

Project Report
ON

“A STUDY ON HALDIRAM COMPANY”

Submitted to
G.S. College of Commerce & Economics
Nagpur

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by
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Under the Guidance of
—PROF. KAMLESH THOTE—

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



CERTIFICATE

This is to certify that “**AACHAL GAJNBHIYE**” has submitted the project report titled “**(A STUDY ON HALDIRAM COMPANY)**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

PROF. KAMLESH THOTE
(Project Guide)

DR. AFSAR SHEIKH
(Co-ordinator)

Place: NAGPUR

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



DECLARATION

I here-by declare that the project with title “A STUDY ON HALDIRAM COMPANY” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

AACHAL GAJBHIYE

Place: NAGPUR

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr.N.Y.Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. KAMLESH THOTE for his guideline throughout the project. I tender my sincere regards to Co-ordinator, DR. AFSAR SHEIKH for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

AACHAL GAJBHIYE

Place: NAGPUR

Date:

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INTRODUCTION

This project is done through EDS and under the title “Marketing and Sales & Distribution” Preparing this project I went to each and every distributors & retailers because I was doing market research & sales research. It includes, total market volume that is being sold in grocery shop small shops and from distributors and retailers shopping malls big bazaar, and others where chips and namkeens are sold. I have collected about all the product of Haldiram’s but worked basically for chips and Namkeens segments. I went to the retailers and saw the chips and Namkeens there I observe the following things

- Whether our product is available or not at that canteen.
- If not then we saw of which company product is available.
- How much sale is of that particular counter and what the sales volume that counter may give to us.
- What is the strength of that particular counter?
- Has that counter so many brands of chips and Namkeens.

And if we get our product, we used to asked the sales volume, response of consumer, delivery and thus came to know interest of retailers & consumers If we didn’t get our product we said about us, about our products, about the margin what about margin difference, comparing the competitors’ product and margin provided by them. And then we made them understand the extra facilities and unique selling point of our product and make them ready to sale our product. Thus, we developed the market for Haldiram’s product. After this we saw the competitor’s product (quantity) and asked the strength. We also counted the signage and a stand of all the competitor’s company and Haldiram’s which is at that particular store.

COMPANY PROFILE



Haldiram's : the company which is today synonymous with Indian snacks and sweet food market started the first chapter of the saga, as a small sweet shop in Bikaner, Rajasthan in 1935 . by 1982, the company had set up its business in Kolkata, Nagpur & in Delhi. an important diversification was inroads into the restaurant business with haldiram having 10 restaurants cum sweetshops at premium locations of Nagpur with plan to open various outlets in other cities too. haldiram is on the way of its vision as today it is an iso 9001 & haccp certified company and has presence all over india, 62 countries (uk, us , Germany, Australia, uae- to name a few) in world and top supermarkets of the world like Tesco, summer field, spinneys, carrefour. the fact that today haldiram exports 60 MN dollars goods and has registered 40% growth over last 5 years itself tells its success story haldiram's success saga is because of the pro-active thinking of making access into the traditional, fresh homemade food and skillfully converting it into a product line extension.

With it they have busted the myth that Indian consumers will not pay extra for western concept of packaged food and that two of the Indian household kitchen category. haldiram's ingredients of success recipe includes a diversified product portfolio, stringent quality controls, good raw material, storage, production and packaging processes which has resulted in unparalleled taste and extended shelf life, also haldiram's sensitivity to catering to the local palates (30 – 40% of haldiram flavors are sensitized to suit local taste) has resulted in creating a loyal consumer base. today, haldiram can proudly claim that what began as a small-time enterprise in india is a global phenomenon now and haldiram's is way of life for Indians no matter which country they live-in.

Haldiram is on the way of its vision as today it is an iso 9001 & haccp certified company and has presence all over india, 62 countries (uk, us, Germany, Australia, uae- to name a few) in world and top supermarkets of the world like Tesco, Somerfield, spinneys, carrefour. the fact that today haldiram exports 60 MN dollars goods and has registered 40% growth over last 5 years itself tells its success story.

Haldiram's success saga is because of the pro-active thinking of making access into the traditional, fresh homemade food and skillfully converting it into a product line extension. With it they have busted the myth that Indian consumers will not pay extra for western concept of packaged food and that two of the Indian household kitchen category. Haldiram's ingredients of success recipe includes a diversified product portfolio, stringent quality controls, good raw material, storage, production and packaging processes which has resulted in unparalleled taste and extended shelf life, also Haldiram's sensitivity to catering to the local palates (30 – 40% of Haldiram flavours are sensitized to suit local taste) has resulted in creating a loyal consumer base also no modern trade is complete without stocking Haldiram's products. Also, the supply chain which is broken down into two categories of retail and institutional sales is managed well by strong network of c&f, distributors, wholesalers and retailers to make the product available at remotest town of the country. Haldiram has managed details of right technology, packaging standardizations, consumer affordability, quality tasty products, and volume deliverables extremely well to weave the magical success saga. Last but not the least, the people behind the product – the local talent needs mentioning as they have helped Haldiram grow big.

Today, Haldiram can proudly claim that what began as a small-time enterprise in India is a global phenomenon now and Haldiram's is way of life for Indians no matter which country they live in.

PRESENT STOCK NOW

Today, Haldiram's is a 1735.9 cr brand that is a familiar sight on shelves across the USA, UK and the Middle East. Nonresident Indians carry back packets of Haldiram's along with the farewells and nostalgia. And it is this name that they look for as they scan shops for familiar scents and sights. Presently it has four plants in and around Delhi that produce 50 tones of namkeens (56 varieties), 20 tones of chips, papad (7 varieties) and fun food and 5 tones of tinned sweets (12 varieties) and soan papdi, on daily basis. Two more production units are coming up which will not only increase capacity but also makes it possible for us to introduce new product lines. For over 60 years now, the firm has been unifying the

palate of India. It has not been the simplest of tasks; India speaks different taste buds to match. However, today it is a name that has become synonymous with taste and quality not only within India but the world over. Today Haldiram's occupies considerable shelf space at prominent supermarkets the world over: Tesco, Summerfield, Spinneys, and Carrefour. From traditional Indian sweets and savories to the more international chips, cookies, nuts and sherbets, its products are fast capturing the imagination of people making it possible for it to aim for deep penetration in the Middle East, East Europe and parts of North Africa.

