

EXECUTIVE SUMMARY :

Britannia Industries Limited is an Indian multinational food products company, which sells biscuits, breads and dairy products. Founded in 1892, it is one of India's oldest existing companies and currently part of the Wadia Group headed by Nusli Wadia. As of 2023, about 80% of its revenues come from biscuit products.

Britannia's mission is to spread happiness through great tasting, high-quality biscuits, as embodied by their brand essence "Eat healthy, Think Better". Their values emphasize quality and innovation, ensuring wholesome products. With a commitment to the highest standards, Britannia uses the finest ingredients and strict quality control measures.

The values of Britannia is they have always stood for quality and are known for offering innovative and wholesome biscuits.

Its Unique Selling Point (USP) is its commitment to maintaining the highest standards of quality in all their products. They use the finest ingredients and follow stringent quality control measures to ensure that customers get the best tasting and safest products.

The slogan "Eat healthy, think better" and colourful ads, has helped them capture a significant market share, reinforcing their tagline "Eat, healthy, Think Better".

Buyer's / Audience's Persona

• Psychographics:

- Values: Quality, tradition, convenience and affordability in their food choices.
- Interests: Health consciousness, family oriented values, Convenience, Affordability, Quality.
- Personality: Brand loyalty, Value conscious, Quality conscious, Traditional and Health conscious.

• Behaviour:

- Shopping Habits: This customer tends to prioritise quality and affordability. They often look for wide range of products, including biscuits, bread, cakes, and dairy items, while also considering nutritional value.
- Social Media Usage: Active on social media like Twitter, Facebook, Instagram etc.

• Goals:

Understanding the goals of this customer could include things like seeking high quality snacks, finding tasty and healthy options, supporting sustainable practice, or simply enjoying delicious treats.

- Challenges:

Ensuring consistent quality across different products and batches can be challenging.

Competing with other brands in the market for market share and customer loyalty.

Managing a complex supply chain efficiently to ensure timely delivery and availability.

Competitor Analysis

It is a comprehensive competitor analysis for Britannia, which would wed more specific information about the industry or market sector.

The top 3 competitor's of Britannia are :-

1. SUNFEAST:- Sunfeast's unique selling proposition (USP) lies in its diverse lineup of artists, immersive experiences, and vibrant atmosphere, offering something for everyone from music enthusiasts to families looking for a memorable time.
2. UNIBIC:- As its commitment to quality ingredients and innovative flavor combinations, delivering delicious cookies that satisfy cravings and exceed expectations.
3. PARLE:- Parle's USP lies in its extensive range of affordable and flavorful snacks that have become a staple in households across India, offering delicious treats for every taste and occasion.

Competitor 1: SUNFEAST

- VSP: Sunfeast's unique selling point (VSP) lies in its distinct lineup of offerings, innovative performances, and vibrant atmosphere, offering something for everyone from movie enthusiasts to families looking for a memorable time under the sun.

- SWOT ANALYSIS

→ Strengths:

- a) Strong brand recognition: Sunfeast is a well-known brand in the biscuit and snacks industry.
- b) Wide product range: Sunfeast offers a diverse range of products catering to various tastes & preferences.
- c) Quality assurance: The brand is known for maintaining high standards of quality and taste in its products.

→ Weaknesses:

- a) Competition: The biscuit and snacks market is highly competitive, with many established players vying for market share.
- b) Price sensitivity: Consumers may be price-sensitive, especially in a market where there are many options available at various price points.

→ Opportunities:

- a) Innovation: Sunfeast can capitalize on consumer trends by introducing innovative products and flavors.
- b) Health and wellness: With growing health consciousness among consumers, there is an opportunity for Sunfeast to expand its offering in the health & wellness segment.

→ Threats :

- a) changing consumer preferences : Shifts in consumer preferences towards healthier or premium products could pose a threat to Bunfeast's traditional product offerings.
- b) Economic factors : Economic downturns or fluctuations in raw material prices could affect Bunfeast's profitability and pricing strategies.

