

**A
Project Report
ON**

“A study on marketing strategies of PARLE Products ”

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

Vaibhav S. Pardhi

Under the Guidance of

Prof. Leena Kapse

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 “**Vaibhav Sunil Pardhi**” has submitted the project report titled “**A study on marketing strategies of PARLE Products**”, 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 has ingeniously completed his project as prescribed By Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. Leena Kapse
(Project Guide)

Dr. Afsar Sheikh
(Coordinator)

Place: NAGPUR
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 marketing strategies of PARLE Products” 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.

Vaibhav Sunil Pardhi

Place: Nagpur

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Swati Kathaley, 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.

Vaibhav Sunil Pardhi

Place: NAGPUR

Date:

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INTRODUCTION

MARKETING STRATEGY

Marketing strategy is typically seen as the task of creating promoting and delivering goods and services to consumers and businesses .marketing involved in 6 types of marketing and they are:

1. Goods

Physically goods constitute the bulk of most countries “production and marketing effort. Each year Us companies alone market billions of canned and frozen foods products and various other main stays of a modern economy. Not only companies market there product but it can be marketed through internet also

2. Services

As economies advance a growing proportion of their activities is focused on production of service. Service includes the work of airlines hotels barbers and repair people .at the pure service end would be listening to a patient or a quarter performing at another level it would be telephone cal. It is supported by a huge investment by both product and a service.

3. Experience

By orchestrating several service and goods it can create a stage and market experience. There is also a market for customized such as spending a week at a basketball camp with retired basketball greats for a few minutes and climbing Mount Everest.

4. Events

Marketers promote time base events such as Olympics company anniversaries major trade shows sports events. There is whole professional of meeting planners who work out the Details of the events and make sure it comes out properly

5. Persons

Celebrity marketing is a major business. Today every major film has an agent, a personal manager and ties to public relation agency. People like Madonna and late Andy Warhol have done a masterful job of marketing themselves. Management consultant tom peter himself a master at self branding has advised each person to become a brand

6. Information

Information can be produced and marketed as a product. This is essentially what schools and universities produce and distributes at a price to parents, students and communities. The production packaging and distribution of information is one our society major industries

INTRODUCTION TO MARKETING MIX

The basic task of marketing is the delivery of the products to the consumer so that their needs are fulfilled and the organizational objectives are also achieved. This involves several important decisions, e.g. Deciding about the product or products which should be offered for sale, price of the product, market where the product may sell and the means of communication with the consumer for the sale of the product. All these decisions form part of the marketing mix.

Marketing mix describes the specific combination of marketing elements used to achieve organizational objectives and satisfy the target market. It is customary to accept that the marketing mix is made up of seven P's

- ❖ Product
- ❖ Price
- ❖ Promotion
- ❖ Place
- ❖ People
- ❖ Physical evidence
- ❖ Process

7 P'S OF MARKETING MIX



PRICE

There are many ways to price a product. Let's have a look at some of them and try to understand the best policy/strategy in various situations.

PLACE

Another element of Neil H.Borden's Marketing Mix is Place. Place is also known as channel, distribution, or intermediary. It is the mechanism through which goods and/or services are moved from the manufacturer/ service provider to the user or consumer

PRODUCT

For many a product is simply the tangible, physical entity that they may be buying or selling. You buy a new car and that's the product - simple! Or maybe not. When you buy a car, is the product more complex than you first thought? The Three Levels of a Product . . .

- A. The Product Life Cycle (PLC) is based upon the biological life cycle. For example, a seed is planted (introduction); it begins to sprout (growth); it shoots out leaves and puts down roots as it becomes an adult (maturity); after a long period as an adult the plant begins to shrink and die out (decline).
- B. The Customer Life Cycle (CLC) has obvious similarities with the Product Life Cycle (PLC). However, CLC focuses upon the creation of and delivery of lifetime value to the customer i.e. looks at the products or services that customers NEED throughout their lives

PROMOTION

Another one of the 4P's is promotion. This includes all of the tools available to the marketer for 'marketing communication'. As with Neil H.Borden's marketing mix, marketing communications has its own 'promotions mix.' Think of it like a cake mix, the basic ingredients are always the same. However if you vary the amounts of one of the ingredients, the final outcome is different.

PHYSICAL EVIDENCE

Physical Evidence is the material part of a service. Strictly speaking there are no physical attributes to a service, so a consumer tends to rely on material cues. There are many examples of physical evidence, including some of the following:

PEOPLE

People are the most important element of any service or experience. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the 'individual needs' of the person consuming it.