Future

Leveraging Our Existing Equity

The firm plans to leverage its equity in the domestic and international market to become a food corporation with not just branded products under its belt but also restaurants, retail chains and wide portfolio that includes such diverse products as milk-based food and noodles. In the near future it hopes to be in places such as Algeria, Jordan, Yemen, Taiwan, Columbia, Cyprus, Ukraine, Libya, Tunisia, Egypt, Armenia, West Indies, Sweden, Finland, Trinidad, and Tobago. Haldiram's success saga is because of the pro-active thinking of making access into the traditional, fresh homemade food and skillfully converting it into a product line extension. With they have busted the myth that Indian consumers will not pay extra for western concept of packaged food and that too of the Indian Household kitchen category. It has also invested considerably in an advanced processing and packaging unit, which enables it to marry tradition with technology. This is why, no matter whose shelf our product sits on, it always stands on its own. Also, the Supply Chain which is broken down into two categories of retail and institutional sales is managed well by strong network of C&F, Distributors, Wholesalers and Retailers to make the product available at remotest town of the country.

Awards & Achievements

Haldiram's is an ISO 9002 and HACCP recognized company with several awards under its belt.

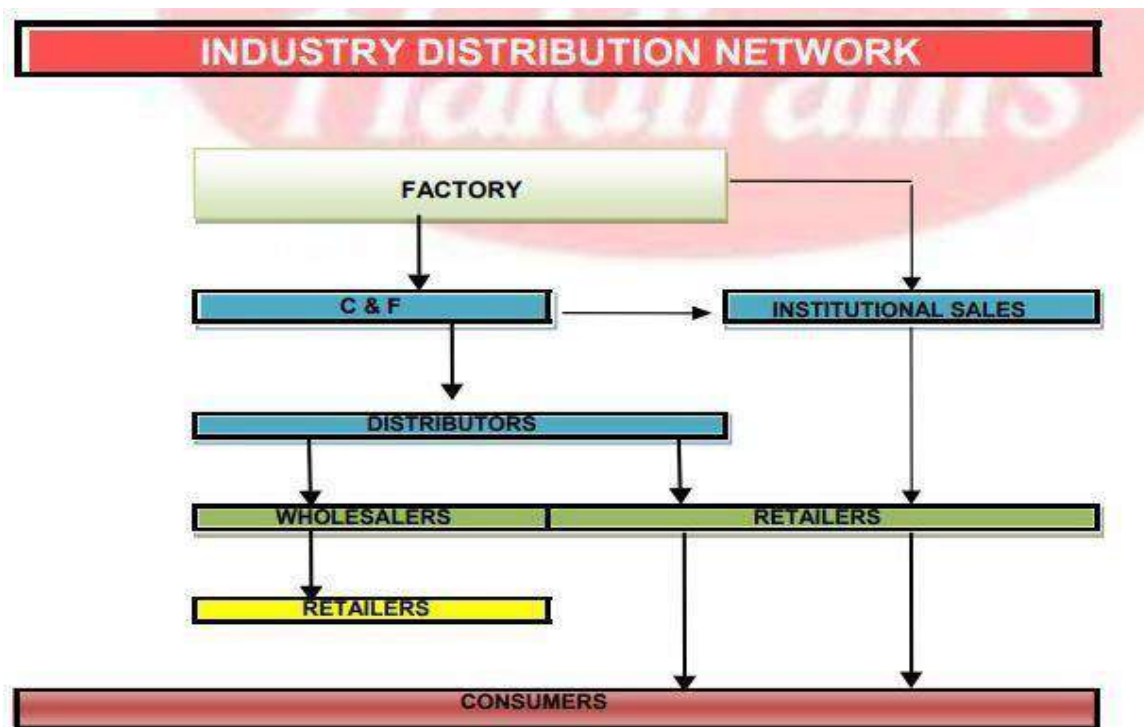
- International Award for Food & Beverages awarded by Trade Leaders Club in Barcelona, Spain in 1994.
- Kasahara Memorial Award presented by All India Food Preservers Association in 1996 at its Golden Jubilee Celebration for manufacturing the best quality food products.
- Hind Ratan Award.97 given by NRI Welfare Society of India
- Brand Equity Award 1998 was awarded by Progress Harmony Development Chamber of Commerce & Industry in recognition of creating a successful Indian brand.
- APEDA Export Award 2001-2002 was awarded by Agricultural & Processed Food Products Export Development Authority for outstanding contribution to the promotion of Agricultural & Processed Food Products during the year2001-2002.
- MERA Delhi Award was awarded by Agricultural & Processed Food Products Export Development Authority in the year2004.
- AMITY LEADERSHIP AWARD -2008 was awarded by Amity Business School, Amity University for best H R practices (Retail) in the year2008.

SALES TURNOVER (2008-09 TO 2012-13)

Sales Turnover	Rs (crores)
2008-09	774
2009-10	937
2010-11	1177
2011-12	1477
2012-13	1736

DISTRIBUTION FLOW CHART

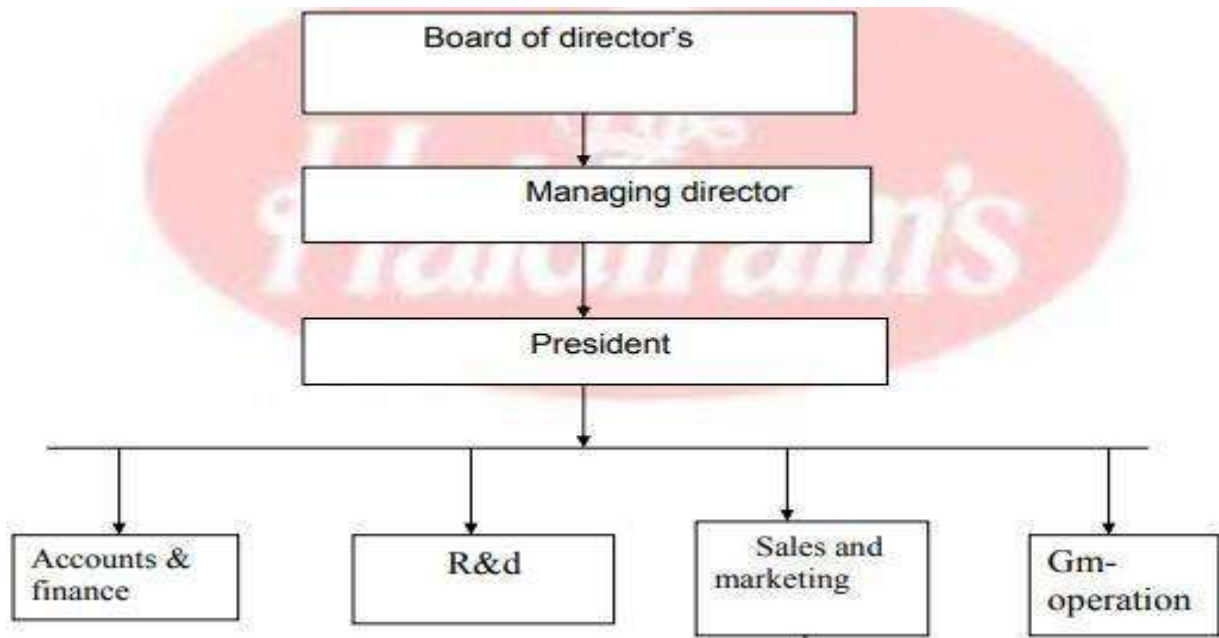
Haldiram's transacts on an advance RTGS basis from its wholesale dealers instead of the cheque or cash system adopted by other major FMCG companies. This practice is consistent with Haldiram's philosophy of maintaining cash transactions throughout the supply chain and it also minimizes dumping. Distributors carry inventory that is just adequate to take care of the transit time from the branch warehouse (C&F) to their premises. This just-in-time inventory strategy improves dealers return on investment (ROI). All Haldiram's branches engage in route scheduling and have dedicated vehicle operations.