Competitor 2: UNIBIC

- USP: The unique selling point of Unibic, an Australian biscuit company, often revolves around its premium quality ingredients, unique flavors, and commitment to freshness. It might also emphasize its heritage or any specific health benefits of its products.
 - SWOT ANALYSIS
- Strengths:
- a) Product innovation: Unibic offers a wide range of innovation biscuit flavors and varieties, catering to diverse consumer preferences.
 - b) Quality ingredients: The company uses high-quality ingredients, which can be a strong selling point in a competitive market.
 - c) Distribution network: With an established distribution network, Unibic can reach a large number of consumers across various channels.

→ Weakness:

- a) limited geographic presence: Unibic's market presence might be limited compared to larger multinational competitors.
- b) Dependence on Biscuit Segment: If Unibic relies heavily on its biscuit segment, it could face challenges diversifying its product portfolio.
- c) Price Sensitivity: In a price-sensitive market, consumers may opt for cheaper alternatives, affecting Unibic's sales.

→ Opportunities:

- a) Expansion into new markets: Unibic could explore opportunities to enter new geographic markets, both domestically and internationally.
- b) Health-Conscious Trends: With increasing focus on health and wellness, Unibic could introduce healthier biscuits options or promote existing products' health benefits.

→ Threats:

- a) Competition: Intense competition from established players and new entrants in the biscuit industry could threaten Unibic's market share.
- b) Changing consumer preferences: Shifts in consumer preferences or dietary trends could impact the demand of Unibic's products.

Competitor 3 : PARLE

- VSP:- Parle's lies in its extensive distribution network and affordable pricing, making its products accessible to a wide range of consumers across India. Its ability to innovate and adapt to changing consumer preferences while maintaining affordability further strengthens its positions in the market.
- SWOT ANALYSIS :-
 - Strengths :-
 - a) Strong Brand Equality :- Parle has a long-standing presence in the market and enjoys high brand recognition and trust among consumers.
 - b) Extensive Distribution Network :- Parle has an extensive distribution network allowing its products to reach both urban and rural markets across India.
 - Weaknesses :-
 - a) Dependence on Traditional Products :- Parle's heavy reliance on traditional biscuits brands like Parle-G may hinder its ability to capture evolving consumer preferences for healthier or premium snacks.
 - b) Limited International presence :- While Parle has a strong presence in the Indian market, its international presence is relatively limited compared to some of its competitors.

→ Opportunities:

- a) Health and Wellness trend: P�nn can capitalize on the growing demand for healthier snacks by introducing more nutritious and low-calorie options.
- b) E-commerce Growth: By leveraging the popularity of e-commerce platforms, P�nn has an opportunity to expand its online sales channels and reach a broader audience.

→ Threats:

- a) Intense Competition: P�nn faces intense competition from both domestic and international players. In the FMCG (Fast Moving Consumer Goods) sector, which could affect its market share and profitability.
- b) Economic Uncertainty: Economic downturns or fluctuations in consumer spending patterns could affect P�nn's sales and revenue growth.

KEYWORD RESEARCH

As per current competition for every keyword at least 10 websites are trying to rank. So, to avoid and to rank for particular keyword there are 2 important tools.

- Google Trends: Now we can analyze the popularity of top search queries in Google search across various regions and languages. By that we can figure our best organic search terms.

• Keyword Planner: As per my observation keyword planner is completely made for Google Ads. From here i use to check the search volume and competition levels of organic search terms we had from Google Trends.

SEO BASIC ON-PAGE SUGGESTIONS

Page: <https://www.Britannia.co.in>

Current Title: Britannia - Rich and nutritious Biscuits | cookies

Current Meta Description: Started in 1892, Britannia offers a rich and nutritious range of biscuits across all major category of biscuits.

Suggesting Title: Britannia: Delightful Snacks and Biscuits | Quality taste and Variety .

Suggesting Meta Description: Discover the joy of Britannia snacks and biscuits! Indulge in premium flavours, unmatched quality, and a delightful range. Savour the taste of happiness today!

Image Alt Tags: Need to optimize .

H1 Heading Tag: H1 Tag is Missing we need to add our "welcome to Britannia: Delightful Snacks & Biscuits since 1892"

Mobile friendly Test: Website is not mobile optimized .

