॥वसुधैव कुटुम्बकम्॥

Live Project

Market Research for Frozen Food

Sahyadri farms

Seeding goodness

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Project Guide

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Project Objectives and background

Understanding Consumer Behaviour

specific consumer demands, align with market needs

Identifying Market Trends

can adapt and innovate its products, positioning

Assessing Market Demand and Potential

quantifies the demand, informed decisions, pricing strategies

Competitor Analysis

position products uniquely, consumer pain points that competitors might overlook

Effective Marketing and Distribution Strategies

marketing campaigns and distribution networks, maximizing your reach

Risk Mitigation and Business Sustainability

anticipate and prepare for market fluctuations and challenges

Results of the STTEM test

Safety

- 62%-limit their snacking consumption because they believe there is presence of preservatives
- 51% Indians feel less guilty to consume preservative-free frozen snacks
- 52% Indians prefer frozen snacks as they feel it is more hygienic

Technology

- 53%-heard of IQF technology
- 17%-explain what IQF stands for

Taste

- 73% Indians feel taste is the biggest reason for snacking
- 65% Indians prefer vegetarian frozen snacks
- 65% Indians prefer potato-based snacks
- 38% South India prefer non-vegetarian frozen snacks

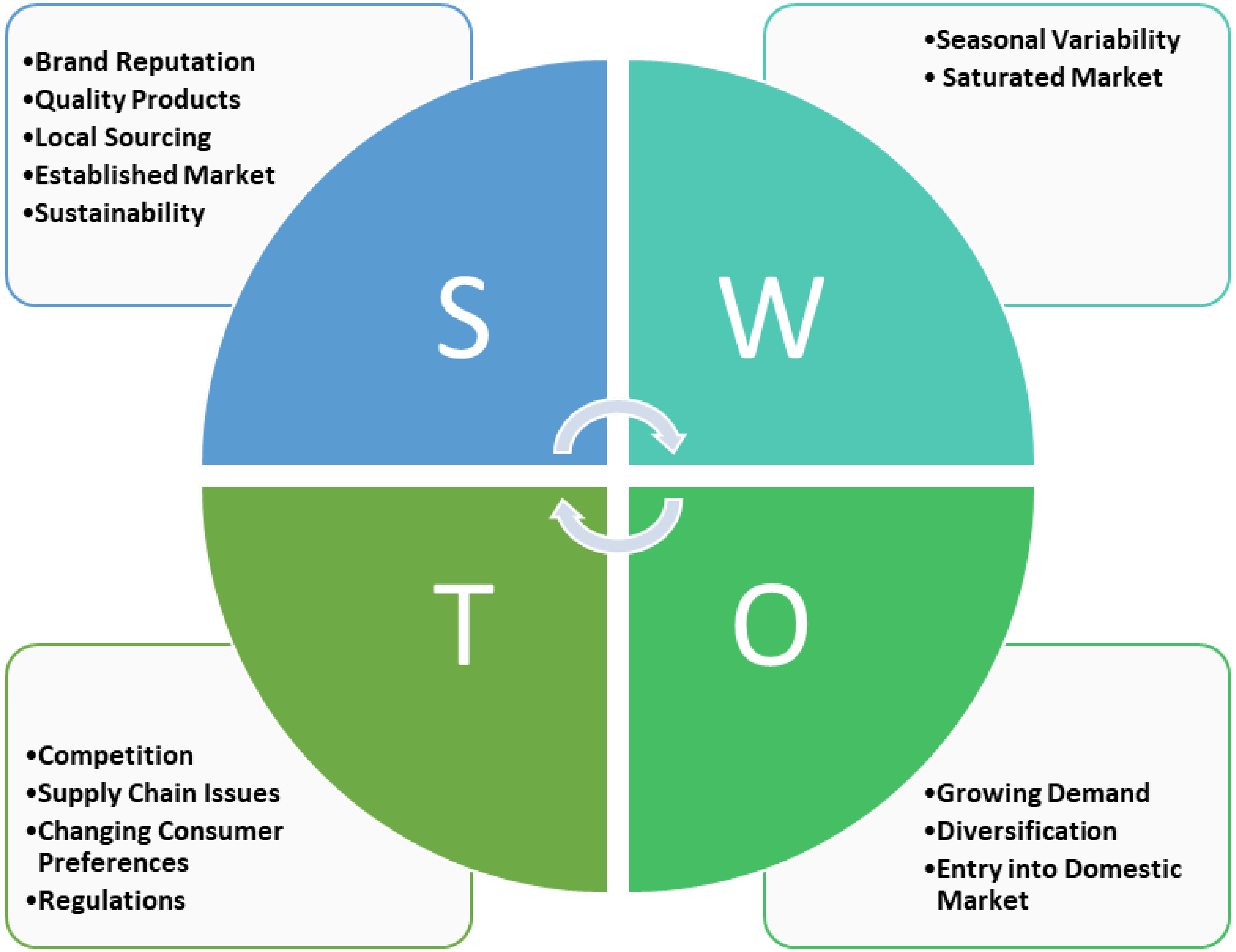
Ease

- 51% believe that are easily available and easier for consumption
- 50% Indians believe are convenient to cook
- 55% Indians prefer frozen snacks on special occasions
- 52% fathers cook frozen snacks more than mothers

