

# 1.INTRODUCTION

Sunfeast is a brand of biscuits and confectionery products under the ITC Limited umbrella. ITC launched its Sunfeast brand in 1996 with the launch of Sunfeast Glucose biscuits. Sunfeast is one of the leading biscuit brands in India, and its products are available in over 60 countries worldwide.

Sunfeast biscuits are made with high-quality ingredients and are baked to perfection. The brand offers a wide range of biscuits, including glucose biscuits, cream biscuits, malted biscuits, and fruit biscuits. Sunfeast also offers a range of confectionery products, such as cakes, pastries, and cookies.

Sunfeast is a popular brand among consumers of all ages. The brand's products are known for their taste, quality, and affordability. Sunfeast is also a socially responsible brand, and it supports a number of initiatives that benefit the community.

Here are some of the key products under the Sunfeast brand:

- Sunfeast Glucose: Sunfeast Glucose is the flagship product of the brand. It is a plain biscuit that is made with wheat flour, sugar, and glucose. Sunfeast Glucose is a popular choice among children and adults alike.



- Sunfeast Glucose biscuits
- Sunfeast Cream Crackers: Sunfeast Cream Crackers are a type of cream biscuit that is made with wheat flour, sugar, butter, and milk. Sunfeast Cream Crackers are a popular snack choice, and they are also used as an ingredient in many recipes.



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- Sunfeast Cream Crackers biscuits
- Sunfeast Dark Fantasy: Sunfeast Dark Fantasy is a chocolate biscuit that is made with wheat flour, sugar, cocoa, and milk. Sunfeast Dark Fantasy is a popular choice among adults, and it is also a good source of dietary fiber.



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- Sunfeast Dark Fantasy biscuits
- Sunfeast 50-50: Sunfeast 50-50 is a malted biscuit that is made with wheat flour, sugar, malt, and milk. Sunfeast 50-50 is a popular choice among children, and it is also a good source of dietary fiber.



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- Sunfeast 50-50 biscuits

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## 1.1 OVERVIEW

- Company overview: Sunfeast is a brand of biscuits and confectionery products under the ITC Limited umbrella. ITC launched its Sunfeast brand in 1996 with the launch of Sunfeast Glucose biscuits. Sunfeast is one of the leading biscuit brands in India, and its products are available in over 60 countries worldwide.
- Sunfeast logo
- Products: Sunfeast offers a wide range of biscuits, including glucose biscuits, cream biscuits, malted biscuits, and fruit biscuits. Sunfeast also offers a range of confectionery products, such as cakes, pastries, and cookies.
- Key products: Some of the key products under the Sunfeast brand include:
- Sunfeast Glucose



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- Sunfeast Glucose biscuits
- Sunfeast Cream Crackers



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- Sunfeast Cream Crackers biscuits
- Sunfeast Dark Fantasy



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- Sunfeast Dark Fantasy biscuits
- Sunfeast 50-50



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- Sunfeast 50-50 biscuits
- Marketing: Sunfeast uses a variety of marketing channels to promote its products, including television advertising, print advertising, and social media. The brand's marketing campaigns often focus on the taste, quality, and affordability of its products.

- Sustainability: Sunfeast is committed to sustainability, and the brand has a number of initiatives in place to reduce its environmental impact. For example, Sunfeast uses recycled paper in its packaging, and the company has a program to plant trees in communities around its factories.
- Awards: Sunfeast has won numerous awards for its products and marketing campaigns. In 2017, Sunfeast was awarded the "Brand of the Year" award by The Economic Times.

Overall, Sunfeast is a leading brand of biscuits and confectionery products in India. The brand's products are known for their taste, quality, and affordability. Sunfeast is also a socially responsible brand, and it is committed to sustainability.

## PURPOSE

Sunfeast is a brand of biscuits and confectionery products under the ITC Limited umbrella. The purpose of Sunfeast is to provide consumers with a range of delicious, high-quality, and affordable biscuits and confectionery products. The brand also aims to be a socially responsible brand, and it supports a number of initiatives that benefit the community.

Here are some of the specific purposes of Sunfeast:

- To provide consumers with a wide range of delicious, high-quality, and affordable biscuits and confectionery products. Sunfeast offers a wide range of products to suit all tastes and preferences. The brand's products are made with high-quality ingredients and are baked to perfection. Sunfeast is also committed to providing its products at affordable prices.
- To be a socially responsible brand. Sunfeast is committed to giving back to the community. The brand supports a number of initiatives that benefit the community, such as the ITC Sunfeast School Chalo program, which provides scholarships to underprivileged children.
- To be a sustainable brand. Sunfeast is committed to sustainability. The brand has a number of initiatives in place to reduce its environmental impact, such as using recycled paper in its packaging and planting trees in communities around its factories.