Operational States: Delhi, Haryana, Punjab, J&K , Rajasthan, Uttaranchal, Uttar Pradesh, Bihar, Jharkhand, North East.

PROMOTERS

- Mr. Manohal Lal Agarwal (Chairman)
- Mr. Anand Agarwal (MD)
- Mr. Ashish Agarwal (Executive Director)



PRODUCTS

ALL IN ONE	BOMBAY CHANA	CHANA DAL	HALKA FULKA MIXTURE
ALOO BHUJIA	BOMBAY MIXTURE	CHANA JOR GARAM	HARA CHIDWA
BANANA CHIPS	BOONDI BHUJIA MIXTURE	CHIDWA PLAIN	KABLI CHANA
BANANA CHIPS MASALA	BOONDI MASALA	CORN FLAKE MIXTURE	KAJU DAL BIJI
BANANA CHIPS SALTED	BOONDI PLAIN	DAL BIJI	KAJU MASALA
BANANA CHIPS TANGY TOMATO	BOONDI RAITA	GHATIA	KAJU MIXTURE
BHELPURI	CHAIPURI	FALAHARI MIXTURE	KAJU SALTED

Bhujia	Aloo bhujia	Khatta mitha
Navrattan	Moong dal	Panjabi tadka
All in one	Dal biji	Bombay mix
Kashmiri mixture	Shahi mixture	Kaju mixture
Chana dal	Chana cracker	Chana jor gram
Bombay chana	Kabuli chana	Long sev
Methi sev	Karodpati	Teekha sev
Chilli pataka	Bikaneri malai sev	Chatpata matar
Nimbu masala	Hara chidwa	Halka fulka mixture
Gujarati mixture	Mini bhakhar badi	chakoli
Madras mixture	Murukku	Comflakes mixture

VISION

1. Achieve continuous and sustainable growth in the business, within India and abroad, organically and inorganically.
2. Strengthen leadership in traditional snack items, Indian sweets and attain leadership in western snack items.
3. And keep innovating new quality products and delight consumers by offering wide range of quality food products at competitive rates.

MISSION

- Make available authentic, tasty and quality vegetarian food products made as per global standards at reasonable cost, in India or abroad.
- Remain ahead of competitors through product-innovation, adopting new technologies and achieve optimum cost of production.
- Always abide by law and care environment.
- Provide a friendly working environment that attracts best talent and offers opportunity to our employees to excel and build career.
- Provide growth opportunity to all stakeholders including Stockists, distributors, retailers, suppliers.
- Be a debt free company, as far as possible;
- Enhance shareholders net worth.
- Contribute for social causes (Return to society).

THE CUSTOMERS

Haldiram's is known for its sweet and food. Haldiram targets customer of all age group. If Haldiram's planet food, ajni is concerned the Frequent number of customers are travelers, corporate and families. In earlier days, Haldiram's never followed an aggressive marketing strategy, but its products speak for themselves. They have huge customer and strong word of mouth Marketing.

THE COMPETITION

Competition is as same as it was earlier. Now there are companies with same products, matching Quality and service. Haldiram started doing branding by going digital on YouTube, Social Media and television. He knows the market and want to stay in this competition or can say that they wants to become a leader into the market. They has done some advertisement, like Haldirams had come up with small 30 seconds YouTube ads to target customers. It did city- level promotions using colorful hoardings and posters.

The Environment Haldiram Foods International Pvt. Ltd. Is the major exporter for sweets in 19 countries. Haldiram's Major revenue comes from Exports.

Competitors of haldiram's the snack industry in Nagpur is highly competitive where not only national and international brands exist but also local brands have made their prominently. Among all haldirams has the advantage of early mover but other also picking up quickly. there are many competitors in Ghaziabad for haldiram's which a matter of concern. the list of haldiram's competitors is as follows:

SNACKS

- Bingo
- lays,
- Kurkure,
- oyeoye,
- Diamond
- Some local regional players

NAMKEENS

- Bikaji
- Bikaner Wala,
- Jain's,
- Bikaon,
- Balaji
- Lehar
- Some local regional players

PAPAD

- Lijjat
- Bikaji
- Some local regional players

SWEETS

- Bikaner Wala
- Bengali sweets
- Bikaner
- Some local regional players (Sudha, paras)

SYRUPS

- Roohafza
- Kisan
- Dabur
- Some local regional players

READY TO EAT (RET)

- milkmaid
- nestle
- Some local regional players (Aussi food pvt. Ltd. (Rate) Delhi; Arkriti foods pvt ltd.(rate) Delhi)

BISCUIT

- Britannia
- Priya gold
- bakeman's
- parle
- sunfast
- Some local regional players



PESTL

- Analysis Political
- Mandatory employee benefits
- Industrial safety regulations in the Consumer Services sector.
- Intellectual property protection
- Environmental regulations

ECONOMICAL

- Labor costs and productivity in the economy
- Discretionary income
- Unemployment rate
- Efficiency of financial markets Social
- Health consciousness
- Population growth rate
- Emphasis on safety
- Rising disposable incomes
- Busy lifestyles in urban environments
- Increasing cultural diversity
- Healthy lifestyle trend

TECHNOLOGICAL

- Moderate R&D activity in the industry
- Increasing business automation
- Increasing sales through mobile devices

ECOLOGICAL

- Climate change
- Laws regulating environment pollution
- Recycling
- Waste management

LEGAL

- Increasing health regulations in workplaces
- Copyright, patents / Intellectual property law
- Consumer protection and e-commerce
- Health and safety law

INDUSTRY ANALYSIS

Porter's Five Forces Analysis

1. Threat of new entrant:

- As the branded players price similarly new players might penetrate by adopting low price strategy or offering more grams at the same price.
- Unorganized players are more dominating in this sector.