PROCESS

Process is another element of the extended marketing mix, or 7P's. There are a number of perceptions of the concept of process within the business and marketing literature. Some see processes as a means to achieve an outcome, for example - to achieve a 30% market share a company implements a marketing planning process.

COMPANY PROFILE

INTRODUCTION OF PARLE COMPANY

Parle Products has been India's largest manufacturer of biscuits and confectionery, for almost 80 years. Makers of the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition and great taste. With a reach spanning even the remotest villages of India, the company has definitely come a very long way since its inception.

Many of the Parle products - biscuits or confectioneries, are market leaders in their category and have won acclaim at the Monde Selection, since 1971. With a 40% share of the total biscuit market and a 15% share of the total confectionary market in India , Parle has grown to become a multi-million dollar company. While to consumers it's a beacon of faith and trust, competitors look upon Parle as an example of marketing brilliance.

Parle Products Ltd, the findings of a recent study conducted by ACNielsen afforded the perfect opportunity to set up an interface with Indian consumers and speak to them about the popularity of flagship glucose biscuit brand, Parle-G. An opportunity that Parle Products and Everest Integrated Communications - the agency handling the Parle-G account - grabbed with both hands. The result? A five-commercial 'testimonial' campaign that underlines the findings of the ACNielsen study: that Parle-G has emerged as the world's largest selling biscuit brand.

A cursory look at the commercials, just to get a hang of the campaign. The first commercial ('boarding school') is about this girl recounting her first experience of boarding school. She talks about the anguish that comes from leaving a big, well-knit family, the alien atmosphere of the boarding school, the tears of distress... 'Phir maine papa ke diye hue jhole ko khola,' she says. 'Pata hai usme kya tha? Parle-G... Wahi pehchaani khushboo, wahi swaad. Aisa laga jaise main ghar par baithke Parle-G kha rahi hoon...' The spot ends with the voiceover: 'Barson se apna sa swaad. Parle-G.'

Every nation dreams of a better tomorrow. And every nation's tomorrow lies in the hands of its children; children who make the nation proud in every aspect; the young geniuses who shape the future of the nation. So it's important to nourish these young minds, for after all it's a question of the nation's future. Filled with the goodness of milk and wheat, Parle G is a source of strength for both body and mind. Treat yourself to a packet of Parle-G to experience what has nurtured and strengthened the minds of millions of genius Indians for over 65 years. It's more than just a biscuit. A meal substitute for some, a tasty and healthy snack for many others. Consumed by some for the value it offers, and many others for its taste. Little wonder that it's the Largest selling Biscuit Brand in the world.

The automatic biscuit production line, with original design, compact structure and high automation, is developed on the base of adsorbing Japanese technology. All working procedures that from feeding, calendaring, sharpening, wastage recovering, drying to cooking can be accomplished automatically. Hundred of moulds and dozens of technology formulas make it possible to produce various kinds of popular biscuit such as cream biscuit, sandwich biscuit, calcium biscuit, chocolate biscuit, soda biscuit, multi-vitamin biscuit, vegetable biscuit, etc.

Parle began its production in **1939** even before **India's independence**. Today Parle enjoys **40%** of the total biscuit market and **15 %** of the total confectionary market in India. Besides Parle G, Parle offers Parle Monaco, Parle Krackjack varieties in biscuits and in confectionary items it offers melody, kismi, pop pins and mango bite.

The Parle brands have been constantly honored internationally with the **awards** at the **Monde Selection**.

Very rightly described as **"SWAD SE BHARA, SWASTHYA SE BHARA"** means full with taste, full with health “.

HISTORY OF PARLE COMPANY



In 1929 a small company by the name of Parle products emerged in British dominated India. The intent was to spread joy and cheer to children and adults alike, all over the country with its sweets and candies. The company knew that it wouldn't be an easy task, but they decided to take the brave step. A small factory was set up in the suburbs of Mumbai, to manufacture sweets and toffees. A decade later it was upgraded to manufacture biscuits as well. Since then, the Parle name has grown in all directions, won international fame and has been sweetening people's lives all over India and abroad.

Apart from the factories in Mumbai and Bangalore Parle also has factories in Bahadurgarh in Haryana and Neemrana in Rajasthan, which are the largest biscuit and confectionery plants in the country. Additionally, Parle Products also has 7 manufacturing units and 51 manufacturing units on contract.

