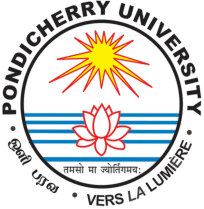
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**A STUDY ON BRITANNIA BUISCUITS MARKETING STRATEGY IN INTERNATIONAL BAKERY PRODUCTS LIMITED**

**PROJECT REPORT**

Submitted by

**VIJAYABOOPATHI.E**

**REGISTER No: 20MBA379**

Under the Guidance of

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Associate Professor,

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***In partial fulfilment for the award of the degree of***

**MASTER OF BUSINESS ADMINISTRATION**

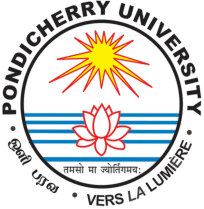
**DEPARTMENT OF MANAGEMENT STUDIES**

**MANAKULA VINAYAGAR INSTITUTE OF TECHNOLOGY**

**PUDUCHERRY- 605 107**

**DECEMBER 2021**



**MANAKULA VINAYAGAR INSTITUTE OF TECHNOLOGY**

**PONDICHERRY UNIVERSITY**

**DEPARTMENT OF MANAGEMENT STUDIES**

**BONAFIDE CERTIFICATE**

This is to certify that the project work entitled “**A STUDY ON BRITANNIA BUISCUITS MARKETING STRATEGY IN INTERNATIONAL BAKERY PRODUCTS LTD”**

is a bonafide work done by **VIJAYABOOPATHI.E [REGISTER No: 20MBA379]** in partial fulfilment of the requirement for the award of Master of Business Administration by Pondicherry University during the academic year 2020-2022

**GUIDE HEAD OF THE DEPARTMENT**

Submitted for Viva-Voce Examination held on

**EXTERNAL EXAMINER**

**TABLE OF CONTENT**

|  |  |  |
| --- | --- | --- |
| **CHAPTER** | **TITLE** | **PAGE NO.** |
|  | ACKNOWLEDGEMENT  ABSTRACT  LIST OF TABLE  LIST OF CHARTS | I  II  III  IV |
| **1** | INTRODUCTION  OBJECTIVE OF THE STUDY  NEED FOR THE STUDY  SCOPE FOR FURTHER STUDY  LIMITATION OF STUDY | 1  26  27  28  29 |
| **2** | REVIEW OF LITERATURE | 30 |
| **3** | RESEARCH METHODOLOGY | 33 |
| **4** | ANALYSIS AND INTERPRETATION | 37 |
| **5** | FINDING OF THE STUDY  SUGGESTION  CONCLUSION | 60  62  63 |
|  | **ANNEXURE**  i) REFERENCE  ii) QUESTIONNAIRE | 64 |

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**LIST OF TABLES**

|  |  |  |
| --- | --- | --- |
| **Table no** | **Title of the table** | **Page no** |
| 4.1 | GENDER OF THE RESPONDENTS |  |
| 4.2 | AGE OF THE RESPONDENTS |  |
| 4.3 | OCCUPATION OF THE RESPONDENTS |  |
| 4.4 | MONTHLY INCOME OF THE RESPONDENTS. |  |
| 4.5 | YEAR OF EXPERIENCE OF THE RESPONDENTS |  |
| 4.6 | WHAT MAKE YOU TO BUY THE PRODUCT |  |
| 4.7 | NATURE OF JOB RESPONDENTS |  |
| 4.8 | MARITAL STATUS OF THE RESPONDENTS |  |
| 4.9 | MARKETING STARTEGIES OF BUSINESS TO THE RESPONDENTS |  |
| 4.10 | AFFORD PRICE OR NOT OF THE RESPONDENTS |  |
| 4.11 | HIGHLY PREFERRED PRODUCTSOF THE RESPONDENTS |  |
| 4.12 | IMPROVED MARKETING STRATEGIESOF THE RESPONDENTS |  |
| 4.13 | ADVERTISING TO BRITANNIA PRODUCTOF THE RESPONDENTS |  |
| 4.14 | CUSTOMER NEEDSOF THE RESPONDENTS |  |
| 4.15 | MARKETING STRATEGY SATISFIEDOF THE RESPONDENTS |  |
| 5.16 | BUSINESS PLANOF THE RESPONDENTS |  |
| 5.17 | SCORE BASED ON YOUR OPINION |  |
| 4.18 | PRICE RELATED STRATEGY |  |
| 4.19 | MARKETING STRATEGY RELATED TO PROMOTION |  |

|  |  |  |
| --- | --- | --- |
| **Table no** | **TITLE OF THE CHARTS** | **Page no** |
| 4.1 | GENDER OF THE RESPONDENTS |  |
| 4.2 | AGE OF THE RESPONDENTS |  |
| 4.3 | OCCUPATION OF THE RESPONDENTS |  |
| 4.4 | MONTHLY INCOME OF THE RESPONDENTS. |  |
| 4.5 | YEAR OF EXPERIENCE OF THE RESPONDENTS |  |
| 4.6 | WHAT MAKE YOU TO BUY THE PRODUCT |  |
| 4.7 | NATURE OF JOB RESPONDENTS |  |
| 5.8 | MARITAL STATUS OF THE RESPONDENTS |  |
| 4.9 | MARKETING STARTEGIES OF BUSINESS TO THE RESPONDENTS |  |
| 4.10 | AFFORD PRICE OR NOT OF THE RESPONDENTS |  |
| 4.11 | HIGHLY PREFERRED PRODUCTSOF THE RESPONDENTS |  |
| 4.12 | IMPROVED MARKETING STRATEGIESOF THE RESPONDENTS |  |
| 4.13 | ADVERTISING TO BRITANNIA PRODUCTOF THE RESPONDENTS |  |
| 4.14 | CUSTOMER NEEDSOF THE RESPONDENTS |  |
| 4.15 | MARKETING STRATEGY SATISFIEDOF THE RESPONDENTS |  |
| 4.16 | BUSINESS PLANOF THE RESPONDENTS |  |
| 4.17 | SCORE BASED ON YOUR OPINION |  |
| 4.18 | PRICE RELATED STRATEGY |  |
| 4.19 | MARKETING STRATEGY RELATED TO PROMOTION |  |

**List of chart**

**CHAPTER I**

**1.1 INTODUCTION OF MARKTING STRATERGY**

A Marketing Strategy is the long term planning of business objectives that the company wants to achieve. For these to be achieved it is important to choose well the specific actions to consolidate the reputation of products and services or increase sales in the market. Utilizing opportunities is vital to find the target market and to be able to [make customers loyal](https://usersnap.com/blog/customer-satisfaction-survey/) to the organization so that the positioning of the company gets stronger.

It is important to define how you want to position the product/service in the market in order to achieve positioning among customers and fulfil customer and organization relationship loyalty. Is the method to create sales opportunities, also to communicate and position the product or service and to translate the operational lines that allow reaching a target market through theright channels.

**Importance of having a marketing strategy in business**

Choosing a suitable marketing strategy for the company will bring great advantages such as:

* Increased sales
* Creating sustainable growth for the company
* Understanding what your customers want
* You will meet the needs and exceed the expectations of the customers
* You will strengthen the relationship with the target market
* You will build the brand in the consumer’s mind

**how to develop an effective marketing strategy?**

For an effective marketing strategy it is necessary to know your competition and know that what you offer to your clients has the added value that the competition does not have (FAB ANALYSIS- features, advantages and benefits).After this define your target market in a demographic and psychographic way, this will help to know why they need to buy products & services from you.

There are several ways to make marketing strategies effective, so it is necessary to focus on the most important communication channels (traditional and virtual media) and to be able to carry out the strategies with a successful follow-up of the implementation of the strategies.

### portfolio marketing strategy

Analyse which products are sold and which are not in order to decide which ones are still on the market and continue with their manufacturing process since keeping the products that are not generating economic income must be discarded.

### Segmentation marketing strategy

This strategy is to decide which segments the market has been classified into. The segmentation can be of three types:

* Differentiated: when addressing each of the market segments that have been identified with a different offer and positioning. This strategy has a higher cost, but it will allow to satisfy the specific needs of each selected segment
* Undifferentiated: segments with different needs are identified, but the company chooses to address them with the same offer, in order to try to get the largest number of customers
* Concentrated: only one of the market segments is chosen. This avoids making efforts in other segments and allows the campaign to be focused. This is the most effective strategy for companies that are growing
* The segmentation strategy is derived from previous [market research](https://www.toolshero.com/marketing/market-research/) in order to classify the segments and make good decisions about them.
* Analyse the position in the market: identify the target audience, the competition and what is happening in the company. In addition, define which are the strong aspects and those that you should optimize
* Establish goals: create achievable brand and sales objectives and determine the time frame to reach them
* Design the tactics: after you examine the landscape, create the lines of action based on the strategies you know
* Implement controls: define how you will measure goal achievement and how you expect performance to gradually improve

### Brand positioning marketing strategy

This strategy consists of defining how the brand wants to be perceived in the strategic segments decided, what attributes we want to have as a company or brand in the mind of the consumer. There are several ways to access the positioning in comparison to the competition and it can be with the product’s cover, the company’s image, the characteristics and uses of the product.

