

Project Report

A Study Of Market Potential And Market Penetration Of Haldiram's Products In Nagpur City

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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NAAC Re - Accredited "A" Grade Autonomous Institution

Academic year 2022-2023





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CERTIFICATE

This is to certify that "**Divya Srinivas Rao Vinnakota**" has submitted the project titled **A Study of Market Potential and Market Penetration of Haldiram's Namkeen in Nagpur city** 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.

Dr. Kamlesh Thote
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Dr. Afsa Sheikh
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Place : Nagpur

Date :



G.S College Of Commerce & Economics, Nagpur

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Academic year 2022-2023

DECLARATION

I hereby declare that the project with title **A study of market potential and market penetration of Haldiram's Namkeen in Nagpur city** has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** Degree examination as prescribed by Rashtrasnt Tukdoji 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.

Divya Srinivas Rao Vinnakota

Place : Nagpur

Date :



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ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Swati Katheley, Principal, G.S college of commerce and 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.

Divya Srinivas Rao vinnakota

Place : Nagpur

Date :

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Chapter : 1

INTRODUCTION

ABOUT TOPIC

Study of **Market Potential and Market Penetration** of Haldiram's Namkeen in Nagpur city.

A market is the set of all actual and potential buyers of a market offer. The available market is the set of consumers who have interest, income and access to a particular offer

Market potential :

Market potential is the total amount of possible sales in a market. Market potential figures out a customer profile (who you want to target with your marketing) and combine that with geographic size you want to target (how many of those people are in that area).

Analysing Market potential:

Market Identification :

The first step in Analysing market potential is to identify its market. Market identification requires finding out-

1. Who buys the product?
2. Who uses it?
3. Who are prospective buyers?

Market identification studies reveal the characteristics that differentiate the market segments marking up the products market potential.

Market Motivation :

The second in analyzing market potential is to detect the reasons why customers buy the product and the reason why potential customers might buy it. Market motivation studies 2 questions: Why do people buy? Why don't people buy? The answer not only helps in estimating market potential but assists the sales executive seeking to increase the effectiveness of the promotional programme.

Analysis of market potential :

Having identified the potential buyers and their buying behavior. The third step is to analyse the market potential. Generally market potential cannot be analysed directly.

Thus using market factor for analysing market potential is a two step process:

1. Select the market factor(s) associated with the product's demand.
2. Eliminate those market segments that do not contain prospective buyers of the product.

Total Market Demand = (Potential Number of Buyers) times (Average Quantity purchased by a buyer) times (The price)

Market Penetration :

Penetrated market is the set of consumers who are buying the company's product. Market penetration is a measure of how much a product or service is being used by a customer compared to its total estimated market for that product or service.

If the company is not satisfied with its current sales, it can track a larger percentage of buyers from its target market.

Ultimately the company can try to expand the potential market by advertising the product to less interested consumers or ones not previously targeted.

INTRODUCTION

Humble.... But confident beginning

Every giant is born small and the torrents begin as treacles. Haldiram's today a world renowned brand worth 200 million US\$ is no exception.

It all started brewing in Bikaner, the small but significant town nestled in the Thar desert in the North-west Rajasthan. Way back in 1937, there came into being a small sweet shop - a fore - runner so to say - to the present day fortune. But, as the adage goes - "Fortune favours the brave "... and it did, indeed.

A step forward toward a sweeter future.

The year was 1970 Mr. Shivkrishan Agarwal the founder of the Haldiram's took a brave decision and shifted base to Nagpur in Maharashtra.

Yet another sweet shop took roots. Haldiram Bhujawala became operative and sooner than later, became a hot favorite of all Nagpurians.

That led to the opening of two more outlets - both with a classy eatery in toe. That was 1974 or thereabout. Then on... rest is the history. A history full of a rich repertoire of success that now has become a habit.

The onward journey of the taste-of-tradition!

Rajasthan the land of Rajas is renowned for a number of things. Its ancient architecture, breathtaking stone carvings, richly done royal palace, camel cavalries, the stark beauty of sand dunes and of course... rich Rajasthani food

Our ancestors have done well by spreading the pleasures of tongue titillating tasty food. We decided to continue doing the same albeit with a modern twist to it. The wide range that you will witness in the following pages is a sort of insight into our sweet present.

Quality.. The sure-shot recipe of our sweet success.

Haldirams produces high quality, ready-to-eat snacks & sweets. Right from sourcing raw material to their conversion into finished products, everything is done as per the international norms [HACCP] of quality & safety.

