

# Project Report

“ A Study On Market Analysis Of Britannia Company Ltd.”

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, 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

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G. S. College Of Commerce & Economics, Nagpur

Academic Year 2022- 23



G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022- 23



## CERTIFICATE

This is to certify that “ **Asra Anjum Sheikh** ’ ’ has submitted the project report titled “ **A Study On Market Analysis Of Britannia Company Ltd** ’ ’ , 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. Afsar Sheikh**

Project Guide

**Prof. Afsar Sheikh**

Coordinator



Place:

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022- 23



## DECLARATION

I here-by declare that the project with title " A Study On Market Analysis Of Britannia Company Ltd ' ' 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.

Asra Anjum Sheikh

Place:

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



## ACKNOWLEDGEMENT

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

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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.

Asra Anjum Sheikh

Place:

Date:

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# INTRODUCTION

## INTRODUCTION

Britannia Industries is one of India's leading food companies with a 100 year Legacy and annual revenues in excess of Rs.9000 Cr. Britannia is among the most trusted food brands, and manufactures India's favorite brands like Good Day, Tiger, NutriChoice, Milk, Bikis and Marie Gold which are household names in India. Britannia's product portfolio includes Biscuit, Bread, Cakes, Rusk and Dairy product including cheese, Beverage, Milk and yoghurt.

Britannia's product portfolio includes Biscuits, Bread, Cakes, Rusk, and Dairy products including Cheese, Beverages, Milk and Yoghurt. Britannia is a brand which many generations of Indians have grown up with and our brands are cherished and loved in India and the world over. Britannia products are available across the country in close to 5 million retail outlets and reach over 50% of Indian homes.

The company's Dairy business contributes close to 5 per cent of revenue and Britannia dairy products directly reach 100,000 outlets. Britannia Bread is the largest brand in the organized bread market with an annual turnover of over 1 lac tons in volume and Rs.450 crores in value. The business operates with 13 factories and 4 franchisees selling close to 1 mn loaves daily across more than 100 cities and towns of India.



We have a presence in more than 60 countries across the globe. Our international footprint includes presence in Middle East through local manufacturing in UAE and Oman, are the No 2 biscuit player in UAE with a strong contention to leadership and have a similarly strong market position in the other GCC countries. We are also the market leaders in Nepal and are in the process of investing a manufacturing facility in the country.

Our foot print spreads across North America, Europe, Africa and South East Asia through exports and we are investing in a state- of- the- art facility in Mundra SEZ, Gujarat, to service the exports markets.

Our strategic expansion plan is based on the principle of ‘ One new market a year’ . We plan to expand through local operations in Africa and South East Asia in the coming years.

Britannia takes pride in having stayed true to its credo, ‘ Eat Healthy, Think Better’ . Having removed over 8500 tonnes of Trans Fats from products, Britannia became India’ s first Zero Trans Fat Company. Over 50% of the Company’ s portfolio is enriched with essential micro- nutrients which nourish the body.

The company set up the Britannia Nutrition Foundation in 2009, and began working on public private partnership to address malnutrition amongst under-privileged children and women..

Brand Britannia is listed amongst the most trusted, valuable and popular brands in various surveys conducted by prestigious organizations like Millward Brown, IMRB, WPP Group and Havas Media Group to name a few.

Our relentless focus on quality and freshness have won us prestigious accolades including the Golden Peacock National Quality Award and the Ramakrishna Bajaj National Quality Award.

However, the award that we cherish the most is the one given by our consumers. Britannia is recognized as one of the most trusted, valuable and popular brands among Indian consumers in various reputed surveys.

Britannia believes that 'Taste & Trust' are its sobriquet and will constantly endeavor to make a Billion Indians reach out for a delightful and healthy Britannia product several times a day!



## COMPANY PROFILE



## COMPANY PROFILE

Formerly

Britannia Biscuit company ltd

Type

Public

Traded as

BSE; 500825 NSE ; BRINANNIA NSE NIFTV50

ISIN	INE216A01
Industry	Food processing
Headquarters	Kolkata, west Bengal , India
Area served	Worldwide
Products	Bakery products including biscuits, bread, cakes
Parent	Wadia group
Subsidiaries	Manna foods private ltd. International bakery
Website	<a href="http://www.britannia.co.in">www.britannia.co.in</a>





# Breads, Cakes and other Bakery products



640 x 640

## REVIEW OF LITERATURE

## Literature review

### Marketing

Marketing is a societal process by which individual and groups obtain what they need and want through creating offering and freely exchanging product and service of value with other or otherwise it is the process planning and executing the consumption, pricing, promotion and distribution of ideas, goods, service and to creates exchange that satisfied individual and organizational goods.

### MARKETING STRATEGY

Marketing strategy is a set of objective, policies and rules that leads the company marketing efforts. It is the marketing approach to accomplish the broad objective of the marketing plan. The various process of

marketing strategy are given below

1. Selecting the largest market segmentation
2. Positioning
3. Product
4. Price
5. Promotin
6. Place
7. Research and development
8. Marketing research



**RESEARCH STUDY**

## OBJECTIVE

1. To identify customer need of the company' product.
2. To identify the products that satisfy customer needs.
3. To identify the innovative goods as per consumer preference.

