeling' without this certificate. This ensures the sale chain integrity of Darjeeling tea until consignments leave the country.

The Government has set a target of kilo grams of production by 2014; this would require additional land of 50,000 hectares and explanation of 200,000 hectares. Given the gestation period of 57 years, the target is impossible to achieve. The production growth is estimated to be 1.5-2per cent pa. Even if targets were achieved, it would do more harm than good to the industry. The domestic demand of 600mn kilo grams will rise at 1.5-2 per cent pa. Indian tea in international market will remain price uncompetitive due to high production costs. Available surplus for exports will dampen prices.

The political environment is perhaps among the least predictable elements in the business environment. A cyclical political environment develops, as democratic governments have to pursue re-election every few years. This external element of business includes the effects of pressure groups. Pressure groups tend to change government policies. As political systems in different areas vary, the political impact differs. The country's population democratically elects open government system. In totalitarian systems, government's power derives from a select group. Corruption is a barrier to economic development for many countries. Some firms survive and grow by offering bribes to government officials. The success and growth of these companies are not based on the value they offer to consumers. Below, is a list of

Political factors affecting business are as follows.

- Bureaucracy
- Corruption level
- Freedom of the press
- Tariff
- Trade control
- Education Law
- Anti-trust law
- Employment law
- Discrimination law

- Data protection law
- Environmental Law
- Health and safety law
- Competition regulation
- Regulation and deregulation
- Tax policy (tax rates and incentives)
- Government stability and related changes
- Government involvement in trade unions and agreements
- Import restrictions on quality and quantity of product
- Intellectual property law (Copyright, patents)
- Consumer protection and e-commerce
- Laws that regulate environment pollution

Impact on economy

The political situation of a country affects its economic setting. The economic environment affects the business performance. For example, there are major differences in Democratic and Republican policies in the US. This influences factors like taxes and government spending, which ultimately affect the economy. A greater level of government spending often stimulates the economy.

Changes in regulation

Governments could alter their rules and regulations. This could in turn have an effect on a business.

After the accounting scandals of the early 21st century, the US SEC became more attentive on corporate compliance. The government introduced the Sarbanes-Oxley compliance regulations of 2002. This was a reaction to the social environment. The social environment urged a change to make public companies more liable.

Political Stability

Lack of political stability in a country effects business operations. This is especially true for the companies which operate internationally. For example, an aggressive takeover could overthrow a government. This could lead to riots, looting and general disorder in the environment. These disrupt business operations. Sri Lanka was in a similar state during a civil war. Egypt and Syria faced disturbances too.

Mitigation of Risk

Buying political risk insurance is a way to manage political risk. Companies that have international operations use such insurance to reduce their risk exposure. Firms should track their political environment. Change in the political factors can affect business strategy because of the following reasons:

- The stability of a political system can affect the appeal of a particular local market.
- Governments view business organizations as a critical vehicle for social reform.
- Governments pass legislation, which impacts the relationship between the firm and its customers, suppliers, and other companies.
- The government is liable for protecting the public interest.
- Government actions influence the economic environment.
- Government is a major consumer of goods and services.
- In order to provide legal protection in India, the Tea Board has also registered the 'Darjeeling logo' and also the word 'Darjeeling' as certification trade marks (CTMs) under the Indian Trade and Merchandise Marks Act, 1958 (now the Trade Marks Act, 1999). At the national level, the words 'Darjeeling' and 'Darjeeling logo' have been proposed for incorporation in the Indian Geographical Indications (GI) registry under the Geographical Indications of Goods (Registration and Protection) Act, 1999 which came into force with effect from September 15, 2014. The use of a GI may act as a certification that the product possesses certain qualities, or enjoys a certain reputation, due to its geographical origin (such as champagne). At the international level, a number of treaties administered by the World Intellectual Property Organization (WIPO) provide for the protection of geographical indications, most notably the Paris Convention for the Protection of Industrial Property of 1883 and the Lisbon Agreement for the Protection of Appellations of Origin and Their International Registration. At present, GIs for all products are covered under Article 22 of the Trade-Related Aspects of Intellectual.

Mandatory Labeling & other FSSAI norms

- A label shall not contain any statement, claim, design, device, fancy name or abbreviation which is false or misleading in any way particularly concerning the food contained in the package, or concerning the quantity, quality or the nutritive value of the food
- Contents on the label shall be clear, unambiguous, prominent, conspicuous, indelible and readily legible by the consumer under normal conditions of purchase and use.
- Where a package or combination of product packages is provided with an outside container or wrapper, such container or wrapper shall also contain all the declarations which are required to appear on the package.
- Every package of food shall carry the following information The Name of Food, List of Ingredients Declaration of Food Additives Net Quantity or Net Weight Lot/Code/Batch identification Name and address of the manufacturer Date Marking, Best Before, Date of manufacture and/or packing In addition to the best before or Use by Date, any special conditions for the storage Veg/Non Veg declaration Calculation of Nutritional output
- FSSAI also insists that importers should not use stickers indicating details such as product type, price and nutritional value, and the manufacturing / producing company must print the product details on the packs that are to be shipped to India.
- 100per cent sampling of containers of imported goods coming into the country, which leads to huge delays in clearance.?

