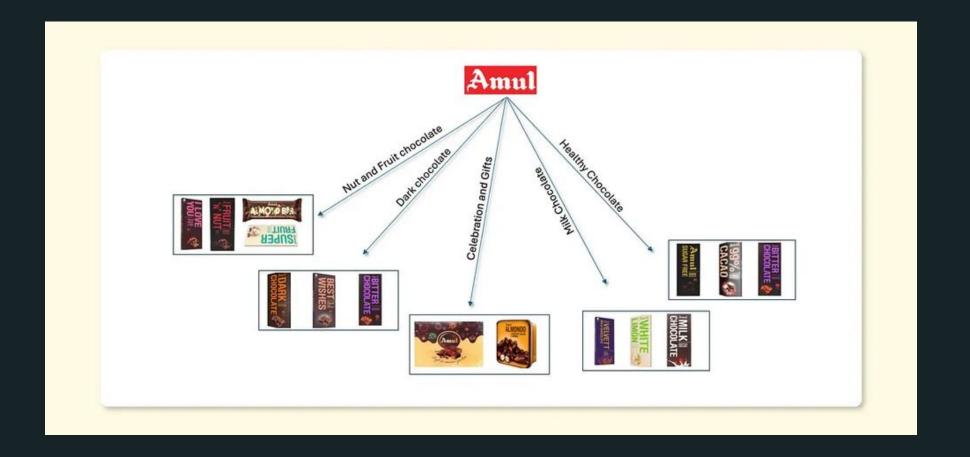
Amu Chocolate

STAKEHOLDER ANALYSIS AND BMC

MUDIT CHAND NARAYAN PROJECT 1: PD 209 The presentation aims to analyse all the people and stakeholder involved in the process of making one amul dark chocolate bar and how amul sets itself apart from other brands in the same field.

Product Introduction



- Amul is a large consumer goods conglomerate based in India.
- Amul entered in the chocolate market in the year 1970 with products like amul chocozoo and rejoice chocolates.
- India's dark chocolate market more than doubled in size to \$86 million from \$41 million over the past five years, growing 16 per cent annually, while the dominant milk chocolate segment grew at 11 per cent a year, as per data from market research firm Euromonitor.
- Dark chocolates currently have a market share of nearly 8 per cent, 53% of the chocolate market is captured by milk chocolates.

Distinguishing features of the product

- Nestlé India does not have a dark chocolate bar in its product portfolio
- its presence in the segment is limited to dark chocolatecoated wafer Kit Kat Dark.
- While Hershey's has a few offerings, Mondelez's Cadbury has only five dark chocolate bars.

Lack of foreign dark chocolate brands





Reference: Indian Express

What Sets Amul Apart

Variety

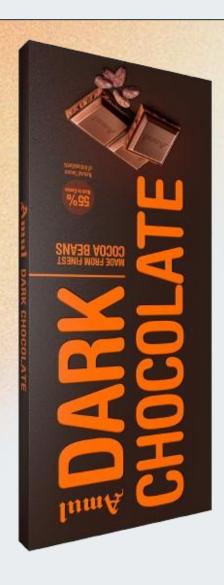
Amul offers 17 different types of dark chocolate bars differentiated by cocoa content, flavour, and origin of cocoa beans.

Cost

Dark chocolate is usually considered costlier than milk chocolate but Amul provides dark chocolate at the similar price point of the competitor's milk chocolate.

Range of cocoa content

Amul's Classic dark chocolate range has four variants depending on cocoa content ranging from 55 per cent to 99 per cent whereas Hershey's only offers a single dark chocolate bar product in India called BARS Dark with 49 per cent cocoa content in India called BARS Dark with 49 per cent cocoa content



Reference: Indian Express

Path to Success



Even though Amul now is the most recognized Indian chocolate brand, it still lags behind companies like Mondelez and Cadbury in the market sales. A big portion of this can be attributed to the advertising, which I found to be lacking the hook to associate one thing with another, like Cadbury has associated their Celebrations line of chocolate with Indian Festivities. Brands like Cadbury have made themselves a household name by the catchy taglines like "Kuch Meetha Ho Jaye" whereas nothing about Amul's branding sticks.