## HYPOTHESIS

H0:- There is not significant potential for Britannia Product in the market

H1:- There is a significant potential for Britannia products In the market



## SCOPE OF STUDY

## SCOPES

The study depends on production & operation department & since them were not willing to reveal any information about their packaging system, their machinery system so an intended errors may have crept it.

1. Data transparency is restricted to small sample.
2. The limitation of technique used in analysis cannot be avoided & they are felt well a study.
3. Limitation of the study is up to Britannia industries ltd.

## RESEARCH METHODOLOGY

## RESEARCH METHODOLOGY

### **Data Collection :-**

Secondary data from various websites will be used for the study .

Data will be analysed using charts and graphs



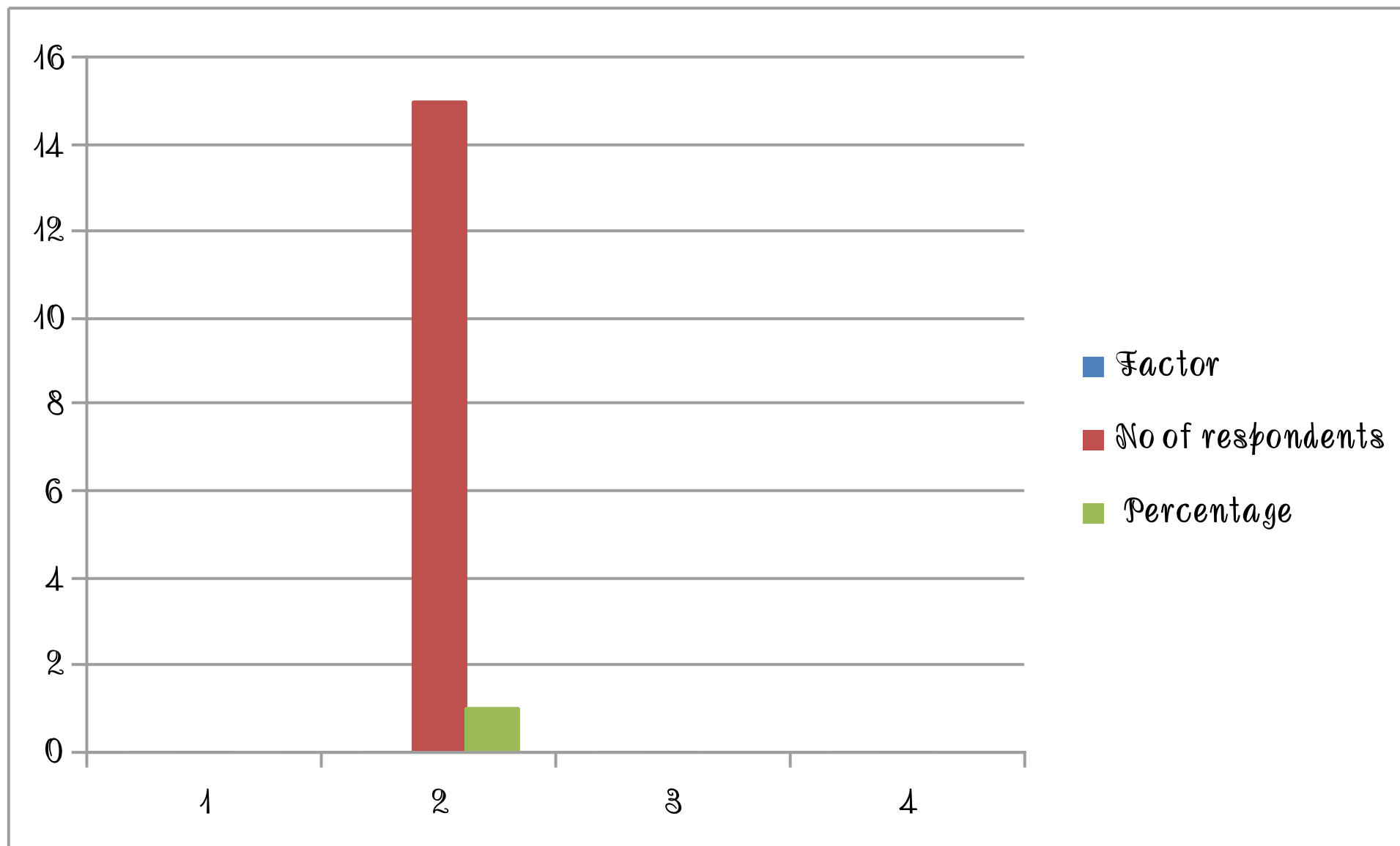


**DATA ANALYSIS AND INTERPRETATION**

1. Do you know about Britannia?

Factor	No of respondents	Percentage
Yes	15	100%

No	0	00
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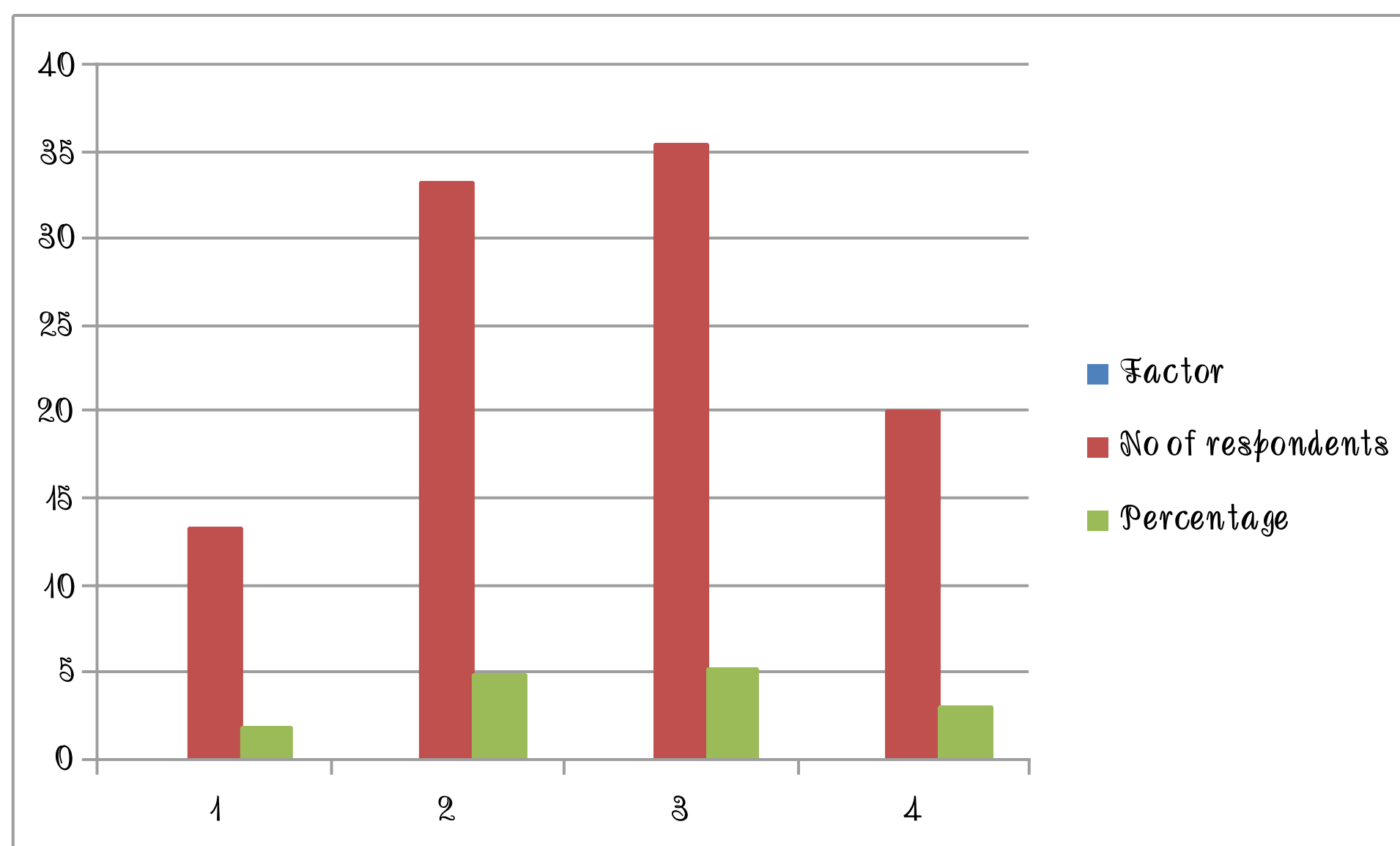


**Interpretation:**

Out of 15 respondents, 100% are yes and 0% are no respondents.

## 2. What are the product of Britannia you use very frequently?

Factor	No of respondents	Percentage
Dahi	1	13.3
Milk	4	33.3
Butter	5	35.3
Biscuit	3	20