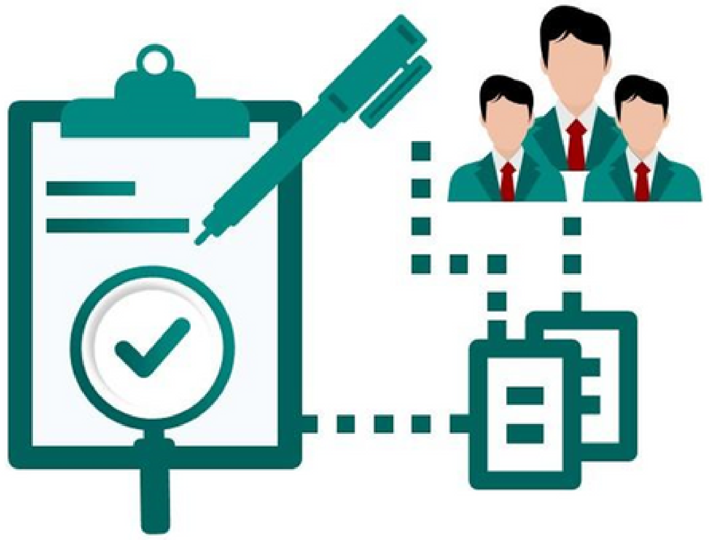
Mood Uplifter

- 74% women snack when they are happy
- 70% men snack when they are happy
- 60% women snack when they are sad
- 52% men snack when they are sad