2. Suppliers bargaining power:

- Suppliers provide raw materials such as gram flour, dry fruits, spices and other ingredients. Their ability to raise input costs is high.
- Higher cost of input commodities leads to lower margins, making the market unattractive for distributors and retailers.
- Shortage of any input material may also affect production and thereby impact distribution

3. Threat of substitute:

- All snacks are considered to be substitutes of each other Biscuits, Wafers and local snacks like Chakli, banana chips, farsanetc are all substitutes of one another.
- Indian market is more shifting towards western style for eg. Instead of Chola Bhatara people love to have sandwiches and pizza.

4. Customer's bargaining power:

- Ability to substitute is high as brands are priced similarly and distribution problems for one brand promote sales for the other.
- Price Sensitive, taste conscious consumers are high. An increase in the price of product may promote a switch to Haldiram.
- Quality and taste conscious consumers who buy brands

- High demand during festival season and low during monsoon v. Rivalry among existing competitors:
- High Competition – Branded Players involved in cutthroat competition to increase market share, entice new consumers, find new market.
- Quality difference between branded and unbranded offerings is offset by low price offered by unbranded players
- Brand Loyalty is high for branded players

ALLOTTED WORK

- **Benchmarking:**
 - a. **Internal Benchmarking:** - In internal benchmarking I had compared own business to try and determine the best practice.
 - b. **External Benchmarking:** - In external benchmarking I had Compared Haldiram's Planet Food, Ajni with nearby seems to be competitor within 500m.
 - c. **Customer handling:** - Customer need extra attention when restaurant is crowded, food is delayed and at the time when they are having difficulties when placing order.
 - d. **Food Aggregators Reviews:** - I had Reviewed Zomato, Swiggy for enhancing customer satisfaction.

EXECUTION

Benchmarking is the first work which was allotted to me. Initially I had done internal benchmarking, where I had studied the internal process of Haldiram's Planet food, ajni and generated my findings based on my observation. Customer Handling Is the next work which was allotted to me. Here I have to identify where customer is facing problem, how to solve customer problems & gathering customer feedback. Reviewing Food Aggregators for Haldiram's planet food, ajni is my task. Here I have responded to the feedbacks which was placed by customer on food aggregator's application/website and I also have to evaluate the negative feedback which states the common problems which was placed by customer. I had reviewed zomato, swiggy as this food aggregators are tied up for business with Haldiram's planet food, ajni.

THE REPORT OF EXTERNAL BENCHMARKING IS GIVEN BELOW

- Within 500 meters, Divakar's Ajit Bakery (veg. & Non-veg) may hold a good share if we talk about fast food & quick bite because. To Grab Veg. market share of Divadkar's Ajit Bakery Haldiram's planet food needs to do more marketing to attract customer. The footfall is majorly low in Divadkar's Ajit Bakery comparing to ajni's Planet food. Divadkar's Ajit Bakery has good travelling customer from Nagpur Railway station, It means People usually order food from train/railway station and food is parceled.
- Moving ahead from 500m, Hotel Krishnum next to SaiMandir also hold a good market share, mainly because of SaiMandir. Hotel Krishnum hold large no of footfall in breakfast time. If wants to attracts devotes Haldiram needs to advertise inside temple.
- Customer Handling Is the next work which was allotted to me. Here I have to identify where customer is facing problem, how to solve customer problems & gathering customer feedback. Report of Customer handling is given below-

- Customer need extra attention when restaurant is crowded, food is delayed and, on the time, when they are having difficulties when placing order this was the problem which was identified may be.
- To solve the above problem, specially on the time of delay in food the good playlist of song will make them engaged & entertain
- A “ORDER HERE” board is required on the place of cash counter is my recommendation, as new customer usually tell order to the waiter & then waiter tells them direction of cash counter. (Image attached

Reviewing Food Aggregators for Haldiram’s planet food, ajni is my task. Here I have respond to the feedbacks which was placed by customer on food aggregator’s application/website and I also have to evaluate the negative feedback which states the common problems which was placed by customer. I had reviewed zomato, swiggy as this food aggregators are tied up for business with Haldiram’s planet food, ajni. The report after reviewing food aggregators is given below-

- Haldiram’s Planet food Ajni has rating of 4.2/5.
- Chinese combos- Veg Manchurian & Chili Panner ‘s quantity is very less, Reviews by majority of customers. Planet food need to increase the quantity for higher satisfaction.
- Hotel Krishnam has rating of 3.7/5 which is comparatively less compared to Ajni’s Haldiram but they owe a “FOOD HYGIENE EXCELLENT” badge & “PROMPT SERVICE” rating (Image Attached) which should also be in our restaurant listing.

RESEARCH STUDY

OBJECTIVES

In marketing only project report is not required there must be some objective or goal because without any goal and objective , no project Report can be completed in true sense so the main objective of doing this project Report is confined to completion of some work that is assigned to you for some reason : - What the subject or papers that is being taught in classroom at M.B.A program is completely theoretical so during the summer training you can compare and learn how the marketing activity in an organization varies with theory and how this theoretical knowledge is being applied in an organization and how much they are being applicable so its quite helpful to know and understand. To create the contact with working of an organization and see the different types of marketing activities. It also helps us to take knowledge about product distributor promotion and buying behavior. It also helps in knowing how various tools and techniques are being used . To find out the types of channels, by which product is selling and to know monopoly and average sales of these outlets.

Followings are the objectives of the project-

- To study the data trending and analysis
- To understand forecasting based on this trending
- To check out visibility and ability of declining product in the market.
- To study the distribution network of Haldiram products.

SCOPE OF THE STUDY

Scope of the project means the area which we cover under our project and how it is beneficial. In my project I use to deal with the main areas of marketing. And also during this project I have to do forecasting and find out inclining and declining products.

In this report of the project, you will find that what and how marketing plays an important role in business development. During this project, I did a survey which reveals the current status of the companies' services and the competitor's position in the market. And the outcomes of that survey company can use for their enhancement and to increase their business.

Use and importance of the project, means the practical applications of all the marketing concept in the project and the practical knowledge which I get during my summer internship is benefactor for my career. I worked on many variants in this project.

Following are the use and importance of the project—

1. During this project I have learn about different marketing concept with their practical use.
2. During this project I have learn the way & importance of retailers handling
3. I am mainly involved with the selling and distribution of the snacks and namkeens.
4. In this project I will also assess the market & check the availability and visibility of product in the market

HYPOTHESIS

H0- Price has no significant impact on consumer buying behavior of HALDIRAM'S.