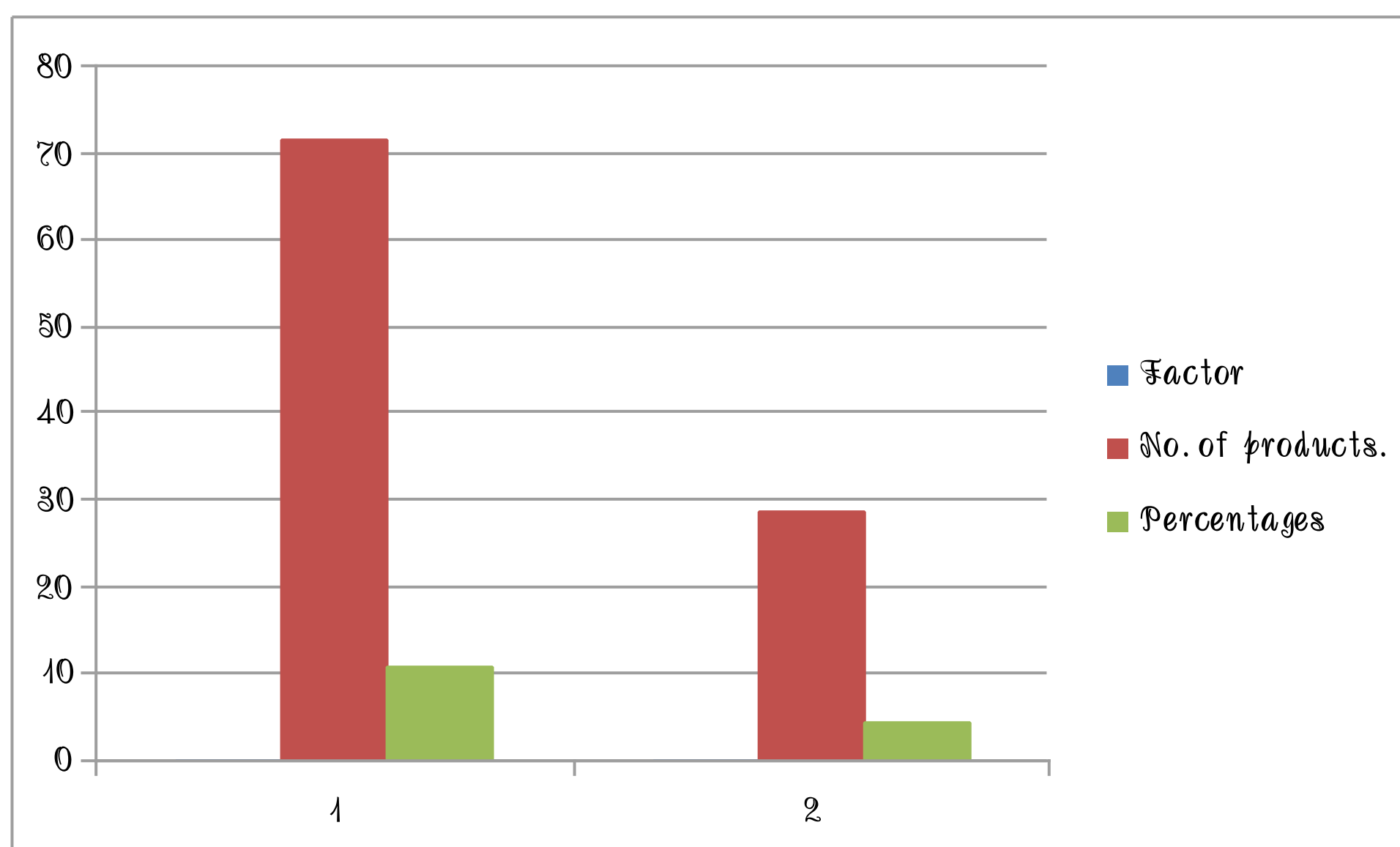


### Interpretation:

Out of 15 respondents, Dahi 1% , Milk 4% , Butter 5% and 3% are Biscuit respondents.