While processing is done by customized, fully automatic machines; finished products are filled, weighed, and packed by the latest sophisticated machines. Human touch is avoided to ensure superior hygiene. The reason Haldirams's products retain freshness & flavour.

Products

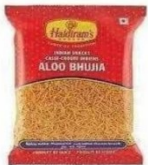
Today, Haldirams is a symbol of many things. Of high - quality products sold at reasonable prices. Of the genesis of a vast co-operative network. Of the triumph of indigenous technology.

Haldirams offers a wide range of products to its customers. The product range includes namkeens, sweets, sharbats, bakery items, dairy products, papad, ice-creams and much more.



LIST OF OUR PRODUCTS

NAMKEENS :



Aloo Bhujia (Everest mix) : A variant of sev, made with lentils and potato sprinkled with tangy mint makes it a tasty and unique all time snack.



Khatta Meetha :- Deliciously sweet and sour, this mix of fried green peas, boondi, lemon sev. Give your teatime an ideal companion, that's perfectly tangy and sweet.



Mixture (Rajasthan mix) : An all time popular ready to eat snack a perfect crunchy-munchy for a get-together or any occasion and a tasty accompaniment.



Moong Dal (Delhi mix) : A lightly salted, ready to eat crunchy anytime salty snack. Popular as an accompaniment or as a solo munch.



Panchratan Mixture (Taj mix) : Royal mix of potato sticks and dre fruits like almond, raisins, sweet in taste.



All In One (India mix) : A mixture of all fried Indian delicacies.

SWEETS :



Rasgulla : Liked by everyone for its pristine white look & sweet taste. Milk dumplings soaked in sweet syrup are low on fats, highly nutritious and yet very easy to digest. Favourite dessert. All over the world.



Gulab Jamun : A popular Indian sweet made of concentrated milk, Fried and soaked in sugar syrup. Goes well as dessert.



Rajbhog : A royal variant of rasagulla Big in size for royal serving & flavoured with real saffron to impact with rich flavour.



Kesar Anguri : A sweet treat fit for real royalty. A flavoured recipe of the city of Taj (Agra).



Badam Halwa : Traditional sweet of the great Indian frontier gives rich taste with dry fruits



Soan Cake : A variant of soan papdi or is round in shape, good in serving decorated with dry fruits.

SHARBAT :



Lemon Squash : Refreshingly tangy concentrate made with fresh and juicy lemons. Enjoy your favorite lemon soda or nimbu pani at home with tangy-sweet syrup.



Orange Sharbat : Made from the finest Oranges selected from the orange city Nagpur.



Khus Sharbat : An aromatic and refreshing taste, delightful drink in summers



Kala Khatta Squash : Nostalgic summer drink syrup made with fresh, tangy blackberries and spicy chaat masala.



Rose Sharbat : A floral concoction made with natural rose petals. This versatile syrup can be whipped into a refreshing sharbat or blended with milk to make a delicious milkshake.

AND MANY MORE



Chapter :2
LITERATURE REVIEW

Literature Review

Haldiram's success saga is not a common story, the successive innovation and pro-active thinking of its owner has made the brand reach the place where it is. Changing the common traditional, homemade fresh snacks into a product line extension playing with spices and experimenting to give in the touch of local regional flavour became the game changer and today it is the highest selling brand of snacks and sweets in India. 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 the local maker of the product has a huge role to play in the success story of snacks of the brand.

The seven strong demand drivers of the food and beverage industry of India are affluence of working population and increase in disposable income, rising urbanization and change in lifestyle, change in taste and preferences, increase in tourism in India and number of Indian travelling within and outside India, increasing awareness and accessibility of new products and acceptability of these products during occasions and celebrations. This makes the traditional 3 meal timings an old school thinking and snacks interval in between meals a new trend being followed in order to live a healthy and fancy lifestyle.



Chapter :2
COMPANY PROFILE

COMPANY PROFILE



Haldiram's is an Indian multinational sweets, snacks and restaurant company. Headquartered in Nagpur. The company has manufacturing plants in a wide variety of locations such as Nagpur, New Delhi, Gurgaon, Rudrapur and Noida. Haldiram's has its own retail chain store and a range of restaurants in Pune, Nagpur, Raipur, Kolkata, and Delhi.