Research Methodology

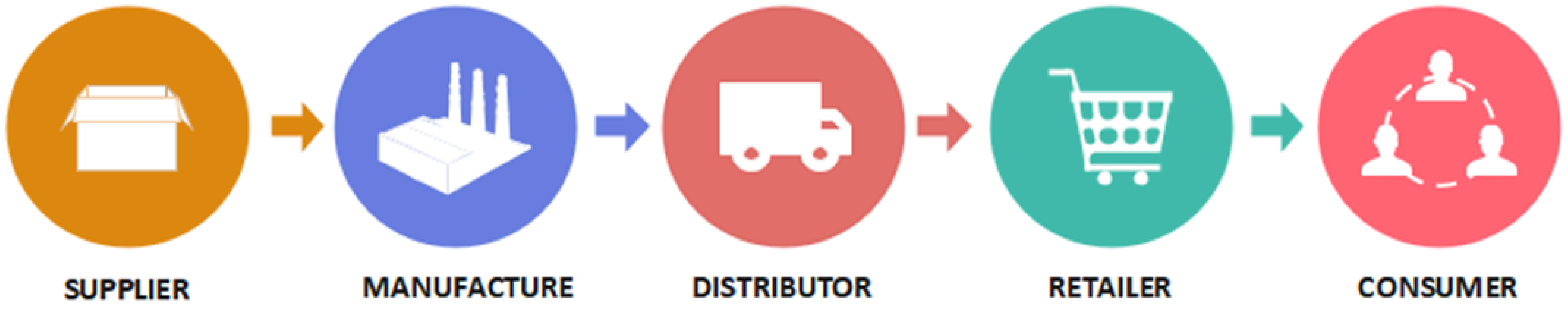


1. Primary Data
2. Secondary Data

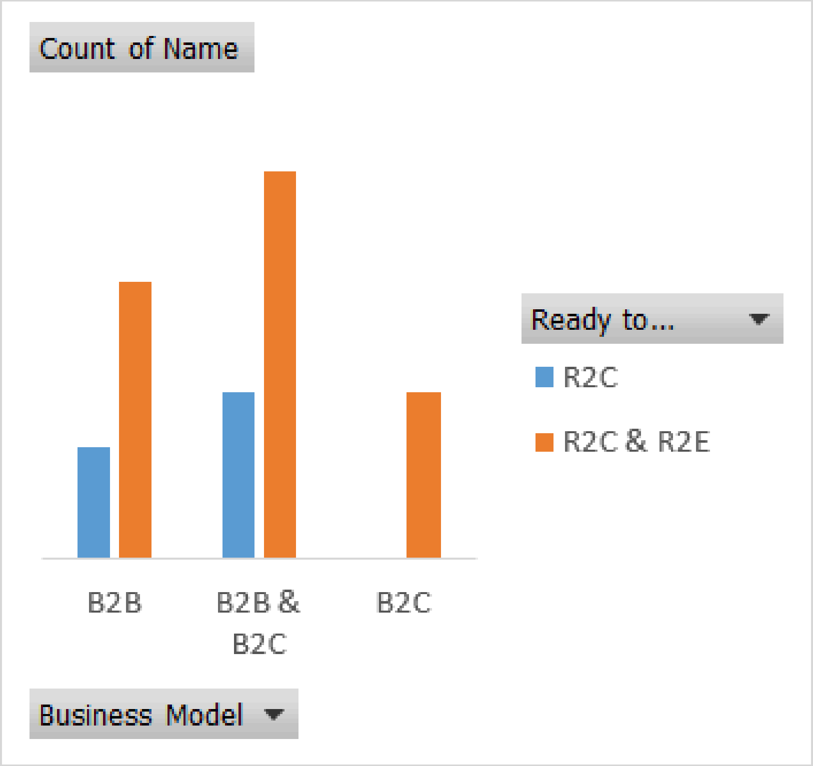


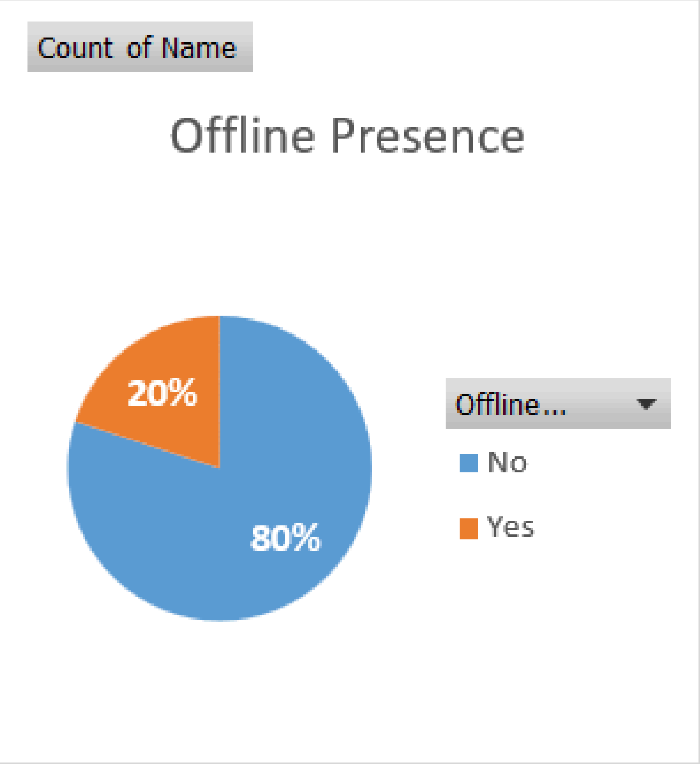
Dealer Questionnaire