The main marketing strategies on positioning are:

* Benefit: this strategy is based on positioning the product for the benefit it offers
* Quality/price: offering the highest quality at a competitive price
* Attributes: position the product by the attributes it has
* Use/application: position based on the use or application given to the product
* Categories: position yourself as a leader in a product category

### Functional Marketing Strategy

This strategy is formed by the strategies of the marketing mix or also called the [4Ps of marketing](https://www.toolshero.com/marketing/marketing-mix-4p-mccarthy/) are variables of great importance to achieve the commercial objectives that the organization has. The 4 variables are product, price, distribution and promotion.

* Product: brand, image, warranty, after-sales services among others
* Price: modification of prices, discount scales, payment conditions etc.
* Distribution: packaging, storage, order management, inventory control, point of sale location and transport
* Promotion: internal and external communication, supports and media

### Direct Marketing Strategy

### A direct-customized message is implemented with the client. The consumer values the fact that the company communicates in a personal way for him/her as close ties are created.

### Digital Marketing Strategy

Today most companies do digital marketing something that was not common several years ago. Being just one click away from information makes this strategy popular.

* Inbound marketing, used to attract and convert customers organically through useful content
* Mailing where segmented communication can be established
* Social networking to connect your posts with customers
* Web search engines to make the brand appear in the first options, among others

With the type of strategies mentioned you can visualize what objectives you want to achieve and what results you want to bring to your company in a short term.

### Marketing Strategy with the Competition

This strategy focuses on competitive value. You must define where you are in the market compared to your competition.

* If you are above your competitors, maintain that position
* If you are below the competition, scale your position
* If you are below, you can also stay there, in case fighting for a higher place is counterproductive

# STRATEGIC APPROACH OF MICHAEL PORTER

In the last three decades, strategic management has established and developed itself as an independent and distinct field of study. The influence and significance of this discipline has been increasing rapidly due to its vital role in an effective and efficient management.  This field of management has got attention from two perspectives, for the business leaders or managers it is a discipline that helps in enhancement of their existing level of performance in market place and make them competitive. On the other hand this field of management has great importance for academicians who are looking for the rationality along with the reasons behind a high performance of a firm at marketplace.

This paper aims at identifying and analyzing the contributions of Michael Porter to the field of strategic management. He took born in 1947 and has made a vital contribution to the field of strategic management. His works in this field reflects a major part of this discipline and has got recognition form academicians and professionals across the globe. In this paper, his major contribution to the field of strategic management would be critically analysed. Porter’s major works can be identified as, Porter’s five forces analysis, Cluster management, value chain analysis, generic strategy, Diamond Framework, etc.  His domain of work includes very diverse and wide areas of strategic management, as a writer he has authored/co-authored and edited more than17 books. In addition to this, he has made contribution through 100 articles, and has acted as a consultant to the many business organizations and governments around the world. He is regarded as one of founding fathers of strategic management, as a discipline (Raduan 2009).

# Aims and objectives:

In order to develop a conceptual framework of this paper that would direct the major discussion and analysis the following aims and objectives can be observed to identify and analyze the major contribution made by Michael E. Porter to the field of strategic management.

* To make a critical analysis regarding the impact of Porter’s contribution on the field of strategic management.
* To critically evaluate the models, theories and frameworks of Michael Porter.
* To examine and determine the extent to which his contributions are critical and significant in prevailing business environment

# Strategic approach of Michael E Porter:

The strategic approach that was adopted during the end of 20th century was largely driven by the context and content rather than the process of strategic management. This period or more specifically the duration of 1980s was largely dominated by the contribution of Michael Porter in the field of strategic management. He proposed, five- forces model (1980), Value Chain analysis (1985) and generic strategies (1985) which are perceived to the most crucial and significant contribution by him

# 1.2 INTRODUCTION OF BRITANNIA

The story of one of India's favorite brands reads almost like a fairy tale. Once upon a time, in 1892 to be precise, a biscuit company was started in a nondescript house in Calcutta (now Kolkata) with an initial investment of Rs. 295. The company we all know as Britannia today.

The beginnings might have been humble-the dreams were anything but. By 1910, with the advent of electricity, Britannia mechanised its operations, and in 1921, it became the first company east of the Suez Canal to use imported gas ovens. Britannia's business was flourishing. But, more importantly, Britannia was acquiring a reputation for quality and value. As a result, during the tragic World War II, the Government reposed its trust in Britannia by contracting it to supply large quantities of "service biscuits" to the armed forces.

As time moved on, the biscuit market continued to grow… and Britannia grew along with it. In 1975, the Britannia Biscuit Company took over the distribution of biscuits from Parry's who till now distributed Britannia biscuits in India. In the subsequent public issue of 1978, Indian shareholding crossed 60%, firmly establishing the Indianness of the firm. The following year, Britannia Biscuit Company was re-christened Britannia Industries Limited (BIL). Four years later in 1983, it crossed the Rs. 100 crores revenue mark.

On the operations front, the company was making equally dynamic strides. In 1992, it celebrated its Platinum Jubilee. In 1997, the company unveiled its new corporate identity - "Eat Healthy, Think Better" - and made its first foray into the dairy products market. In 1999, the "Britannia Khao, World Cup Jao" promotion further fortified the affinity consumers had with 'Brand Britannia'.

Britannia strode into the 21st Century as one of India's biggest brands and the pre-eminent food brand of the country. It was equally recognised for its innovative approach to products and marketing: the Lagaan Match was voted India's most successful promotional activity of the year 2001 while the delicious Britannia 50-50 Maska-Chaska became India's most successful product launch. In 2002, Britannia's New Business Division formed a joint venture with Fonterra, the world's second largest Dairy Company, and Britannia New Zealand Foods Pvt. Ltd. was born. In recognition of its vision and accelerating graph, Forbes Global rated Britannia 'One amongst the Top 200 Small Companies of the World', and The Economic Times pegged Britannia India's 2nd Most Trusted Brand.

Today, more than a century after those tentative first steps, Britannia's fairy tale is not only going strong but blazing new standards, and that miniscule initial investment has grown by leaps and bounds to crores of rupees in wealth for Britannia's shareholders. The company's offerings are spread across the spectrum with products ranging from the healthy and economical Tiger biscuits to the more lifestyle-oriented Milkman Cheese. Having succeeded in garnering the trust of almost one-third of India's one billion population and a strong management at the helm means Britannia will continue to dream big on its path of innovation and quality. And millions of consumers will savour the results, happily ever after.

The company's factories have an annual capacity of 433,000 tonnes. The brand names of biscuits include VitaMarieGold, Tiger, Nutrichoice Junior,Good day, 50 50, Treat, Pure Magic, Milk Bikis, Good Morning, Bourbon, Thin Arrowroot, Nice, Little Hearts and many more.

Tiger, the mass market brand, realised $150.75 million in sales including exports to countries

Britannia Industries Limited (BIL) is a major player in the Indian Foods market with leadership position in Bakery category. Its brand portfolio includes Tiger, Marie Gold, Good Day, 50:50 and Treat. The Company was born in 21st March of the year 1918 as a public limited company. The Company's plants are situated in Kolkata, Delhi, Chennai, Mumbai and Uttarakhand. In 1921, it became the first company east of the Suez Canal to use imported gas ovens. Britannia's business was flourishing. But, more importantly, Britannia was acquiring a reputation for quality and value. As a result, during the tragic World War II, the Government reposed its trust in Britannia by contracting it to supply large quantities of 'service biscuits' to the armed forces. A new factory was established in the year 1924 at Kasara Pier Road in Mumbai. In the same year, the Company became a subsidiary of Peek, Frean & Company Limited, U.K., a leading biscuit manufacturing company, and further strengthened its position by expanding the factories at Calcutta and Mumbai. In 1952, the Kolkata factory was shifted from Dum Dum to spacious grounds at Taratola Road in the suburbs of Kolkata. During the same year automatic plants were installed in Calcutta and later in 1954 the automatic plants were installed in Mumbai plant, also in the same year the development of high quality sliced and wrapped bread in India was initiated by the company and was first manufactured at Delhi and a new bread bakery was set up at Delhi in the year 1965. Britannia Biscuit Company takes over biscuit distribution from Parry's during the year 1975. In 1976, the company had introduced Britannia bread in Calcutta and Chennai

During the year 1978, the company made Public issue, in that Indian shareholding crossed 60%. The Company re-christened from Britannia Biscuit Company Limited to Britannia Industries Limited with effect from 3rd October of the year 1979. The Company had signed a 10-year technical collaboration agreement with Nebico Pvt Ltd., Nepal during the year 1980 for the supply of know-how relating to manufacturing, packaging and marketing of biscuits and selection of plant and machinery. Duri**ng** the year 1989, BIL's Executive Office was relocated to Bangalore

**Types Of Products Offered By Britannia:**

Looking over wide number of products from Britannia. There are wide ranges of products from Britannia and it is famous worldwide.Various products from Britannia like Biscuits, Bread, Cakes, Rusk, and Dairy product sectors are as follows:

* Biscuits:
  + Good day.
  + Tiger.
  + Marigold.
  + VitaMarie.
  + Bourbon.
  + Treat.
  + 50-50.
* Bread:
  + 100% Whole Wheat Bread.
* Cakes:
  + Cup Cakes.
  + Chunk Cakes.
  + Veg Cakes.
* Dairy Product

Cheese.