- ★ **Type of business :-** Private
- ★ **Industry :-** Food
- ★ **Established :-** 1937
- ★ **Products :-** Sweets, Snacks, savouries, beverages, & frozen foods.
- ★ **Slogan :-** Taste Of Tradition
- ★ **Founder & Chairman :-** shri. Shivkishan Agrawal.
- ★ **Director :-** Rajendrakumar Agrawal, Sushilkumar Agrawal,
Kamalkumar Agrawal, Srinivas Rao Vinnakota
- ★ **Headquarters :-** Nagpur, India
- ★ **Website :-** <http://www.Haldiramss.com>

HISTORY

Haldiram's was founded in 1937 by Gangabisenji Agrawal, as a retail sweets and namkeens shop in Bikaner, Rajasthan. This modest shop quickly gained popularity and scaled up to meet a booming demand for its unique-tasting bhujia. From the year 1958 onwards, his grandson, Mr. Shiv Kishan Agrawal steered the business towards the heights it has tasted today. Determined to take bhujia beyond the boundaries of Bikaner, he shifted base to Nagpur in 1970. Haldiram opened its first store at Itwari Nagpur, and its first full production unit to introduce a delectable variety of savouries, sweets and beverages to the market.

The company has manufactured plants in Nagpur, New Delhi, and Bikaner. Haldiram also has its own retail chain stores and a range of restaurants in Nagpur and in other cities like Hyderabad, Pune, Mumbai, Chennai. Haldiram's products are exported to 40-45 countries including Sri Lanka, United Kingdom, Australia, and others.

VISION

Be the trendsetter in the field of healthy and tasty eating to achieve sustainable growth. This will bring about an overall upliftment of the organization, its customer and the society.

MISSION

Review, recreate and rediscover the trend of healthy eating and innovate and invent fresh new methods to nourish and delight everyone we serve.

GOAL

To provide our customers with perfect taste and quantity in the best of packaging.

OBJECTIVES

The objectives are as follow:-

1. To study the Market potential of Haldirams Namkeen in Nagpur city
2. To study the Product Penetration of Haldirams Namkeen in Nagpur city.
3. To study the number of consumers using Haldirams Namkeen.
4. To study the information of what can be the maximum market deman.

Hypothesis of the study

1. H0 - price has no significant impact on buying the Haldirams product

H1 - Price has significant impact on buying the Haldirams product

2. H0 - Availability of product does not affect the consumer in buying the Haldirams product

H1 - Availability of product does affect the consumer in buying the Haldirams product

SCOPE

By studying this topic there is lot of scope for the company

1. Can estimate potential market for the product i.e expected market demand
2. Can estimate the expected level of sale. Company demand is the company's estimated share of market share of market demand at alternative levels of company marketing effort in a given time period. Once the marketers have estimated company demand their next task is to choose a level of marketing efforts, the chance level will produce an expected level of sales.
3. Can get the approximately figure of market share i.e market penetrated by the competitors product.
4. Can study our existing market share
5. Can find out the penetrated market of Haldirams Namkeen
6. Company can further work on the information gathered for the expansion of its market share.
7. The market build up method calls for identifying all the potential buyers in each market and estimating their potential purchases.



Chapter :3
PRODUCT INFORMATION

Salient features

The product “Haldiram Namkeen”

- Available at a very affordable price.
- Processing done by customised, fully automatic machines.
- Finished products are filled, weighted & packaged by sophisticated machines. Human touch is avoided to ensure superior hygiene.
- Ready to eat Crunchy - munchy snack made of things having high nutritional value.
- Comes in convenient 12g, 25g, 70g, 160g, 350g, 1kg configurations.
- Modern, trendy, and aesthetically attractive package design.

APPLICATIONS

Haldiram namkeen has a range of applications i.e. as wide as the consumer's imagination can stretch it to. It can be used in various ways as follow :

- Aloo bhujia can be used as a crisp topping for dahi-vadas/ bhel or itself as a tasty munch.
- Phalhari chiwda can be used for phalhar fasts.
- Moong dal is popular as an accompaniment or as a solo munch
- Mixture is an all - time popular ready to eat snack. A perfect crunchy munchy for a get together or any occasion & a tasty accompaniment.
- Bhujia sev gives good company to cold drinks & tea - coffee

SWOT Analysis of “Haldiram Namkeen”

Strengths :

- Brand awareness and recall
- It costs very less than other Namkeen in the market.
- Available in different sizes like 12g, 25g, 70g, 160g & 350g, packs.
- Variety of products like papads, namkeens, chips, sweets, dry fruits, etc.
- Trusted for quality and hygiene.
- Loved for its taste
- Exported to many countries

Weakness :

- Less advertising is done compared to other food brands.
- Less awareness to the customer in the slums or of the low income group.
- Involved only in Indian snacks.