A long time ago, when the British ruled India, a small factory was set up in the suburbs of Mumbai city, to manufacture sweets and toffees. The year was 1929 and the market was dominated by famous international brands that were imported freely. Despite the odds and unequal competition, this company called Parle Products, survived and succeeded, by adhering to high quality and improvising from time to time.

A decade later, in 1939, Parle Products began manufacturing biscuits, in addition to sweets and toffees. Having already established a reputation for quality, the Parle brand name grew in strength with this diversification. Parle Glucose and Parle Monaco were the first brands of biscuits to be introduced, which later went on to become leading names for great taste and quantity.

BOARD OF DIRECTORS OF PARLE COMPANY

Designation	Name
Chairman and Managing director	Vijay Chauhan
Executive Director	Kalpana Jha
Executive Director	Paras Bhojani
Ind. Non Executive Director	Raviprakash Vyas
Ind. Non Executive Director	Narendra Purohit
Ind. Non Executive Director	Unnati Jain

BRAND STORY OF PARLE G

In the hit Bollywood movie *Welcome*, actor Nana Patekar, in a passing reference to Parle-G, notes that even biscuits command respect and have to be addressed with a *ji* (a term of respect in Hindi). His remark, while made in jest, is not far off the mark.

“It is a heritage brand. We sell over 25 crore packets every month. That should reflect the stature of the brand,” says Praveen Kulkarni, marketing head at Parle Products Pvt. Ltd.

Parle’s mantra has always been about repositioning the brand without tweaking the look and feel of the product. “The brand is clearly an Indian brand and it straddles all economic strata. The fact that it is a staple for everyone in the house keeps it going,” says Nirvik Singh, chairman and president, Grey Global Group, South and South-East Asia, the agency that handles the Parle-G account.

There was a time when Parle-G’s dominance was threatened by rival brands, especially the Tiger brand from Britannia. “We found out that Tiger was getting stronger in the kids segment, and we decided to change our positioning,” says Kulkarni.



Later, when the company sponsored the television show *Shaktimaan* on Doordarshan, it literally rescued Parle-G. The brand also had some innovative commercials involving young children with a new punchline, *G means Genius*, which was an instant hit.



While rivals have signed on celebrities, Parle-G has managed to retain its leadership position with just a simple white-and-yellow striped wrapper with a picture of a baby on it. “We don’t need celebrities as the brand equity is so strong,” says Kulkarni. “The biggest concern is that the brand shouldn’t become outdated as it is a historic brand. The brand has managed to retain its leadership position because it has evolved its campaign with every consumption trend,” says Singh.

PRODUCTS MANUFACTURED BY PARLE COMPANY

BISCUITS

Parle biscuits are linked with factors of power and wisdom providing nutrition and strength. Parle biscuits are indeed much more than a tea- time snack, they are considered by many to be an important part of their daily food. Parle can treat you with a basket of biscuits which are not only satisfying but are also of good and reliable quality. Parle biscuits cater to all tastes from kids to senior citizens. They have found their way into the Indian hearts and homes.

- ❖ Parle - G
- ❖ Hide and Seek
- ❖ Krackjack
- ❖ Hide & Seek Milano
- ❖ Magix
- ❖ Digestive Marie
- ❖ Monaco
- ❖ Parle Marie
- ❖ Creams
- ❖ Milk Shakti
- ❖ Parle 20-20 Cookies
- ❖ Golden Arcs
- ❖ Nimkin
- ❖ Creams Gold
- ❖ Chox

- ❖ Monaco Jeera
- ❖ Hide & Seek Bourbon



CONFECTIONARIES

Right from candies to toffees, the sweet 'n' treat category of the Parle product range is a genuine treat for every snack lover. This category can satisfy one's taste and at the same time create a desire for more. These confectioneries are a sheer delight to the taste buds and have a universal appeal. Parle Biscuits and confectioneries, continue to spread happiness & joy among people of all ages.

- ❖ Melody
- ❖ Kismi Gold
- ❖ Mango Bite
- ❖ Orange Candy
- ❖ Kaccha Mango Bite
- ❖ Xhale
- ❖ Poppins
- ❖ 2 in 1 Eclair
- ❖ Kismi Toffee
- ❖ Gulgappa
- ❖ Kisme Toffee Bar
- ❖ Melody Softee
- ❖ Mazelo
- ❖ Parle Lites



SNACKS

Salty, crunchy, chatpata and crispy caters to the bunch of Parle snacks. You can now treat your loved ones with this yummy lot.

