



Mukti Food and Agro

A SMALL STUDY ON FMCG & E-COMMERCE SECTOR

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Economic Overview (Estimates Only!!)

Region's GDP	2020(USD)	2025(USD)
India	2900 B	3960 B
West Bengal	180 B	290 B
Eastern India (BH+JH+OD+WB)	386 B (86+74+46+180)	673 B
North Eastern India (SK+AS+ME+TR+MZ+MN+NL+AR)	74 B (4.6+44+5.1+6.5+2.7+3.9+3.8+3.4)	137 B
1 USD	₹ 72.73 (5:17 AM 11/03/21)	₹ 85 (Jan 2025)



Funcq Sector

Share of FMCG in Economy (Estimates Only!!)

Region	2020(USD)	2025(USD)
India	104 B (3.63% of GDP)	220 B (5.56% of GDP)
West Bengal	6.5 B	16 B
Eastern India (BH+JH+OD+WB)	14 B	37.5 B
North Eastern India (SK+AS+ME+TR+MZ+MN+NL+AR)	2.7 B	7.75 B
1 USD	₹ 72.73 (5:17 AM 11/03/21)	₹ 85 (Jan 2025)

FMCG Sector Analysis

FMCG Senior Players

- 1) ITC-Kolkata
- 2) HUL-Mumbai
- 3) Nestle-Gurgaon
- 4) Britannia-Kolkata
- 5) Patanjali-Haridwar
- 6) Dabur-Ghaziabad
- 7) Godrej Group-Mumbai
- 8) Marico-Mumbai
- 9) GlaxoSmithKline-Mumbai
- 10) Colgate & Palmolive-Mumbai

Company's Name	Market Share (%) ^[6]
ITC	14%
Hindustan Unilever (HUL)	12%
Nestlé	3%
Britannia	3%
Patanjali Ayurved	4%
Dabur	2%
Godrej Group	2%
Marico	5
GlaxoSmithKline (GSK)	1%
Colgate-Palmolive	1%

(Source:- Wikipedia)

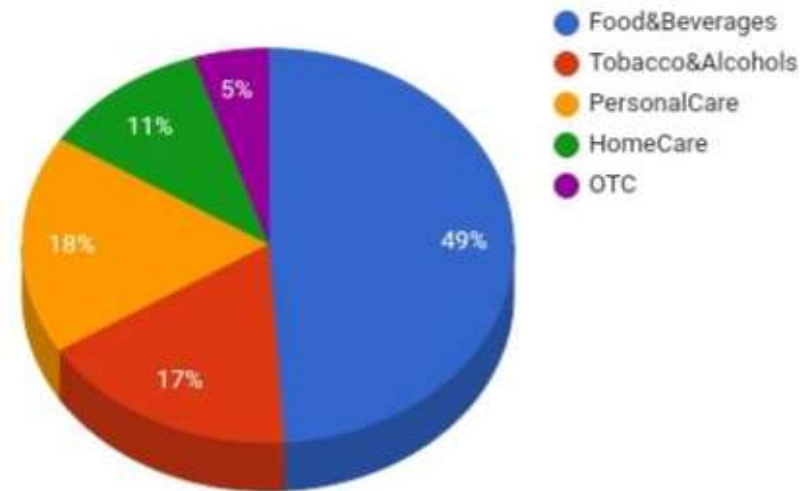


FMCG Sector Analysis

Market Share of different Category

1. Food & Beverages (49%)
2. Tobacco & Alcohols (17%)
3. Personal Care (18%)
4. Home Care (11%)
5. OTC (5%)

FMCG INDUSTRY



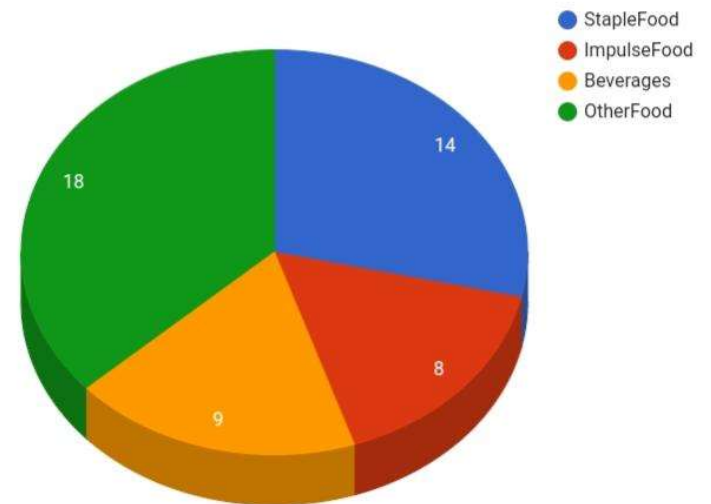
FMCG Sector Analysis

Sub Category in Food & Beverages (49%)