Opportunities :

- Due to the strong brand equity of Haldiram’s the product sale can be done very easily.
- Increase the number of outlets

Threats :

- If the coverage is not done on a regular basis, we might fail in the market.



Chapter :4

EXISTING BRAND & THEIR LINE EXTENSON

COMPITITORS

Major Existing brands:

- Balaji Namkeen
- Gopal namkeen

Prices of existing brands for namkeen

COMPANY	BRAND	PACK SIZE	PRICE
BALAJI	Balaji Namkeen	60g	Rs 10
		200g	Rs 45
		400g	Rs 80

GOPAL	Gopal Namkeen	30g	Rs 5
		60g	Rs 10

Marketing strategy

Marketing Strategy of Haldirams analyzes the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). There are several marketing strategies like product innovation, pricing approach, promotion planning etc. These business strategies, based on Haldirams marketing mix, help the brand succeed in the market.

Haldirams marketing strategy helps the company to position itself competitively in the market and achieve its business goals & objectives.

Let us start the Haldirams Marketing Strategy & Mix to understand its product, pricing, advertising & distribution strategies:



Haldirams Product Strategy:

The product strategy and mix in Haldirams marketing strategy can be explained as follows:

Haldirams is one of the largest food & snack manufacturers & retail outlets in India. The various food products offered by Haldirams include namkeens, papads, sweets, drinks, banana chips, halke fluke, takatak, frozen curries, frozen paratha, frozen rice, frozen thali, frozen snacks and canned sweets. It is also in the business of restaurants and fine dining, but 80% of revenue is generated by the packaged customers can place their orders and avail various special products offered by Haldirams which include custom sweet boxes, specialised festive products and custom tokni.

Haldirams product strategy as a part of its marketing mix comes in packages of various sizes to satisfy the different requirements of customers. They also give a lot of importance on attractive packaging with attractive colours to encourage impulse buying among customers. The package also comes filled with nitrogen to increase the shelf life of products. Haldirams focuses greatly on delivering quality products. The whole manufacturing process is in-house and stringent quality checks are done products business. The company also has an online presence where by the founder family members themselves. There is a uniformity in quality and authenticity in taste which make Haldirams a tremendous success in the Indian snacks market.

Haldirams Price/Pricing Strategy:

Below is the pricing strategy in Haldirams marketing strategy:

Haldirams follows a competitive pricing strategy in order to compete with the huge unorganised snacks and sweet sector in India.

Haldirams charge a minimal premium owing to the branded and well packaged products. They give a huge importance to good presentation and lively packaging as a way of differentiation from other non-branded unorganised products and thus demand a premium for it. But since the premium is so small that consumers usually don't mind given the trusted high-quality products.

At the same Haldirams, they keep prices slightly lower than other branded competitors like Bikaji, Gopal, Yellow Dimond etc. Thus competitive pricing is the backbone of its marketing mix business strategy. To charm the more price sensitive customers, Haldirams has come up with small one-time consumption packages of 40gms which are priced at Rs.10 for its most famous Bhujia sev under the namkeen category. 150gms packs are priced at Rs.35, family consumption packs of 350gms and 1 kg are priced at Rs.80 and Rs.210 respectively for the same product.

Haldirams Place & Distribution Strategy:

Following is the distribution strategy in the Haldirams marketing mix:

Haldirams owns three manufacturing facilities - Haldirams Food in Nagpur, Haldirams Bhujawala in Kolkata and Haldirams Manufacturing in Delhi, The Haldirams Snacks and Ethnic Foods in Nagpur had earnings of Rs.2,000+ crores. Haldirams also has restaurants at Nagpur and in Delhi. The three restaurant formats under which they operate are — casual dining, quick service restaurants (QSR) and kiosks. There are more than 20 restaurants in Nagpur. The company is planning to expand in south India using a franchise-based model. Haldirams has a strong network for distribution of its products in India and abroad.

The network is well defined and structured - finished goods from the manufacturing units are passed on to distributors via Carrying and Forwarding agents, which in turn ship the products to retailers.