Encouragement to private sector

- 100 per cent export-oriented units are allowed to sell up to 50 per cent of their produce in the domestic market
- Export earnings are exempted from corporate taxes

Relaxed FDI norms

- 100 per cent FDI (except for alcohol, beer, and sectors reserved for small-scale industries)
- Repatriation of capital and profits permitted

TABLE 1:-

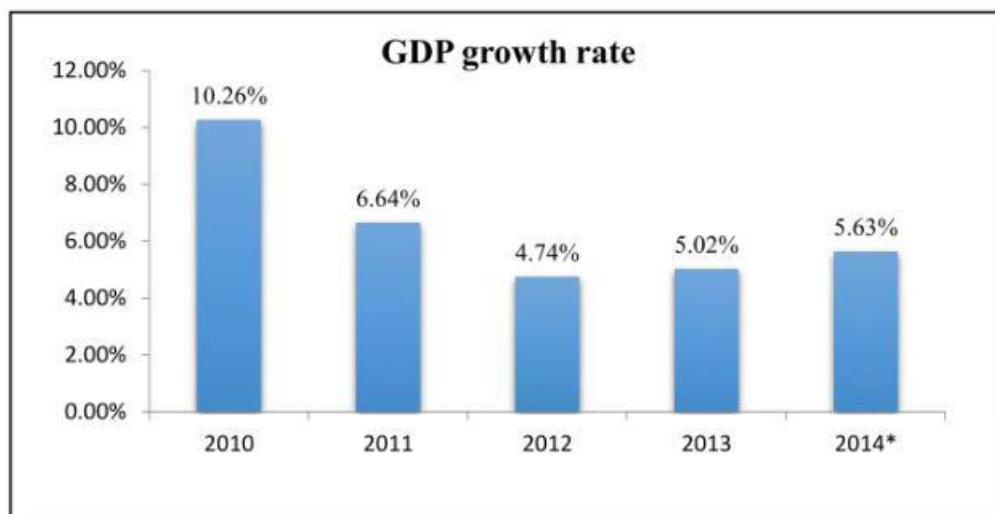
Factors	Favorable	Unfavorable
Decrease in tax	✓	
Impact on economy	✓	
Change in regulation	✓	
FSSAI norms		✓
Encouragement to private sector	✓	
Relaxed FDI norms	✓	
Mitigation of risk	✓	
Political Stability	✓	

The above table shows which factors are favorable for Tea industry and which are unfavorable. The favorable factors are decrease in tax, impact on economy, change in regulation, mitigation of risk, political stability encouragement to private sector, relaxed FDI norms and incentives for development of storage facility. On the other hand unfavorable factors is FSSAI norms. Favorable factors are more as compared to the unfavorable factors. So, overall conclusion is that political factor is favorable for Tea industry.

Economical factor

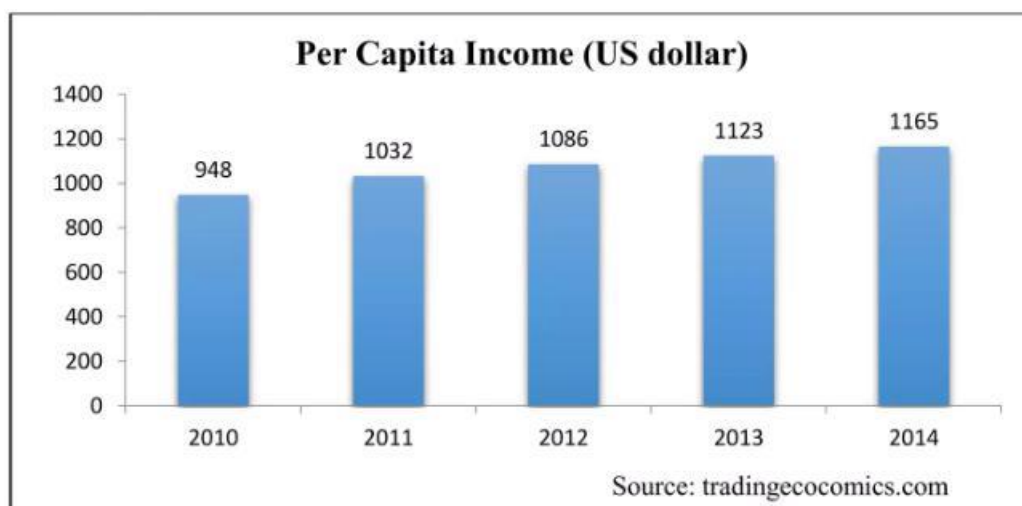
Economical factors include the inflation rate, 22exchange rate, interest rate, employment/ unemployment rate and other economic growth indicators. The economic factors faced by an organization have a significant impact on how a business carries on its operations in the future. The exchange rates affect the organization by affecting the cost of imported and exported goods. Furthermore, the interest rates prevailing in the economy influence the cost of capital available to the organization and hence play an important role in the expansion and growth of the organization. Continuous rise in per capita income, changing consumer preferences and growing gifting tradition are boosting Tea consumption globally.