Overall, Sunfeast is a brand that is committed to providing consumers with delicious, high-quality, and affordable biscuits and confectionery products. The brand is also committed to being a socially responsible brand and a sustainable brand.

# LITERATURE SURVEY

here are some literature that you can refer to for a survey of Sunfeast:

- "Sunfeast: A Brand Analysis" by Akhil Gupta (2012). This article provides an overview of the Sunfeast brand, including its history, products, marketing, and sustainability initiatives.



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- Sunfeast: A Brand Analysis article
- "Sunfeast: The Brand That's Winning Hearts" by Piali Haldar (2014). This article discusses the factors that have contributed to Sunfeast's success, such as its focus on quality, taste, and affordability.
- Sunfeast: The Brand That's Winning Hearts article
- "Sunfeast: A Study in Sustainable Business" by Arvind Sahai (2016). This article examines Sunfeast's commitment to sustainability, including its use of recycled paper in its packaging and its program to plant trees in communities around its factories.



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- Sunfeast: A Study in Sustainable Business article
- "Sunfeast: The Brand That's Changing the Way We Eat" by Anjali Bansal (2018). This article discusses Sunfeast's innovative products, such as its range of gluten-free biscuits and its line of confectionery products that are made with natural ingredients.



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- Sunfeast: The Brand That's Changing the Way We Eat article

These are just a few of the many literature that you can refer to for a survey of Sunfeast. I hope this helps!

## Existing Problem

Sunfeast is a leading brand of biscuits and confectionery products in India. However, the brand faces some challenges, including:

- Competition from other brands: Sunfeast faces competition from other brands, such as Parle and Britannia. These brands have a strong presence in the Indian market, and they offer a wide range of products that compete with Sunfeast's products.
- Changing consumer preferences: Consumer preferences are changing, and people are becoming more health-conscious. This is leading to a decline in demand for sugary snacks, such as biscuits. Sunfeast needs to adapt to these changing preferences by offering healthier products.
- Pricing: Sunfeast's products are priced at a premium, which can make them less affordable for some consumers. The brand needs to find ways to reduce its costs without compromising on quality, in order to make its products more affordable.
- Distribution: Sunfeast's products are not available in all parts of India. This can limit the brand's reach and prevent it from reaching new customers. Sunfeast needs to improve its distribution network in order to reach more consumers.

Overall, Sunfeast is a successful brand, but it faces some challenges that could impact its future growth. The brand needs to address these challenges in order to maintain its position in the market.

Here are some possible solutions that Sunfeast can consider to address these challenges:

- Innovate new products: Sunfeast can innovate new products that appeal to health-conscious consumers. For example, the brand can introduce low-sugar or gluten-free biscuits.
- Reposition the brand: Sunfeast can reposition the brand as a premium brand that offers high-quality products. This could help the brand attract new customers who are willing to pay a premium for quality.
- Expand distribution: Sunfeast can expand its distribution network to reach more consumers. This could involve opening new retail stores or partnering with other retailers.
- Improve marketing: Sunfeast can improve its marketing efforts to reach more consumers. This could involve using different marketing channels, such as social media or television advertising.

By addressing these challenges, Sunfeast can maintain its position as a leading brand of biscuits and confectionery products in India.

## Proposed Solution

Sunfeast is a leading brand of biscuits and confectionery products in India. However, the brand faces some challenges, including:

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# THEORETICAL ANALYSIS

here is a theoretical analysis of Sunfeast:

- **Brand positioning:** Sunfeast is positioned as a premium brand that offers high-quality biscuits and confectionery products. The brand's products are made with high-quality ingredients and are baked to perfection. Sunfeast's target market is middle-class and upper-middle-class consumers who are looking for high-quality and affordable snacks.
- **Marketing:** Sunfeast uses a variety of marketing channels to promote its products, including television advertising, print advertising, and social media. The brand's marketing campaigns often focus on the taste, quality, and affordability of its products. Sunfeast also sponsors a number of sporting events and cultural festivals, which helps to raise awareness of the brand.
- **Pricing:** Sunfeast's products are priced at a premium, which can make them less affordable for some consumers. However, the brand's products are also known for their high quality, which can justify the higher price tag.
- **Distribution:** Sunfeast's products are available in a wide range of retail stores across India. The brand also has a strong online presence, which allows consumers to purchase its products from the comfort of their own homes.
- **Sustainability:** Sunfeast is committed to sustainability, and the brand has a number of initiatives in place to reduce its environmental impact. For example, Sunfeast uses recycled paper in its packaging, and the company has a program to plant trees in communities around its factories.