Haldirams Promotion & Advertising Strategy:

The promotional and advertising strategy in the Haldirams marketing strategy is as follows:

Haldirams never followed an aggressive marketing strategy, but let the products speak for themselves by strong point-of-sale promotional practices. They also benefitted from huge loyal customer base and word of mouth promotions. But owing to the recent rise in competition,

Haldirams has now come up with small 30 seconds YouTube ads to target the urban and international customers. It also does city-level promotions using colourful hoardings and posters.

In 2015, Haldirams tied up with a Bollywood movie "Prem Ratan Dhan Payo " and launched a contest for promotions. Haldirams focuses more on the point of purchase advertising and uses special racks for its products in the retail shops. It also boasts a lot of awards and recognition including India's Most Trusted Brand (2003) and top brand in the ready-to-eat snack food category. It is a member of various international food associations like Snack Food Association, Virginia(USA), European Snack Association, London (UK) and International Association Of Amusement Park Attractions in Alexandria (USA).

Hence this concludes the marketing mix of Haldirams.



Chapter :5
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research is usually undertaken with a view to extend the frontiers of knowledge in regard to some specific area of intellectual pursuit. It involves some sort of specialization in a particular field in which the researcher is interested. It does not merely mean a new discovery or invention. It can also imply a new arrangement, new point of view, new proof and so forth. Research may be based on the existing data of hitherto completely unknown data. But it invariably involves original planning and a breakthrough at critical and speculative level. In other words, research does not consist only in dealing with an untouched subject, it also covers the treatment of some subject which has been explored earlier in an original manner. This can imply correction of error or improvement in the interpretation of older treatments.

Marketing research is the function, which links the customer to the marketing through information. Information used to identify and define marketing opportunities and problems, generate, refine and evaluate marketing action against monitor marketing performance and improve understanding or marketing as a process.

Marketing research specifies the information required to address these issues, design the method for the collection process, analyses the results, and communicates the findings and their implication.

According to Philip Kotler, “ marketing research is the systematic design, collection, analysis and reporting of data and finding relevant to a specific marketing situation facing the company”.

Marketing Research Process :

Marketing research requires the application of the system approach to the task of collecting, organising, analysing and interpreting desired marketing information. This means that each step in the research process must be carefully planned effectively coordinate all other relative steps so that all the step are properly integrated and executed as specifed at proper time and in the desired sequence. Each important division or segment of the process plays a vital role in the efforts of the research team to achieve the stated goals.

Effective marketing research involves five stpe:

STEP 1 : defining the problem and research

STEP 2 : developing the research plan

STEP 3 : collecting the inforamation

STEP 4 : analysing the information

STEP 5 : presenting the finding

Data Sources:

The research plan requires primary data, secondary data, or both

SECONDARY DATA

Secondary data is a type of data that has already been collected in the past. A researcher may have collected the data for a particular project, then made it available to be used by another researcher. The data may also have been collected for general use with no specific research purpose like in the case of the national census.

Secondary data can be collected through the following methods

This consists of

1. Books
2. personal sources
3. Journals
4. Websites etc.

PRIMARY DATA:

Primary data consist of original information gathered for the specific purpose at hand. Most research projects involve some primary data collection. Primary data collection is more costly, but the data are usually more relevant to the specific research issue.

Primary data can be collected through the following methods

This consists of

1. Questionnaire
2. Personal interview or field survey
3. Telephone survey.

SURVEY TECHNIQUES :

Questionnaire method:

The survey technique is intended to secure one or more items of information from a sample of respondents or informants representative of a larger group.

The information is recorded on a form known as a questionnaire or a schedule or a blank form of inquiry. As data is gathered by asking questions to people who are to have desired information, it is also called a questionnaire technique also.

Methods used for collecting information for the given topic:

- Prepared questionnaire which will cover the required information.
- Done a survey using the questionnaire method.
- Collected information through face to face talking.
- Collected secondary data (information) from websites and journals.
- Analysed the information through primary data and secondary data.
- Given the interpretation of the analysis and presented in the report.