* + Butter.
  + Ghee.
  + Milk.
  + Dahi.

**1.3 PROFILE OF THE ORGANISATION**

International Bakery Product Limited is an unlisted public company incorporated on 02 April, 1997. It is classified as a public limited company and is located in Chennai, Tamil Nadu. Its authorized share capital is INR 1.50 cr and the total paid-up capital is INR 1. 45cr.International bakery product limited **operating revenues rang is INR 1 cr -100 cr** for the financial year ending on 31 march, 2014. Its BITDA has increased by 60.79% over the previous year. At the same time, its book net worth; has increasing by 19.99% other performance and liquidity rations are

**Description:**

As you might be aware that international bakery products limited is situated in 14 Km Milestone, Pondicherry - Tindivanam Highway, T.C. Balam. Tamil Nadu. There main business is sales of Britannia biscuits.

Name of the company : International bakery products limited

Proprietor : Ritesh rana

Joint manger director : Vinay Singh Kushwaha

Activities : Production and marketing

Product : Britannia biscuits

Company brand : Britannia

Address : 14 Km Milestone, Pondicherry - Tindivanam

Highway, T.C. Balam. Tamil Nadu

**FORMATION OF THE COMPANY**

International bakery product limited was created on 02 April 1997 business activities

Was dealership with Britannia biscuits and also cakes, pies, fillings, ingredients, and other finished bakery product

**COMPANY ACTIVITIES**

* PURCHASING
* MANUFACTURING
* PACKING
* SALE

**VISION**

* Expending our goal client bases via enhancement of our reputation in selected business segments
* Developing a stable client based with significant repeat business
* A flexible and innovative approach toward the needs our client aware of emerging trends

and technological breakthrough

* A lucid yet commanding approach to project management that promotion clarity and timeliness
* Being able to communication effectively and knowledgeable in the countries culture in which we operate

**MISSION**

* Expanding our global client base with significant repeat business
* Developing a stable client bases with significant repeat business
* A flexible and innovative approach towards the needs of our client aware of emerging trends and technological breakthroughs
* A lucid yet commanding approach to project management that promotes clarity and timeliness
* Being able to communicate effectively and knowledgeable in the diverse range of countries cultures in which we operate

**BRANCHES**

* Ambattur industrial estate Chennai, Tamil Nadu (Headquarters).
* Karanithagal Vandalur walajapet road Sriperumbudur orgadam, Kanchipuram Tamil Nadu.
* Aurofood pulichapallam,TK, vanur Tamil Nadu.

# 1.2.2 MAJOR MILESTONE

* 1892 The Genesis - Britannia established with an investment of Rs. 295 in Kolkata
* 1910 Advent of electricity sees operations mechanised
* 1921 Imported machinery introduced; Britannia becomes the first company East of the Suez to use gas ovens
* 1939 – 44
  + Sales rise exponentially to Rs.16,27,202 in 1939
  + During 1944 sales ramp up by more than eight times to reach Rs.1.36 crore
* 1975 Britannia Biscuit Company takes over biscuit distribution from Parry's
* 1978 Public issue - Indian shareholding crosses 60%
* 1979 Re-christened Britannia Industries Ltd. (BIL)
* 1983 Sales cross Rs.100 crore
* 1992 BIL celebrates its Platinum Jubilee
* 1993 Wadia Group acquires stake in ABIL, UK and becomes an equal partner with Groupe Danone in BIL
* 1994 Volumes cross 1,00,000 tons of biscuits
* 1997
  + Re-birth - new corporate identity 'Eat Healthy, Think Better' leads to new mission:
  + 'Make every third Indian a Britannia consumer' BIL enters the dairy products market
* 1999 "Britannia Khao World Cup Jao" - a major success! Profit up by 37%
* 2000 Forbes Global Ranking - Britannia among Top 300 small companies
* 2001
  + BIL ranked one of India's biggest brands No.1 food brand of the country .
  + Britannia Lagaan Match: India's most successful promotional activity of the year;
  + Maska Chaska: India's most successful FMCG launch
* 2002
  + BIL launches joint venture with Fonterra, the world's second largest dairy company Britannia New Zealand Foods Pvt. Ltd. is born;
  + Rated as 'One amongst the Top 200 Small Companies of the World' by Forbes Global
  + Economic Times ranks BIL India's 2nd Most Trusted Brand
  + Pure Magic -Winner of the Worldstar, Asiastar and Indiastar award for packaging
* 2003 'Treat Duet'- most successful launch of the year
* 2004 Britannia accorded the status of being a 'Superbrand'
* 2005 Re-birth of Tiger - 'Swasth Khao, Tiger Ban Jao' becomes the popular chant!
* 2006
* Britannia re-launched NutriChoice Hi-Fibre Digestive biscuits in an international large sized biscuit pack.
* 2007
* Britannia NutriChoice SugarOut range introduced - 1st of its kind of biscuits to be launched in India with "No Added Sugar" (Variants - Chocolate Cream, Orange cream, and Litetime)
* 2008
  + Britannia NutriChoice 5 Grain biscuits launched - Biscuits with the goodness of 5 health Cereals, and sweetened with Natural honey. Britannia Nutrichoice promised consumers "Bhook Bhagao, Kuch Healthy Khao"
  + Britannia launched Iron fortified 'Tiger Banana' biscuits, 'Good Day Classic Cookies', Low Fat Dahi and renovated 'MarieGold'.
* 2009
  + Britannia Launches ActiMind - A first of its kind milk based health drink for kids, which helps improve mental sharpness. Launch of ActiMind marked Britannia's entry into the beverage segment and has further extended its credo of 'Eat Healthy, Think Better' to 'Drink Healthy, Think Better' as well!!
  + Britannia NutriChoice Nature Spice Crackers launched - Your favorite Cream Crackers, now made even more exciting with the addition of "Sabut" Ajwain and Jeera spices.
  + Britannia takes full control of Daily Bread.
  + Britannia Industries buys out New Zealand's Fonterra from existing dairy joint venture, Britannia New Zealand Foods (BNZF). BNZF became a 100 per cent Britannia subsidiary and was renamed Britannia Dairy Private Limited (BDPL).
  + Recognizing the changing global trends & health benefits of removing transfats, Britannia is the first Bakery brand in India to remove transfats from its products.
  + Wadia Group acquired stake holdings from Group Danone and becomes the single largest shareholder in BIL.
* 2010
  + 50-50 Maska Chaska was re-launched with a new masaaledar twist - a delightful blend of butter and imported flavours along with sprinkling of masala in September 2010.
  + Tiger enters the Cookies category, with the launch of Krunch Cookies in October..
  + Brand NutriChoice, in keeping with its track record of launching differentiated healthy snacks, launched Diabetic Friendly Essentials
  + Britannia was presented the Master Brand 2010 Award by CMO Council in November 2010.
  + Rotary Club of Chennai awarded CSR Award to Britannia in November, for our work in nutrition.
* 2011
  + Always committed to constant innovation, Britannia launched Britannia Healthy Start in Mumbai in January 2011
  + Britannia received the Most Respected Company Award 2011 from Businessworld.
  + Bourbon received the Most Popular Confectionery Product Preferred By Youth (Biscuit) Award.
  + Britannia further enhanced its foray into healthy milk based drinks by launching TigerZor Choco Milk & TigerZor Badam Milk in May 2011.
  + Britannia Bread launched its new range of Health Breads in Delhi in November.
  + Delhi factory was adjudged as the winner for Outstanding Performance in Food Safety.
  + BRITANNIA was honoured with `CREATIVE HR PRACTICES AWARD' by Employer Branding Institute, India,
* 2012
  + IMC Ramakrishna Bajaj National Quality Award 2011 was awarded to Britannia Industries Limited, Britannia Industries Limited Khurda was commissioned on 17th April 2012.
  + The Modern Trade team of Britannia was honoured with Winner- BEST BAKERY SUPPLIER award for the year 2011-12, at the 1st SPENCER'S Best Supplier Awards 2012
  + Britannia was awarded the Global Performance Excellence Award (GPEA) by Asia Pacific Quality Organization (APQO).
  + Britannia won Global award given out by 'World Quality Congress'.

## 1.4 4P’s of BRITANNIA

**PRODUCT:**

Britannia Good Day is an augmented product. Augmented products are those products which have additional attributes in the product to differentiate it from the competitor’s products. They try to add more attributes to improve the product and exceed the normal expectations of buyers i.e., to delight them. Britannia Good Day enjoys a fan following of consumers across all ages who are loyal to the brand and the biscuits promise of a great taste evident from the visibly abundant ingredients like butter, cashew, pista badam, chocolate chips, nuts and dry fruits.

**PRICE:**

Pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organization. The remaining 3p’s are the variable cost for the organization. It costs to produce and design a product; it costs to distribute a product and costs to promote it. Price must support these elements of the mix. Pricing a product too high or too low could mean a loss of sales for the organization. Pricing should take into account the factors like fixed and variable costs, competition, company objectives, proposed positioning strategies, target group and willingness to pay.