GDP Growth Rate Chart-1:-



The above chart shows GDP growth rate from 2010 to 2014 (estimated). GDP refers to the total market value of all goods and services that are produced within a country per year. It is an important indicator of the economic strength of a country. India's GDP growth was at about 4.7 per cent in the year 2012. From 2012 it has increased to 5.02 per cent and it is estimated to increase in the year 2014 which is positive sign for the Tea industry.

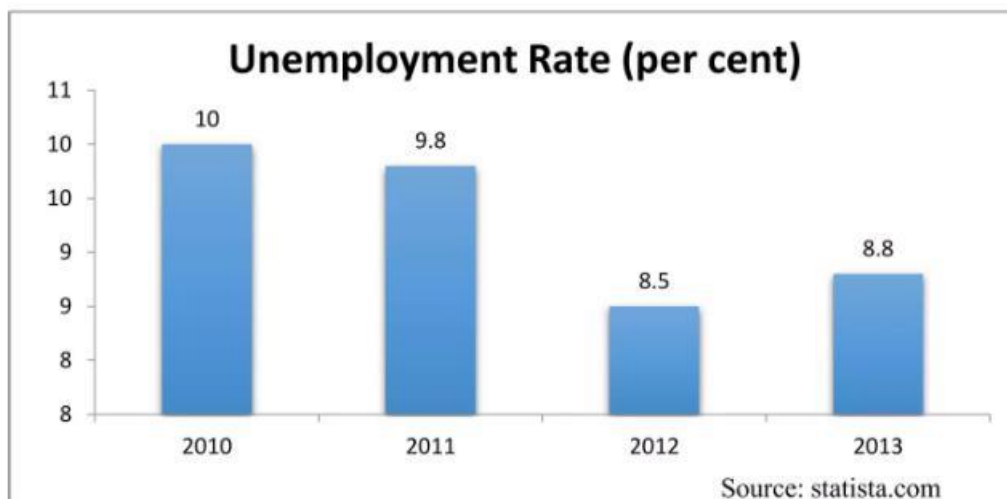
Per capita income Chart-2:-



There is continuous rise in per capita income of consumers in India. This leads to the more consumption of Teas. Per capita consumption of Teas has also grown

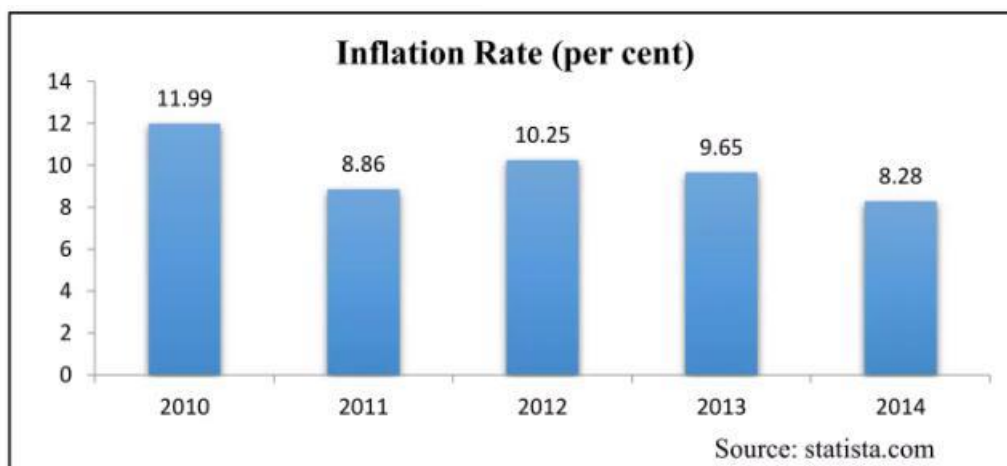
tremendously from 40 grams in 2008 to 120 grams in 2013. Therefore, rising per capita income is favorable factor for Tea industry.