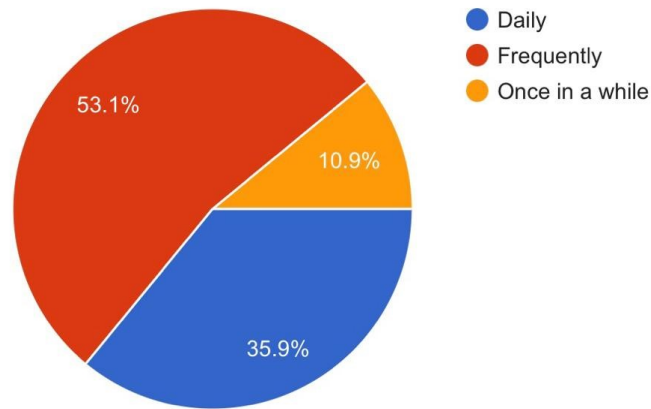


Chapter :6

INTERPRETATION & DATA ANALYSIS

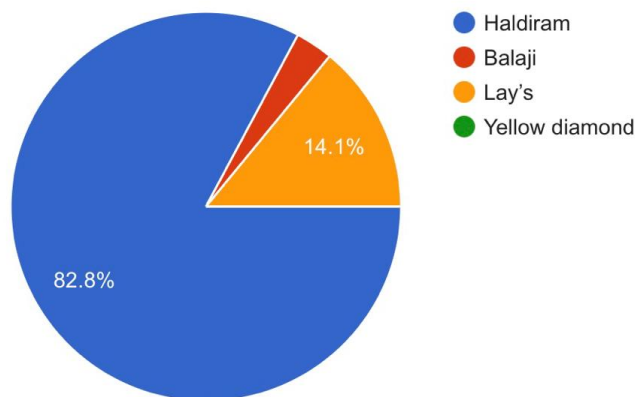
Data Analysis: In this research we have analysed the data with respect to the questionnaires given below in the annexures. The answers to the questions are given below.

1. How often do you consume Indian snacks?



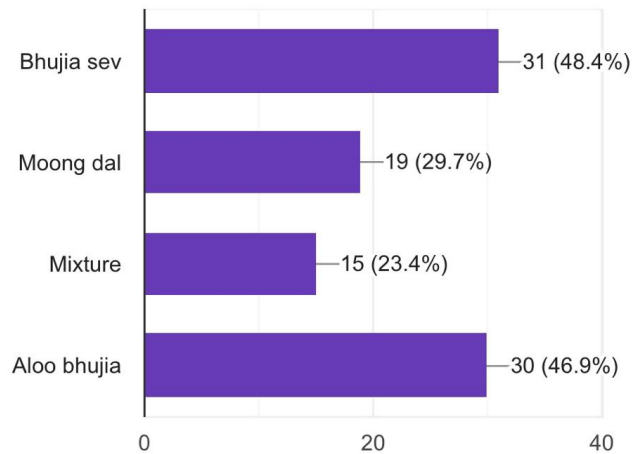
According to the survey conducted it has been found that out of 70 consumers. 53.1% of consumers consume Indian snacks frequently, 35.9% daily, and the rest of the consumers consume once in a while as shown in the above graph.

2. Which Indian snacks brand do you prefer to eat?



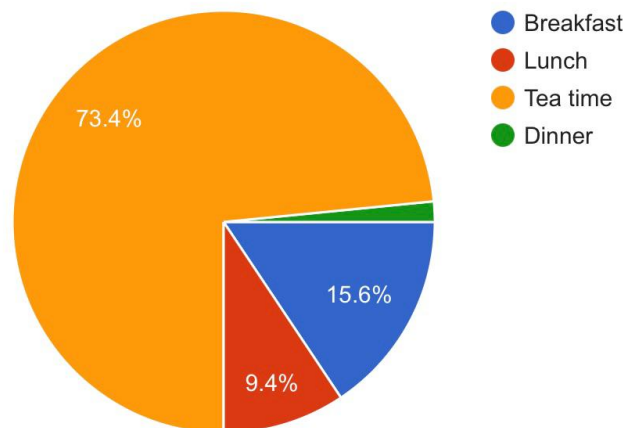
According to the survey conducted it has been found that 82.8% consumers prefer Haldirams for Indian Snacks and 14.3% of them prefer Lays.

3. *Which product do you like the most from Haldirams?*



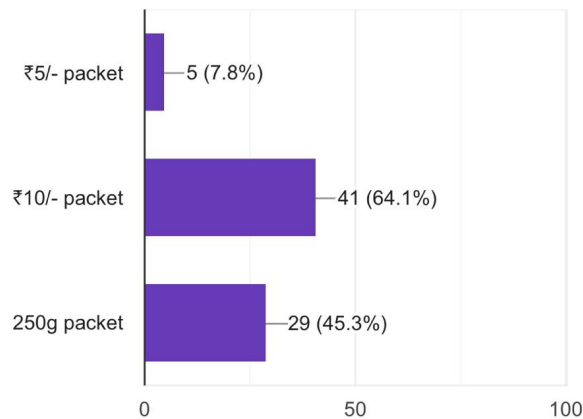
According to the survey conducted it has been found that 48.4% of consumers like Bhujia Sev. 46.9% of them like Aloo Bhujia, 29.7% of them like Moong Dal and the rest of them like Mixture.