WEBSITE MARKETING STRATEGIES

- Clear Value Proposition: Your website's home page should have a clear and concise value proposition that tells visitors what your business does and how it can benefit them.
- Fast loading speed: Optimize your website's loading speed by compressing images, using a content delivery network (CDN), and minimizing unnecessary scripts.
- Mobility optimization: A large portion of internet users access websites on mobile devices, so ensure your website is optimized for mobile viewing.
- Simplicity navigation: Make your website easy to navigate with a clear menu and well-structured pages. Users should be able to find what they're looking for quickly.
- SEO-friendly URLs: Use descriptive and SEO-friendly URLs that include relevant keywords. Avoid using complex strings of characters.
- Optimize images: Compress images to reduce file size without sacrificing quality. Use alt tags to describe images for better accessibility and SEO.
- Social media integration: Include social media buttons or links to encourage visitors to connect with the brand on various platforms.
- clear call-to-action (CTA): Each page should have a clear and relevant CTA that guides visitors towards the desired actions, whether it's making a purchase, signing up for a newsletter, or contacting you.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Orientation class on Digital Marketing by Smart Bridge.	Learned the basics of Digital Marketing.	
Day - 2	Introduction to the Keywords Research and sites.	Learned how to find the keywords of own particular products.	
Day - 3	Introduction to the marketing strategies was provided.	Learned the different types of marketing strategy.	
Day - 4	Introduction to use CHATGPT was been provided.	Learned how to use CHATGPT and more about CHATGPT.	
Day - 5	Introduction to the Brand Identity and about Brand .	Learned how to identify a brand and brand identity.	
Day -6	No Assignments were been provided as these were introduction classes.	No assignments were been provided.	

WEEKLY REPORT

WEEK - 1 (From Dt. 12-2-24 to Dt. 19-2-24.....)

Objective of the Activity Done:

- Detailed Report:** Our first week was the commencement of the 1st year induction program on digital marketing.
- DAY-1:** Attended the student orientation class on Digital marketing by Smart Bridge.
- DAY-2:** Introduction to keyword research and sites were provided in the orientation class.
- DAY-3:** Introduction to the marketing strategies and different types of strategies were provided.
- DAY-4:** Introduction to the use of WhatsApp about WhatsApp, on what platforms it works were learnt by us in the orientation class.
- DAY-5:** Introduction to the Brand Identity and brief explanation on Brand, about Brand was provided on poster by us.
- DAY-6:** Turned in assignment on project provided by Smart Bridge on Digital Marketing to us as the classes were introduced closer.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Brief Introduction on content marketing and its strategies.	learnt how to use content marketing & its strategies.	
Day -2	Introduction to Brand Awareness , SEO and Explanation of SEO	learnt what is Brand Awareness and what is meant by SEO .	
Day -3	Orientation class on Keyword Research tools and its uses .	learnt what all the tools used for keyword research .	
Day -4	Orientation class on strategy, planning and content marketing.	learnt how to do planning and content marketing	
Day -5	introduction to the social media marketing was provided .	learnt what is social media marketing briefly.	
Day -6	Assignments were provided with creating video and poster .	learnt how to create a video and poster .	

WEEKLY REPORT

WEEK - 2 (From Dt. 19-2-21 to Dt. 24-2-21)

Objective of the Activity Done:

Detailed Report: In this second week we have learnt more about strategies, planning, content marketing and also the social media planning.

DAY-1: Attended the student orientation class provided on digital marketing by HU SmartBridge, we came across introduction of content marketing & its strategies.

DAY-2: In this second day we learnt about keywords, audience, SEO, SEO meaning.

DAY-3: On this third day we learnt about what is Keyword Research, keyword Research tools which helps in Keyword Research.

DAY-4: On this fourth day we learnt about content marketing, content marketing and planning.

DAY-5: On this fifth day we learnt about what and how to use social media marketing.

DAY-6: On this sixth day we learnt about creating video and editing video using Inshot, assignments were provided on this 300 sec video making and poster making.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introducing on Facebook platform and Basics in Facebook.	I learnt how to use facebook for marketing.	
Day - 2	We were asked to create a Facebook with a new gmail account.	I learnt how to create a new Facebook account with Gmail.	
Day - 3	Brief description on how to use Facebook for marketing.	I learnt how to use Facebook for marketing.	
Day - 4	Introduction to meta Business Suite and its uses.	I learnt what is meta Business Suite & its uses.	
Day - 5	Meta Business Suite & its uses and its importance were provided.	I learnt the uses & importance of Meta Business Suite.	
Day - 6	Assignment on creating a Facebook Reel on a product was given.	I learnt how to create Facebook Reel & post and upload.	