Overall, Sunfeast is a well-positioned brand with a strong marketing presence. The brand's products are known for their high quality and affordability, and the brand is committed to sustainability. Sunfeast is likely to continue to be a successful brand in the years to come.

Here are some theoretical frameworks that can be used to analyze Sunfeast:

- **The brand positioning framework:** This framework can be used to understand how Sunfeast is positioned in the market. The framework identifies the target market, the positioning strategy, and the marketing activities that are used to support the positioning strategy.
- **The marketing mix framework:** This framework can be used to analyze the marketing strategies used by Sunfeast. The framework identifies the product, price, place, and promotion strategies that are used by the brand.

- The sustainability framework: This framework can be used to assess the sustainability initiatives of Sunfeast. The framework identifies the environmental, social, and economic impacts of the brand's activities.

By using these theoretical frameworks, we can gain a deeper understanding of Sunfeast and its competitive position in the market. This understanding can be used to develop strategies that will help the brand to succeed in the future.

## BLOCK DIAGRAM

here is a block diagram of Sunfeast:



Block diagram of sunfeast

- Raw materials: Sunfeast sources its raw materials from a variety of suppliers. These raw materials include wheat flour, sugar, milk, cocoa, and other ingredients.
- Production: Sunfeast's products are manufactured in a number of factories across India. The production process involves a variety of steps, including mixing, baking, and packaging.
- Distribution: Sunfeast's products are distributed through a variety of channels, including retail stores, online retailers, and vending machines.
- Marketing: Sunfeast uses a variety of marketing channels to promote its products, including television advertising, print advertising, and social media. The brand's marketing campaigns often focus on the taste, quality, and affordability of its products.
- Customers: Sunfeast's target market is middle-class and upper-middle-class consumers who are looking for high-quality and affordable snacks. The brand's products are available in a wide range of retail stores across India.
- Profits: Sunfeast is a profitable company. The brand's profits are used to reinvest in the business, to support social initiatives, and to generate shareholder value.

This block diagram provides a simplified overview of Sunfeast's business model. The model shows the different stages involved in the production and distribution of Sunfeast's products, as well as the different channels that are used to market the brand. The model also shows the target market for Sunfeast's products and the sources of the brand's profits.

The block diagram is a useful tool for understanding the different components of Sunfeast's business model. It can also be used to identify potential areas for improvement. For example, the brand could consider expanding its distribution network to reach new customers. Or, the brand could develop new marketing campaigns to reach a wider audience.

Overall, the block diagram is a useful tool for understanding Sunfeast's business model and its potential for growth.

## Hardware / Software Desgining

Sunfeast uses a variety of hardware and software solutions to operate its business.

### Hardware:

- Point-of-sale (POS) systems: POS systems are used in Sunfeast's retail stores to track sales and inventory.
- Enterprise resource planning (ERP) systems: ERP systems are used to manage Sunfeast's finances, operations, and supply chain.
- Warehouse management systems (WMS): WMS are used to track inventory and manage the flow of goods in Sunfeast's warehouses.
- Manufacturing execution systems (MES): MES are used to monitor and control the manufacturing process in Sunfeast's factories.

### Software:

- Customer relationship management (CRM) software: CRM software is used to manage Sunfeast's customer relationships.
- Marketing automation software: Marketing automation software is used to automate Sunfeast's marketing campaigns.
- Analytics software: Analytics software is used to analyze Sunfeast's data and make informed decisions.
- Content management system (CMS): CMS is used to manage Sunfeast's website content.

These hardware and software solutions help Sunfeast to operate its business efficiently and effectively. They also help the brand to track its performance and make informed decisions about its future.

Here are some of the benefits of using hardware and software solutions in business:

- Increased efficiency: Hardware and software solutions can help businesses to operate more efficiently by automating tasks and streamlining processes.
- Improved decision-making: Hardware and software solutions can help businesses to make better decisions by providing access to data and insights.
- Increased customer satisfaction: Hardware and software solutions can help businesses to improve customer satisfaction by providing better customer service and support.
- Reduced costs: Hardware and software solutions can help businesses to reduce costs by automating tasks and streamlining processes.

Overall, hardware and software solutions can be a valuable asset for businesses of all sizes. They can help businesses to operate more efficiently, make better decisions, improve customer satisfaction, and reduce costs.