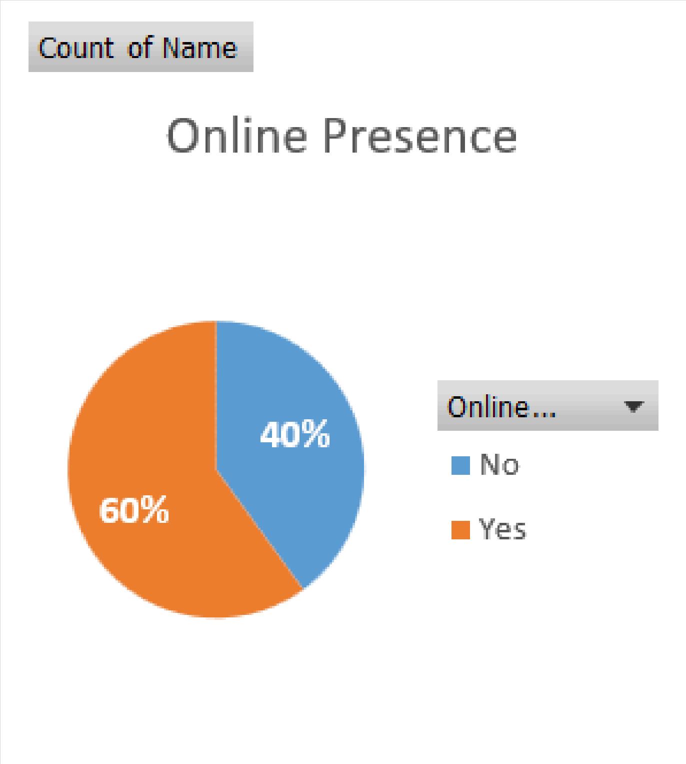
Customer Questionnaire

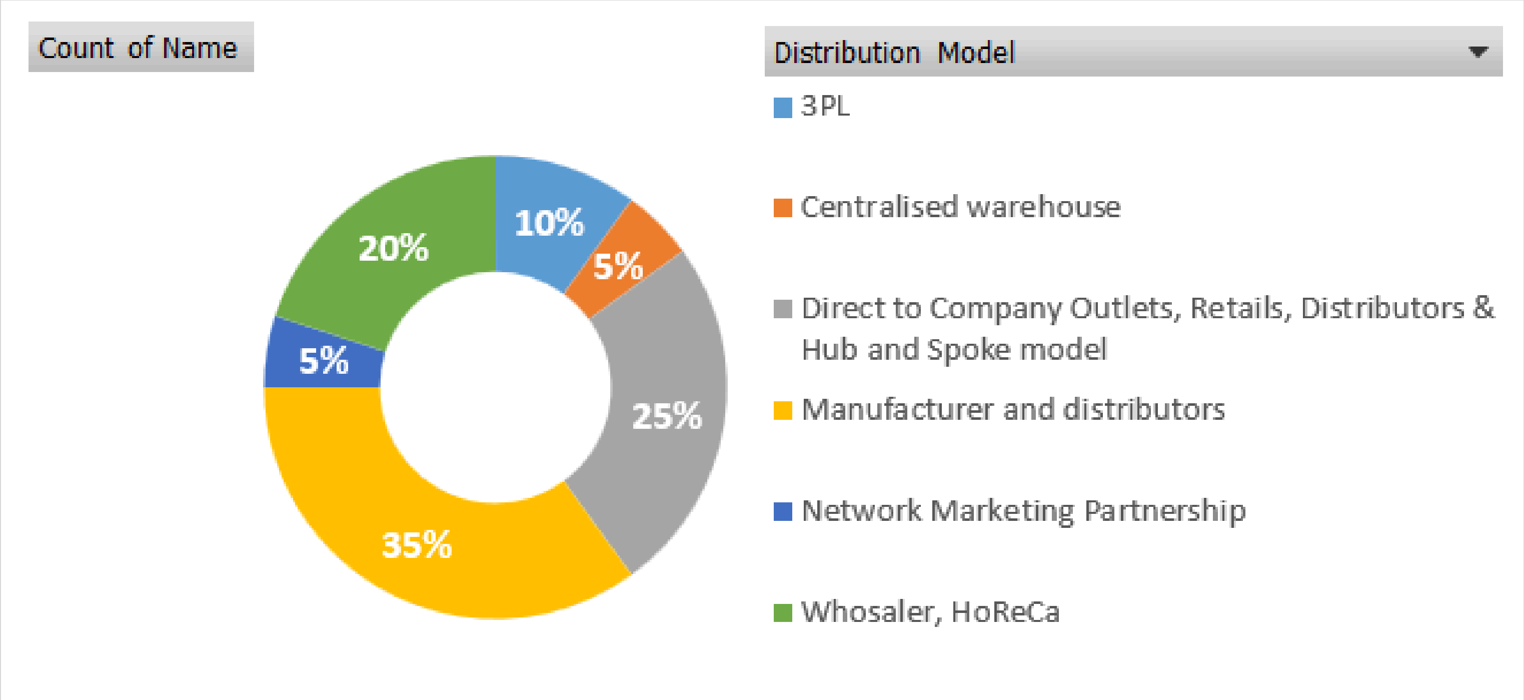


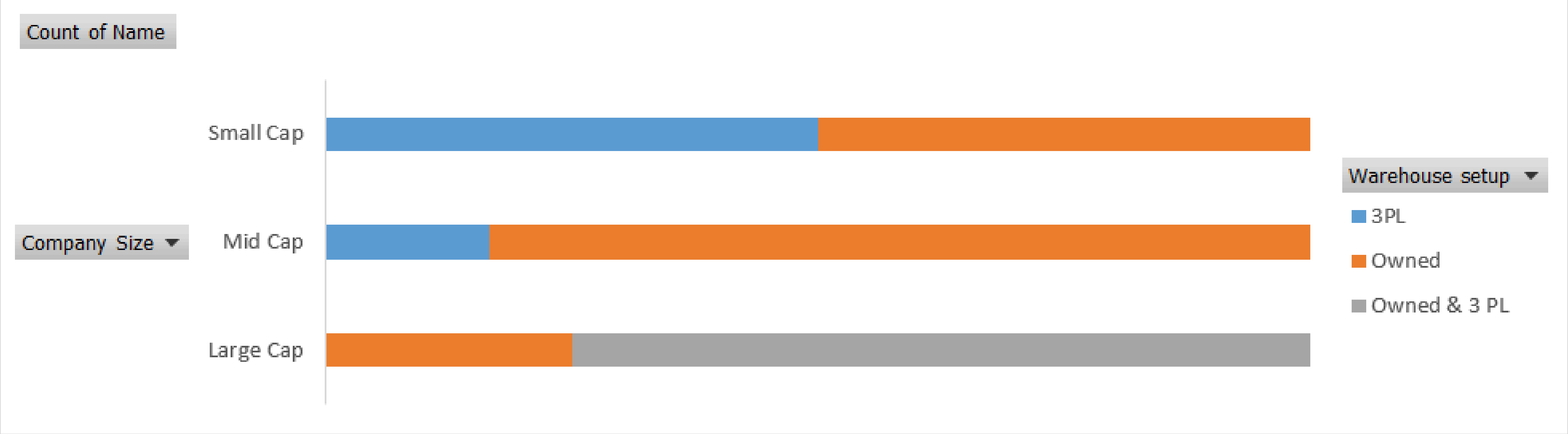
Findings (Manufacturer, Distributor & Retailer)