WEEKLY REPORT

WEEK - 3 (From Dt.....26-2-24 to Dt.....2-3-24)

Objective of the Activity Done:

Detailed Report: In this third week we have learnt how to use Facebook and Meta Business Suite for social media marketing.

DAY-1: Attended the orientation class on digital marketing related to introduction on Facebook platform and basics in Facebook.

DAY-2: We learnt how to create a Facebook Account using a new Gmail account which was created by us.

DAY-3: We learnt how to use Facebook for social media marketing.

DAY-4: Introduction to Meta Business Suite with its uses and importance.

DAY-5: Importance and functions of Meta Business Suite in the social media marketing world.

DAY-6: Assignments were been provided on creating a Facebook reel and Facebook post on a product or a Brand we like the most.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Introduction to the social media marketing with Instagram platform.	learnt how to use Instagram in social media marketing.	
Day -2	Created a new account in Instagram using same Gmail account used for Facebook account.	learnt how to create a new Instagram account for marketing.	
Day -3	Created a Username for the Instagram account for marketing.	learnt that Instagram requires a username.	
Day -4	Assignment was been given to create an Instagram reel & post on a product to market.	learnt how to create Instagram reel & post basing on a product.	
Day -5	Overview on Instagram Insights uses and its importance in marketing.	learnt how to use Instagram insights in marketing.	
Day -6	Introduction to the functions of both Facebook & Instagram.	learnt how to use Facebook & Instagram functions.	

WEEKLY REPORT

WEEK - 4 (From Dt.....4-3-24..... to Dt.....12-3-24.....)

Objective of the Activity Done:

Detailed Report: In this fourth week we learnt more about the digital marketing using the platform called Instagram, how analyse Instagram insights, Reels, posts etc.

DAY-1: We had introduction to the Social Media marketing using the Instagram platform.

DAY-2: We were asked to create a new Instagram account using the same gmail account we used for creating the Facebook account.

DAY-3: We created an username in Instagram account for marketing.

DAY-4: Assignments was been given to create an Instagram Reel and post on a product to market.

DAY-5: Overview on Instagram insights use and its importance in marketing field was explained.

DAY-6: Both the functions of Facebook & Instagram, common facts and types of creating and posting of Reels and posts were explained in the introductory orientation class provided by the Smart Internz.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to the business ad management its uses and importance in marketing.	learnt what is business ad management with its uses & importance.	
Day - 2	introduction to the benefits of Advertising for marketing.	learnt what is benefits of doing advertising for marketing .	
Day - 3	introduction to social media marketing using linkedin.	learnt how to use linkedin in social media marketing .	
Day - 4	Assignment was been provided to create an advertisement on brand using canva app.	learnt how to create an ad on a brand/product using canva app.	
Day - 5	introduction to the Google ads & its uses in social media marketing.	learnt what is Google ads & its uses in social media marketing .	
Day -6	introduction to the types of Google ads and its uses in social media marketing .	learnt what is Google ads & its types and uses of them .	

WEEKLY REPORT

WEEK - 5 (From Dt. 13-3-24 to Dt. 19-3-24)

Objective of the Activity Done:

Detailed Report: In this fifth week we learnt about Business Ad manager, Advertising, linkedin, Google ads for social media marketing.

DAY-1: Introduction to Business Ad manager its uses, importance in social media marketing.

DAY-2: Introduction to benefits of Advertising for marketing.

DAY-3: Introduction to social media marketing using linkedin platform.

DAY-4: Assignment was been provided to create an advertisement on a brand/product using canva app.

DAY-5: Introduction to what is Google ads and its uses in social media marketing.

DAY-6: Introduction to types of Google ads and its types and uses in the world of social media marketing. Google ads account was been created in order to continue with google ads.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Briefly explained social media marketing and its platforms.	learnt how to use social media marketing & its platform.	
Day -2	Gave a practice on social media marketing using different platforms.	learnt & practiced social media marketing through quiz.	
Day -3	Continuation of the practice on social media marketing.	learnt and practiced social media marketing through quiz .	
Day -4	There was Quiz -4 as a weekly test to practice.	learnt to answer the questions & practice .	
Day -5	Self practice on Facebook platform for social media marketing	learnt how to use Facebook for marketing purposes .	
Day -6	Self practice on creating ads on a brand or product using the canva app.	learnt how to create ad posters using the canva app .	