1. Staple Food (14%)
2. Impulse Food (8%)
3. Beverages (9%)
4. Other Food (18%)

*****Impulse Food & Beverages (8+9=17%) usually consumed together!!***

Sub Category of Food & Beverages





Online Grocery Market

Share of Online Grocery Market in E-commerce (Estimates Only!!)

Region	2020(USD)	2025(USD)
India	2.9 B (4.5% of E-Com)	15 B (8% of E-Com)
*E-COMMERCE	64 B (2.2% of GDP)	188 B (4.8% of GDP)
1 USD	₹ 72.73 (5:17 AM 11/03/21)	₹ 85 (Jan 2025)

Online Grocery Market Analysis

Big Players in Kolkata

1. Big Basket
2. Grofers
3. Spencer's
4. Amazon
5. Flipkart
6. Paytm Mall
7. Jio Mart etc.

Some Local Players (Web Links!!)

1. [Kolkata Bazar](#)
2. [Salt N Soap](#)
3. [Just Shop 24](#)
4. [Dely Bazar](#)
5. [Online Daily Bazar](#)

*****Hope:- Market is in it's primitive age, a huge change is yet to come!!***





Discussion about Mukti's

Mukti Bussines Model can be!!!

In the context of few initial conversations with **Hasan Sir(you) & Aftab Bhai**, I can conclude **Mukti's** drafted bussines model can be divided in **two** major parts;

1. **FMCG Manufacturing (or Only Branding of the Products)**
Eg. Amul, Britannia, Ganesh, Dabur, Patanjali etc...
2. **Marketing & Selling Products in Retail Market**
 - ▶ **Offline (by local grocery stores/supermarkets chain)**
Eg. D-Mart, Big Bazar, Spencer's Outlet etc **Or** Mukti's own stores **Or** BOTH...
 - ▶ **Online (by websites/app)**
Eg. Big Basket, Grofers, Spencer's etc **Or** Mukti's own website & app **Or** BOTH...



100

- **Why:- To make precise & detailed strategy, from production to sale!!**

BUT WILL HELP YOU FIND RIGHT QUESTIONS TO ASK

5 Basic Framework of any Business

What we need, to implement: Mukti's Drafted Bussines Model?

2) Marketing & Selling Products in Retail Market (Offline Section!!)

Before going ahead we should understand, either we sell our products **offline** or **online**, the **Logistics Support** will be our main constraint, actually **e-commerce sites/app** provide us nothing but a **Digital Sales Counter** where roamers of digital world come and place their **order**, after that everything happens offline from considering order to delivering it to mentioned address...

Methods for off-line sales:-

- 1) Creating a Distribution Network
- 2) Direct dealing with Local Grocery Stores
- 3) Setting up own Retail/Wholesale Outlets Chain
- 4) Dealing with Supermarket Chains
- 5) Dealing with Direct Selling Groups (not preferred!!)

Methods for off-line Marketing:-

- 1) Posters/Pamphlets/Hordings etc
 - 2) By sponsoring Local Sports Tournaments
 - 3) By sponsoring Social Events
 - 4) By sponsoring Grocery Stalls to Needy Families
- And so on...

What we need, to implement: Mukti's Drafted Bussines Model?

2) Marketing & Selling Products in Retail Market (Online Section!!)

- ▶ e-commerce sites are like shops, which is easy to access but difficult to find due to it's visibility...
- ▶ So, for making our e-commerce site/app popular, we must to run lots of Offline+Online Marketing Campaigns with attractive offers!!

Platforms for On-line sales:-

- 1) **Mukti's own Website/app**
- 2) **Dedicated Business WhatsApp**
- 3) Grofers
- 4) Spencer's
- 5) Big Basket
- 6) Jio Mart
- 7) Udaan (B2B)
- 8) Flipkart
- 9) Amazon etc...