Unemployment Rate Chart-3:-



The above graph reveals that Unemployment rate in India is reducing from 2010 to 2012, which is 10per cent., 9.8per cent and 8.5per cent in 2012 and then it increased by 3.52per cent in 2013. It is unfavorable for the industry.

Inflation rate Chart4:-



The statistic shows the inflation rate in India from 2004 to 2014. India's inflation rate has been on the rise over the last decade. However, it has been decreasing slightly since 2010. In 2014 it is 8.28per cent, which is low as compared to the previous year (reduce by 14.91 per cent). It is favorable for the Tea industry.

Table 2:-

Factors	Favorable	Unfavorable
Gross domestic product	√	
Per capita income	√	
Inflation rate	√	
Unemployment trends		√

The above table shows the overall conclusion of economic factor affecting Tea industry. By doing the analysis of the above factors which includes GDP, per capita income, inflation rate and unemployment trends we come to know about that economic factor is favorable for the Tea industry. There is minor increase in unemployment trend, but it can be said that overall it is favorable.

Socio-cultural factor

Social factors include different cultural and demographic aspects of society that form the macro-environment of the organization. Social factors include career attributes, age distribution, population and its growth rate, health consciousness and safety awareness.

Culture

It is culture in India that almost every individual in India are the regular consumer of tea at least twice in a day. When any person go to the another person home, they have the tradition of offering tea. But now a day's trend has been changed. So because of many festivals and occasions in India, there is good scope for Tea manufacturers. Now in India every occasion is celebrated with the Teas.

Drinking habits

Across the country, consumers buy Teas for everyday consumption at least twice a day.. "Teas are now considered a fun-to-drink beverage rather than occasional luxuries and an important item in consumers' grocery baskets. All Indian homes now have Teas as welcome drink, which increases the frequency of consumption. People today do not believe that drinking Teas is unhealthy and harmful for body rather they are open to try new flavors.

Health consciousness

Dietary components influence prevalence of morbidity and mortality due to chronic disease. To prevent this, more amounts of antioxidants should be consumed in daily diet, which is readily available in a simple cup of Black tea. Although fruits and vegetables are an important part of a healthy living and weight loss plan, some fruits contain sugars that add calories to diet, and certain vegetables contain starches which are converted to sugar, thus adding up calories. However, tea the natural beverage also provides amino acids that are beneficial to health without adding up the calorie in diet. It could be advisable to encourage the regular consumption of Black tea - a widely available and inexpensive beverage as an interesting alternative to other beverages, which do not have the health benefits as that of Black tea.

Tea is not only popular, but also economical and considered a safe drink which is enjoyed daily by millions of people all across the world. However given the high consumption of tea worldwide, further study on potential health effects of tea is justified. Definitive conclusions on the effectiveness of tea in maintenance of health and prevention of chronic disease will have to come from well-designed interventional and observational epidemiological studies.

Technological factor

The labor force accounts for about 50per cent of the cost of production, as plucking of the leaves requires expertise and these leaves are responsible for producing superior quality tea.

The technology that is used in tea production is not very advanced. New technology innovation is not very advanced the basic product i.e. the tea. Tea industry is not an industry where overnight changes have to be made or production is affected due to new technology.

Being highly labor intensive technological factors is least affecting the tea industry. India is the largest manufacturer and exporter of tea machinery. Other major tea producers (also developing nations) source equipment and technology from India.

Incorporating the highest technological standards in its production of tea, the company is a symbol of excellence giving a perfect blend of quality and care in every cup of tea.

Environmental Factors

Tea has a great impact on the environment. In 1999, the area of land cultivated by tea in just the five major producing countries (China, India, Indonesia, Kenya and Sri Lanka) amounted to one million acres.

Tea is grown in monoculture, which reduces bio diversity. In the absence of other plants to maintain the ecological balance, intensive use of pesticides and fertilizers is needed to protect the plants against pest infestation and to enhance productivity, leading to the soil being leached out.

The unsafe use of chemicals not only puts the workers and the environment in danger, but also leaves traces of harmful pesticides and insecticides in the processed tea. According to a report published in the Economic Times, the European Tea Committee in its findings claimed a high incidence of pesticides in Indian tea exported to overseas markets.

Legal Factors

Stock reduction - Although there is some correlation between stock levels and prices, the perish ability of tea means that stocks are normally small in relation to consumption, so that this scheme will only have a small impact on raising prices.

Reduced production - Because tea is domestically a popular beverage in many producing countries, most notably India, opposition from such countries is likely to make such a scheme very difficult. High domestic demand in those countries will mean that a lower share of production is exported, thereby reducing their share in the export market, which they will find unacceptable.