3. Do you get the Britannia products when required ?

Factor	No. of respondent	Percentages
Yes	10	71.4
No	5	28.6

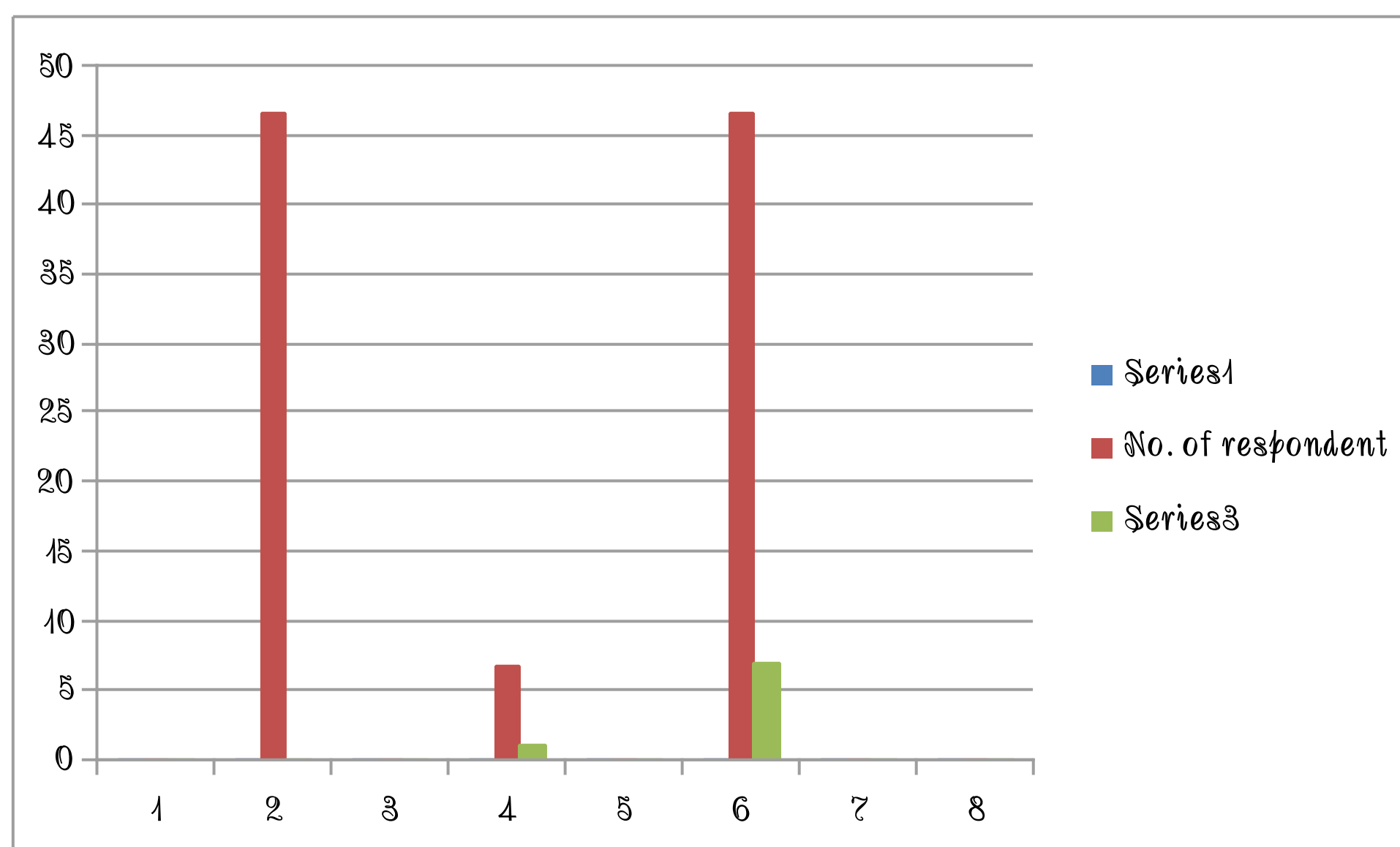


Interpretation:

Out of 15 respondents, Yes 10% and 5% are No respondents.

#### 4. Which brand dairy product do you like most?

Factor	No. of respondent	Percentage
Amul	7	46.7
Mother dairy	1	6.7
Britannia	7	46.7
Nestly	00	00