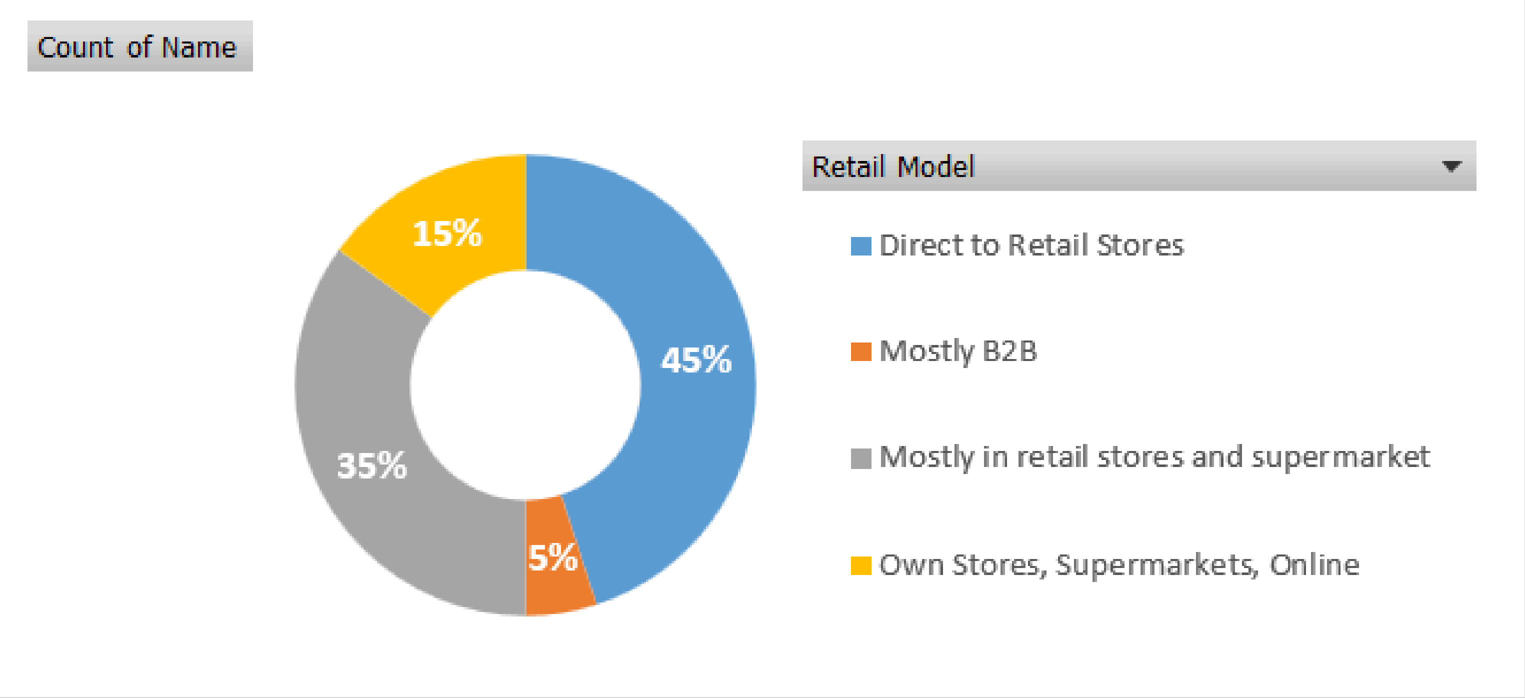












Findings (Consumer)