4. *When would you prefer to eat snacks/namkeen?*



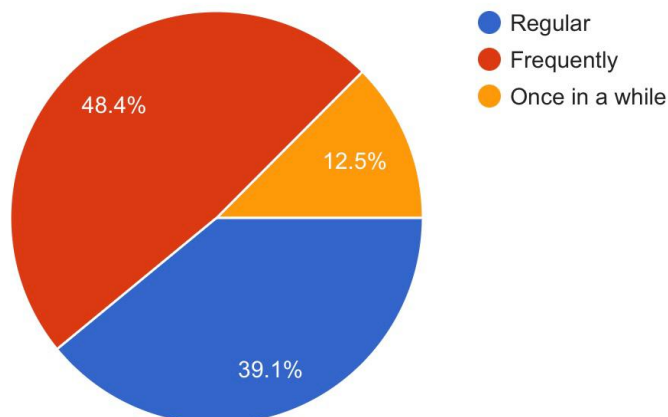
According to the survey conducted it has been found that 73.4% consumers prefer snacks/namkeen for tea time 15.6% for breakfast and rest of them for lunch and dinner. As shown in the above graph.

5. *What type of pack size from Haldirams namkeen would you consider?*



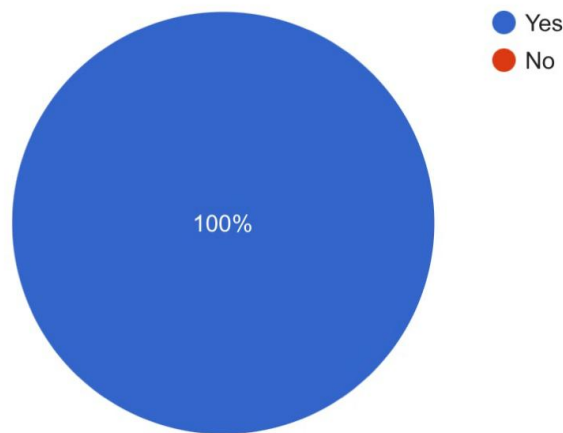
According to a survey conducted it has been found that 64.1% consumers use 10Rs packet and 45.3% use 250g packet and the rest of them use Rs.5/- packet. As shown in the graph.

6. *Which type of user are you?*



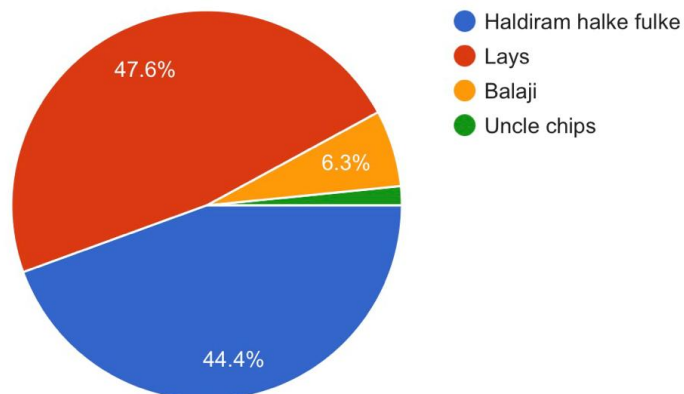
According to the survey conducted it has been found that out of 70 consumers 48.4% of them use Haldirams product frequently and 39.1% use regular and rest of them use it once in a while as shown in the above graph.