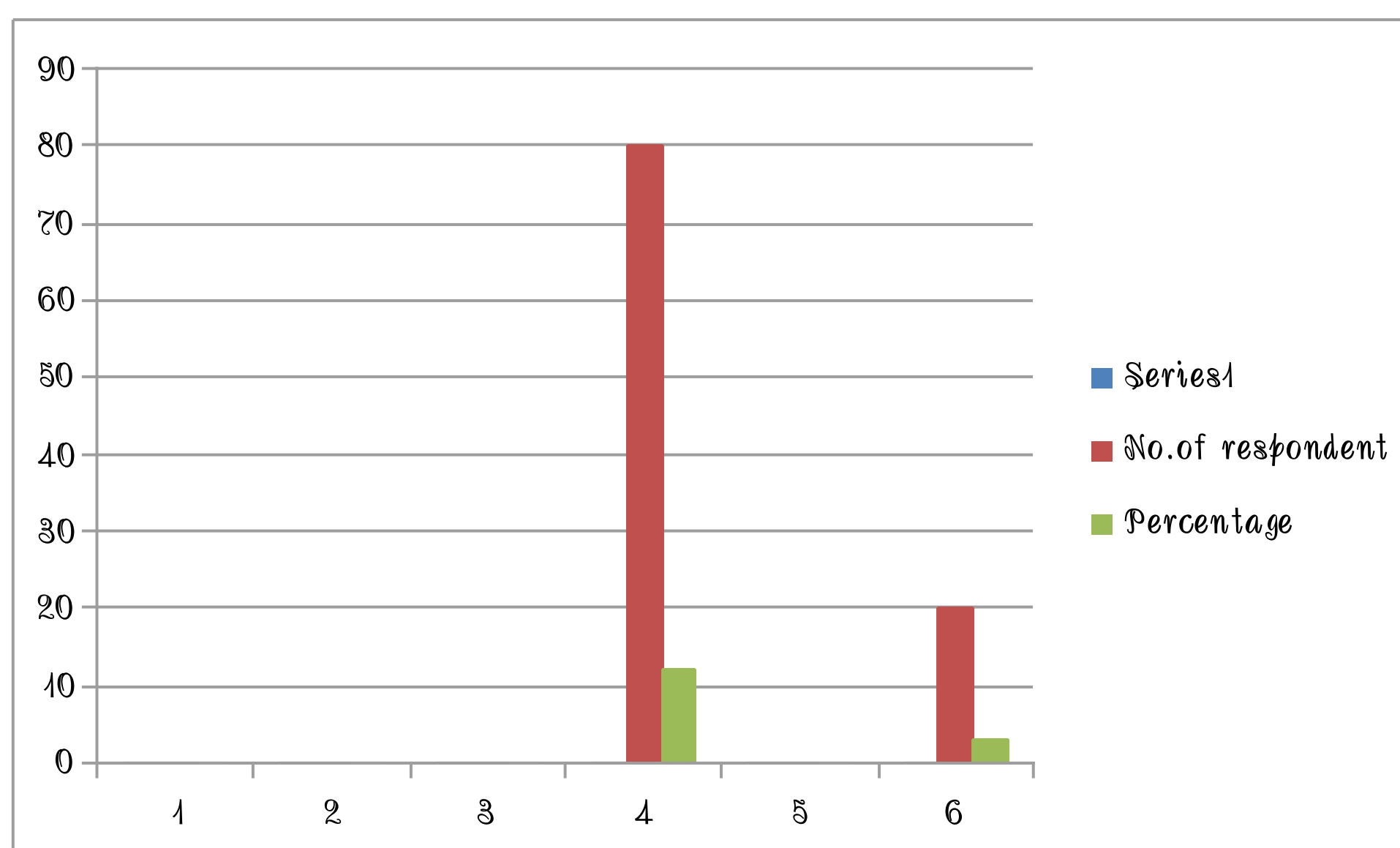


**Interpretation:**

Out of 15 respondents, Amul 7% , Mother Dairy 1% , Britannia 7% and 3% Nestly 0% respondents.

### 5. How is the test of Britannia products

Factor	No.of respondent	Percentage
Poor	00	00
Satisfaction	12	80
Excellent	3	20



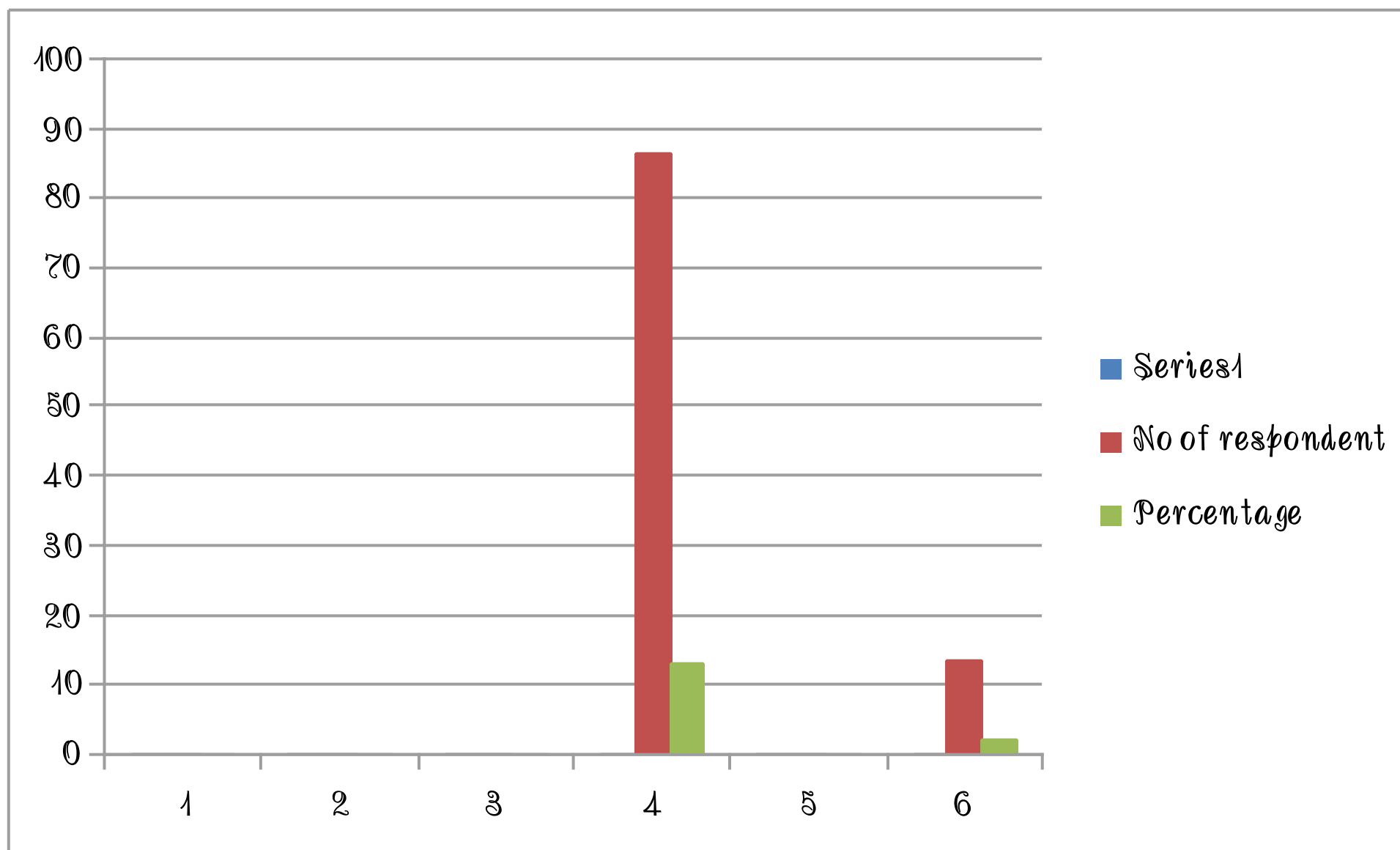
**Interpretation:**

Out of 15 respondents, Poor 0% , Satisfaction 12% , and 3% are Excellent respondents.