Land Details

Land Details In order to set up a modern biscuit manufacturing unit of the proposed capacity, a land size of approx. _____ would be ideal however this may vary with increase in capacity.

The land proposed for the unit Details of the proposed land is given below:

Sale deed dated _____ in the name of M/s XYZ with sale value Rs. 0.00/-

Khata no.	Plot no.	Area	Boundary
Total		19 decimals	

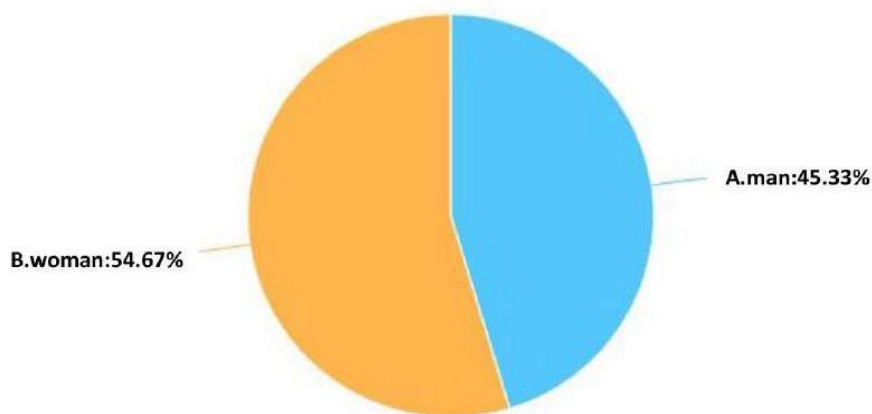
The total land area is decimal and is in the name of the of the proprietor/firm/company.

The proposed land of the unit is an industrial land as per CLU dated Character of the land. The cost of the land is Rs. lakh/ the proposed land is a leased land for a period of years.

Basic Situations Analysis of Samples

Basic Situations like Gender, Age and Education Level of Samples In this statistics of 300 samples, there are 136 males, accounting for 45.33% of the total, in which 21 persons are under 20 (7%), 147 persons are between 20 and 35 (49%), 108 persons are between 35 and 50 (34%), 23 persons are between 50 and 65 (7.67%), and 1 person is above 65 (0.33%); 19 persons have high school diploma (6.33%), 248 persons have bachelor degree (82.67%), 33 persons have a master degree (11%) and there is no doctor (0%). A market analysis studies the attractiveness and the dynamics of a special market within a special industry. It is part of the industry analysis and thus in turn of the global environmental analysis. Through all of these analyses, the strengths, weaknesses, opportunities and threats (SWOT) of a company can be identified. Finally, with the help of a SWOT analysis, adequate business strategies of a company will be defined. The market analysis is also known as a documented investigation of a market that is used to inform a firm's planning activities, particularly around decisions of inventory, purchase, work force expansion/contraction, facility expansion, purchases of capital equipment, promotional activities, and many other aspects of a company.

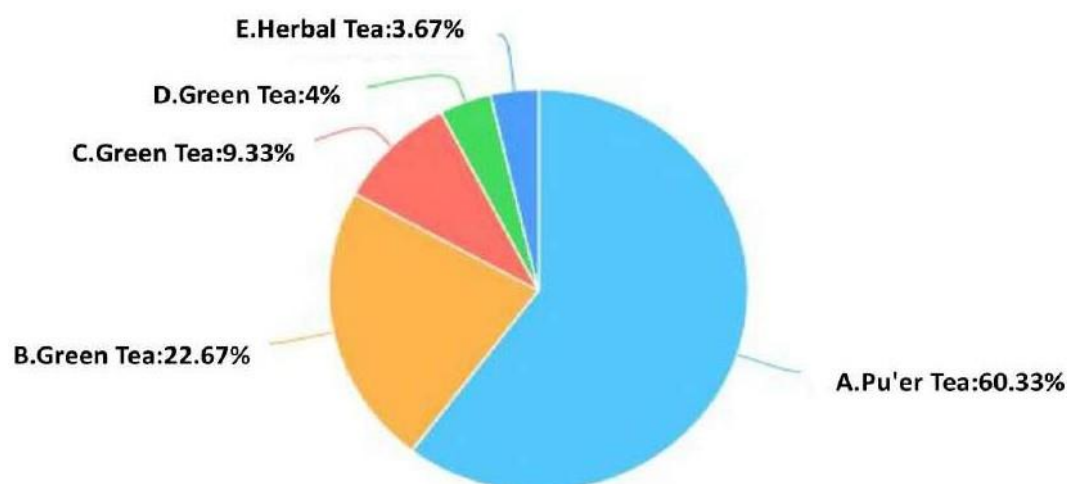
Structure and Proportion Chart of the Gender of Survey Samples:-



The natural structure of population mainly refers to the age and gender structure of the population. Changes in age structure have shaped consumer market demand at different age levels, while changes in gender structure have led to consumer demands at different gender groups, which witness all the more significant differences in consumption of tea, a Chinese traditional drink, seem all the more significant, which provides business opportunities for merchants and hence brings about segmentation and prosperity of tea consumer market.