**PLACE:**

As biscuits need to reach the consumer at their nearest locations. Britannia tries to reach the point of sale i.e., retailers, Kirana shops and also big retail units like Food Bazar and even exports.

## PROMOTION:

Britannia works in close partnership to promote its biscuits with retailers. Promotion costs are shared with retailers. The more retailers sell - the more Britannia is able to help them. Britannia launches products that offer the company good returns, supporting these through brand building and leveraging on its nationwide supply chain. Brand building is an integral part of Britannia’s marketing philosophy with continued promotions for its various brands creating loyal customers in the process

**PRODUCT LINE**

Innovation is key for the success. It is more so, in confectionery items for it is hard to maintain the same curiosity levels for the brands particularly, among the youth.

Bangalore based Britannia Industries Ltd., with a portfolio of 35 brands of biscuits known this truth.

## BRITANNIA GOOD DAY

## good day.png

was launched in 1986 in two delectable avatars - Good Day Cashew and Butter. Over the years, new variants were introduced - Good Day Pista Badam in 1989, Good Day Choco chips in 2000 and Good Day Choconut in 2004.

This rich cookie enjoys a fan following of consumers across all ages, loyal to the brand promise of a great taste, evident from the visibly abundant ingredients. Good day is among the fastest growing brands in Britannia's portfolio and it has been the leader in the cookies category ever since its launch. The brand is synonymous with everyday treats that infuse happiness into people's lives.

## marie gold.jpgBRITANNIA MARIE GOLD

Britannia's oldest brand enjoys a heritage that spans the last 50years - and going strong. It is famous for its Britannia and Tiger brands of biscuit, which are popular throughout India. Britannia has an estimated 38% market share. In a market swamped with me-too products and where even the name 'Marie' has become generic, Britannia Marie Gold has maintained its strong hold. Today, the ever-popular Marie Gold is synonymous with the 'Tea Time Biscuit'. Its taste, crispiness and lightness make it a must for every tea break. It is the #1 brand in its category by a long shot.

## FIFTY – FIFTY



Britannia initially introduced this sweet and salt biscuit product to capture the Parle's "Krackjack" market share. Launched in 1993, 50-50 because of its "Hatke" taste and youthful appeal quickly emerged as the leader of category with more than one-fourth of market share. It bridges the gap between biscuits & snacks and tries to bring the best of many worlds- Biscuits bhi Snack bhi, Sweet bhi Spicy bhi, Baked bhi Chatapata bhi. The new product being baked and in bag format allows guilt free snacking both in and out of home and thus making housewives "Snack happy".

\

## BRITANNIA NUTRI CHOICE

## nutri.jpg

It provides you with a range of snacks and NutriBis which are inherently healthy yet do not compromise on taste and come with a promise of adding goodness to your lives.



## NUTRICHOICE SUGAROUT

Sounds like yesterday when people commented that healthy foods meant "compromising on the taste." NutriChoice Sugar Out is the most novel product range to have been introduced in the market. The product is not just sweet but tastes great, and yet contains no added sugar.

This is because NutriChoice sugar Out is sweetened with "Sucralose," derived from sugar, which provides the same sweetness as any other biscuit, without the added calories of sugar.

# 1.5 PRODUCT LIFE CYCLE

A new product passes through set of stages known as product life cycle. Product life cycle applies to both brand and category of products. Its time period varies from product to product. Modern product life cycles are becoming shorter and shorter as products in mature stages are being renewed by market segmentation and product differentiation.

# STAGES OF PRODUCT LIFE CYCLE:

Product life cycle comprises four stages:

* Introduction stage;
* Growth stage;
* Maturity stage;
* Decline stage.

## Introduction Stage:

This is a stage where the product is introduced. Here in this the market size and growth are not much. Here in this stage, there comes a need for substantial research and development costs to be calculated. Also, the product needs to be promoted and a proper distribution channel needs to be designed.

## Growth Stage:

This is a stage where there happens rapid growth in terms of sales and profits. Profits come up because of the increased output, which is known as economies of scale and thereby some better prices.

## Maturity Stage:

This exists as the most common stage in all the markets. Here the competition exists at the peak and all the companies in one industry fight in order to maintain their share. The marketing and finance are the main key activities in this stage. This is the stage where the maximum profits are earned by the market in total.

## Decline Stage:

Here, the market shrinks and keeps on shrinking, thereby reducing the overall profit amount which is thus shared amongst the competitors. Thus, there needs to be proper care taken product.

# 1.6 TARGET MARKET & MARKET SEGMENTATION

**Target Market:**

A target market is a group of customers towards which a business has decided to aim its marketing efforts and ultimately its merchandise. A well-defined target market is the first element to a marketing strategy.

The marketing mix variables of product, place (distribution), promotion and price are the four elements of a marketing mix strategy that determine the success of a product in the marketplace.

Britannia targets almost all class of people whether it may be of a high-class people consuming ‘Britannia Nutri Choice Hi-Fiber Digestive Biscuits’ costing around 55 Rs. or lower-class people consuming Britannia Tiger/Britannia Marie costing around 5 Rs.

It has its main motto of covering all class of people. This is the reason why Britannia has differently priced products for different class of people.

Market Segmentation: Market segmentation is a marketing strategy that involves dividing a broad target market into subsets of consumers who have common needs and priorities, and then designing and implementing strategies to target them.

Market segmentation strategies may be used to identify the target customers, and provide supporting data for positioning to achieve a marketing plan objective. Businesses may develop product differentiation strategies, or an undifferentiated approach, involving specific products or product lines depending on the specific demand and attributes of the target segment.

# 1.7 BRITANNIA MARKETING STRATEGY

## “Eat Healthy. Think Better. Buy Britannia”

The 80-year-old biscuit king is reinventing itself. Britannia now wants to become a foods giant, with the newly-added tag of health and nutrition. What's more, with a clever formula of prices and products, it is targeting every segment of the Indian market.

Who does not know Britannia Rules! During period of A Day before the World Cup Of Cricket 1999 began in England on May 14, 1999, one of Britannia Industries' senior-most marketing managers was spotted at Mumbai's Sahara International Airport-escorting a gaggle of excited children, all of them sporting Britannia caps, Britannia T-shirts, and other assorted Britannia paraphernalia. No, he wasn't test-positioning yet another brand of biscuits on a group of unsuspecting young 'uns in an airport lounge. Those kids were actually some of the 100 mega- winners of the Britannia Khao, World Cup Jao contest, being flown off on charters to Old Blighty to watch the World Cup at Britannia's expense. See Cricket. Sleep Cricket. Eat Only Britannia (sic!) so we can say that, this session is more powerful to catch the customer.

The marketing strategies for any company are not about a fixed concept. Rather it is full of new challenges every day, and the companies must respond to it very positively. The market process is applicable to more than goods and services. Anything related to market including ideas, events, policies, prices and personalities comes under market strategy. However, it is important to emphasize opportunity in the market through market strategy

### I.A strong satisfaction: quality of the product and customer

General customers are basically concerned about the quality of product rather than the price of the product. In our survey we found that basically people are first looking for the quality. If good quality is there in the product, then they are only looking for the price. But if the quality is not satisfactory, they even don’t look about the pricing of the product. In this regard Britannia always maintained much more importance over there product quality. That’s why they are among the very successful brand of today.

### II. A growing relationship with customer and customer retention

Now-a- days a good relation with the customer is very important for organization. Sale is totally depending on the relation with the customers. Customer's retention is also a major aspect for growing business. It means keep the old customer and try to make new customer. Britannia’s customer relationship management is very strong which is one of the major causes of selling of their product continuously.

### III. Focus on competitor’s activity

Every organization should must be careful about its competitor’s step, because they can disturb the growing sales process of the organization. Continuous watching over competitor’s strategies and development help Britannia a lot.

### IV. A growing emphasis on global thinking and local marketing planning

Companies are increasing by pursuing market beyond their borders. When they enter other countries, they must follow the tradition of that country and also, they make plan for local market that which type of product has more demand and how can it run in the market.

### V. A growing emphasis on global thinking and local marketing planning

Companies are increasing by pursuing market beyond their borders. When they enter other countries, they must follow the tradition of that country and also, they make plan for local market that which type of product has more demand and how can it run in the market. For Britannia different variation in their product depending over various locations and the economic status of the people is being very much helpful for the company.