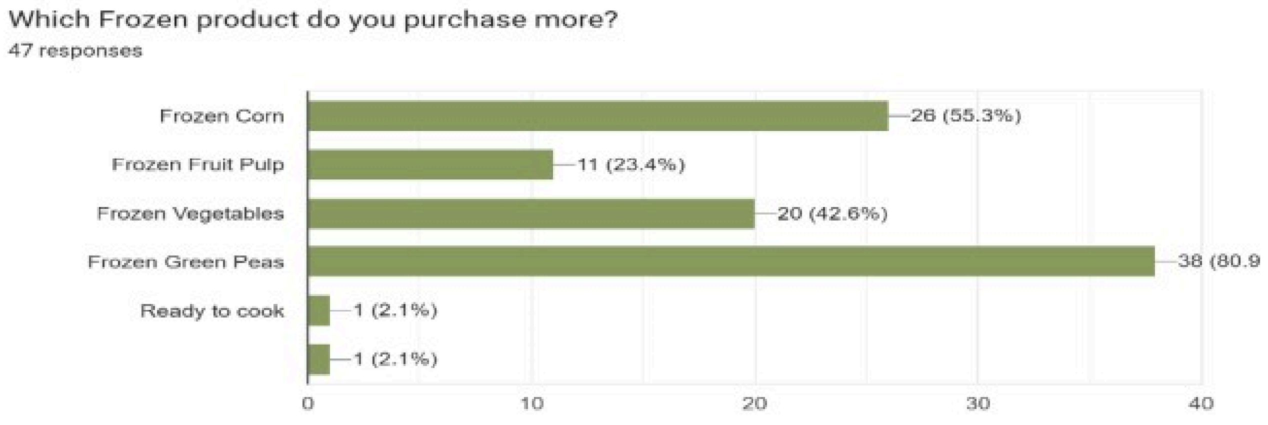


Fig. 23 Preferred Products

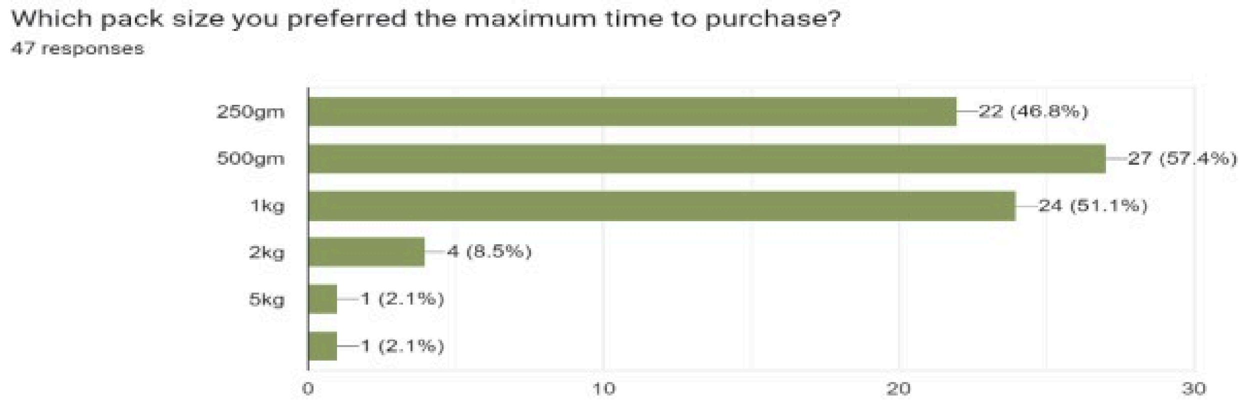


Fig. 24 Pack Size Preference

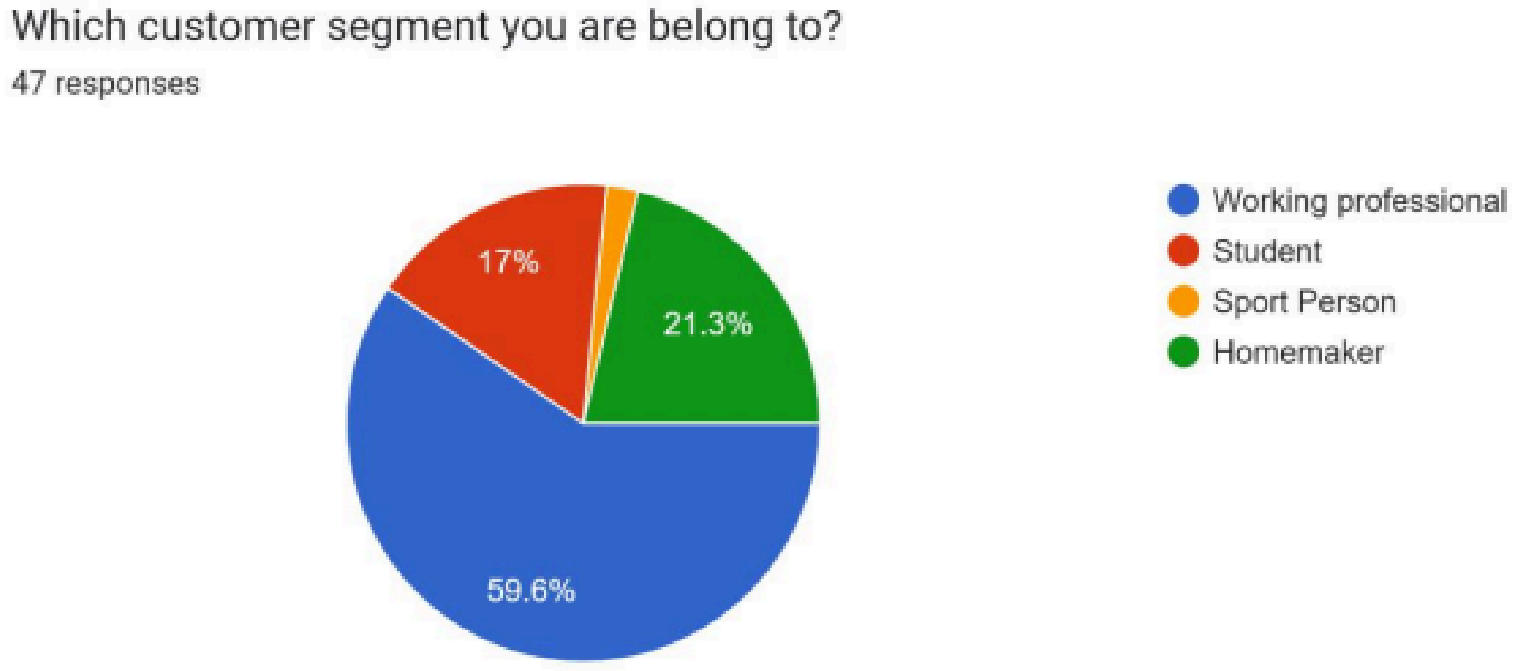


Fig. 22 Customer Segments

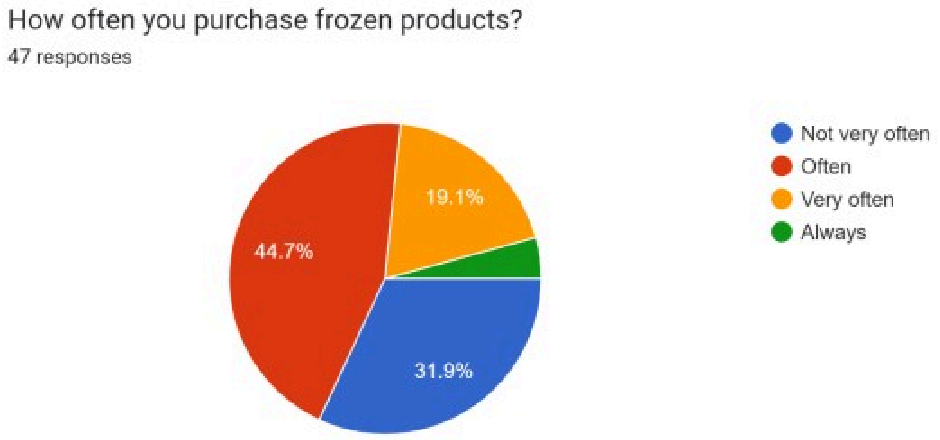


Fig. 25 Frequency of Purchase

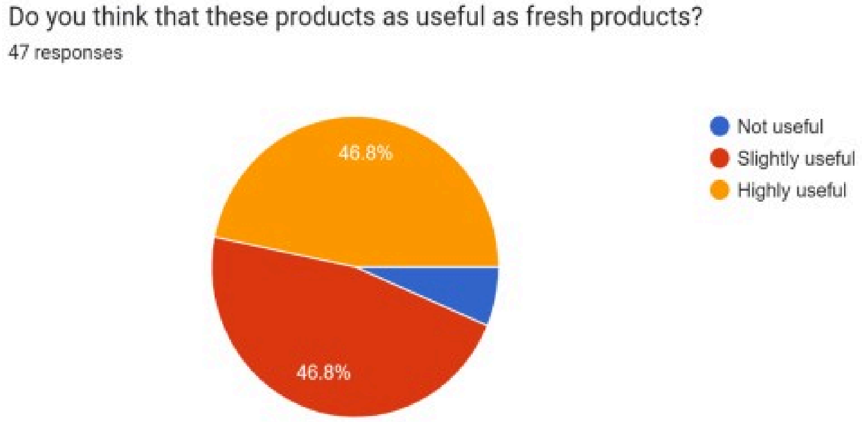