H1- Price has significant impact on consumer buying behavior of HALDIRAM'S.

H0- Quality has no significant impact on consumer buying behavior.

H2- Quality has significant impact on consumer buying behavior.

LITERATURE REVIEW

- a. The future of India Snacks Market can be judged from the fact that this industry is expected to grow with double digit CAGR for the time frame of 2018 to 2024. India snacks market is divided between organized players and unorganized market. At present Unorganized market is dominating the India snacks market. But this scenario is expected to change during the forecast period of 2018-2024. India Snacks Market is growing due to following factors Lifestyle Changes, Rising Urbanization, Growing Middle Class Population, Local Availability and Availability of Snacks in Small Package Size, Low Price and Company's Strategies to focus on regional taste. (29-1- 2018, Laura Wood, Senior Manager)
- b. Satisfaction is a result of a product related experience and this question reflects the overall opinion of a consumers experience with the product performance. Satisfaction and attitude are closely related concepts. The psychological concepts of attitude and satisfaction may both be defined as the evaluation of an object and the individual relationship to it. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need, include physical objects, persons, organizations, and ideas is called as product. Services mean the work done by one person which is helpful to another person and these are intangible in nature. It is an act of help and assistance.
(Sahaya Alexander)
- c. Haldirams does not have an effective visual merchandising strategy but is still able to procure higher sales due to a focused product line, resulting in timely stock replenishment. While Frito Lay's merchandising tools were found to be most effective in increasing the visibility of its products and brand due to increased deployment of these tools in different shapes and sizes at almost all retail outlets, its merchandising strategy could not beat the festival season sales of Haldirams. This is due to the fact Factors Affecting the Retailer Perception for the Sale of Snacking Products through Traditional Trade Retail Outlets in India 29 NJMSR V.1 No.1 Issue 1 (2016) that Haldirams brand, as a close competitor of Frito Lay, also provided better retailer schemes to push sales during the festival season further. ITC and Parle lag far behind in merchandising tool deployment and also in offering competitive retailer schemes. (Ganga Katiyar,2016)

RESEARCH METHODOLOGY

Methodology includes the overall research procedures, which are followed in the research study. This includes Research design, the sampling procedures, and the data collection method and analysis procedures. Research Objective of the report is to learn the facets of marketing and do the monitoring and counter selling for Haldiram PVT. LTD. Along with I will also work in the following areas: -

- Market visit for retail shops
- Research on
- customer satisfaction”
- Sales & Distribution
- Promotional strategy

Research design: -

Type: Exploratory research design using secondary data analysis Descriptive research design using survey method

Survey using personal interview (face to face) interview method

Sources of information: survey by means of structured undisguised and general face to face interaction with outlet holders and distributors and used some secondary data.

Methods of data collection: -

It can be obtained either through direct communication with respondents in one form or another or through personal interviews. Questionnaire and interviewing are main weapons to collect data. There are mainly two types of data –

- **Primary Data**
- **Secondary Data**

Primary research entails the use of immediate data in determining the survival of the market. The popular ways to collect primary data consist of surveys, interviews and focus groups, which shows that direct relationship between potential customers and the companies. Whereas secondary research is a means to reprocess and reuse collected information as an indication for betterments of the service or product. Both primary and secondary data are useful for businesses but both may differ from each other in various aspects.

Type of data to collect-

- **Categorical**

nominal-observations that can be coded ordinal-observations that can be ranked

- **Continuous**

-Observations that can be counted or measured

- **Mixed**

matrix of categorical and continuous data

Following are the ways through which data can be collected

- Observations
- Interviews
- Reports
- Records

- **Tools of data analysis: -**

Excel and Well – structured questionnaires might be referred for data analysis.

Type Of Research Method

- Qualitative-
- Quantitative
- Mixed (qualitative and quantitative)
- Critical and action oriented

In these report data is collected by means of survey. A format was made for collecting the data in which important questions was being prepared for collecting the data e.g. to know the market share of haldirams total demand existing in the market what's the share of competitors.

Consumers preferences tastes and age group which mainly use the products of haldirams, class of people mainly using haldirams products. What are tools and techniques that are being used by the company to increase the sales of company?

DATA ANALYSIS & INTERPRETATION

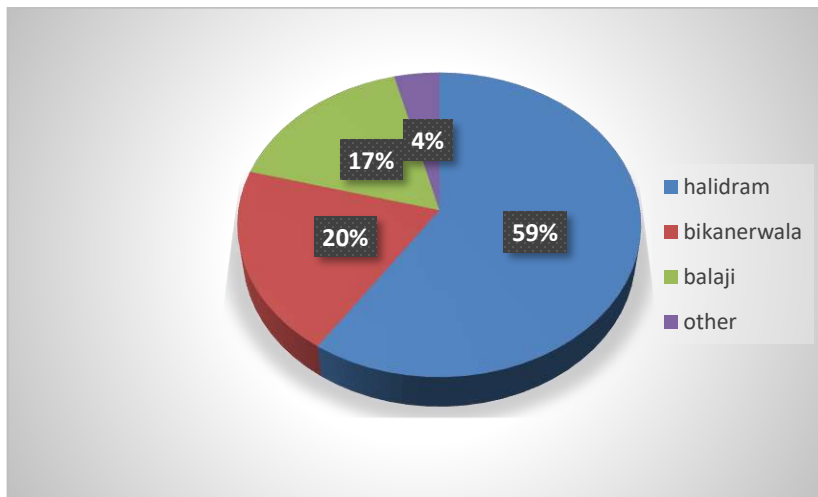
The data that has been collected by means of survey and questionnaires has been analyzed and tested by excel and then result has been interfered. various graphs and chart bars are used to interfere the data

While preparing the data it has been kept in mind that the data should be coherent and there should be no biasness.