WEEKLY REPORT

WEEK - 6 (From Dt...20-3-24 to Dt...26-3-24)

Objective of the Activity Done:

Detailed Report: In this sixth week we learnt in brief what is social media marketing.

DAY-1: Briefly explained uses, types, types of platforms in social media marketing.

DAY-2: Did practice on social media marketing using different platforms.

DAY-3: Did practice on social media marketing using different platforms.

DAY-4: Attended the Quiz-4 conducted by SmartBridge on account of social media marketing.

DAY-5: Did self practice on social media marketing using the facebook platform, created posts and videos on brand and product.

DAY-6: Did self practice on creating the ads for marketing purpose for different platforms facebook, Instagram, LinkedIn, Twitter etc using the awesome application called Canva and Inshot for creating video posts.

ACTIVITY LOG FOR THE SEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day-1	Self practice on Facebook platform for social media marketing.	learnt how to use Facebook for marketing purpose.	
Day-2	Introduction to the E-mail marketing and its uses.	learnt what is Email marketing and its uses.	
Day-3	Introduction to the types of E-mail marketing campaigns.	learnt types of email marketing campaigns.	
Day-4	Introduction to the E-mail marketing account and setup.	learnt Account and setup of Email marketing.	
Day-5	Self practice on the Email marketing campaigns	learnt more about email marketing campaigns.	
Day-6	Self practice on the email marketing using twitter & linkedin.	learnt more about social media marketing using twitter & linkedin.	

WEEKLY REPORT
WEEK-7 (From Dt. 25/3/24 to Dt. 30/3/24)

Objective of the Activity Done:

Detailed Report In this seventh week we have learnt about Email marketing, uses and types of email marketing.

DAY-1: Did self practice on facebook platform for social media marketing.

DAY-2: learnt what is Email marketing and its uses in social media marketing.

DAY-3: learnt more about Email marketing & its types and uses in social media marketing.

DAY-4: learnt about account and setup of account with Email marketing.

DAY-5: Did self practice on social media marketing using twitter & linkedin.

DAY-6: Did more self practice on the Email marketing campaigns. Self practice on Email marketing uses and its types, self practice using twitter & linkedin were used as the social media platform.

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day-1	Self practice on Email marketing and Instagram insights.	learnt how to use email marketing and Instagram insights.	
Day-2	Introduction to how to import contacts to mail chimp for social media marketing.	learnt how to import contacts to mailchimp for marketing.	
Day-3	This was a Group Assessment test containing QJ 30 MCQ's.	learnt and revised all the topics related to digital marketing.	
Day-4	Introduction to Automation and Behavioural Triggers in Email marketing for social media marketing.	learnt the Auto Behaviour Trigger in Email marketing for marketing.	
Day-5	This was a Revision class for all the topics held.	learnt & revised all the topics which were held.	
Day-6	Self practice on the platforms of social media marketing like linkedin, Facebook, Instagram	learnt how to use Facebook, linkedin, Instagram for marketing.	

WEEKLY REPORT
week-8 (From Dr. 1/4/24 to Dt. 6/4/24.)

Objective of the Activity Done:

Detailed Report: In this eighth week we learnt about automated behaviours of Email marketing for social media marketing.

DAY-1: We did self practice on Email Marketing and Instagram insights.

DAY-2: There was introduction class on how to import contacts to mailchimp for social media marketing.

DAY-3: There was introduction to automation and Behavioural Triggers in Email marketing for social media marketing.

DAY-4: There was a Grand Assessment Test consist of thirty Questions of multiple choice.