Structure and Proportion Chart of the Tea Species Drunk by Respondents

Option	Subtotal	Proportion
A Pu'er Tea	181	60.33%
B Green Tea	68	22.67%
C Green Tea	28	9.33%
D Green Tea	12	4%
E Herbal Tea	11	3.67%
The Number of Effective Answers	300	

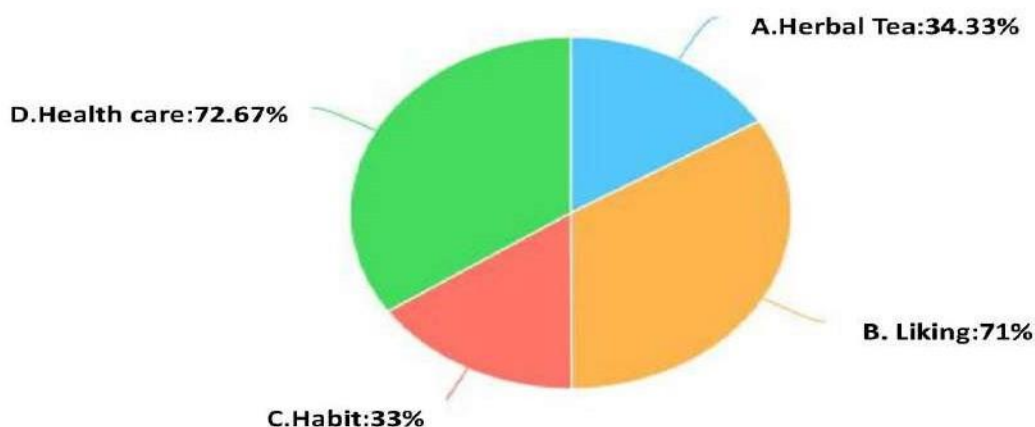


Respondents' Understanding and Drinking Habits of Tea

Purposes of drinking tea. Tea has various effects. It can not only quench thirst, protect health but also cultivate people's sentiments. Among the 300 samples, 103 people drink tea for quenching thirst (34.33%), 213 people have a liking for drinking tea (71%), 99 people have the habit of tea drinking (33%), and 218 people drink tea for health care (72.67%). It follows that the purpose of drinking tea is diversified, and varies from person to person, and the majority of people drink tea due to their preference for liking and health care.

Structure and Proportion Chart of the Tea-drinking Purposes of Respondents:-

Option	Subtotal	Proportion
A Herbal Tea	103	34.33%
B Liking	213	71%
C Habit	99	33%
D Health care	218	72.67%
The Number of Effective Answers	300	



The frequency of tea drinking. Scientific research demonstrates that in addition to that tea leaves boasts health care effect, the frequency of drinking tea is also closely related to health care. Among the 300 samples, 72 people (24%) drink tea every day, 131 people (43.67%) often drink tea, 95 people (31.67%) occasionally drink tea.

CHAPTER 6

FINDING OF THE STUDY

Product Profile

To begin with it is perhaps desirable to define 'Tea'. 'Tea' has been clearly defined in the Tea Act, 1953. As per provision of Tea Act, 'Tea' means the plant *Camellia Sinensis* (L) O. Kuntze as well as all varieties of the product known commercially as tea made from the leaves of the plant *Camellia Sinensis* (L) O.Kuntze including green tea. Tea which is available in the market is in fact 'Made Tea'. Green leaves plucked from the tea bushes are manufactured into 'Made Tea' or 'Tea' in the Tea Factories through a series of manufacturing process. Green leaves, in the process of manufacturing 'Made Tea' or 'Tea' also generates by-product known as 'Tea Waste'. This 'Tea Waste' is unfit for human consumption and has three uses viz.

- for manufacture of caffeine ;
- for manufacture of Instant Tea and
- for using as manure in the tea field.

