

A  
Research Project  
On

**“A Study Of Industry Analysis And Competitive  
Advantages Of PARLE Products”**

Submitted To

**G.S. COLLEGE OF COMMERCE & ECONOMICS (Autonomous), NAGPUR**

Affiliated To

**RASHTRASANT TUKADOJI MAHARAJ,  
NAGPUR UNIVERSITY**

In partial fulfillment for the award of the degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**Aliza Ali**

Under the Guidance of

**Dr. Afsar Sheikh**

**G.S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR**

**For Academic Year 2023-24**



**G.S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR**

**For Academic Year 2023-24**



**CERTIFICATE**

This is to certify that “**ALIZA ALI**” has submitted the project report titled “**A Study Of Industry Analysis And Competitive Advantages 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 she has ingeniously completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**Dr. Afsar Sheikh**  
**(Project Guide)**

**Dr. Afsar Sheikh**  
**(Co-ordinator)**

**Place: Nagpur**

**Date:**

**G.S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR**  
**For Academic Year 2023-24**



**DECLARATION**

I here-by declare that the project titled “**A Study Of Industry Analysis And Competitive Advantages 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 by any other examination and does not form the part of any other course undertaken by me.

**Place: Nagpur**

**ALIZA ALI**

**Date:**

**G.S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR**  
**For Academic Year 2023-24**



**ACKNOWLEDGEMENT**

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

I am extremely thankful to my Project Guide DR. AFSAR SHEIKH for her 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.

**Place: Nagpur**

**ALIZA ALI**

**Date:**

## INDEX

SR. NO.	PARTICULARS	PAGE NO.
1.	Introduction	1-4
2.	Company profile	5-36
3.	Literature Review	37-39
4.	Research Methodology	40-43
	• Research Design	41
	• Problem Defination	42
	• Need of study	42
	• Objectives of study	42
	• Limitations of study	43
	• Hypothesis	43
5.	Data Analysis And Interpretation	42-56
6.	Findings	57-58
7.	Conclusion	59-60
8.	Suggestions	61-63
9.	Bibliography	64-65
	Anexture	66-69

# **CHAPTER 1**

## **INTRODUCTION**

## INTRODUCTION

### What is Industry Analysis

An Industry Analysis is a way of examining the external factors that influence a particular industry, such as the level of competition, the market size, the trends, the threats, and the opportunities. It helps businesses and investors to understand the current and future state of the industry and make strategic decisions accordingly.

### TYPES OF INDUSTRY ANALYSIS:

- **COMPETITIVE FORCES MODEL (PORTER'S FORCES):**

According to Porter, analysis of the five forces gives an accurate impression of the industry and makes analysis easier. The five forces are- Intensity of industry rivalry, Threat of potential entrants, Bargaining power of suppliers, Bargaining power of buyer, Threat of substitute goods and services.



- **BROAD FACTORS ANALYSIS (PESTLE ANALYSIS):**



It is commonly called the PESTLE analysis stands for Political, Economic, Social and Technological. PEST analysis is a useful framework for analyzing the external environment.

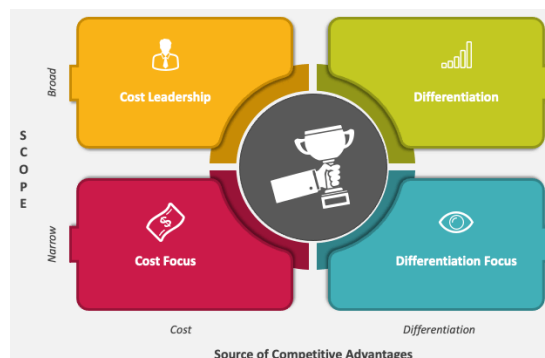
- **SWOT ANALYSIS:**

It stands for Strength, Weakness, Opportunities and Threats. It can be a great way of summarizing various industry forces and determines their implications for the business in question.



### **Competitive Advantages**

Competitive advantage is the leverage a business has over its competitors. It can be gained by offering clients better and greater value. There are two main types of competitive advantages- Comparative advantage and Differential advantage.





## Parle Products: A Taste of Success in the FMCG Landscape

### What is FMCG

**FMCG**, or Fast-Moving Consumer Goods, refers to products that are purchased frequently, have a relatively low cost, and a short shelf life. These products are essential for everyday living and include items such as- Food and beverages, Personal care, Household care, Stationery and paper products. The FMCG industry is the fourth largest sector of the Indian economy.