### 6. What about of price of Britannia product ?

Factor	No of respondent	Percentage
Low	00	00
Average	13	86.7
High	2	13.3





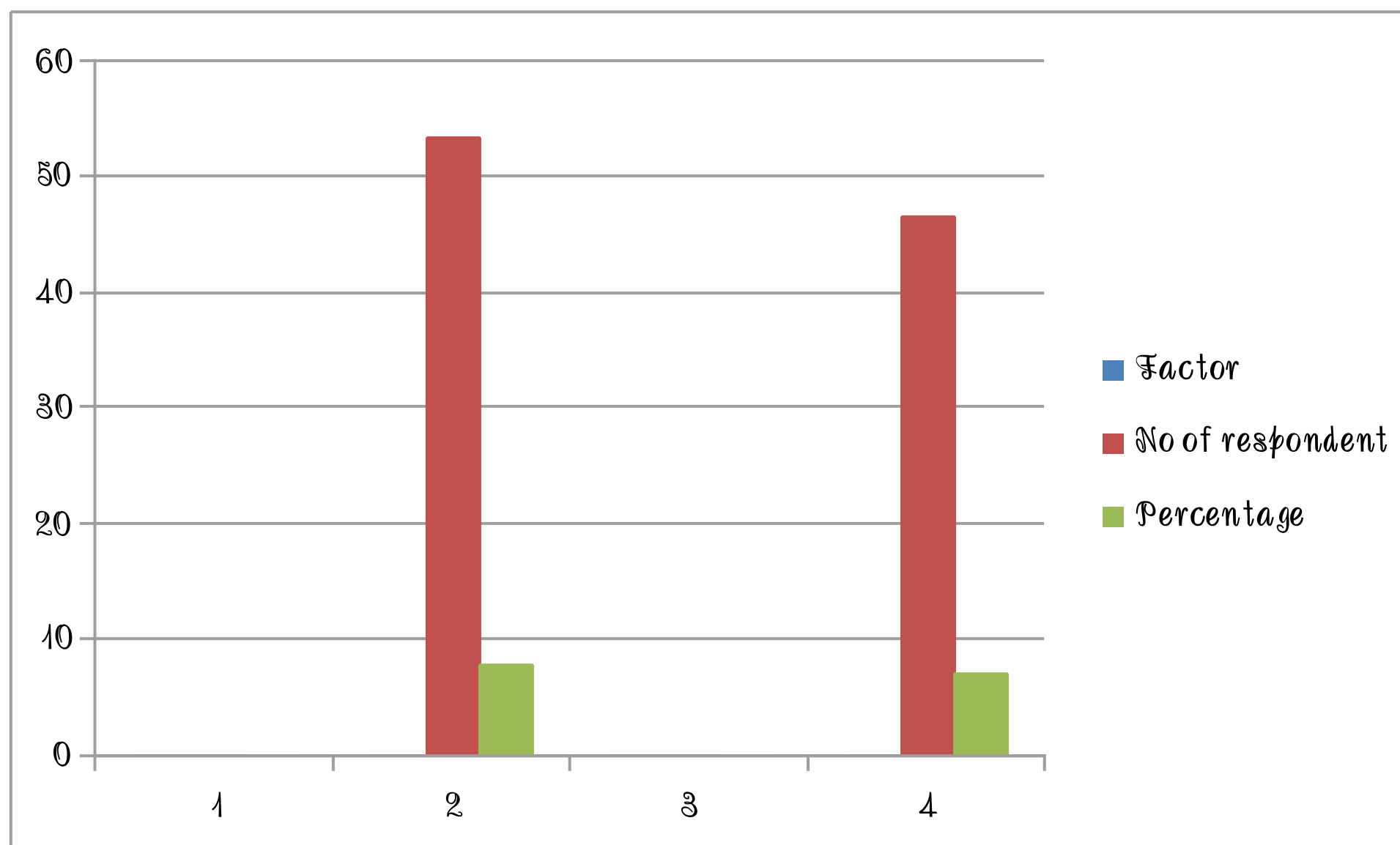
**Interpretation:**

Out of 15 respondents, Low 0% , Average 13% , and 2% are High respondents.

**7. Do you stock Britannia product?**

Factor	No of respondent	Percentage
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Yes	8	53.3
No	7	46.7



### Interpretation:

Out of 15 respondents, yes 8% and No 7% respondents.

# PRODUCTS

## Bakery Products



## Bread



## Dairy products



## CONCLUSION & LIMITATION



## CONCLUSION

Britannia is well established brand in biscuits market , hence it has a wide range of customer , across the country . Now it is entering into a new product line chocolates with a special target group , though market is full of competition like Cadbury , nestle etc . Britannia through its brand image and strategies will definitely turn the table.

### LIMITATIONS

1. Only secondary data is used for the study .
2. Time frame of the study is limited so not able to do in  
depth analysis.