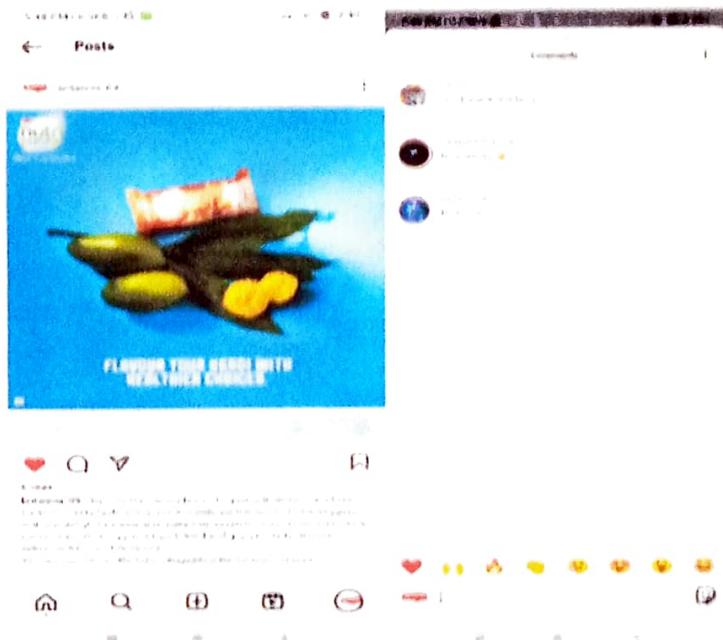
DAY-5: There was a revision class for all the topics held till date.

DAY-6: Did self practice on the platforms of Social media marketing like LinkedIn, Facebook, Instagram for social media marketing which is used for Digital Marketing platform.

Format-3:- Festival post on UGADI

Caption:- Step into the vibrant hues of Ugadi with Britannia, where tradition meets taste in every bite. Celebrate the spirit of new beginning with our delightful treats and make this auspicious occasion even more memorable.

Hashtags:- #britanniaproducts
#britannia#Ugadifest/#britanniamoments



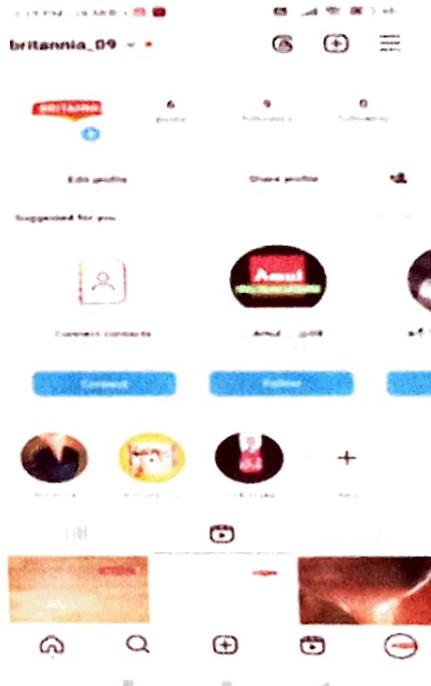
Instagram story

Screenshots of story:-

https://www.instagram.com/s/aGlnaGxpZ2h0OjE3ODYyMjI2OTY1MDg5MTk1?story_media_id=3353144915925540946_66144196691&igsh=MWVsMHNiZjFtbjJsNg==



Highlights for story



Highlights links :

[https://www.instagram.com/s/
aGlnaGxpZ2h0OjE4MDIyMzI1MDgxNDgyNDU0?igsh=N3R3ZW91MDI2dTNj](https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDIyMzI1MDgxNDgyNDU0?igsh=N3R3ZW91MDI2dTNj)
[https://www.instagram.com/s/
aGlnaGxpZ2h0OjE4MDI1MzAzMjgzMDM1MzYy?igsh=eXY1NHJhYXE1bndn](https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDI1MzAzMjgzMDM1MzYy?igsh=eXY1NHJhYXE1bndn)

Story Insights

Reach is 100 approx

Impression is 200 approx

Like is 30 approx

Etc.....



Area for improvement :

CONCLUSION:

In conclusion, digital marketing is a powerful and versatile asset for marketing strategy and development. It is an user friendly platform that allows beginners to create campaigns without needing a team complex strategies with its extensive range of features and content. digital marketing provides endless possibilities for customization making it suitable for virtually any type of business whether you looking to work your personal business strategies or on online marketing. It can provide the tools and flexibility you need whether like only tools. It requires time and effort to master fortunately, there is a vast community of digital marketing and developers who provide a wonderful resource and tutorial to help you along your marketing development journey.