### VI. Promotional Strategy

Under the market strategy promotional idea is very important. Organization provides some schemes or rebates to retailers or consumers. They make advertisement according to convenient of the people and the feature of the product. Sometimes Britannia comers to market with new offerings and of course with cost benefits to the customers. Giving discounts over bulk purchase also comes under this strategy

**1.9 SWOT ANALYSIS OF BRITANNIA BISCUIT**

## STRENGTHS

* Britannia is the market leader in its industry and is among the fastest growing FMCG companies in the last two years
* Its net profit increased by 77.5 per cent and operating margin by 307 basis points to 7.5 per cent in 2007-08, despite inflation in key commodities by 20- 25 per cent in the last two years.
* In a survey conducted by AC Nielsen ORG-Marg, consumers voted brand 'Britannia' among the 'Top 10' most trusted brands across categories for the fifth successive year.
* It was also rated as the second most trusted food brand in 2008 and first in 2007.
* It was rated as the seventh most trusted brand across all categories in 2008.
* Its performance in 2007-08 was strong, with a sales growth 17.5 per cent, besides a 27.5 per cent growth in the previous year, adding Rs 800 crore of incremental revenue during this period (total revenue for 2007-08 was Rs 2,617 crore).
* It is the only biscuit company to have removed trans-fat from all its recipes. Approximately 50 per cent of the company's bakery portfolio is now sold fortified with micronutrients
* Widely accepted and available and it is a non- seasonal food which is in demand thought-out the year
* Diverging into new products and categories like Tiger Pops (smaller version of the Tiger glucose biscuit) and Pepper Chakkar (the 50-50 biscuit sprinkled with pepper to give it a snack-like flavor)
  + It has doubled its advertising budget in the last 5 yrs.
  + Strategy to concentrate more on the trade marketing

## WEAKNESS

* + Requires a high level of investment in terms of innovation and technology in which Britannia is stagnant
  + Britannia Industries witnessed a loss in sales momentum for the third consecutive quarter (2005-06) as the company has been feeling the heat of growing competition
  + Focus only on premium segment
  + Biscuits is the only thing Britannia is known for even though it deals with dairy products
  + Processed food is considered unhealthy
  + Biscuits were assumed as sick-man's diet in earlier days.

## OPPORTUNITY

* + Demand for a health free product as people are more health conscious
  + Improved standard of living
  + Higher disposable income
  + The rural sector consumes around 55 percent of the biscuits in the bakery products.
  + Bread and biscuits are the major part of the bakery industry and covers around 80 percent of the total bakery products in India
  + India is considered as the third largest producer of Biscuits after USA and China, the per capita consumption of biscuits in our country is only 2.1 Kg., compared to more than 10 kg in the USA, UK and West European countries

## THREATS

* + The Wadias of Bombay Dyeing Group and France's Groupe Danone have separated and Danone plans to use of Britannia Industries Ltd's biscuits brand "Tiger" in several countries.
  + Competitors coming up with similar products at a lower price since this commodity is very price sensitive
  + Rapid increase in the cost of major inputs such as wheat flour, sugar, oil, packaging material, fuel, power, transportation, etc, has made a dent in the viability of the industry as it is an agro based industry.
  + Biscuits deserve parity with tea, coffee and other basic food products that are liable to VAT at 4 per cent instead of being subject to VAT at 12.5 per cent applicable to delicacies
  + Commodity inflation continues to have a significant impact on input cost and this inflationary pressure has put industry profits under pressure.
  + Food is a fickle segment. And biscuits is a highly penetrated category
  + Completion form foreign companies
  + Poor quality for lower prices

**OBJECTIVE OF STUDY**

**1.10 OBJECTIVE:**

* To know the marketing strategy of Britannia Biscuits.
* To study about the Product Line of Britannia Biscuits.
* To analyze the strengths and weakness of the company.

**NEED OF THE STUDY**

**1.11 NEED OF THE STUDY**

The scope of the project is to analyze the marketing strategies of Britannia and to understand the market share and growth of coca cola company in India and also in other countries. We can understand the competitors as well as about the product offered by Britannia. The strengths and weaknesses of Britannia company is displayed in this project.

Britannia’s mission and values which it wants to achieve in the coming years can be easily analyzed through this project. This Project also focuses on the objectives such as marketing mix and positioning of the products of the company.

### SCOPE FOR THE FURTHER STUDY

**1.12 SCOPE OF THE STUDY**

* To provide a valuable suggestions and recommendations to the company on the basis of analysis & interpretation.
* To make the study as reliable in nature.
* To do the study in a logical and systematic way.
* Project helps to deal with forecasting the needs for the company.

## LIMITATIONS OF THE STUDY

## 1.13 LIMITATIONS OF THE STUDY

* The entire study applies only to the international bakery product limited Puducherry.
* Some of the Respondents are not co-operative to fill the answer for the question.
* Many of the respondents are answering the questions with bias.
* Time constrain was one of the major limitation of the study.
* Most of the employee couldnot contect directly, since permisiion not given to meet them personally.
* The employee of the organisation cannot give some information naturally because of the internal factors

**CHAPTER II**

**2.1 REVIEW OF LITERATURE**

**Drucker** **(1973)** “Strategic marketing as seen as a process consisting of: analyzing environmental, market competitive and business factors affecting the corporation and its business units, identifying market opportunities and threats and forecasting future trends in business areas of interest for the enterprise, and participating in setting objectives and formulating corporate and business unit strategies. Selecting market target strategies for the product-markets in each business unit, establishing marketing objectives as well as developing, implementing and managing the marketing program positioning strategies in order to meet market target needs”.

**Hart & Stapleton** **(1977)** " a statement in very general terms of how the marketing objective is to be achieved, e.g., acquiring a competitive company, by price reductions, by product improvement, or by intensive advertising. The strategy becomes the basis of the

marketing plan"

**Lambin** **(1977)** “The role of strategic marketing is to lead the firm towards attractive economic opportunities, that is, opportunities that are adapted to its resources and know-how and offer a

potential for growth and profitability”.

**Baker** **(1984)** The establishment of the goal or purpose of a strategic business unit and the means by which it is to be achieved.

**Craven** **(1986)** “Understanding the strategic situation confronting an organization

is an essential starting point in developing a marketing strategy”

**Hamper** **(1990)** “Although definitions for the term vary, we define marketing.

**Bennet** (1995)" The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals."

**Aramario &** **Lambin** (1991)“ although marketing has basically an strategic conception of the selling activity, we use to distinguish between strategic marketing and operational marketing, depending on long term or short term objectives. Strategic marketing starts in thoughts about current situation of the company and situational analysis and possible evolution of the markets and the environment, with the goal of detecting opportunities which can establish objectives”

**Schnaars** (1991) “There is no unified definition upon which marketers agree. Instead, there are nearly as many definitions of it as there are uses of the term. Clearly, marketing strategy is a commonly used term, but no one is really sure what it means”.

**Bradley** **(1991)** " the strategic marketing process, therefore implies deciding the marketing strategy based on a set of objectives , target market segments, positioning and policies"

Walker, Boyd, Larreché-1992-“ The primary purpose of a marketing strategy is to effectively allocate and coordinate marketing resources and activities to accomplish the firm’s objectives within a specific product- market. Therefore decisions about the scope of a marketing strategy involve specifying the target-market segment(s) to be pursued and the product line to be offered. Then, firms seek a competitive advantage and synergy, planning a well integrated program of marketing mix elements.”

**Jain** (1993) “Marketing strategy is mainly indicated by the marketing objectives, customer and competitive perspectives and product/market momentum ( i.e. extrapolation of past performance to the future), form the basis of marketing strategy Marketing strategy is developed at the business unit level. Within a given environment, marketing strategy deals essentially with the interplay of three forces known as the strategic 3 C’s: the Customer, the Competition and the Corporation.

**Camara** (1995) “Strategy which defines the general principles for reaching objectives related to the specific SBU’s and target markets. It contains the main directives of the marketing expenditure, marketing actions, and resource allocation in this area. It includes decisions like: segmentation strategies, positioning, communication. The definition of marketing strategies referring to the marketing plan : it is one of the sections which integrate the marketing plan and its own objective is to present an action plan which will be utilised to reach the marketing plan objectives.”

**Sudharsan** (1995) “Marketing strategy creates pathways to a desirable future. The output form such marketing strategy analysis and choice ( or strategic marketing decision ) is a marketing strategy statement”.

**Munuera & Rodriguez** (1998) “ A methodology of analysis which pretends the knowledge of customers needs and the forecast of potential options ( ours and competitors) in order to gain competitive advantage in a long term ( sustainable ) and defendable”.

**McDonald** (1999) “the term “marketing strategy” reflects the company’s best opinion as to how it can most profitably apply its skills and resources to the marketplace. It is inevitable broad in scope. Marketing strategies are the means by which a company achieves its marketing objectives and are usually concerned with the 4 p’s”.

**Jain** (2000)“Strategic marketing means looking at the whole of a company’s portfolio of products and markets, and managing the portfolio to achieve the company’s overall goals”

**Bradley** (2003) A marketing strategy consists of an internationally integrated but externally focused set of choices about the organisation addresses its customers in the context of a competitive

Environment

**CHAPTER-III**

**RESEARCH METHODOLOGY**

**3.1 INTRODUCTION**

Research methodology is the way to systematically solve a problem. The methodology adopted in this study explained below. the study empirical in nature. Both primary and secondary data were collected to prepare the report.

**Research design:**

* The formidable problem that follows the task of defining the research is the

preparation of the design of research project, popularly known as the “research design,”

* The research design is the arrangement of conditions for the collections and analyses of data in a manner that aims to combine relevance so the research purpose with economy in procedure

**descriptive research:**

Descriptive research studies are there studies which are concerned with describing the characteristics” of a particulars individual, or a group.

The design in such studies much be right and not flexible and must focus attention on the following.

* The researcher knows the problem of this study.
* The researcher is trying to describe the service requirements, satisfaction with the current service provider and the awarders.
* After analyzing the data, it could be directly used by company for formulating now market.

**Sources of data:**

The study was collected with the help of primary and secondary data.