Parle snacks are a complete delight to the taste buds and can create the desire for more and more. These snacks will not only satisfy your tummy but will also sustain a feel in your mouth to associate you with the bond of Parle.

- ❖ Mexitos
- ❖ Fulltoss
- ❖ Chatkeens
- ❖ Sixer Zeera
- ❖ Monaco Smart Chips
- ❖ Musst Bites
- ❖ Jeffs



Price Strategy of Parle

The company follows a low-cost strategy to lead the position in the market. It eventually helps them to fight with the competitors. The pricing strategy is the backbone of the company. Also, it has been able to manage the low cost due to the high volume of production. It focuses on quality which helps them to reach a huge audience as Parle G keeps its pricing slightly lower focusing on the volume strategy. The company has been maintaining its growth and earnings through bad and good times equally reason being its pricing strategy.

Place & Distribution Strategy of Parle

Parle products are available widely across the countries. The company has over 23 manufacturing units and over 1500 wholesalers all over India. They also have depot agents which help them with the distribution channel. This is the reason Parle products are available in every corner of the country. It has a strong distribution channel, therefore, the products are available in every place from small shops, grocery, hotels to large retailers.

Therefore people keep Parle as their first choice over other brands due to its wide distribution and availability.

Promotion Strategy of Parle

Parle brand uses all sources of promotion like Tv, newspaper, online ads, etc. They are also very active on tv advertisements especially when Parle G biscuit had introduced the promotions were made by using its mascot, Neerja Despande, the young girl on the Parle G products.



Parle has remained distinctive with its packaging that few of its products have been ingrained subconsciously just for its packaging which attracts consumer attention. The brand uses taglines such as 'Bharat ka Apna Biscuit' 'Melody Itni Chocolaty Kyun Hai' to excite the emotions of their customers.



Marketing Strategy of Parle

Parle uses various marketing strategies to promote and market itself. It does sponsorship activities, it uses brand ambassadors and a variety of advertising campaigns such as the use of celebrity speakers within their product's packaging or in-store displays, use of in-store advertising flyers as well as social media advertisements, etc.

Sponsorships & Collaboration of Parle

Parle has sponsored shows like Shaktimaan, Chhota Bheem and numerous others events across multiple channels. These shows and events bring in targeted audiences potentially interested in the brand. Collaborations with Shaktimaan and Chhota Bheem have helped it connect with the children as its potential audience for its products.



The objective of such interactions is to understand the audience, find common ground, and sponsor opportunities that fit together – all while building relationships that produce results.

Brand Ambassadors of Parle

Parle has signed many brand ambassadors over the years for its products. These include personalities mostly from Bollywood & related industries. These ambassadors have helped Parle spread its message across the globe. Each Parle brand ambassador is an individual with their own unique story to tell about a Parle product which has helped immensely in the growth of the respective brands.

It has currently signed Twinkle Khanna for the Milano brand, Amitabh Bachchan for Gold Star Cookies and Ahsaas Channa for Melody Chocolate.



It has previously signed popular names such as Aamir Khan, Hritik Roshan to promote Monaco and Hide Seek biscuits respectively.

Marketing and Advertising Campaigns of Parle

Marketing Campaigns are the heart and soul of any business. They drive traffic, lead conversion rates, product awareness, acquisition and retention. They can be time-consuming and expensive but when done right, they can help a business grow as well as create a strong brand impression.

Here are some of the popular ad campaigns of Parle:

G Maane Genius – A Marketing Campaign of Parle G

The main objective of this campaign is how the conversation can be made among the audience and creating awareness about finding happiness by helping others.



You Are My Parle G – A Marketing Campaign of Parle G

You are my Parle-G campaign about the relationship with the brand. There were various versions of this campaign. One of them was On mother's day, Parle G tributes to mom resilience.



This campaign was launched during the Indian Premier League (IPL) 2018 season, of which Parle products was the associate sponsor.

Therefore, all the products of the company are promoted by innovative marketing campaigns to grab consumer attention. Parle outstands the tuff competition that it faces. Let's understand its competitive background.

Competitive Background of Parle

The major competitors of Parle are Britannia tiger, Horlicks biscuits, and local glucose biscuits. The market in which Parle operates is overcrowded with a large number of competitors overtaking each other. It has a competitive advantage over other companies.

They have a strong legacy of more than 70 years which is helping in being competitively ahead of its competitors. It has also kept the pricing the same for its products for many years. Without compromising on the quality this helps them in emerging as the largest selling biscuits in the world.

Thus, to compete with their competitors the company has to be consistent in order to lead the market.