QUALITY OF SHANE PUNJAB TEA

The term 'quality' in its broadest sense is used as a description of all the characters of tea by which it is judged on its market value. So quality means the summation of the desirable attributes comprising internal and external characters like aroma/flavour, strength, colour, briskness and character of infused leaf. The "quality" of the tea conforming to the specification laid down in the PFA Act may vary. The quality of tea also varies between garden to garden and also between the teas manufactured at different times -in a particular garden. The green tea leaves of the plant belonging to the species of *Camellia Sinensis* has its natural 'aroma'. The efforts of the tea manufacturer is generally aimed at to maintain the natural aroma in the made tea as far as possible.

The quality of 'tea' depends primarily on the nature and chemical composition of the plucked leaf which is again dependent on the type of bush, the growing conditions and the kind of plucked leaf like coarseness and fineness etc. Only careful and proper processing will bring out the full potential of the green leaf.

Each of the characteristics on which tea is assessed by trade is affected by one or

more the factors involved both in the field and in the factory. Since a variety of factors plays a role and the production of a particular character is usually obtained at the expense of another, pre-processing and processing conditions is generally adjusted as to bring about the most desirable characters in a tea made from a given material.

So the factors affecting tea quality apart from those involved in processing can be distinguished in 3 groups viz. genetic, environmental and cultural.

- Tea quality is primarily determined by the genetic properties of the tea planting and those of the tea bush in particular.
- Both soil and climate are influencing the quality of tea. Climatic condition including temperature, humidity, sunshine duration, rainfall is important in determining quality.
- Field operation like pruning, fertilizing, shading, plucking round and plucking standard are also playing the important role in determining the quality of tea.

a) Total ash determined on tea dried to a constant weight at 100° C	4.0 to 8.0 per cent by weight
b) Total ash soluble in boiling distilled water	Not less than 40.0 per cent of total ash
c) Ash insoluble in HCL	Not more than 1.0 per cent by weight on dry basis
d) Extract obtained by boiling dry tea (dried to constant weight at 100° C) with 100 parts of distilled water for one hour under reflux	Not less than 32.0 per cent
e) Alkalinity of soluble ash	Not less than 1.0 per cent and not more than 2.2 per cent expressed as K ₂ O on dry basis
f) Crude fibre determined on tea dried to constant weight at 100° C	Not more than 17.0 per cent

Note:-

- It shall not contain any added colouring matter or added flavouring matter.
- Provided that tea for export may contain added flavour under proper label declaration.
- Provided further that the tea used in the manufacture of flavoured tea shall conform to the standards of tea.

Primary marketing

As already mentioned, tea is a commercial crop cultivated on a plantation basis. Unlike cereals, negligible fraction of the tea output is retained for consumption by the planters at garden level. So that almost entire output at the garden level is sold. The tea planter has the following four options to dispose the output through sale.

- Sales through Indian auction.
- Sales through overseas auction by sending teas on consignment basis.
- Sales as 'direct export' to the importer of importing countries.
- 'Ex-garden' sales.

Secondary marketing

Indian Traders who purchase tea through Indian auctions or directly from the tea planters have the following options:

- Export in bulk packages in original form and/or export in bulk packages in blended form.
- Export after further processing as tea bags and/or packaging in consumer packs..
- Sale to Wholesaler/Retailer in loose form to reach Indian consumers.
- Sale to Wholesaler/Retailer in packet form after packaging in consumer packs to reach Indian consumers'.

Marketing strategy

The rising number of health-conscious consumers of green tea and tea leaves is giving a boost to tea industries. Today markets are flooded with a large variety of tea juices. The main reason for increased consumption is rising level of health consciousness among consumers. Factors like preferred choice of easy availability, convenience, naturalness and marketing strategies have given tea industry a booming growth.

With changing lifestyles and increase in disposable incomes, the demand for tea is ever increasing. Besides consumption in the households, it is served in hotels, restaurants, clubs, airlines, railways, local tea stalls etc.

Quality should be emphasized at each step right from the beginning to the marketing of the Product. Over the years, an image of high-quality products should be cultivated. The effectiveness of distribution coverage and practice is of paramount importance in achieving the desired sales. Understanding of the distribution channels is crucial for the manufacturer to plan and implement an effective distribution strategy. Distribution network should be given extra emphasis. Market share could be gained by enhancing retailer, and distributor margins.

Promoters would appoint distributors in targeted towns of Bihar and surrounding states like West Bengal, Jharkhand, Uttar Pradesh. Contacts with retailers of similar kinds will be made and products would be sold in the market with help of them. The product made in this unit will be in the line with top range of products with better quality at the same time cost effective. Company would be sharing more profits with the distributors and retailers.

Company will also explore possibility of marketing their produce to retail shops like Big Bazar, Reliance Trends, Malls etc. It will also try to partnership with local and other hotels and restaurants with good offers to attract demand of its product. It is assumed that due high quality, cost effectiveness and aesthetic packaging, sale of products may not face much problems.