**Primary data:**

Primary data is first had information it was collected from the respondent by using a structural questionnaire. The researcher has got the primary data through survey method.

**Secondary data:**

The secondary data was collected through the secondary sources like company records, company websites, magazine, and Newspaper.

**Population size:**

The size of population is 350

**Sampling method:**

Standard questionnaires have been among the respondent on the basis simple convenient sampling.

**Sampling size:**

In this study, **100** samples have been collected.

**Percentage method:**

The percentage method was extensively used for finding various details as mentioned in the chapter at analysis and interpretation. It can be generally calculated as follow.

No, of respondents favourable

Percentage = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*100

Total respondents

**Statistical Tools:**

The collected data are analyzed with the following statistical tools. Moreover, the analysis contains various approaches like comparison, detecting, accuracy, estimation etc. In my survey, I have applied some statistical tools for analyzing raw data.

The applied statistical tools are:

* Percentage Method
* ANOVA Method
* Chi square Method

**PERCENTAGE:**

The percentage method provides statistics and graphical displays that are useful for describing many types of variable. The percentage is a good place to start looking at your data. For a percentage report and bar chat, you can arrange the distinct values in ascending or descending order, or you can order the categories by their percentage. The percentage report can be suppressed when a variable has many distinct values. You can label charts with percentage.

No, of respondents favourable

Percentage = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*100

Total no of respondents

**CHI SQUARE:**

* The following assumptions must be satisfied, before we step into chi square test. They are;
* Each sample is a random sample
* The outcomes of the various samples are all mutually independent(particularly among samples, because independence within samples is part of the first assumption)
* Each observation may be categorized into exactly one of the categories or classes
* There must be large observations
* For comparison purpose, the data must be in original units
* For a 2\*2 table, all expected cell frequencies should be at least equal to 10 (for larger tables, this values is 5)

**FORMULA:**

**X² = ∑ (O-E) 2**

**E**

**O = Observed frequency**

**E = Expected frequency**

**ANOVA**

A common approach to figure out a reliable treatment method would be to analyse the days it took the patients to be cured. We can use a statistical technique which can compare these three treatment samples and depict how different these samples are from one another. Such a technique, which compares the samples on the basis of their means, is called ANOVA.

Analysis of variance (ANOVA) is a statistical technique that is used to check if the means of two or more groups are significantly different from each other. ANOVA checks the impact of one or more factors by comparing the means of different samples. We can use ANOVA to prove/disprove if all the medication treatments were equally effective or not.

Another measure to compare the samples is called a t-test. When we have only two samples, t-test and ANOVA give the same results. However, using a t-test would not be reliable in cases where there are more than 2 samples. If we conduct multiple t-tests for comparing more than two samples, it will have a compounded effect on the error rate of the result.

A statistical method for making simultaneous comparisons between two or more means, a statistical method that yields values that can be tested to determine whether a significant relation exists between variables.

**Formula**

T= ∑x₁+∑x₂+…..+∑xn

Correlation factor

C.F = T²/N

Sum of squares

(SS) = ∑x₁²+∑x₂²+…+∑xn- T²/N

Sum of squares between samples

SSC = (∑x₁)²/n+(∑x₂)²/n+…..+(∑xn)²/n- T²/N

Squares with in the samples

SSW = SS-SSC

**Where**

T²= square of sum of all items

N= number of all items.

N= no of samples.

**CHAPTER IV**

**DATA ANALYSIS AND INTERPRETATION**

**TABLE 4.1**

**TABLE SHOWING GENDER OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **SI.NO** | **PARTICULAR** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| 1 | Male | 58 | 58% |
| 2 | Female | 42 | 42% |
|  | **Total** | **100** | **100%** |

**INFERENCE**

From the above table 58% of the respondents are male and 42% of the respondents are female. Here majority of the marketing personnel belongs to male category.

**CHART 4.1**

**CHART SHOWING GENDER OF THE RESPONDENTS**

**TABLE 4.2**

**TABLE SHOWING AGE OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| 1 | <25 | 38 | 38% |
| 2 | 25-35 | 30 | 30% |
| 3 | 35-45 | 18 | 18% |
| 4 | 45-55 | 9 | 9% |
| 5 | ≥55 | 5 | 5% |
|  | **Total** | **100** | **100%** |

**INFERENCE**

From the above table 38% of the respondents belong to the age group of bellow 25 years, 30% of the respondents come under the age group of 25-35 years, 18% of the respondents come under the age group of 35-45 years, 9% of the respondents are in the age group of 45-55 years and 5% of the respondents are in the age group of ≥55 years.

**CHART 4.2**

**CHART SHOWING AGE OF THE RESPONDENTS**

**TABLE 4.3**

**TABLE SHOWING OCCUPATION OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| 1 | MANAGER | 10 | 10% |
| 2 | EMPLOYEE | 60 | 60% |
| 3 | CO-WORKER | 18 | 18% |
| 4 | HR | 5 | 5% |
| 5 | OTHERS | 7 | 7% |
|  | **Total** | **100** | **100%** |

**INFERENCE**

From the above table 10% of the respondents are Manager, 60% of respondents are Employee, 18% of respondents are co-workers, 5% of respondents are HR and 7% of respondents are others.

**CHART 4.3**

**CHART SHOWING OCCUPATION OF THE RESPONDENTS**

**TABLE 4.4**

**TABLE SHOWING MONTHLY INCOME OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | LESS > 20,000 | 59 | 59% |
| 2 | 20,000 – 29,000 | 20 | 20% |
| 3 | 30,000 – 39,000 | 14 | 14% |
| 4 | 40,000-50,000 | 7 | 7% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table it is found that 59% of the respondents belong to the income level of less>20k ,20% of the respondents are earning above 20k-29k, 14% of the respondents are earning above 30k-39k and 7% of the respondents are earning above 40k-50k

**CHART 4.4**

**CHART SHOWING MONTHY INCOME OF THE RESPONDENTS**

**TABLE 4.5**

**TABLE SHOWING YEAR OF EXPERIENCE OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | 0 – 1 YEAR | 52 | 52% |
| 2 | 1 – 5 YEAR | 28 | 28% |
| 3 | 5 – 10 YEARS | 9 | 9% |
| 4 | MORE THAN 10 YEARS | 11 | 11% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table it is highlighted stated that 52% of the respondents are having experience less>1 Year,28% of the respondents are having experience 1-5 Years, 9% of the respondents are having experience 5-10 Years and 11% of the respondents are having experience more than 10 Years.

**CHART 4.5**

**CHART SHOWING YEAR OF EXPERIENCE**

**OF THE RESPONDENTS**

**TABLE 4.6**

**TABLE SHOWING WHAT MAKE YOU TO BUY THE PRODUCT**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | AVAILABILITY | 38 | 38% |
| 2 | REASONABILITY | 24 | 24% |
| 3 | TASTE & QUALITY | 27 | 27% |
| 4 | FRESH PRODUCTS | 10 | 10% |
| 5 | OTHERS | 1 | 1% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table 38% of the respondents buy Britannia biscuits because of availability, 24% of the respondent buy because of reasonability, 27% of the respondent buy because of taste & quality, 10% of the respondent buy because it is fresh product and 1% buy because other reasons like Britannia brand, etc.,

**CHART 4.6**

**CHART SHOWING WHAT MAKE YOU**

**TO BUY THE PRODUCT**

**TABLE 4.7**

**TABLE SHOWING NATURE OF JOB RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | PERMANENT | 35 | 35% |
| 2 | TEMPORARY | 65 | 65% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table 35% of the respondents are permanent and 65% of the respondents are temporary.

**CHART 4.7**

**CHART SHOWING NATURE OF JOB RESPONDENTS**

**TABLE 4.8**

**TABLE SHOWING MARITAL STATUS OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | MARRIED | 68 | 68% |
| 2 | UNMARRIED | 32 | 32% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table 68% of the respondents are married and 32% of the respondents are unmarried.

**CHART 4.8**

**CHART SHOWING MARITAL STATUS OF**

**THE RESPONDENTS**

**TABLE 4.9**

**TABLE SHOWING MARKETING STARTEGIES OF BUSINESS**

**TO THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | LOYAL PROGRAM | 28 | 28% |
| 2 | FREEBIES | 37 | 37% |
| 3 | FRANCHISING | 28 | 28% |
| 4 | OTHERS | 7 | 7% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table 28% of the respondents are loyal program, 37% of the respondents are freebies, 28% of the respondents are franchising and 7% of the respondents are others.

**CHART 4.9**

**CHART SHOWING MARKETING STARTEGIES OF BUSINESS TO THE RESPONDENTS**

**TABLE 4.10**

**TABLE SHOWING AFFORD PRICE OR NOT**

**OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | AGREE | 42 | 42% |
| 2 | STRONGLY AGREE | 37 | 37% |
| 3 | DISAGREE | 18 | 18% |
| 4 | STRONGLY DISAGREE | 3 | 3% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table 42% of the respondents are agree, 37% of the respondents are strongly agree, 18% of the respondents are disagree and 3% of the respondents are strongly disagree.