For Parle, it's price. "The market for biscuits is extremely price-sensitive," says Kunal Motwani, an analyst at Equitymaster.com, a Mumbai-based research firm. "With Parle holding the price of its 100 gram pack of glucose biscuits at Rs 4, no competitor can afford to increase prices by even 25 paise. This is putting pressure on margins and affecting growth," he adds. Glucose biscuits account for 57 per cent of the Indian biscuit market and Parle G commands a 50 per cent share of this segment. Incidentally, the brand, which sells 4,000 tones per annum, is the world's largest by tonnage. So how does it cope with rising costs? It's a story that has been repeated any number of times in the corporate world: an unchallenged market leader rests on its oars; competition emerges out of the woodwork; and almost at the blink of an eyelid, swamps the champion from all sides. That's precisely what's happening to the Rs 1,587.5-crore Britannia Industries. To be fair to the company, it is still holding on to its market leader status, but only very tenuously. Over the last couple of years, Britannia, which was once considered a generic name for biscuits, has seen its share of the Rs 4,500-crore per annum market fall from 48 per cent to 40 per cent.

SWOT Analysis of Parle

SWOT analysis of the company with its strengths, weaknesses, opportunities & threats. Strength and weaknesses are the internal factors whereas opportunities and threats are the external factors. Let us have a look at the SWOT analysis of Parle.

Strength of Parle

- Parle is one of the most trusted & most popular brands.
- It offers products at a very affordable price which gives them a price advantage over other companies.
- They have a strong supply chain network.
- Diverse portfolio including biscuits, sweets, and snacks.
- Parle G is the most sold biscuit brand in the world.
- Various CSR activities initiated by the company.
- Strong Digital Presence on Social Media

Weakness of Parle

- Companies are producing similar products like Marie, bourbon, sweet and salty crackers, cream biscuits, etc.
- The company is dependent on its Parle G biscuit for most of its revenue.
- There are many regional competitors in the market.
- The same old taste of biscuits will make the consumer bored.

Opportunities of Parle

- Increases its efforts in marketing communications.
- Rising demand for innovative packaging.
- New innovative promotion techniques.
- Expanding in the rural market

Threats of Parle

- It faces close competition from Britannia and ITC products.
- Because of the rise in income, Parle has become outdated.
- It has reached the mature market stage as the product has the same old taste.

Social Media Presence of Parle

The digital presence of the company refers to how a company appears online which includes the content that you can control like your websites and social media platforms and things that you cannot control like online reviews from customers.

Previously Parle company used only televisions and newspapers as a source to promote their products and as it is necessary to follow the change the company has increased the amount to be spent on digital promotion to 15-20%. The company has dedicated pages on various social media platforms for Parle-G which is used to connect with young customers. Following are the social media handles of the company.



As a brand, the company wants to capture the audience therefore they are creating interesting and targeted content to promote their products through digital mediums.

LITRATURE REVIEW

LITRATURE REVIEW

In case study by Aditya Shastri of Parle talks about how successful the brand is. The consumers have immense trust in the brand therefore it is one of the leading brands of India. Instead of selling the same old products, the brand should new products and variants in the market. The company is mainly dependent on one goodwill revenue generated from the Parle-G biscuit. The popularity of Parle products has remained unchanged for many years.

- By Aditya Shastri

(Lead Trainer & Head of Learning & Development at IIDE)

Parle-G. Parle-G biscuits sold for about U.S. \$1 per kilogram, and as very few processed and ready-to-eat products were available at that price, Parle-G was closely associated with the offer value for money (VFM). Impending problems in this brand category for Parle was the fact that the prices of raw materials from the two main raw materials for the Parle-G biscuits (which account for 55 percent of their value inputs) rose enough in the past 18 months to reduce the field from 15 percent to less than 10 percent.

-By Payal Awere

(Student of Mumbai University)

Parle Products (Parle) is an Indian manufacturer of cookies and confectionery (including toffees, candies, savories, and mints). The company has a 40% share of the Indian biscuit and a 15% share of the confectionery market within the country. The company's major biscuit brands include Parle-G, Monaco and Krackjack; with principle confectionery brands comprised of Melody, Poppins, Mangobite and Kismi.

- By Virendra Singh
(Student of Mumbai University)

OBJECTIVES OF STUDY

OJECTIVES OF STUDY

- To study various marketing strategies of PARLE.
- To study various Products offered by PARLE .
- To Do SWOT Analysis of Parle.
- The main objective of this project is to find, what are the steps PARLE is adapting to be market leader and to differentiate itself from its competitors.
- To find the market share of the PARLE brands and its competitive brands.