- Field editing (that is detail of data has been collected)
- Abbreviations and short forms not used
- Readability and understandability
- Inadequate answers have been removed that is (incomplete answers, left blanked answers)
- Mistakes that have been accursed in collecting the data has been removed

1. Namkeens Share in Nagpur Market

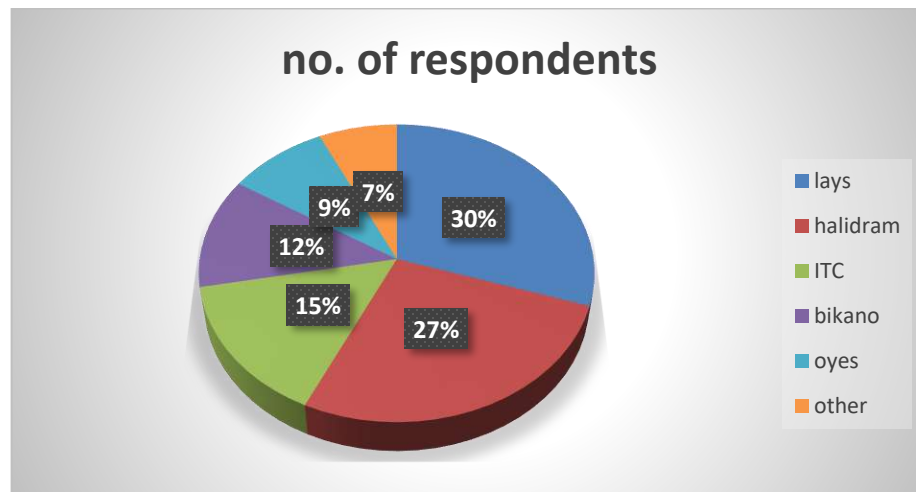
COMPANY	NO. OF RESPONDENTS	NO. OF %
Haldiram	30	60%
Bikaner Wala	10	20%
Balaji	8.5	17%
Other	2	4%
Total	50	100%



The data about consumptions and different namkeens sold in market has been collected and it has been observed that haldirams capture highest percent share in namkeens and it is about 60% share, Balaji captures 17% of market share ,Bikaner Wala holds 20% share of market and rest has been captured by other brands.

2. DEMAND OF CHIPS

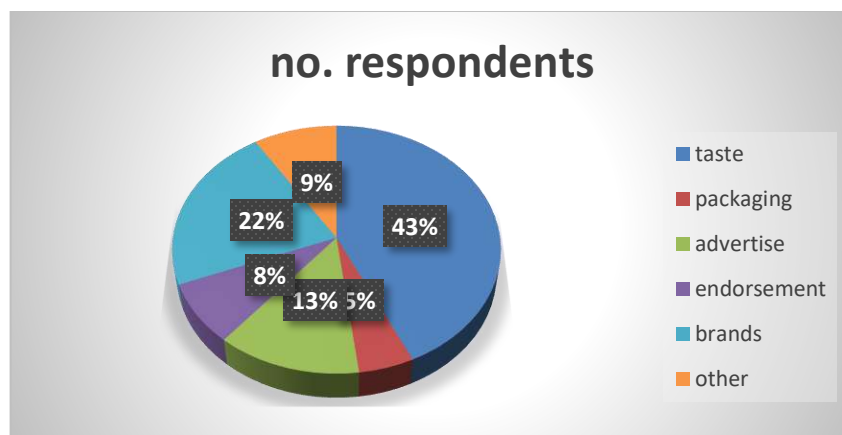
DEMAND OF CHIPS	NO. OF RESPONDENTS	PERCENTAGES
Lays	15	30%
Haldirams	13.5	27%
ITC	7.5	15%
Bikano	6	12%
Oyes	4.5	9 %
Others	3.5	7 %
Total	50	100%



Data collected and analysis Lays captures highest share in market that is 30% of market share, Haldirams also captures quite good share of market. On analysis % share of different brand is shown

3. DIFFERENT CONSEQUENCE THAT ADDS IN SALES VOLUME

PARTICULAR	NO. OF RESPONDENTS	NO. OF %
Taste	21.5	43%
Packaging	2.5	5%
Advertise	6.5	13%
Endorsement	4	8%
Brands	11	22%
Other	4.5	9%
Total	50	100%



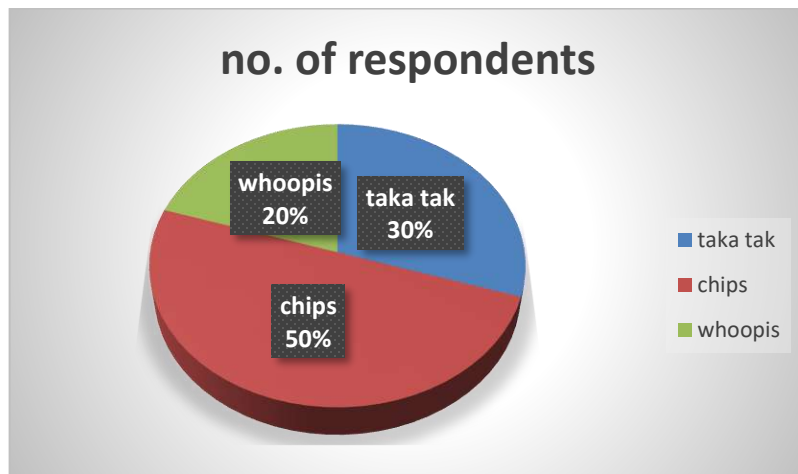
Various factors that helps to increase the sales volume of products.

Taste is the major factor on which sales of a product depend. There are also secondary factors on which also quite good share of sales depends that is advertisements, packaging, brand and other factors.

4. DIFFERENT AGE GROUP USERS OF NAMKEENS OF BRANDS

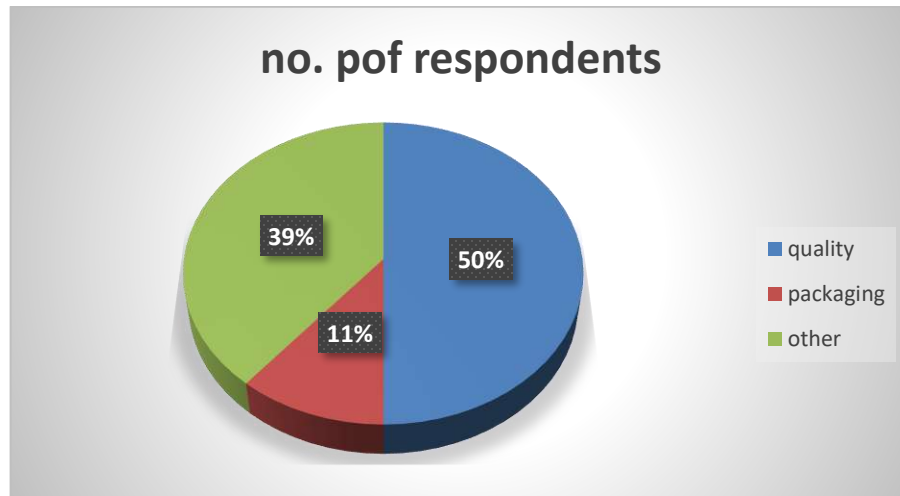
Namkeens and chips are mainly used by persons who belong to age group of 0- 20 it should be kept in mind that the mainly teenagers and child's are the persons who are occupying highest share in sales volume of these products. other age persons are occupying 40% sales volume of all these products.