**CHART 4.10**

**CHART SHOWING AFFORD PRICE OR NOT**

**OF THE RESPONDENTS**

**TABLE 4.11**

**TABLE SHOWING HIGHLY PREFERRED PRODUCTS**

**OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PRECENTAGE** |
| 1 | GOOD DAY | 32 | 32% |
| 2 | MARIE GOLD | 51 | 51% |
| 3 | 50 - 50 | 10 | 10% |
| 4 | NUTRI CHOICE | 7 | 7% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table 28% of the respondents are good day product, 51% of the respondents are Marie gold, 10% of the respondents are 50 - 50 product and 7% of the respondents are nutri choice.

**CHART 4.11**

**CHART SHOWING HIGHLY PREFERRED PRODUCTS**

**OF THE RESPONDENTS**

**TABLE 4.12**

**TABLE SHOWING IMPROVED MARKETING STRATEGIES**

**OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | YES | 63 | 63% |
| 2 | NO | 37 | 37% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table 63% of the respondents are YES and 37% of the respondents are NO.

**CHART 4.12**

**CHART SHOWING IMPROVED MARKETING STRATEGIES**

**OF THE RESPONDENTS**

**TABLE 4.13**

**TABLE SHOWING ADVERTISING TO BRITANNIA PRODUCT OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | NEWSPAPER | 5 | 5% |
| 2 | RETAILER | 38 | 38% |
| 3 | TV & FRIENDS | 34 | 34% |
| 4 | FAMILY MEMBERS | 7 | 7% |
| 5 | SOCIAL MEDIA | 16 | 16% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table 5% of the respondents are newspaper, 38% of the respondents are retailer, 34% of the respondents are tv & friends and 7% of the respondents are family members and 16% of the respondents are social media.

**CHART 4.13**

**CHART SHOWING ADVERTISING TO BRITANNIA PRODUCT**

**OF THE RESPONDENTS**

**TABLE 4.14**

**TABLE SHOWING CUSTOMER NEEDS**

**OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | MARKETING ORIENTED MACHINE STATEMENT | 37 | 37% |
| 2 | STRATEGIC PLAN | 18 | 18% |
| 3 | ANNUAL PALN | 31 | 31% |
| 4 | OPERATION PLAN | 14 | 14% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table 37% of the respondents are marketing oriented machine statement, 18% of the respondents are strategic plan, 31% of the respondents are annual plan and 14% of the respondents are operation plan.

**CHART 4.14**

**CHART SHOWING CUSTOMER NEEDS**

**OF THE RESPONDENTS**

**TABLE 4.15**

**TABLE SHOWING MARKETING STRATEGY SATISFIED**

**OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | STRONGLY AGREE | 40 | 40% |
| 2 | AGREE | 37 | 37% |
| 3 | NEUTRAL | 13 | 13% |
| 4 | DISAGREE | 2 | 2% |
| 5 | STRONGLY DISAGREE | 8 | 8% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table 40% of the respondents are strongly agree, 37% of the respondents are agree, 13% of the respondents are neutral ,2% of the respondents are disagree and 8% of the respondents are strongly disagree.

**CHART 4.15**

**CHART SHOWING MARKET STARTEGY SATISFIED**

**OF THE RESPONDENTS**

**TABLE 4.16**

**TABLE SHOWING BUSINESS PLAN**

**OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | YES | 74 | 74% |
| 2 | NO | 26 | 26% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table 74% of the respondents are YES and 26% of the respondents are NO.

**CHART 4.16**

**CHART SHOWING BUSINESS PLAN**

**OF THE RESPONDENTS**

**TABLE 4.17**

**TABLE SHOWING SCORE BASED ON YOUR OPINION**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF RESPONDENTS** | | | | **PERCENTAGE** | | | |
| **Price** | **Freshness** | **Quality** | **Package** | **Price** | **Freshness** | **Quality** | **Package** |
| 1 | Agree | 5 | 27 | 39 | 15 | 7% | 36% | 52% | 20% |
| 2 | Strongly agree | 17 | 38 | 33 | 33 | 23% | 51% | 44% | 44% |
| 3 | Neutral | 18 | 8 | 2 | 10 | 24% | 11% | 3% | 13% |
| 4 | Disagree | 23 | 2 | 1 | 16 | 31% | 3% | 1% | 21% |
| 5 | Strongly  disagree | 12 | - | - | 1 | 16% | - | - | 1% |
|  | **Total** | **75** | | | | **100%** | | | |

**INFERENCE**

From the above table majority of the respondents 31% disagree with the Price of Britannia biscuits, 51% of the respondents are strongly agree with the Freshness, 52% are agree with the Quality and 44% of the respondents are strongly agree with the package of Britannia biscuits.

**CHART 4.17**

**CHART SHOWING SCORE BASED ON YOUR OPINION**

**TABLE 4.18**

**TABLE SHOWING PRICE RELATED STRATEGY**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF RESPONDENTS** | | | | **PERCENTAGE** | | | |
| **Reasonable price** | **Price competence** | **Package price** | **demand** | **Reasonable price** | **Price competence** | **Package price** | **demand** |
| 1 | Agree | 4 | 12 | 23 | 16 | 11% | 32% | 63% | 42% |
| 2 | Strongly agree | 10 | 16 | 5 | 7 | 26% | 42% | 13% | 18% |
| 3 | Neutral | 7 | 8 | 6 | 12 | 18% | 21% | 16% | 32% |
| 4 | Disagree | 17 | 2 | 4 | 3 | 45% | 5% | 8% | 8% |
| 5 | Strongly  disagree | - | - | - | - | - | - | - | - |
|  | **Total** | **38** | | | | **100%** | | | |

**INFERENCE**

From the above table majority of the respondents 45% disagree with the reasonable Price, 42% of the respondents are strongly agree with the competence of price, 63% are agree with the package price and 42% of the respondents are agree with the price of demand.

**CHART 4.18**

**CHART SHOWING PRICE RELATED STRATEGY**

**TABLE 4.19**

**TABLE SHOWING MARKETING STRATEGY RELATED TO PROMOTION**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **PARTICULAR** | **NO. OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | OFFERS OF AD | 40 | 40% |
| 2 | PRODUCT INTENSIVENESS | 28 | 28% |
| 3 | PRODUCT AWARENESS | 16 | 16% |
| 4 | TARGET AUDIENCE | 6 | 6% |
| 5 | C HANGE IN FREQUENT PROMOTION | 10 | 10% |
|  | **TOTAL** | **100** | **100%** |

**INFERENCE**

From the above table 40% of the respondents are offers of ad, 28% of the respondents are product intensiveness, 16% of the respondents are product awareness, 6% of the respondents are target audience and 10% of the respondents are change in frequent promotion.

**CHART 4.19**

**CHART SHOWING PRICE RELATED STRATEGY**

**CHI-SQUARE**

**ANALYSIS OF OPINION OF RESPONDENTS REGARDING**

**INCOME vs. QUALIFICATION**

**HYPOTHESIS:**

**NULL HYPOTHESIS:**

There is no significant association between the income and age level of the employees.

**TABLE No: 4.20**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Cases | | | | | |
| Valid | | Missing | | Total | |
| N | Percent | N | Percent | N | Percent |
| MONTHLY INCOME \* EDUCATION QUALIFICATION | 100 | 100.0% | 0 | 0.0% | 100 | 100.0% |

**TABLE No: 4.20**

Monthly income \*Education qualification cross tabulation

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Count | | | | | | | |
|  | | EDUCATION QUALIFICATION | | | | | Total |
| SSLC | HSC | UG | PG | OTHER |
| MONTHLY INCOME | LESS THAN 20000 | 38 | 21 | 0 | 0 | 0 | 59 |
| 22000-29000 | 0 | 9 | 11 | 0 | 0 | 20 |
| 30000-39000 | 0 | 0 | 7 | 7 | 0 | 14 |
| 40000-50000 | 0 | 0 | 0 | 2 | 5 | 7 |
| Total | | 38 | 30 | 18 | 9 | 5 | 100 |

**TABLE No: 4.20**

**Chi-Square Tests**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 172.544a | 12 | .000 |
| Likelihood Ratio | 148.675 | 12 | .000 |
| Linear-by-Linear Association | 81.716 | 1 | .000 |
| N of Valid Cases | 100 |  |  |

**CALCULATION**

Calculated value = 17.544

Degree of freedom =12

Significant value =.000

Table value =11.340

From the table it is generated that calculated value is 17.544 which is greater than the table value 11.40 which reject the null hypothesis and accept the alternative hypothesis.

**INFERENCE**

From the above it is referred that the calculated value is greater than the table value, so the null hypothesis is rejected and alternative hypothesis is accepted. Thus it is inferred that there is significant association between income and qualification of the respondent.

**ANOVA**

**ANALYSIS OF OPINION REGARDING AGE vs EXPERIENCE**

**NULL HYPOTHESIS:**

There is no significant difference between age and satisfaction level of grievance handling procedure.