Fig. 27 Satisfaction of Customers

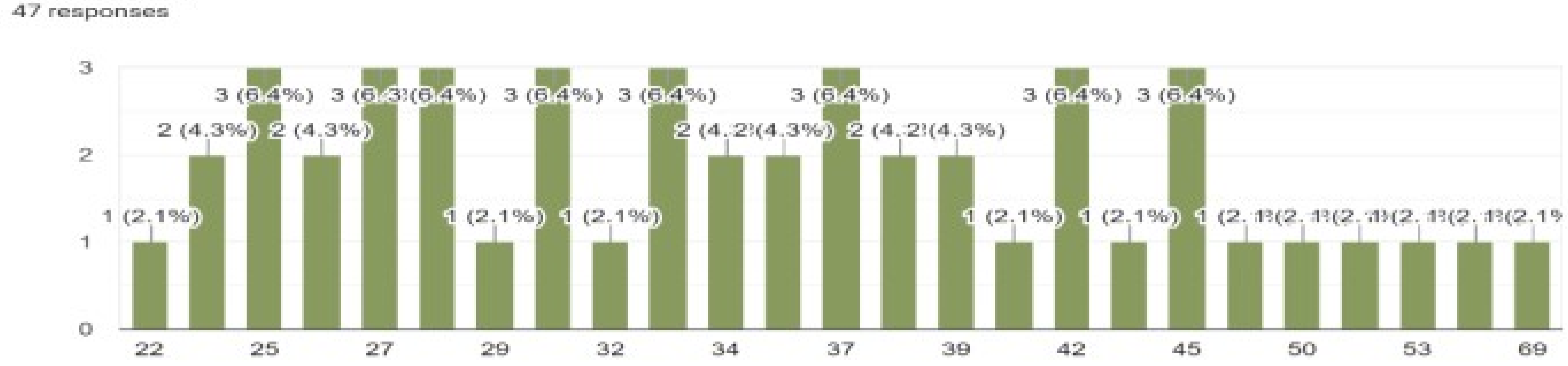


Fig. 21 Age of respondents

Suggested Distribution Models & Margins

01

THIRD PARTY LOGISTICS (DISTRIBUTION MARGIN – 28 TO 32%)

02

CENTRALIZED WAREHOUSE (DISTRIBUTIO N MARGIN – 30%)

03

DIRECT TO OUTLETS

04

HUB & SPOKE MODEL (DISTRIBUTI ON MARGIN – 10 TO 15%)

