

INTRODUCTION:-

Keerthi Sweets is a renowned confectionery and dessert establishment that has been delighting taste buds with its delectable treats for several years. Founded on a passion for crafting high-quality, mouthwatering sweets, Keerthi Sweets has earned a stellar reputation for its commitment to flavor, tradition, and innovation.

Nestled in the heart of [Location], Keerthi Sweets has become a beloved destination for those seeking an authentic and diverse range of Indian sweets and snacks. With a rich heritage and a commitment to using the finest ingredients, the culinary experts at Keerthi Sweets masterfully create an array of tempting delicacies that cater to a wide range of palates.

As we delve deeper into the world of Keerthi Sweets, we will discover the secrets behind their timeless recipes, the dedication of their skilled chefs, and the warm hospitality that has made them a household name in the world of confectionery. Join us on this sweet journey as we explore the delightful realm of Keerthi Sweets.

Whether you are looking for traditional sweets like laddoos, jalebis, and barfis, or more contemporary delights, Keerthi Sweets has something to offer everyone. Their dedication to quality and customer satisfaction is evident in every bite, making them a cherished choice for celebrations, festivals, and everyday indulgence.

PURPOSE:-

The use of this project:

1. **Business Promotion:** One of the primary purposes could be to promote and market Keerthi Sweets. By creating a project that showcases their products, history, and values, the aim is to attract more customers and increase brand awareness.
2. **Customer Engagement:** The project could serve as a platform to engage with existing and potential customers. This might include sharing updates, offers, and events, as well as responding to customer inquiries and feedback.
3. **Online Sales and Ordering:** If Keerthi Sweets wishes to expand its reach and enable online sales, the project could facilitate e-commerce functionality. Customers could place orders, make payments, and choose delivery options through the website or app.

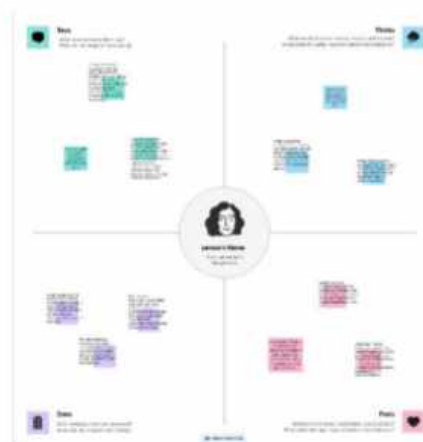
What can be achieved using this:

1. **Educational Resource:** The project can educate customers about the cultural and traditional significance of Indian sweets, creating a more informed and appreciative customer base.
 2. **Sales Growth:** An online platform for ordering and purchasing sweets can drive sales growth. It allows for 24/7 accessibility and the convenience of online shopping, which can lead to increased revenue.
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PROBLEM DEFINITION & DESIGN THINKING:-

Empathy map:

- 1.Says: What customers explicitly state, such as their preferences, feedback, or opinions about Keerthi Sweets.
- 2.Thinks: The thoughts, beliefs, and attitudes customers may have when thinking about or consuming Keerthi Sweets' products.
- 3Feels: The emotions and sentiments customers experience when interacting with Keerthi Sweets, which can range from delight to frustration.
- 4.Does: The actions and behaviors customers exhibit when engaging with the brand, such as making purchases, sharing reviews, or participating in events.
- 5.Hears: The sources of information and recommendations that customers listen to, which may influence their decisions related to Keerthi Sweets.
- 6.Pain Points: The challenges, concerns, or inconveniences that customers may encounter when dealing with Keerthi Sweets, like long wait times or product availability issues.
- 7.Gains: The benefits, positive experiences, and rewards that customers derive from their interactions with Keerthi Sweets, such as enjoying delicious sweets and experiencing cultural traditions.



Ideation & Brainstorming map:-

1. Product Development: Brainstorming new sweets and snacks, flavor combinations, and presentation ideas.
2. Marketing Strategies: Brainstorming marketing campaigns, social media content, and promotions.
3. Customer Engagement: Generating ideas for customer events, loyalty programs, and feedback channels.
4. Cultural Preservation: Brainstorming ways to educate customers about the cultural significance of sweets.
5. Business Expansion: Exploring possibilities for opening new branches, expanding the product line, or entering new markets.
6. Operational Improvements: Brainstorming ideas for enhancing the efficiency of the production and delivery processes.



Keerthi Sweets

Profit and Loss

Basis: Accrual

From 10/01/23 To 10/31/23

Account	Account Code	Total
Operating Income		
Total for Operating Income		0.00
Cost of Goods Sold		
Total for Cost of Goods Sold		0.00
Gross Profit		0.00
Operating Expense		
Advertising And Marketing		10,000.00
Merchandise		5,000.00
Total for Operating Expense		15,000.00
Operating Profit		-15,000.00
Non Operating Income		
Total for Non Operating Income		0.00
Non Operating Expense		
Total for Non Operating Expense		0.00
Net Profit/Loss		-15,000.00

**Amount is displayed in your base currency INR

Keerthi Sweets

Balance Sheet

Basis: Accrual

As of 10/19/23

Account	Account Code	Total
Assets		
Current Assets		
Cash		
Petty Cash		-15,000.00
Total for Cash		-15,000.00
Bank		
ICIC Bank-001		94,500.00
Total for Bank		94,500.00
Total for Current Assets		79,500.00
Other Assets		
keerthi sweets		10,500.00
Total for Other Assets		10,500.00
Total for Assets		90,000.00
Liabilities & Equities		
Liabilities		
Current Liabilities		
Accounts Payable		5,500.00
Unearned Revenue		1,05,000.00
Total for Current Liabilities		1,10,500.00
Total for Liabilities		1,10,500.00
Equities		
Current Year Earnings		-15,000.00
Retained Earnings		-5,500.00
Total for Equities		-20,500.00
Total for Liabilities & Equities		90,000.00

**Amount is displayed in your base currency INR

Conclusion:-

In conclusion, the project focused on Keerthi Sweets has been a comprehensive exploration of the business, its operations, and the proposed solution of implementing an online sales platform. Through this project, several key findings and insights have emerged:

- 1.Customer-Centric Approach: Keerthi Sweets has a dedicated and loyal customer base with preferences for a wide range of traditional Indian sweets.
- 2.Market Expansion: The implementation of an online sales platform offers a significant opportunity to expand the business's reach and attract a wider customer base.
- 3.Digital Marketing: Digital marketing and online promotion are vital for increasing brand awareness and driving sales.
- 4.Operational Efficiency: The project has highlighted the potential for streamlining operations, particularly in order management, inventory control, and quality assurance.
- 5.Data-Driven Decisions: The online platform can provide valuable insights through data collection and analysis, enabling data-driven decision-making.
- 6.Cultural Preservation: The project has emphasized the importance of using the platform to educate customers about the cultural significance of Indian sweets.