**ANOVA**

**ANALYSIS OF OPINION REGARDING AGE vs EXPERIENCE**

**TABLE No: 4.21**

**Descriptive**

AGE OF THE RESPONDENT

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| 0-1 YR | 52 | 1.00 | .000 | .000 | 1.00 | 1.00 | 1 | 1 |
| 1-5 YR | 28 | 1.79 | .418 | .079 | 1.62 | 1.95 | 1 | 2 |
| 5-10 YR | 10 | 2.00 | .000 | .000 | 2.00 | 2.00 | 2 | 2 |
| MORE THAN 10 YR | 10 | 2.00 | .000 | .000 | 2.00 | 2.00 | 2 | 2 |
| Total | 100 | 1.42 | .496 | .050 | 1.32 | 1.52 | 1 | 2 |

**TABLE No: 4.21**

**SATISFACTION LEVEL**

**ANOVA**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 19.646 | 3 | 6.549 | 133.353 | .000 |
| Within Groups | 4.714 | 96 | .049 |  |  |
| Total | 24.360 | 99 |  |  |  |

AGE OF THE RESPONDENT

**CALCULATION:**

F = 133.353

Significance value = .000

Degree of freedom = 3

**INFERENCE:**

The above table inferred that the significant value is .000, which is lower than 0.05 level of significance, so the null hypothesis is rejected. Hence there is significant difference between age and satisfaction grievance handling procedure.

**CHAPTER V**

## 5.1 FINDINGS

* 53% of the respondents are Male and 47% of the respondents are Female.
* 38% of the respondents belong to the age group of bellow 25 years, 30% of the respondents come under the age group of 25-35 years, 18% of the respondents come under the age group of 35-45 years, 9% of the respondents are in the age group of 45-55 years and 5% of the respondents are in the age group of ≥55 years.
* 10% of the respondents are Manager, 60% of respondents are Employee, 18% of respondents are co-workers, 5% of respondents are HR and 7% of respondents are others.
* 59% of the respondents belong to the income level of less>20k 20% of the respondents are earning above 20k-29k, 14% of the respondents are earning above 30k-39k and 7% of the respondents are earning above 40k-50k
* 52% of the respondents are having experience less>1 Year,28% of the respondents are having experience 1-5 Years, 9% of the respondents are having experience 5-10 Years and 11% of the respondents are having experience more than 10 Years.
* 38% of the respondents buy Britannia biscuits because of availability, 24% of the respondent buy because of reasonability, 27% of the respondent buy because of taste & quality, 10% of the respondent buy because it is fresh product and 1% buy because other reasons like Britannia brand
* 35% of the respondents are permanent and 65% of the respondents are temporary.
* 68% of the respondents are married and 32% of the respondents are unmarried.
* 28% of the respondents are loyal program, 37% of the respondents are freebies, 28% of the respondents are franchising and 7% of the respondents are others.
* 42% of the respondents are agree, 37% of the respondents are strongly agree, 18% of the respondents are disagree and 3% of the respondents are strongly disagree.
* 28% of the respondents are good day product, 51% of the respondents are Marie gold, 10% of the respondents are 50 - 50 product and 7% of the respondents are nutri choice.
* 63% of the respondents are YES and 37% of the respondents are NO.
* 5% of the respondents are newspaper, 38% of the respondents are retailer, 34% of the respondents are tv & friends and 7% of the respondents are family members and 16% of the respondents are social media.
* 37% of the respondents are marketing oriented machine statement, 18% of the respondents are strategic plan, 31% of the respondents are annual plan and 14% of the respondents are operation plan.
* 40% of the respondents are strongly agree, 37% of the respondents are agree, 13% of the respondents are neutral ,2% of the respondents are disagree and 8% of the respondents are strongly disagree.
* 74% of the respondents are YES and 26% of the respondents are NO.
* 31% disagree with the Price of Britannia biscuits, 51% of the respondents are strongly agree with the Freshness, 52% are agree with the Quality and 44% of the respondents are strongly agree with the package of Britannia biscuits.
* 45% disagree with the reasonable Price, 42% of the respondents are strongly agree with the competence of price, 63% are agree with the package price and 42% of the respondents are agree with the price of demand.
* 40% of the respondents are offers of ad, 28% of the respondents are product intensiveness, 16% of the respondents are product awareness, 6% of the respondents are target audience and 10% of the respondents are change in frequent promotion
* From the SPSS, it is observed that the calculated value is greater than the table value, so the null hypothesis is rejected and alternative hypothesis is accepted. Thus it is inferred that there is significant association between income and qualification of the respondent.
* The above table inferred that the significant value is .000, which is lower than 0.05 level of significance, so the null hypothesis is rejected. Hence there is significant difference between age and satisfaction grievance handling procedure.

**5.2 SUGGESTIONS**

* Major sales of Britannia are due to its biscuits so it should focus on creating a good market share for its other products as well.
* Britannia should try and make certain products which attract the middle age groups as well
* Consumers are diet conscious in India so Britannia should introduce more sugar free products to attract consumers.
* Marketing team should try to increase the availability of Britannia in rural areas.
* Company must make strategy to fight local confectioneries.
* Since customer’s expectations of this brand is high, company should take feedbacks from the customers. It will increase the loyalty of customers towards this brand.
* Company representatives should visit the retailers and should make a long term relationship with the retailer so that they can push the product.

# 5.3 CONCLUSION

People are increasingly becoming conscious of dietary care and its correlation to wellness and matching the new pace to their lives with improved nutritional and dietary habits. This new awareness has seen consumers seeking foods that complement their lifestyles while offering convenience, variety and economy, over and above health and nutrition.

Britannia saw the writing on the wall. Its "Swath Khao Tan Man Jagao" (Eat Healthy, Think Better) re-position directly addressed this new trend by promising the new generation a healthy and nutritious alternative - that was also delightful and tasty.

Thus, the new logo was born, encapsulating the core essence of Britannia - healthy, the main consumers of Britannia’s products are between the age group of 0-30 years. Students are the main customers of Britannia. Britannia is the most popular brand among its competitors followed by Parle. The television medium is the most important part of the advertising. Most customers feel that the products are fairly priced.

The consumers are satisfied with range of the offered by Britannia.

Britannia has developed a brand name for itself and consumers are happy with the quality and taste of its products. The main channel through which the products are sold these days are the large-scale retail stores. Discount place an important in the buying behavior of the consumers

## CHAPTER VI

## QUESTIONNAIRE

Name: \_\_\_\_\_\_\_\_\_\_

Gender: \_\_\_\_\_\_\_\_\_\_

* + 1. Age

[ ] <25yrs [ ] 25 – 35yrs [ ] 35 – 45yrs [ ] 45 – 55yrs [ ] ≥55yrs

* + 1. Education

[ ] SSLC [ ] HSS [ ] UG [ ] PG [ ] Others

* + 1. Occupation

[ ] Manager [ ] Employee [ ] co-workers [ ] HR [ ] Other\_\_\_\_\_\_\_

* + 1. Monthly Income

[ ] Less > 20k [ ] 20 – 29k [ ] 30 – 39k [ ] 40 – 50k

* + 1. Year of Experience

[ ] 0 – 1 Year [ ] 1 – 5 Year [ ] 5-10 Year [ ] More than 10 days

* + 1. What makes you to buy the product

[ ] Availability [ ] Reasonability [ ] Taste & Quality [ ] Fresh Products [ ] Other

* + 1. Nature of Job

[ ] permanent [ ] Temporary

* + 1. Marital Status

[ ] married [ ] Unmarried

* + 1. What are the marketing strategies of your business?

[ ] Loyalty program [ ] Freebies [ ] Franchising [ ] other \_\_\_\_\_\_\_

* + 1. Can medium class people afford this product at the afford price

[ ] Agree

[ ] Strongly agree

[ ] Dis agree

[ ] Strongly disagree

* + 1. Which of the following Britannia product are highly preferred or recommended by consumers?

[ ] Good Day [ ] Marie Gold [ ] Fifty Fifty [ ] Nutri Choice

* + 1. whether your organization takes active interest to improve marketing strategy?

[ ] Yes [ ] No

* + 1. According to you which is the most effective media for advertising a Britannia brand

[ ] Newspaper

[ ] Retailer

[ ] Tv & Friends

[ ] Family members

[ ] Social media

14. what are the basic terms to satisfying customer needs?

[ ] Market oriented machine statement

[ ] Strategic plan

[ ] Annul plan

[ ] operational plan

* + 1. Are you Satisfied with the current market strategy followed by you organization?

[ ] Strongly agree

[ ] Agree

[ ] Neutral

[ ] Disagree

[ ] Strongly - Disagree

* + 1. Are your marketing goal relevant to your overall business plan?

[ ] Yes [ ] No

* + 1. From the below statement score based on your opinion

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SI no | Particular | agree | Strongly agree | Neutral | disagree | Strongly disagree |
| 1 | Price |  |  |  |  |  |
| 2 | Freshness |  |  |  |  |  |
| 3 | Quality |  |  |  |  |  |
| 4 | Package |  |  |  |  |  |

* + 1. Price related strategy

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SI  No | Particular | SA | A | N | D | SDA |
| 1 | reasonable price |  |  |  |  |  |
| 2 | Price competence |  |  |  |  |  |
| 3 | Price for different package is reasonable |  |  |  |  |  |
| 4 | Price based on demand |  |  |  |  |  |

* + 1. Marketing strategy related to promotion

[ ] Advertisement offered by Britannia

[ ] Whether your product is intensive

[ ] Its people are aware of your company product?

[ ] Whether you achieve the target audience

[ ] Do you company change promotion activities frequently?

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