****Need:- Team of IT experts (Web/app Developer+Server Maintainece)**

Methods for On-line Marketing:-

- 1) Creating Social Media Accounts to connect with Audience
- 2) Running Paid Campaigns on Social Media Platforms
- 3) Sponsoring Social Media Influencers
- 4) Search Engine Marketing (SEM)
- 5) Search Engine Optimization (SEO)
- 6) Blog writing about **Mukti's Brand** on different content writing sites

****Need:- Team of Digital Marketers (Content/Copy Writer+Graphic Designer+Video Editor)**
+
(Social Media Marketing Experts+SEM+SEO Experts)



Mukti's Future

Mukti's Land for Expand!! (Major Cities in 500 Km radius)

Nearby Cities from Kolkata

1. Kolkata
2. Bahrampur
3. Asansol
4. Durgapur
5. Bardhaman
6. Kharagpur
7. Haldia
8. Dhanbad (Jharkhand)
9. Ranchi (Jharkhand)
10. Jamshedpur (Jharkhand)
11. Rourkela (Odisha)
12. Cuttack (Odisha)

****Cities name can be add and remove...**



Ending Words!!

- ▶ It doesn't matter what we do in our business, there will always be two profits P1 & P2;
- ▶ P1 is the profit which we made at the time of Purchasing Raw Materials, Processing those Materials at Lower Cost till Delivering our Final Products (i.e; Savings!!)...
- ▶ P2 is the profit which we made either by Selling Products at Higher Margin or In Large Volume (i.e; Trade Surplus!!)...

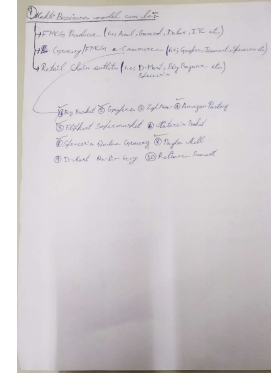
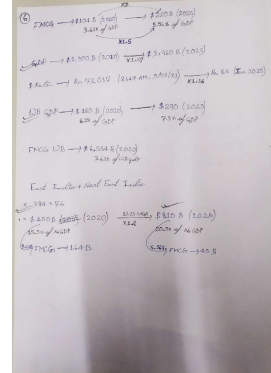
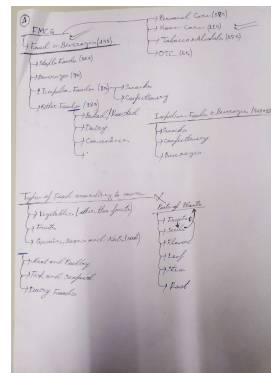
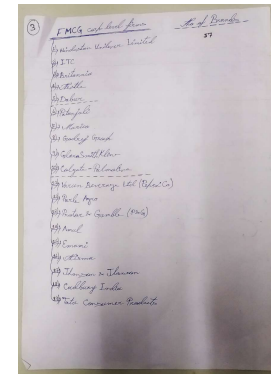
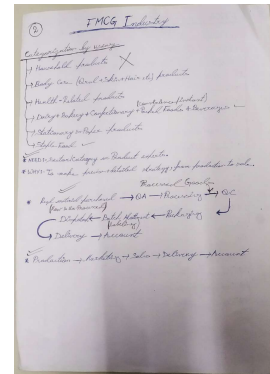
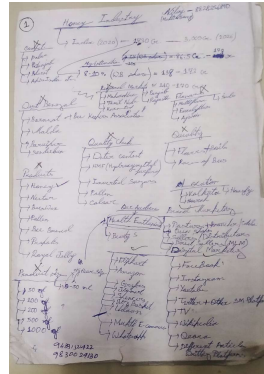
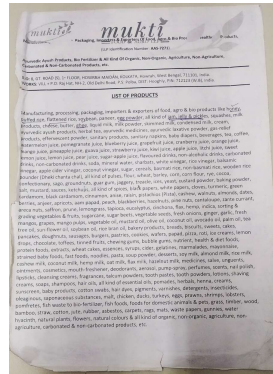
*(**We should never give up our P1 or any portion of P1, until We aren't sure that,
It will come back in a greater number in the form of P2**)*

- ▶ **Growth:-** An individual or any entity can never Grow until they don't know 3 prescribed principles;
 1. Art of Saving
 2. Skill of Investing those Saved Amount,
And Lastly,
 3. Skill of Making those Investment Profitable!!!



*This is our End,
May Allah bless you!!*

My rough work



Thank you!!