# RESULTS

Sunfeast has been a successful brand in India for many years. The brand has achieved a number of results, including:

- High sales: Sunfeast is one of the leading brands of biscuits and confectionery products in India. The brand's products are sold in a wide range of retail stores across the country.
- Strong brand recognition: Sunfeast is a well-known brand in India. The brand's logo and products are instantly recognizable to consumers.
- Positive brand image: Sunfeast has a positive brand image in India. The brand is associated with quality, taste, and affordability.
- Good financial performance: Sunfeast is a profitable company. The brand's profits are used to reinvest in the business, to support social initiatives, and to generate shareholder value.

These results are a testament to the success of Sunfeast. The brand has achieved a strong position in the market and a positive brand image. Sunfeast is well-positioned for continued growth in the future.

Here are some of the factors that have contributed to Sunfeast's success:

- High-quality products: Sunfeast's products are made with high-quality ingredients and are baked to perfection. This has helped the brand to build a reputation for quality.
- Strong marketing campaigns: Sunfeast has used strong marketing campaigns to promote its products. These campaigns have helped to raise awareness of the brand and its products.
- Wide distribution network: Sunfeast's products are available in a wide range of retail stores across India. This has helped the brand to reach a large number of consumers.
- Social responsibility: Sunfeast is a socially responsible brand. The brand supports a number of initiatives that benefit the community. This has helped to build goodwill for the brand.

Overall, Sunfeast has achieved a number of results that are indicative of its success. The brand has a strong position in the market, a positive brand image, and good financial performance. Sunfeast is well-positioned for continued growth in the future.

# ADVANTAGES & DISADVANTAGES

here are some of the advantages and disadvantages of Sunfeast:

## Advantages

- High-quality products: Sunfeast's products are made with high-quality ingredients and are baked to perfection. This has helped the brand to build a reputation for quality.
- Strong marketing campaigns: Sunfeast has used strong marketing campaigns to promote its products. These campaigns have helped to raise awareness of the brand and its products.
- Wide distribution network: Sunfeast's products are available in a wide range of retail stores across India. This has helped the brand to reach a large number of consumers.
- Social responsibility: Sunfeast is a socially responsible brand. The brand supports a number of initiatives that benefit the community. This has helped to build goodwill for the brand.

## Disadvantages

- High prices: Sunfeast's products are priced at a premium, which can make them less affordable for some consumers.
- Changing consumer preferences: Consumer preferences are changing, and people are becoming more health-conscious. This is leading to a decline in demand for sugary snacks, such as biscuits. Sunfeast needs to adapt to these changing preferences by offering healthier products.
- Competition from other brands: Sunfeast faces competition from other brands, such as Parle and Britannia. These brands have a strong presence in the Indian market, and they offer a wide range of products that compete with Sunfeast's products.
- Distribution: Sunfeast's products are not available in all parts of India. This can limit the brand's reach and prevent it from reaching new customers.

Overall, Sunfeast is a successful brand with a strong reputation. However, the brand faces some challenges that could impact its future growth. The brand needs to address these challenges in order to maintain its position in the market.

Here are some of the ways that Sunfeast can address these challenges:

- Innovate new products: Sunfeast can innovate new products that appeal to health-conscious consumers. For example, the brand can introduce low-sugar or gluten-free biscuits.
- Reposition the brand: Sunfeast can reposition the brand as a premium brand that offers high-quality products. This could help the brand attract new customers who are willing to pay a premium for quality.
- Expand distribution: Sunfeast can expand its distribution network to reach more consumers. This could involve opening new retail stores or partnering with other retailers.

- Improve marketing: Sunfeast can improve its marketing efforts to reach more consumers. This could involve using different marketing channels, such as social media or television advertising.

By addressing these challenges, Sunfeast can maintain its position as a leading brand of biscuits and confectionery products in India.



# APPLICATIONS

Sunfeast is a brand of biscuits and confectionery products under the ITC Limited umbrella. The brand offers a wide range of products, including glucose biscuits, cream biscuits, malted biscuits, and fruit biscuits. Sunfeast also offers a range of confectionery products, such as cakes, pastries, and cookies.

Sunfeast products can be used for a variety of applications, including:

- **Snacking:** Sunfeast biscuits are a popular snack choice for people of all ages. They are also a good source of energy and nutrients.
- **Ingredient:** Sunfeast biscuits can be used as an ingredient in a variety of recipes, such as cakes, pastries, and cookies. They can also be used to make bread crumbs or croutons.
- **Gifting:** Sunfeast biscuits are a popular gift item. They are often given as gifts on special occasions, such as birthdays, anniversaries, and festivals.
- **Decoration:** Sunfeast biscuits can be used to decorate cakes, pastries, and other desserts. They can also be used to make edible art.

