



Pitchers 2.0

**“Should UNIBIC enter into the
snacking category?”**

Team name : PaperBag

Members : Vishal Nihalani

Sukraat Dang





ABOUT SNACKING INDUSTRY

In the year 2020 – 38.1% customers are 25–34 year old.

Industry is still in its developing phase – Lot of Opportunities to Grow

Competition

Established Brands

Bikaner | Haldirams | Balaji | Parle | MTR foods | Amul | Nestle

Start Ups, <10 years

Snackible, Snackamor, Too Yumm

(2% in snacking category)

Not many competitors are present in this industry as of now, but all are trying to enter.

7 out of 10 say that “particular snacks help them resonate with their culture, they prefer it over chips and other stuff”

Namkeen has highest market share amongst all products

The retention index (a measure of what percentage of people who try the category adopt it) among health biscuits is the lowest at just 33% according to Britannia

Namkeen has highest market share amongst all products

UNBIC

Our inference: Its products are the same as stated. Like chocolate chip cookies have 21% chocolate in them and butter cookies have 9.4% real butter (double as nearest competitor). So pure products are offered.

Target : 10% market share in COOKIE (this is 30% of biscuit segment) segment

CAGR – Compounded annual growth rate is 50% for UNBIC, 4.5–5 times more than industry rate



“As a brand, we have always been seen as an innovator by offering many new variants in the market. We would like to continue doing so. Also, we will focus on 'health and wellness' segment while strengthening our indulgence range,”

–Aarti Iyer, Marketing Head
UNBIC

Trying to strengthen its foothold in the North and North-East markets. Currently, more than 50 per cent of the company's sales come from South



DATA-BASED OPINION

- **OUR FOCUS: TASTE, PACKAGING**
Why? – It establishes the retention rate among customers.
- **OUR ADVANTAGE: UNIBIC's uniqueness, taste, packaging and freshness.**
- Indian snacks like Chakri and Chiwda (in different flavours) to be brought in rather than chips as these things give a cultural connection to people and they want to eat it more compared to foreign originated chips.
- Indians have developed a habit of binge eating and also of eating snacks a lot of times before breakfast, so the snacks should be advertised in a way that they can be eaten with meals or in place as a healthier option.
- 3 points to remember for advancing –
Relatable and acceptable Product
Apt packaging format
sustainable approach

Snacks are increasingly being swapped for meals in India, according to findings of the study released on Thursday. "The average Indian adult now eat more snacks than meals on a given day, with 7 in 10 saying that they snack more today than they did a year ago." Over 70% of those surveyed by Mondelez in India agreed that they indulge in higher instances of snacking through the day compared to a year ago; this is far more than the global average of over 22%. And that they plan to snack more often in the next year, the study said. Indians consume 2.70 snacks, compared to 2.37 meals in a day.

PROPOSAL

- **INDIGENOUS SNACKS –**
Instill Nostalgia,
Huge Share in Unorganised Market
Fairly Less Branded Representation
 - **MINIMALISTIC PACKAGING**
Following the existing pattern
 - **PRODUCTS (BAKED)**
1. CHAKRI
2. MIN SAMOSA
3. KHAKHRA
- PRICING: ₹ 50-60/unit**
Assuming 30-35% Profit





REMAINING 2P's

UNIBIC
COOKIES

MARKETING PLANS

Identifying the market :

Primary target: Age Group 25-34
Expansion into rural areas
Further expansion into Northern India

Our value proposition :

Nostalgia / Cultural Connect
Freshness
Brand Assurance

Product strategy

Increase Customer Base
Enter the healthy snacking segment
Increase product width

Implementation

SEO and Digital Marketing Optimization
Print Media
Television Ads

TAG LINE

TASTE MAX WITH UNIBIC SNAX

CHANNELS

- Existing network of 900 distributors & 3,00,000 outlets
- Expansion into Amazon and online POS after 6 months of launch
- Exploit the existing tie-ups with organisations, CSDs,
- Use of existing distribution outlets like : Corporates, Transit, Government Organisations , Caterers, Hotels, Hospitals , Educational Institutions, Retail Chains ,IT Firms

PULL STRATEGY

All UNIBIC products to be put on same rack in all the retails outlets with healthy snacks on the top, to attract more consumers to our brand products in particular.





FUTURE PLANS

1st year

Only 3 products in basic flavours to be introduced.

Only Bengaluru production line to be used.

3.5
lakh

Expenditure on
digital marketing

60%

Sales as a percentage this
year's customer base.

6000
tonnes

Estimated
production

Digital marketing to be done only in southern part.

Post distribution – TV ads, newspaper, digital marketing, SEO, Online platform optimization

2nd year

Variants in those 3 products and newer product types to be introduced.

2 more production lines to be added.

2.5
lakh

Expenditure on
digital marketing

70%

Sales as a percentage this
year's customer base.

20000
tonnes

Estimated
production

Digital marketing to be done in northern as well as southern part (with lower intensity).

Only digital marketing to be continued.

3rd year

Variants in all the products to be introduced.

All production lines to be involved.

1.6
lakh

Expenditure on
digital marketing

75%

Sales as a percentage this
year's customer base.

35000
tonnes

Estimated
production

Digital marketing to be continued only in northern part.

Only digital marketing to be continued.

General assumptions taken

- There is no major drop in the economy (like covid-19).
- Word-of-mouth will still be the strength of UNIBIC.
- Post vaccine consumer trend will normalize.
- Post pandemic, people will still remain inclined towards higher usage of technology.



THANK YOU

We are open to questions and feedback