Parle Products, a prominent player in the FMCG sector, has established itself as a household name worldwide, synonymous with quality, affordability, and taste. Its flagship brand, Parle-G, often dubbed the "Biscuit of India," enjoys widespread popularity, transcending geographical boundaries. Parle's success is attributed to its astute industry analysis and strategic positioning, allowing it to maintain a competitive edge amidst tough competition. Through an extensive distribution network and embracing technological advancements, Parle effectively capitalizes on emerging opportunities, reinforcing its market dominance.

# **CHAPTER 2**

# **COMPANY PROFILE**

## INTRODUCTION TO PARLE COMPANY



### **A LEGACY OF DELICIOUSNESS**

Established in 1929, Parle Products stands as one of India's most esteemed food and beverage companies, celebrated for its diverse array of biscuits, confectionery, and snacks. With nearly a century of experience in the industry, Parle has earned a reputation for delivering high-quality products that resonate with consumers across the nation.

From its humble beginnings in the suburbs of Mumbai, Parle Products has grown into a household name, capturing the hearts and taste buds of generations. The company's commitment to excellence, innovation, and consumer satisfaction has been the cornerstone of its success story.

Parle's product portfolio encompasses a wide range of offerings, catering to the diverse preferences of consumers. Whether it's the iconic Parle-G biscuits, cherished for its nostalgic appeal and wholesome taste, or the delectable range of confectionery items like Melody, Kismi, and Mango Bite, Parle has something to delight every palate.

In addition to its well-loved biscuits and confectionery, Parle also offers a variety of savory snacks, including the popular Monaco biscuits, KrackJack, and Hide & Seek cookies, which have become synonymous with indulgence and taste.

Moreover, beyond its commitment to delivering delicious treats, Parle Products prioritizes sustainability and social responsibility. The company employs stringent quality control measures to ensure the safety and purity of its products, while also actively engaging in initiatives aimed at environmental conservation and community development.

As Parle Products continues to expand its footprint both domestically and internationally, it remains steadfast in its mission to enrich lives through the joy of wholesome and delicious food. With a legacy built on trust, quality, and innovation, Parle Products is poised to remain a cornerstone of India's culinary landscape for generations to come.

Parle is also the top FMCG brand in India, according to a report by Kantar Worldpanel, based on its consumer reach and frequency of purchase. Parle has been operating since 1929, and has a presence in over 100 countries.

- Company type : Private
- Traded as : Unlisted
- Industry : Food processing
- Founded : 1929; 95years ago
- Founders : Chauhan family
- Headquarters : Vile Parle(East), Mumbai, Maharashtra, India.
- Area served : Worldwide
- Products : Parle-G, 20-20 Cookies, Happy Happy, Hide & Seek, Krackjack, Magix Creme, Milano, Monaco, Melody
- Revenue : ▲ ₹17,223 crore (US\$2.2 billion) (FY23)
- Net Income : ▲ ₹905 crore (US\$110 million) (FY23)
- Owner : Vijay Chauhan, Sharad Chauhan, Raj Chauhan
- Number of employees : 50,500

## **VISION AND MISSION STATEMENT**

**VISION:** To be the leaders in their business domain.

**PROPOSED VISION STATEMENT :**

They want to say here that they will be leaders in their business by maintaining high quality goods, introducing new and innovative products, reaching every part of India. By this they may prove them to be a leader in their business domain.

**MISSION:** To nourish, strengthen and delight millions.

**PROPOSED MISSION STATEMENT:**

As for the 95 years, Parle G has been a part of the lives of every Indian. From the snowcapped mountains in the north to the sultry towns in the south, from frenetic cities to laid back villages. So, to strengthen millions and to nourish them that is their mission.

## HISTORY OF PARLE COMPANY

### Evolution and Diversification: Parle's Journey Through Time

#### **Founding Parle Products (1929):**

In 1929, against the backdrop of the Swadeshi movement, Mr. Mohanlal Dayal, a member of the Chauhan family, established Parle Products. The initial endeavor revolved around crafting orange candy, driven by a vision to contribute to India's self-reliance and promote indigenous industries.