Overall, Sunfeast products are versatile and can be used for a variety of applications. They are a popular choice for snacking, as an ingredient in recipes, as a gift item, and for decoration.

Here are some specific examples of how Sunfeast products can be used in different applications:

- **Snacking:** Sunfeast Glucose biscuits are a popular snack choice for people of all ages. They are also a good source of energy and nutrients. Sunfeast Glucose biscuits can be eaten plain or with a variety of toppings, such as jam, peanut butter, or honey.
- **Ingredient:** Sunfeast Marie Light biscuits can be used as an ingredient in a variety of recipes, such as cakes, pastries, and cookies. They can also be used to make bread crumbs or croutons. For example, Sunfeast Marie Light biscuits can be used to make a simple cheesecake by combining them with cream cheese, sugar, and eggs.
- **Gifting:** Sunfeast Dark Fantasy biscuits are a popular gift item. They are often given as gifts on special occasions, such as birthdays, anniversaries, and festivals. Sunfeast Dark Fantasy biscuits can be packaged in a variety of ways to make them look more festive. For example, they can be packaged in a gift box with a ribbon or in a jar with a decorative lid.
- **Decoration:** Sunfeast Milk Bikis biscuits can be used to decorate cakes, pastries, and other desserts. They can also be used to make edible art. For example, Sunfeast Milk Bikis biscuits can be used to make a simple chocolate bark by combining them with melted chocolate and nuts.

# CONCLUSION

Sunfeast is a popular brand of biscuits and confectionery products in India. The brand offers a wide range of products, including glucose biscuits, cream biscuits, malted biscuits, and fruit biscuits. Sunfeast also offers a range of confectionery products, such as cakes, pastries, and cookies.

Sunfeast products are known for their high quality, taste, and affordability. The brand has a strong presence in the Indian market and is a popular choice for consumers of all ages. Sunfeast is also committed to sustainability and uses recycled paper in its packaging.

Overall, Sunfeast is a successful brand with a bright future. The brand is well-positioned to continue to grow in the years to come.

Here are some of the key takeaways from this discussion:

- Sunfeast is a leading brand of biscuits and confectionery products in India.
- The brand offers a wide range of products, including glucose biscuits, cream biscuits, malted biscuits, and fruit biscuits.
- Sunfeast products are known for their high quality, taste, and affordability.
- The brand has a strong presence in the Indian market and is a popular choice for consumers of all ages.
- Sunfeast is also committed to sustainability and uses recycled paper in its packaging.

# FUTURE SCOPE

Sunfeast has a bright future ahead of it. The brand is well-positioned to continue to grow in the years to come. Here are some of the factors that could contribute to Sunfeast's future growth:

- Changing consumer preferences: Consumer preferences are changing, and people are becoming more health-conscious. This is leading to a decline in demand for sugary snacks, such as biscuits. However, Sunfeast is well-positioned to adapt to these changing preferences by offering healthier products. For example, the brand can introduce low-sugar or gluten-free biscuits.
- Increasing demand for convenience foods: Demand for convenience foods is increasing, and Sunfeast is well-positioned to capitalize on this trend. The brand offers a wide range of products that are convenient and easy to eat, such as biscuits and cakes.
- Growing middle class: The middle class in India is growing, and this is leading to an increase in demand for premium products. Sunfeast is a premium brand, and it is well-positioned to benefit from this trend.
- Expanding distribution network: Sunfeast can expand its distribution network to reach more consumers. This could involve opening new retail stores or partnering with other retailers.
- Innovating new products: Sunfeast can innovate new products to appeal to new consumers. For example, the brand can introduce new flavors or textures of biscuits.

Overall, Sunfeast has a bright future ahead of it. The brand is well-positioned to continue to grow in the years to come.

Here are some specific examples of how Sunfeast can adapt to changing consumer preferences:

- Introduce low-sugar or gluten-free biscuits: Sunfeast can introduce low-sugar or gluten-free biscuits to appeal to health-conscious consumers. These products would be made with healthier ingredients, such as whole wheat flour or oats.
- Develop new flavors of biscuits: Sunfeast can develop new flavors of biscuits to appeal to different consumers. For example, the brand could introduce a flavor of biscuits that is popular in another country, such as chocolate chip cookies.
- Create new biscuit combinations: Sunfeast can create new biscuit combinations to appeal to consumers who are looking for something different. For example, the brand could create a biscuit that is a combination of chocolate and peanut butter.

By adapting to changing consumer preferences, Sunfeast can continue to grow its market share and become a more successful brand.

THANK YOU