PRODUCT	NO. OF RESPONDENTS	NO. OF %
Taka Tak	15	30%
Chips	25	50%
Whoopies	10	20%
Total	50	100%



Among the different brands of haldiram's western namkeens products that is takatak chips whoopis. chips is mainly the segment which captures highest share in the market and it is also sold in higher volume comparable to other products. Takatak is also sold in good volume as comparable to whoopis, takatak also occupies good volume of market share. Whoopis is not sold in higher volume but in future it may be sold in good volume because consumers are not aware of these products.

Item	RESPONSE	Percentages
Quality	25	50%
Packaging	5.5	11%
Others	19.5	39%
Total	50	100%



Quality is major factors on which sales volume of products depends on basis of survey a has been observed that it major factor on which sales volume of product depends.

Packaging also occupies good share in sales of a products it is also demand of today era and on it sales volume of products depend. Others factor is also quite essential for sale of a product e.g. advertisement, brand and other factors also occupy quite a good percentage.

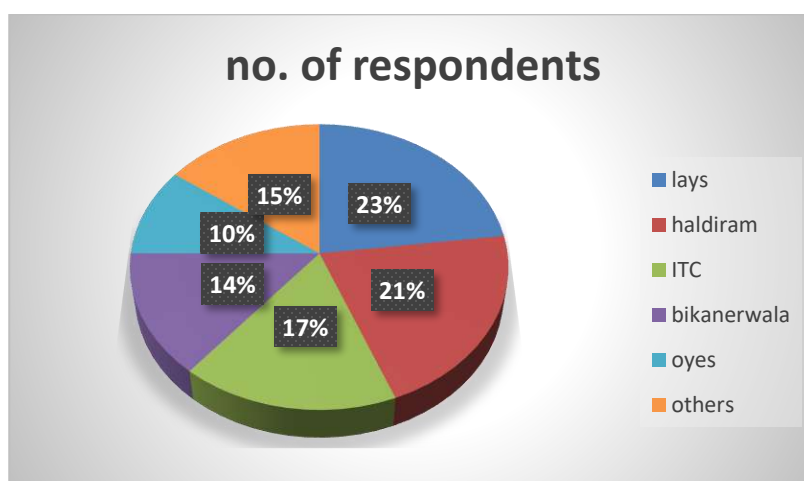
Users of Haldiram's products

Part time users are those type of users who use haldirams products anywhere any time. They occupy highest share that is 50%

Regular user compromises of about 32% who always use haldirams products. 18% users are of that type by chance they use Haldiram's products.

5. BRANDS AWARENESS FOR CHIPS SEGMENT

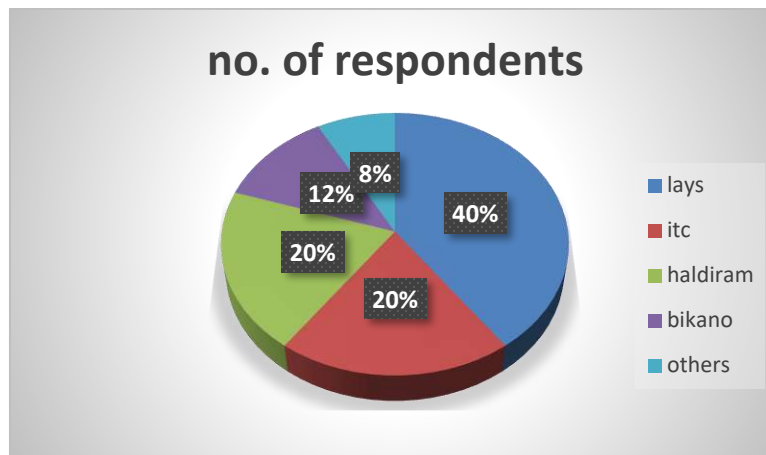
Brands	RESPONSE	Percentages
Lays	11.5	23%
Haldiram	10.5	21%
ITC	8.5	17%
Bikaner Wala	7	14%
Oyes	5	10%
Others	7.5	15%
total	50	100%



There are so many brands that offer their products in market. Lays: - everyone is aware of these products and so it occupies highest sales volume. Haldiram's it is known brand and performance is quite well. ITC is also a renowned brand but its performance is not up to the mark as it spends huge money in promotion Bikaner Wala is a growing brand.

6. BRAND PREFERENCE OF CONSUMERS

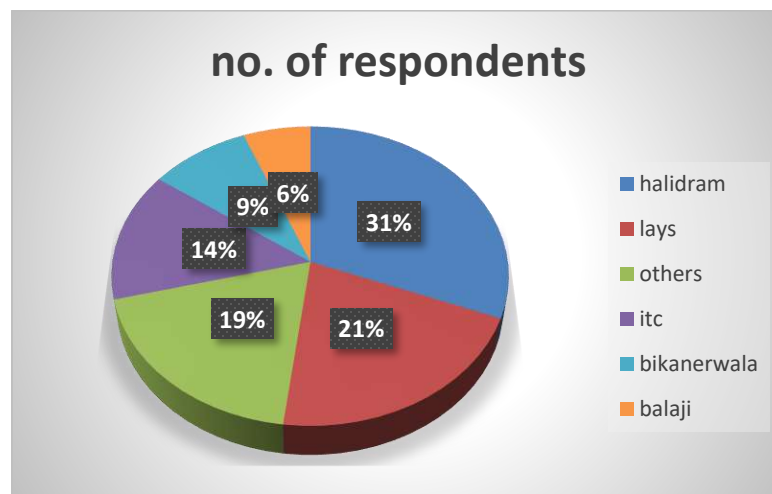
Brands	No. of respondents	No. of %
Lays	20	40%
ITC	10	20%
Haldiram	10	20%
Bikano	6	12%
Others	4	8%
Total	50	100%



Among the different brand existing in market preference of consumers. LAYS is the first preference of consumers and performs well. ITC is also doing best and occupies second preference in chips HALDIRAMS is also good but its third preference of consumers BIKANO becoming a new brand name and trying to capture market Others trying their best but still much to do. They are not able to survive in market.

7. TOTAL CONSUMPTION OF DIFFERENT BRANDS

Brands	RESPONSE	Percentages
Haldiram	15.5	31%
Lays	10.5	21%
Others	9.5	19%
ITC	7	14%
Bikanerwala	4.5	9%
Balaji	3	6%
Total	50	100%



Total Consumption Of All Products

Haldirams captures highest share in total consumption of fmcg products and occupies first position

LAYS comes in second position in overall consumption ITC comes 3rd in position in overall consumption

Bikaner Wala still trying to capture the market and there are also trying.