**RECOMMENDATIONS & SUGGESTION**

**RECOMMENDATIONS & SUGGESTI**

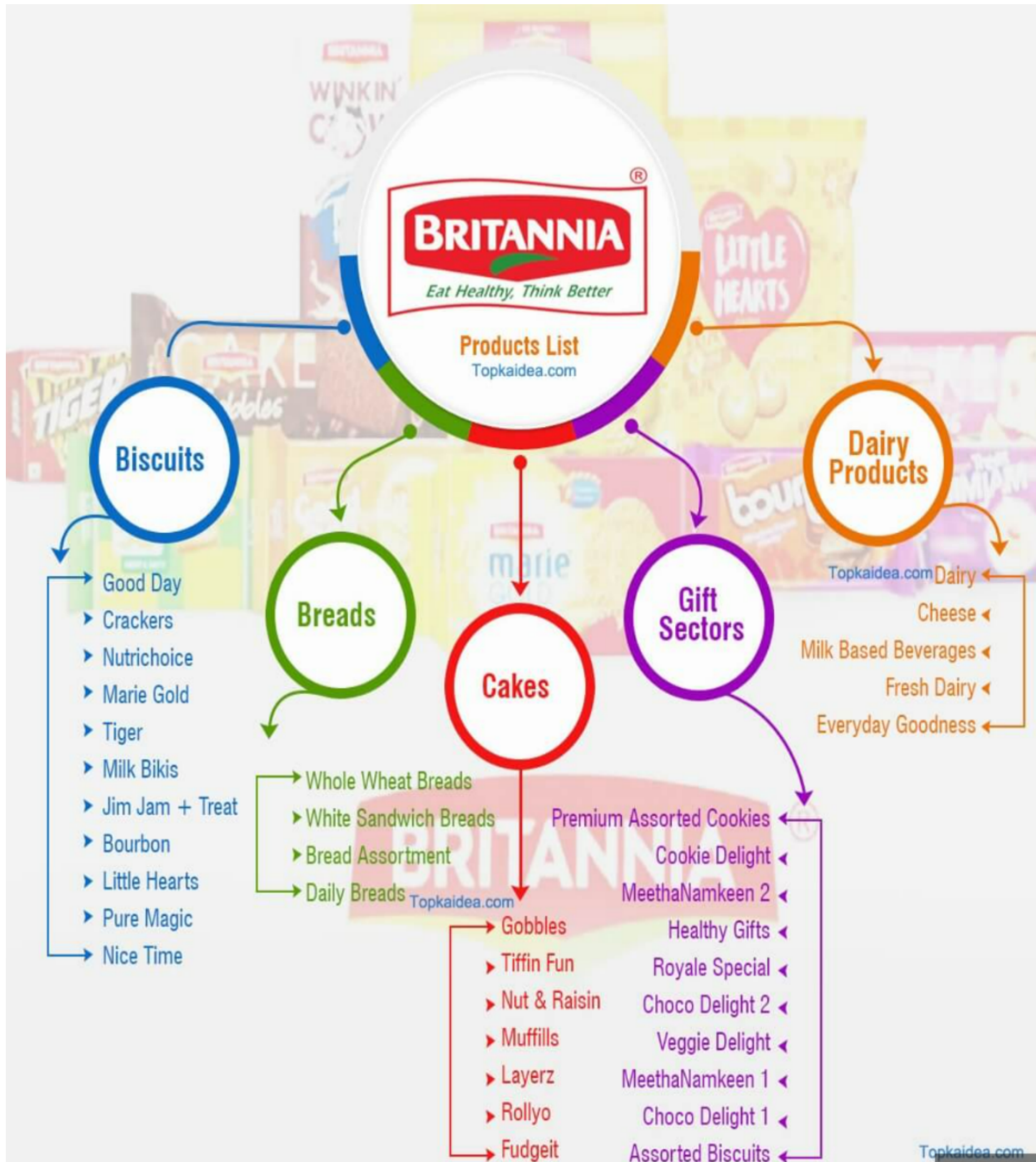


Britannia can cut costs for some period of time followed immediately by strong advertising . As we have seen during the research that most of institutions given most preference to the margin provide to them on milk products . As the quality and taste and availability of Britannia dairy products . Britannia dairy products , price remains the main criteria of institutional Dairy sales

Can start schemes like cash prizes or foreign trips on scratching the barcode on the packet

Locate the institution using competitor' s and provide them attractive offers to increase the market share so that at least the big competitors will not try to expand.

Mergers and Acquisition in the Dairy industry with local players help the company in . increasing distribution network and market share.



## BIBLIOGRAPHY

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**Questionnaire**

## QUESTIONNAIRE

1. Do you know about Britannia ?

a. Yes

b. No

2. What are the products of Britannia you use very frequently ?

a. Dahi

b. Cake

c. Biscuit

d. Chocolate

3. Do you get the Britannia products when required ?

a. Yes

b. No

4. Which brand's Dairy products do you like most ?

a. Amul

b. Mother dairy

c. Britannia

d. Nestle

5. How is the taste of Britannia products ?

a. Poor

b. satisfaction

c. Excellent

6. What about the prices of Britannia products ?

- a. Low
- b. Average
- c. High

7. How is the price of Britannia products ?

- a. Poor
- b. Good
- c. Excellent