#### **Revolutionizing the Biscuit Industry (1939):**

Recognizing the exclusivity of biscuits primarily targeting the elite during British rule, Mohanlal Dayal initiated the production of affordable biscuits in 1939. This marked the introduction of the widely popular Parle Gluco, a biscuit that would eventually become a household name across India. By making biscuits accessible to the masses, Parle revolutionized the Indian biscuit industry, setting the stage for its future success.

#### **Sustained Growth and Nationalistic Spirit (1940s):**

In the early 1940's Parle came up with India's first salted crackers, Monaco. Throughout the 1940s, Parle Products experienced steady growth and recognition in the Indian market. The production and distribution of Parle Gluco biscuits continued to expand, establishing a loyal consumer base across different regions of India.

In 1946, as India's struggle for independence intensified, Parle Products played a role in supporting the nationalistic fervor by providing affordable and locally produced snacks and confectionery items. The popularity of Parle Gluco biscuits soared during this period, reflecting the spirit of self-reliance and resilience among Indian consumers.

#### **Post-Independence Success (1947):**

Following India's independence in 1947, Parle Gluco witnessed a surge in popularity, aligning seamlessly with the sentiments of the Swadeshi movement. The brand's success during this period solidified its position as a quintessential part of Indian households, symbolizing self-sufficiency and national pride.

#### **Legacy Through Segregation (1950s-1970s):**

During the 1950s to the 1970s, the original Parle company underwent a graceful transition into three distinct entities, each owned by different factions of the Chauhan family. Despite the segregation, all three companies proudly retained the iconic "Parle" trademark, showcasing a harmonious family legacy. Parle Products (1950s), Parle Agro (1960s), and Parle Bislari (1970s) continued to thrive independently, each contributing to the diversified landscape of the Indian consumer goods industry.

#### **Diversification into Beverages (1977):**

In response to the government's expulsion of Coca-Cola from India in 1977, Parle Products seized the opportunity to diversify its portfolio. The company ventured into the beverage industry, introducing iconic brands such as Gold Spot, Thums Up, and Frooti. These beverages quickly became household favorites, further cementing Parle's presence in the Indian consumer market.

**Consolidation and Expansion (1980s):**

Throughout the 1980s, Parle Products consolidated its position in the Indian snack and confectionery market. It introduced new products and flavors, further expanding its product portfolio. The company focused on enhancing its distribution network, reaching even remote areas of India, thereby increasing its market reach and penetration.

**Technological Advancements and Health Focus (1990s):**

In the 1990s, Parle Products embraced technological advancements in manufacturing and packaging, enhancing efficiency and product quality. The company continued to innovate, introducing healthier snack options to cater to changing consumer preferences towards wellness and nutrition.

**International Expansion and Diversification (2000s):**

During the early 2000s, Parle Products capitalized on the growing trend of convenience foods, launching ready-to-eat snacks and convenience packs. The company also ventured into international markets, exporting its products to various countries and expanding its global footprint.

**Sustainability and Digital Transformation (2010s):**

In the 2010s, Parle Products intensified its focus on sustainability and corporate social responsibility, implementing eco-friendly practices in manufacturing and packaging. The company leveraged digital platforms for marketing and promotion, engaging with a wider audience and strengthening its brand presence in the digital space. Parle Products continued to innovate with new flavors and product variants, staying relevant in the ever-evolving consumer landscape.



**Resilience Amidst Challenges 2020s (up to 2023):**

Amidst the challenges posed by the COVID-19 pandemic, Parle Products adapted swiftly, ensuring the uninterrupted supply of essential food items while prioritizing the safety of its workforce. The company embraced e-commerce platforms to meet the surge in online shopping demand, providing consumers with convenient access to its products. Parle Products remained committed to its core values of quality and affordability, maintaining its position as a trusted brand in the Indian FMCG sector. Throughout its journey post-split, Parle Products remained steadfast in its commitment to delivering high-quality, affordable snacks and treats, earning the continued loyalty of consumers across India and beyond.



## PRODUCT CATEGORIES OF PARLE COMPANY



### 1. BISCUITS

Biscuits are baked snacks made from flour, sugar, and fat. They come in various shapes, flavors, and textures, ranging from sweet to savory. They are often enjoyed as a snack or accompaniment to tea or coffee.