Suggested Distribution Models & Margins

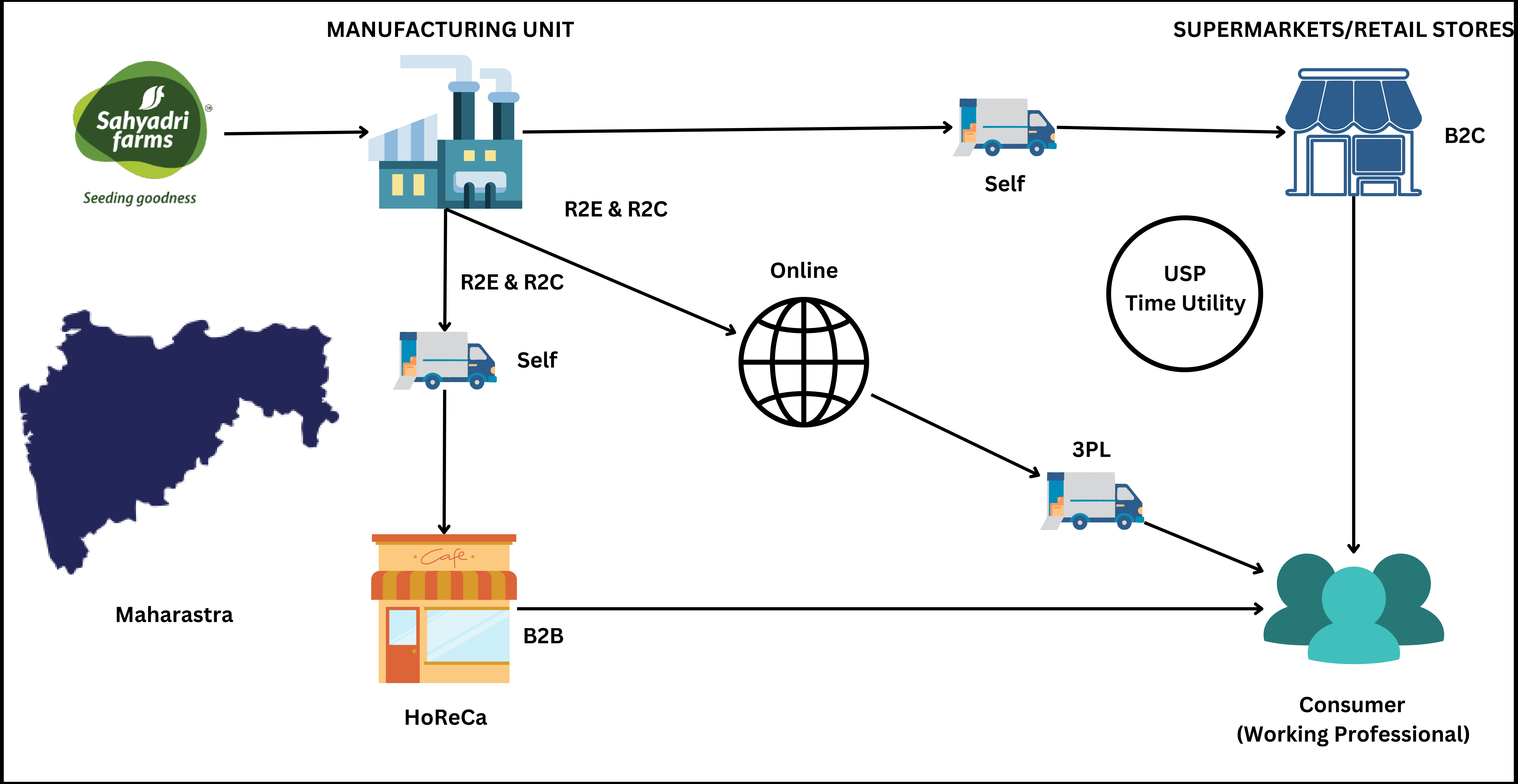
01 MANUFACTURER & DISTRIBUTOR

02 WHOLESALERS

03 HORECA

04 NETWORK MARKETING PARTNERSHIP (DISTRIBUTIO N MARGIN – 50%)

BUSINESS MODEL



Solutions

1. Good Infrastructure

2. Diverse Business Models (B2C, B2B, R2C, R2E)

3. Online Presence

4. Targeted Customer Focus (B2C - Working Professionals)

5. Differentiation Strategies
a. Product Innovation
b. Hyperlocal Approach

Limitations to Solution

- Space Constraints
- Comparison with Fresh Produce
- Poor Infrastructure

Managerial Implication

Product Development

Market Segmentation

Competitive Strategy

Pricing Strategy

Distribution Channels

Market Acceptance

Regulatory and Compliance

Marketing and Branding

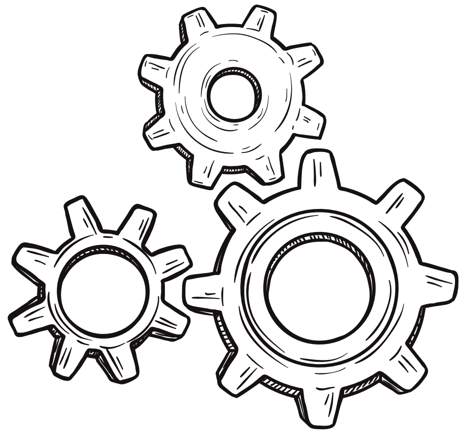
Supply Chain Management

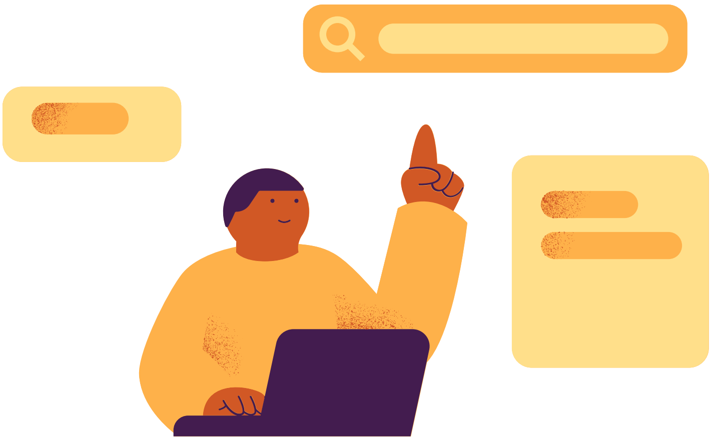
Risk Assessment

Market Expansion

Consumer Feedback Mechanism

Further Scope of Study





Diversify Product Range

Product Innovation

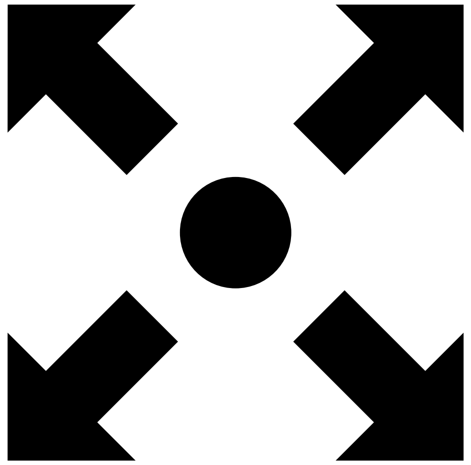
Packaging and Portion Size

Local Sourcing

Partnership

Collaborations

Geographical Expansion



Thank You