USP:	
	Knowing their customer
	Providing higher quality at a lower price point
	Recognizing the blank spots in market

Stakeholder Analysis

Stakeholders and Interests

Stakeholder Group	Interests
Consumers (Health-conscious, premium chocolate lovers)	Demand for quality, affordability, and taste. Preference for organic, vegan, or sugar-free options.
Retailers & Distributors (Supermarkets, online platforms, small retailers)	Availability, pricing strategy, and marketing support. Higher margins for premium variants.
Competitors (Cadbury Bournville, Lindt, etc.)	Market competition, innovation, and branding strategies.
Government & Regulatory Bodies	Compliance with FSSAI regulations, import/export duties, and food labeling norms.
Suppliers & Cocoa Farmers	Consistent demand for ethically sourced cocoa and fair trade practices.
Media & Influencers (Food bloggers, nutritionists)	Promotion, brand reputation, and consumer perception.

Key Partners

Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners?

Which Key Activities do partners perform?

Optimization and economy

Reduction of risk and uncertainty

in the case of Ameldark cho colate the key partners and supplies seem to be the cowa farmer Alongside the farmers, we rely on other privides for Resource like milk, sugar and additive

this partnership provides the farmer seurily and assurance that their goods would be purchased nonethely and serves as an incention to form alliances.

Key Activities



What Key Activities do our Value Propositions require? Our Distribution Channels?

Revenue streams?

Production Problem Solving

the value preposition stands on the quality of cocoa previded Amul as a big company can afford running advertisements De sponsorships which provide salod and revenue throughout retail stores in India

Key Resources



What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

ntellectual (brand patents, copyrights, data)

- High Quality of low value
- · Human workforce (Farmers Suppliers, factory workers)

Value Propositions



What value do we deliver to the customer? Which one of our customer's problems are we helping to solve?

What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

Newness Performance Customization "Getting the Job Done"

Brand/Status Risk Reduction Accessibility Convenience/Usabili

Amula USP in the chocolate sector, specially in the Dark chocolale field lies in provider Quality product with large variety in a combarably lower price.

Also, as an Indian Brand. It provides a unque value of belonging to the curstomer at hand

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?

How are they integrated with the rest of our business model? How costly are they?

Personal assistance Dedicated Personal Assistance Self-Service **Automated Services**

Dork chocolate as a product languly caters to urban, health conscious demographic. The advertising should be done in the similar vani while Keeping the variety intact in Brandy

Channels



Through which Channels do our Customer Segments want to be reached?

How are we reaching them now? How are our Channels integrated? Which ones work best?

Which ones are most cost-efficient? How are we integrating them with customer routines?

- 2. Evaluation
- 3. Purchase How do we allow customers to purchase specific products and services
- How do we deliver a Value Proposition to customers:

The customer is usually directly interacting with the product thru a gracery

Customer Segments



For whom are we creating value? Who are our most important customers?

Segmented Diversified Multi-sided Platforn

Our montimportant custom ch are urban population that is Walth con scious but does not want to spend too much on a luxury and is looking for a cheaper afternative.

Brand loyalty can also play ouplomers as Amul also prevides products in various other Ranges.

Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

IS YOUR RUSINESS MORE

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)

Fixed Costs (salaries, rents, utilities

Raw material + Manual labour + logistics/advertisement + RDD + Branding



Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay?

How are they currently paying? How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues?

Usage fee Subscription Fees Licensing

Brokerage fees

FIXED PRICING Product feature dependent Customer segment

Volume dependent

Yield Management Real-time-Market

* through directsaleovia stores

r Online shopfronts Like Blinkit Bulk orders for wholesale markels

x sponkerships