HYPOTHESIS TESTING

H1. After Analyzing data hypothesis is accepted that the buying behavior of the consumer is independent of their personal background.

H2. - as increase in sales of haldiram sweet the market share is more as compared to local sweet so hypothesis is reject.

SWOT ANALYSIS

- **STRENGTH**

1. A nationwide manufacturer and strong distribution channel
2. Strong control over distributors
3. Haldiram is the master brand in Namkeen and growing its chips.
4. Engage in proportioning throughout the year.
5. Employees are very much devoted to their works

- **WEAKNESS**

1. Feedback system doesn't work property.
2. Proper Importance isn't gives to the retailers.
3. Low profit margin to the distributors.
4. Weak in chips segment.
5. Low profit margin to the retailers in Namkeen Segment

- **OPPORTUNITY**

1. Steel big empty market
2. Huge demand in the month of August to March

- **THREATS**

1. Facilities provided by the Lay's, is offering credit sales.
2. Lay's and Kurkure paints the outlets regularly.
3. Matter of low hygienic foods.
4. Insects are found
5. Entrance of Local product.
6. Distributor attitude
7. Undercutting to the Whole sale market.



Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objective in the target market.

Marketing Mix of Haldiram's

- Products

Chips, Namkeens, Sweets, Pickle, papad, Syrup, Woopies

- Chips

There are six flavors in chips classics salt

- Pudina treat
- Paprika

- **Mast Masala**

- Bolelos
- N salt

Taste of chips

Pudina treat –

Taste of pudina Paprika –

Taste of green chill Mast masala –

Taste of Tomato Classic salt –

Plain \$ only salted. Boletos -

N salted –

Masala salted

Namkeen:-

Bhujia

Aalu Bhujia

All in one

Kaju Mixer

Kashmiri mixer

Bombay mixer

Product Qualities

Impeccable qualities, they focus on TQM before the finish like because the quality along if advertisement which Haldiram gives as a competitive edge design innovative of packets day by day. It is a popular due to its colorful packets of Namkeen which is unbeatable by other brands.

Features: -

Testy Snacks, Suitable with drinks as well as serving guest

Brand name: -

Huge brand name nation wide

Warranty

Takes in return when product expires or any or any other damage which is accidentals.

Price:-

The price is different for different product chips. Discount

Depends upon the sales executive, and retailer's bargaining and as different scheme.

Allowance

Fixed, as per distributor target and companies target to the sales person.

Public relations

Marketing sales executive pays a visit to retailer time to time.

Sales executive

Create new counters for that particular distributor on which he is working.

Promotion

Scheme like scratch coupon, Discount coupon, Bags, Caps, T- shirt, win cheaters etc. are given to retailer and customer.

FINDINGS

- The first and the major problem is that the company does not have direct and permanent contract with retailers. It is general complain that there is a big communication gap between the company and the retailers and no one is to solve their problem.
- The second problem of retailers is non availability of quick response of distributors.
- Distributors do not send the ready stock and thus the delivery man suffers the problems when the retailer demands in emergency.
- One of the major problems is i.e., they are the price difference. They are getting same product in different price from others suppliers (the other suppliers are giving on less price and schemes) thus this problem is very big for distributors and suppliers both.

CONCLUSION & LIMITATIONS

Conclusion

- This makes it necessary for organizations to implement the act effectively and bring in robust redressed processes at the earliest
- Work/life programs have the potential to significantly improve employee morale, reduce absenteeism, and retain organizational knowledge, particularly during difficult economic times.
- In today 's global marketplace, as companies aim to reduce costs, it falls to the human resource professional to understand the critical issues of work/life balance and champion work /life programs.
- Classify the working women based on age (25-35, 35-45 and above) the organization concentrate on 25-35 age group because in that age women's have more responsibilities in home as well as in working place.
- Work life balance programmers create win – win situation for employees as well as employer.
- To conclude a very significant study that develops an idea that respondents realize the significance of a woman's role
- To conclude a very significant study that develops an idea that respondents realize the significance of a woman's role
- The overall conclusion of this research paper is Haldiram's is a famous brand in Indian snacks industry, holding most of the market shares. The brand is well known and consumed for its quality. Price does play a significant role in buying behavior but is less important compared of other factors such as – quality, taste, and packaging.

Limitations

- Absolute sales figures obtained from the survey through retailers may be inflated.
- The brand level penetration study is limited because the project is only dealing with Western Snacks and namkeen products and not the entire range of Snacks products available.
- Absolute sales figures for competitor brands obtained from sample space of retailers are insufficient to draw an analysis of sales performance for competitor brands.
- Given the time limit and scope of the project Market Penetration of Haldiram's Western Snacks has not been calculated using the method of Total Sales to Total Consumer Base. Penetration percentage of Haldiram's Western Snacks in the study will denote only an estimate of the availability of the product line in the Retail market.
- Given the time limit and constraints Competitive Analysis does not include identification of Indirect Competitors (substitutes).
- Interviewer's judgment is used to fill the questionnaire according to the responses given by the retailers.

SUGGESTIONS

After completing the research work I came up with the following suggestions that the brand could try to work on for better future growth and capturing more market shares and for staying the market leader for a little longer –

- Brand should try to tap market of health-conscious people by experimenting with more kind of baked snacks.
- More products should be launched to tap kid segment apart from Halke-Phulke
- 2019, Haldiram's surpassed PepsiCo and captured highest market share in snacks industry but COVID 19 has impacted sales for various reasons.
- Brand should work on retaining their share and gaining back the confidence of their consumers.
- It can focus more on advertising to boost sales like Bikaji-Bhujia.

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QUESTIONNAIRE :-

1. which product is sold in higher volume Ans :-
 - takatak
 - Chips
 - Whoopies

2. which of the company western namkeens are sold in the market Ans :-
 - Itc
 - Lays
 - Haldirams

3. which class of people are mostly using namkeens Ans :-
 - higher-class
 - Middleclass
 - Lower-class

4. whom do you think to be competitor of haldirams in western namkeens Ans :-
 - bikaji
 - Itc
 - Lays

5. which product you like most Ans :-
 - takatak
 - Chips
 - Whoopies
 - Namkeens

6. haldiram namkeens are easily available or not Ans :-

- yes
- No

7. Which product you like most Ans:-

- haldiram chips
- Bingo
- Lays chips
- Kurkure

8. Any improvement required Ans :-

- Quality
- Packaging
- Others

9. Do you check price before buying haldiram product. ?

- Yes 20%
- No 80 %

10. The quality of product matters while Purchasing haldiram products.

- Yes 85%
- No 15%