NEED OF THE STUDY

NEED OF THE STUDY

PARLE focuses on market penetration by keeping the prices low for this biscuit . So what are PARLE marketing tactics and how can you use those tactics to help your own business, including who your ideal customers are and how you intend to teach them . This study helps you to plan of action and the Blueprint to the marketing activity you will do in the upcoming time to grow your business. The need of the Marketing Strategies is because it gives you something consistent to work from and holds you accountable . What you need to do might be in your head, but studying Strategy of brand like Parle commits you to delivering it. It gives you something to show the people involved in Business and it will help you to understand business of Brands like Parle.

LIMITATION OF THE STUDY

LIMITATION OF THE STUDY

The limitation of study states with the following points:

1. **Secondary Data** : This study is based on secondary data of last 2 years.
2. **Time** : Due to limited time I have collected data from 50 customers only.

HYPOTHESIS

HYPOTHESIS

H₀: There is no association of Customer satisfaction with marketing strategy

H₁: Customer satisfaction is directly associated with Marketing strategy

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

RESEARCH DESIGN :

Here, we are using a description form of research design, where we are primarily interested in describing the topic that is the subject of the research.

This method include data collection , analysis and presentation. It help us clearly present the marketing statement in order to allow other to better understand the need for this kind of research.

TECHNIQUE AND DATA COLLECTION :

PRIMARY DATA:

It comprises of the data which is collected through the questionnaires filled by the respondent.

Therefore sample size of 50 customers has been collected.

SECONDARY DATA:

The secondary data for research have been collected from various sources which include websites, journals, books, articles, and also from the usage of the internet facility.

SOURCE OF DATA:

This project will be based on primary data as well as secondary data which will be collecting through websites, books, journals, and articles and questionnaires.

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Que1: Are you a customer of Parle?

YES	NO
38	12

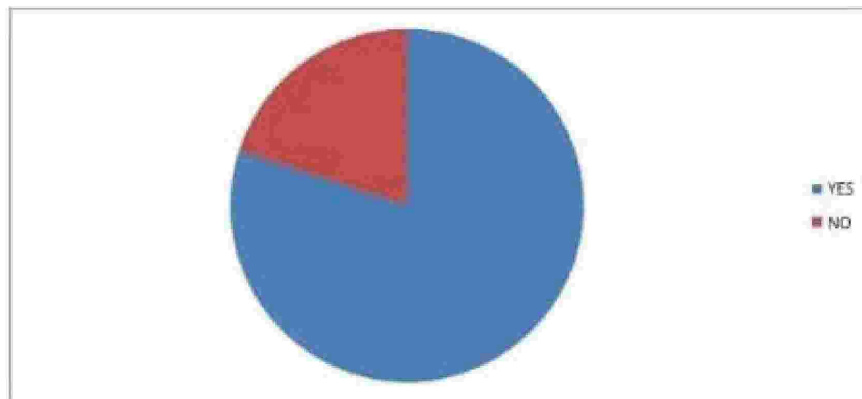


Interpretation:

By the pie chart we can analysis that most of the people in the society are customer of parle.

Que2: Do you like price of the product of parle?

YES	NO
36	14

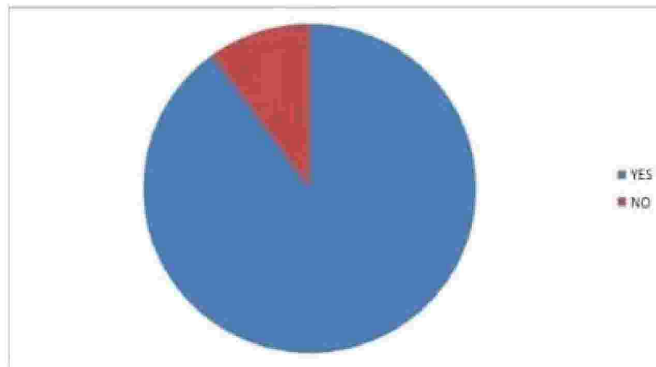


Interpretation:

By the pie chart we can analysis the most of the customer of parle are satisfy by the price pf the product

Que3: How do you feel about the advertisement of the parle?

