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PARLE – G BISCUITS
DIGITAL ASSIGNMENT-4

1. Quality improvement strategy

- Proper handling of dough must be ensured after mixing.
- Proper metering of ingredients must be done to avoid issues in biscuit quality.
- Care must be taken to make use of only the A-grade quality wheat flour and sugars.
- Establishment of baking standards to ensure the improvement in the baking process.
- Records of temperature check, solutions and scrap materials produced from the ingredients must be kept.
- Control Charts & Process control strategies must be in place to ensure quality remains the best in every process.
- Product mixing and dough specifications must be kept in order to maintain the same quality overall during the biscuit production process.
- Under strict supervision, all the ingredients need to be added in such a way that the flavours are delicately balanced and the biscuit is well-liked by the adults and kids.

2. Style improvement strategy

- Packets can be made more attractive by using catchy colours.
- New attractive patterns on biscuits can be experimented to attract more customers.
- Crisp and captivating catchphrases can be printed on the package to spread knowledge about the product in an intuitive manner.
- Incorporating a new generation brand logo and the design that can be relatable with the youth of today and using related colours and graphics can be a good way to reach out to the coming generation.
- Producing biscuits in different shapes like stars, circles and in other superhero shapes instead of the regular rectangular shape can also be done to entice younger kids.

3. Functional features improvement strategy

- ParleG biscuits are plain brown and don't really fascinate young children who are generally drawn towards coloured biscuits, so producing biscuits in various colours and flavours like chocolate, vanilla and strawberry along with creamy layer in between can attract different people of varied ages and genders.
- Nuts and other nutritional items can be added to improve the taste instead of producing the same age old taste. This can be an endearing factor for the grown ups.

- Biscuits can be made of oats, whole grains and making use of brown sugars can aid in nutritional improvements.
- The biscuits can be made into categories with varying calorie contents per category
- Biscuits can have added glucose and calcium deposits so that they can become a standalone nutritional item which can be taken as a supplement after working out for bones and energy.
- Can be made into two parts- ParleG and ParleG (green) wherein the green variant uses fructose sugars instead of glucose.

4. Packaging improvement strategy
- Packet weight control must be ensured so that no biscuit packet goes underweight and no customer feels cheated.
- Packets must go through a screening process to avoid the inclusion of foreign materials going inside the packet.
- Make sure that the date of manufacture and expiry date is mentioned correctly.
- Small toys or stickers can be added with the product for attraction as well as assist with collaborations with these companies.
- The packaging can also be improved to sell the biscuits not only in India, but to other countries too. Due to its very cheap packaging the biscuit is considered inferior in many countries which decreases its demand outside India.
- Cheap plastic packaging should be replaced by zip lock packaging to prevent the biscuits from spoilage. Due to normal plastic packaging the parle g biscuits gets soggy due to moisture easily which prevents its further consumption.
- Adding QR code in the packaging of the ParleG biscuit can also be helpful as it can be used to connect customers not only in India but throughout the globe to the social media accounts of ParleG for its promotion throughout the world.
- Biodegradable packaging can be used instead of using plastic materials which not only helps in portraying a positive publicity but also saves from plastic pollution.