Procurement strategy of raw material & other inputs

Unknown to many, Bihar is home to commercially produced tea with the same being produced in Kishanganj and nearby districts and Kishanganj being the lone district in the State with largest area under tea plantation. The total cultivated area under tea is about 10,000 ha with a production of around 10,000 MT. Hilly terrain, cool climate, favorable soil quality and natural drainage system are some of the key features of the region which supports tea cultivation. Presently there are 9 tea processing units (one owned by government and rest being privately owned).

The total cultivated area under tea is about 1,600 Ha spread over three blocks, viz., Pothia, Thakurganj and Kishanganj. Hilly terrain, cool climate, favorable soil quality and natural drainage system are some of the key features of the region which supports tea cultivation. Unit has proposed to procure tea leaves from Kishanganj and adjoining districts.

CHAPTER 6

CONCLUSION

The study conducted to look into some key aspects on trend of Shane Punjab tea. The initial findings of this study are highlighted the trend of Shane Punjab tea. punjab is the largest producer of tea in the India and the largest consumer with an increasing domestic consumption. The industry has been making continuing efforts to play a significant role as a major player in the Indian economy. The different parameters such as production, prices, exports, new technology implementation and others can assist in generating high profit, growth and gaining competitive advantage for the sector.

In order to gain the competitive advantage, Shane Punjab tea needs improvement in research facility, introduction of modern technology etc. Small tea growers are inserted into the tea value chain as a result of global.

Changes in tea trade and brand led restructuring process. Tea plantation industry is subjected to large economies of scale. It is a synthesis of agriculture (plantation) and industry. Most of the small planters cannot afford a factory in their estates. Even if they are the raw leaves produced in small plantations may not be sufficient for economy running of a factory. As a result, historically, tea industry is relatively a big business and the size distribution is skewed towards large firms.

Further research in data analysis with respect to the Shane Punjab tea can result in significant insights and knowledge, which can be used in punjab for better growth in the sector contributing to the economy.

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APPENDIX

QUESTIONNAIRE 1:-

1. How would you describe Shane Punjab Tea's mission statement?
2. What are some marketing challenges that Shane Punjab Tea faces today?
3. How do you go about creating your market plans? What types of marketing tools does Shane Punjab Tea use? Facebook, Twitter, etc.?
4. Who is your target market? Would you consider expanding target audience over the course of Shane Punjab Tea's establishment?
5. Please briefly describe your experience as a marketing professional in the hospitality industry.
6. What is your most recent marketing plan? What part of the market is Shane Punjab Tea currently expanding on?
7. Shane Punjab Tea has been very successful: how do you stay competitive?
8. How do you measure how effective your marketing is? (Surveys? Customer Cards?)
9. What times during the year is Shane Punjab Tea the busiest? Slowest? During these times, do you actively go about marketing to attract your customers?
10. Do you have any suggestions or advices for us in creating a marketing plan for Shane Punjab Tea?

ANSWERS:-

1. Join us in the revolution as we reinvent tea and change the face of the beverage industry – Fresh. Innovative. Fearless.
2. Not enough brand awareness of our scale. We have 120 stores in the punjab but still many people haven't heard of our brand or Shane Punjab tea.
3. Yes, from social media. To create marketing plans, we based on industry trend research and work with our product team to come up with strategy.
4. 18-35 years old. Yes, we want to expand especially among community.
5. Very exciting and diverse, and a lot of areas to research and needs to learn all the time, keep updated with the latest trends.
6. Influencer marketing plan and focus on brand ambassadors. We will focus on expanding on west coast.
7. Product always comes first. To guarantee the product quality, all Shane punjab is freshly made every 2 hours, tea is freshly brewed every 3 hours. And always trying to think of differentiators separate ourselves from other brands.
8. Surveys.
9. Summer is busier. Winter is less busy. We do have different marketing strategies towards different seasons and create the marketing plan accordingly. For example, we had a hot drink special for winter times.
10. I would say below are the two major struggles, create a marketing plan target towards these specific goals, and then develop tactics based on the goals.
 1. A plan can help to improve brand awareness of Shane Punjab Tea among non-Asian.
 2. Brand ambassador plan to attract more people to choose Shane Punjab Tea instead of other bubble tea brands.

Summary of the Questionnaire:-

Overall, throughout the interview we have learned a lot of information about Shane Punjab Tea; such as their marketing strategies, target market, strengths, weaknesses, opportunities and threats, as well as their confidence with their own brand. To conclude, from the interview we had with a marketing manager as a representative of the Shane Punjab Tea, she was proud to say how prosperous Shane Punjab Tea is and that the company is still on its way to grow to a higher level of success in the future.