YES	NO
35	15

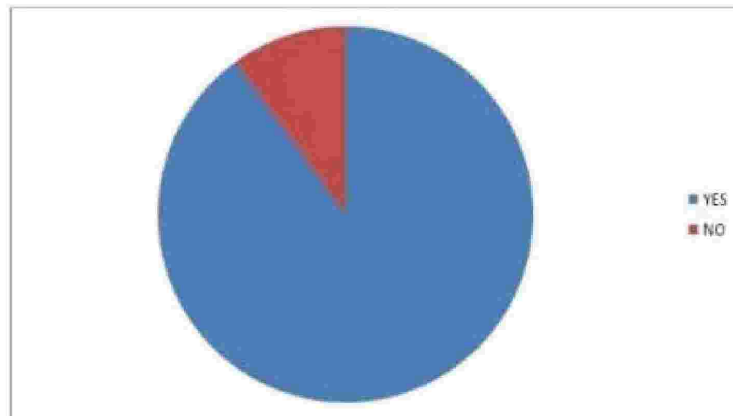


Interpretation:

By the feedback of the customer of Parle they are satisfied with the advertisement and the promotional activity

Que4: Do you think product of Parle deliver the value of money?

YES	NO
36	14

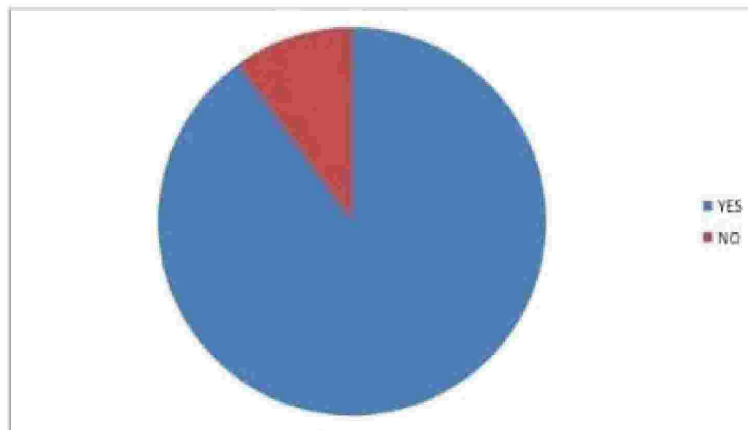


Interpretation:

Most of the customer of the Parle are satisfied the product of the Parle deliver the value of money. but some of the customer are not satisfied by the product quality as compared to the price

Que5: Are the product of Parle easily avialable in the market?

YES	NO
38	12

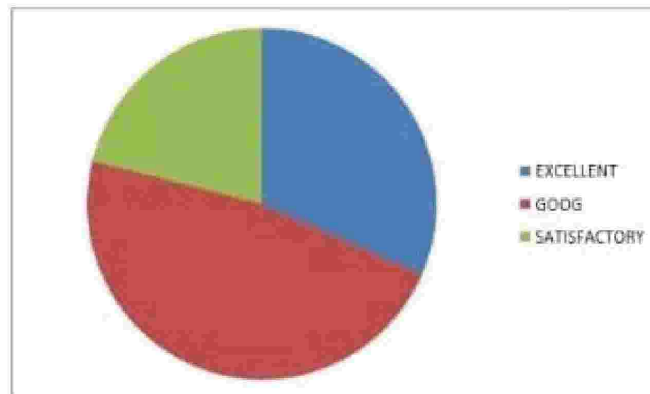


Interpretation:

By the data we can analysis that the product of Parle are easily available in the market

Que6: What do you feel about the taste of the product of the parle?

EXCELLENT	GOOD	SATISFACTORY
26	14	10

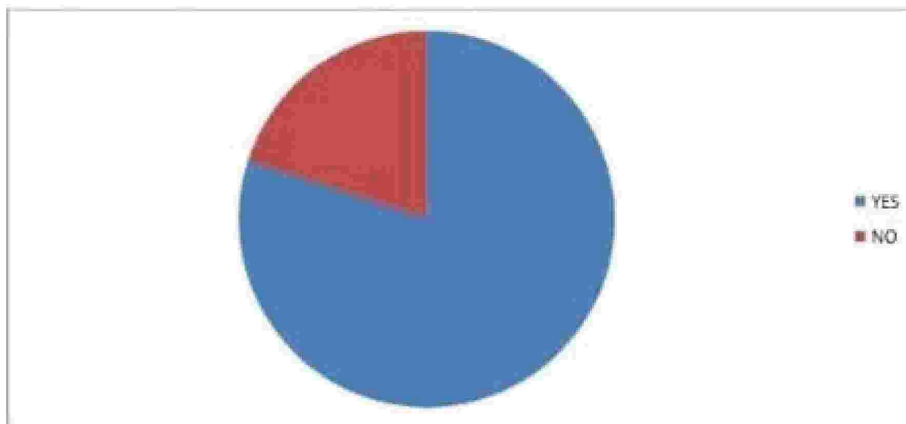


Interpretation:

By the response of the customer of Parle most of them rather taste as good 30% of the customer rate the product as excellent and only 20% of them rate the product as satisfactory

Que7: Do you feel the product placed in the market to be qualitative enough?