7. *Are Haldirams Namkeen easily available in the market?*



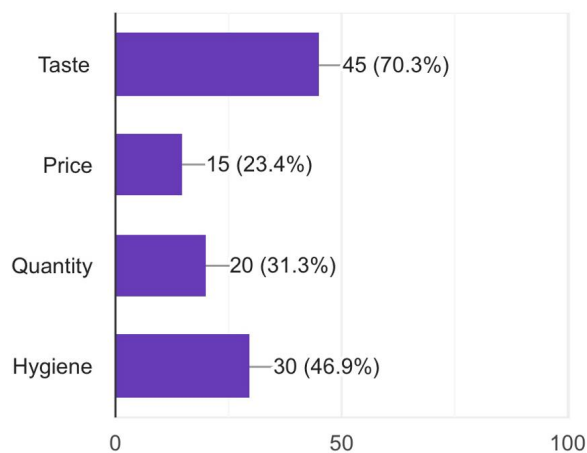
According to the survey conducted it has been found that the Haldirams namkeen are easily available in the market as shown in the above graph.

8. *Which brand would you select for chips?*



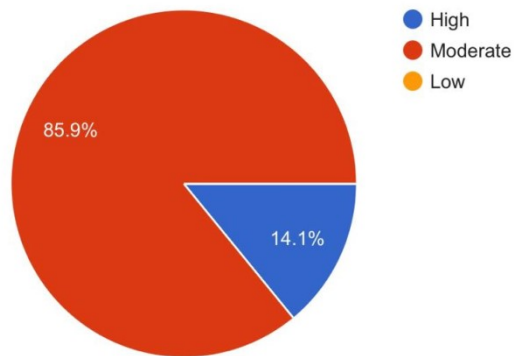
According to the survey conducted it has been found that 47.6% of consumers prefer lays and 44.4% of consumers for Haldirams Halke Fulke. As shown in the above graph.

9. Why do you prefer Haldiram's namkeen over other food brands?



According to the survey conducted it has been observed that Haldirams namkeen is better in every way including taste, price, quantity, and hygiene over other brands.

10. How would you rate the pricing system range of Haldirams namkeen?



According to the survey conducted it has been found that the pricing system of Haldirams namkeen is moderate as shown in the above graph



Chapter : 7

FINDINGS

FINDINGS

- After research, I found that HALDIRAMS FOODS is a very well known brand of savorys and sweets.
- Considering their market potential and strategy , I feel like it sits perfectly for my topic.
- From the survey that I had conducted I was able to study their market strategies and get to know about the pricing system, quality, quantity and hygiene.
- Through the study I was able to observe that availability of stores and having local regional factors are considered by customers while purchasing the brand's savorys and sweets.
- If you see the survey that was conducted, it can be easily understood that Haldirams is a very efficient brand as it is not only available in shops and restaurants but also in general stores, which I think is very slick.
- It has also been observed that Haldirams never follows aggressive marketing strategies and lets the brand and products sell itself.
- Apart from the survey that was conducted, some extra research was also conducted by me where It was found out that Haldirams is a brand which does not need extravagant advertisements as the customers are very loyal to the brand and it grows from word of mouth. It was also discovered that Haldirams had tied up with a bollywood movie, "Prem Ratan Dhan Payo". There is a possibility of an increase in the consumption of Haldirams Namkeens.



Chapter :8

CONCLUSION

CONCLUSION

The overall conclusion of this research paper is that Haldirams is a famous 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 behaviour but is less important compared to other factors such as, quality, taste of packaging.

Haldiram's has the capability of meeting these demands and only requires a certain revision in its strategies to be able to do so successfully, which it already has begun to consider.



Chapter :9
BIBLIOGRAPHY

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- <http://en.m.wikipedia.org>
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Chapter : 10

ANNEXURE

ANNEXURE

1. How often do you consume Indian snacks?
 - Daily
 - Frequently
 - Once in a while

2. Which Indian snacks brand do you prefer to eat?
 - Haldiram
 - Balaji
 - Lays
 - Yellow diamond

3. Which product do you like the most from Haldirams?
 - Bhujia Sev
 - Moong Dal
 - Mixture
 - Aloo Bhujia

4. When would you prefer to eat snacks/ namkeen?
 - Breakfast
 - Lunch
 - Tea time
 - Dinner

5. What type of pack size from Haldirams Namkeen would you consider?
 - Rs 5/- packet
 - Rs 10/- packet
 - 250g packet

6. Which type of user are you?

- Regular
- Frequently
- Once in a while

7. Are Haldirams Namkeen easily available in the Market?

- Yes
- No

8. Which brand would you select for Chips?

- Haldirams Halke Fulke
- Lays
- Balaji
- Others

9. Why do you prefer Haldirams Namkeen over other brands?

- Taste
- Price
- Quantity
- Hygiene

10. How would you rate the pricing system range of Haldirams Namkeen?

- High
- Moderate
- Low