

Empowering Women's Catering Business in India: Achieving Growth, Profitability, and Brand Success



RESULTS

The efforts yielded significant results for the local women's catering business:

- Increased Revenue (+27%) in 2 years.
- Enhanced Market Presence
- Empowered Women Entrepreneurs
- Community Impact



CHALLENGE

A local women's catering business in Pune, India was facing profitability challenges due to a lack of marketing strategies, a limited customer base, and inefficient operations. They were struggling to attract new customers and retain existing ones, resulting in stagnant growth and financial constraints.

The challenge was to develop a comprehensive solution to drive their business towards profitability while empowering the women entrepreneurs.



PROCESS

- Market Analysis (SWOT Analysis & Customer Segmentation)
- Branding and Marketing Strategy
- Menu Enhancement
- Operational Efficiency
- Further used Core Competence Model, developed by Prahalad and Hamel to differentiate the client in the market, attract more customers, and drive profitability by delivering exceptional value and experiences.
 - Identified Core Competencies
 - Built on Core Competencies
 - Align Strategies
 - Develop Partnerships
 - Continuous Improvement



SOLUTION

Through our comprehensive solution, we helped the local women's catering business in India drive their business towards profitability:

- Increased Customer Base
- Improved Profitability
- Positive Brand Perception
- Sustainable Growth