YES	NO
36	14

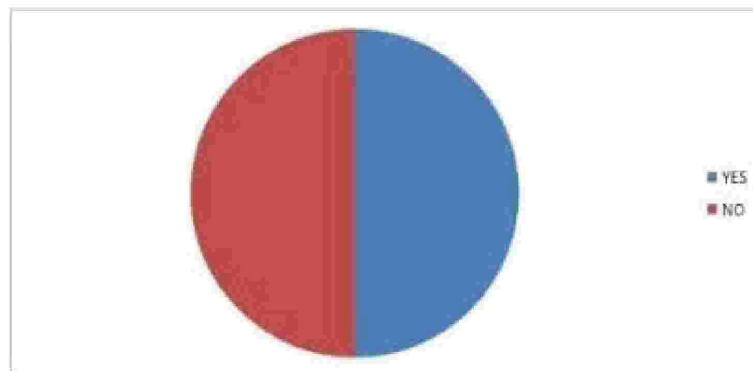


Interpretation:

By the pie chart we make it out that around 80% of customer feel that the quality offered by the parle is good

Que8: Have you ever come through any promotional offers by Parle?

YES	NO
25	25



Interpretation:

- By my analysis I found out that there are more than 40% people in the society who are using the product of Parle.
- The customer of Parle agree that Parle fulfill the promises of delivering good quality of product.

FINDINGS

FINDINGS

1. Availability of all the products is not uniform in all the towns. For instance, the supply is not meeting the demand in particular areas or shops.
2. Aalu chat and tangi pickle, newly launched products, have very less availability.
3. Breakage problem in the tangi tomato, masala munch is leading to the decline in sales in this category.
4. Schemes, Discounts, offers, coupons etc. are not reaching to the retailers and customers whereas Lays and Bingo and Haldiram on the other hand are doing that.
5. Retailers and even wholesalers are not satisfied with the supply system of Parle
6. It was found that Parle (especially Parle-chips) is most favored brand and is sold most
7. Very little range of Parle snacks were visible in organized retail outlets.
8. Masala kachcha are not accepted by the general masses due to its dissatisfying taste.
9. Lack of marketing efforts for the promotion of new products like pickles.
10. Haldiram and Diamond is emerging as major Competitor in the organized retail outlets.

CONCLUSION

CONCLUSION

It was concluded that Parle is the good preference of both the customers and retailers (Organized and unorganized both) because of its price and brand image.

Even in today's times when multinationals are beefing up their operations and trying to change the dynamics of the market. Parle 's chips and sticks numerous opposition is unchallenged. Its competitors have roped in superstars like King Khan and Sachin Tendulkar, but Parle waters is going from strength to strength. Trust, relevance, affordability are its hallmarks, which have withstood pressures from the hyper-competitive marketplace.

The Parle wafers brands, such as, masala kachha, masala munch, tangi pickle, tangi tomato and confectionery brands, such as. Melody, Poppins, Mangobite enjoy a strong imagery and appeal among consumers across the world.. This can be seen from the success of its new brands such as pickles, Aalu chat etc.

Parle Products Pvt Ltd., is now lagging i services to retailers because of improper supply and distribution in some areas and competitors taking advantage of these points.

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ANNEXURE

ANNEXURE

Que 1: Are you a customer of Parle?

- a) Yes b) No

Que 2: Do you like the price of the products of Parle?

- a) Yes b) No

Que 3: How do you feel about the advertisement of Parle's?

- a) Effective b) Ineffective

Que 4: Do you think a snacks of Parle delivers the value of money?

- a) Yes b) No

Que 5: Are the snacks of Parle easily available in the market?

- a) Yes b) No

Que 6: What product do you prefer of Parle wafers?

- a) chips b) sticks

Que 7: What do you feel about the taste of the snacks of Parle?

- a) Excellent b) Good c) Satisfactory

Que 8: Do you feel the products placed in the market to be qualitative enough?

- a) Yes b) No