- Parle-G (introduced in 1938 as Parle Gluco)
- Parle-G Gold



- 20-20 Cookies
- KrackJack (1974)
- Parle Coconut Biscuits
- Monaco (1941-1945) [India's first salted cracker]
- Magix Creme

- Fab! Range
- Parle Marie
- Hide & Seek Milano
- Milk Shakti
- Nutricrunch
- Happy Happy
- Parle Top



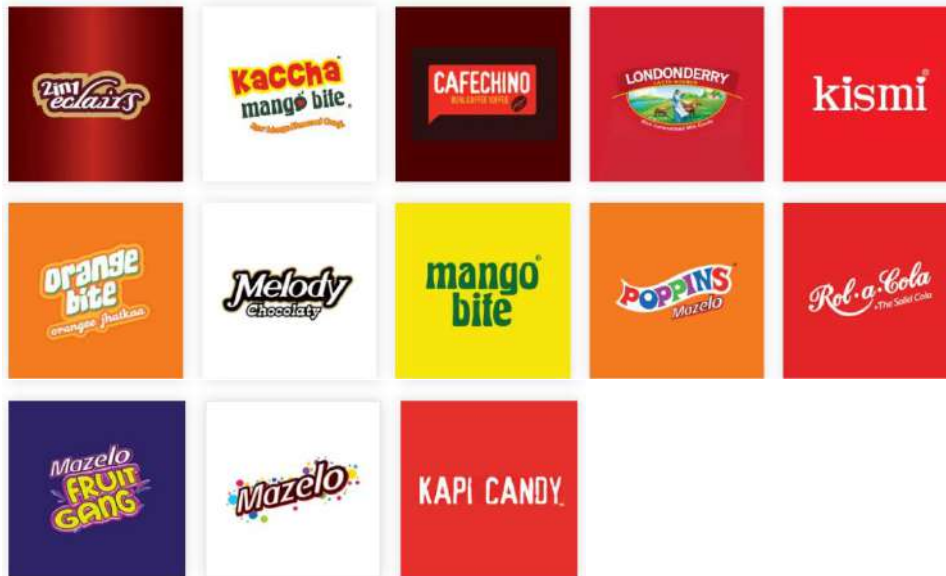
## 2. CONFECTIONERY

Confectionery refers to sweet food items, typically made with sugar or other sweeteners. This category includes chocolates, candies, gum, and other sweet treats. Confectionery products are popular for their indulgent flavors and are often consumed as snacks or desserts.

- 2 in 1 Eclairs
- Kaccha Mango Bite
- Cafechino
- Londonderry
- Orange Bite (1929) [First Parle Product]
- Kapi Candy
- Kismi Toffee Bar (1963)



- Melody (1983)
- Mango Bite (1986)
- Poppins (1966)
- Rol-a-Cola
- Mazelo



### 3. SNACKS

Snacks are small portions of food eaten between meals. This category includes a wide range of items such as chips, nuts, popcorn, and savory pastries. Snacks are popular for their convenience and are often enjoyed on the go or during leisure time.

- Fulltoss
- Parle's Wafers
- Chatkeens



#### 4. CAKES

Cakes are baked desserts made from flour, sugar, eggs, and butter or oil. They come in various shapes, sizes, and flavors and are often decorated with frosting or icing. Cakes are commonly served at celebrations such as birthdays, weddings, and holidays.

- Happy Happy Cakes



#### 5. RUSK

Rusk, also known as biscotti in some regions, is a crunchy, twice-baked bread or biscuit. It is often sweetened and flavored with ingredients such as sugar, spices, or nuts. Rusk is typically enjoyed dipped in tea or coffee and is popular for its crispy texture.

- Parle Rusk



#### 6. PLATINA RANGE

The Platina Range likely refers to a specific line or series of products offered by a brand. Without further context, it's difficult to provide specific information about this range.

- Hide & Seek
- Hide & Seek Milano
- Nutricrunch
- Hide & Seek Fills



## 7. ATTA

Atta is a type of whole wheat flour commonly used in Indian cuisine to make chapatis, rotis, and other traditional bread. It is made from finely ground whole wheat grains and is a staple ingredient in many Indian households.



## 8. CEREALS

Cereals refer to grains used as food, including wheat, rice, oats, barley, and corn. In the context of this list, cereals likely refer to ready-to-eat breakfast cereals, which are often made from processed grains and fortified with vitamins and minerals.



## 9. OTHER BRANDS

This category likely includes products from various other brands that may not fall specifically into the aforementioned categories. It could encompass a wide range of food items depending on the specific brands and products involved.



## INFRASTRUCTURE

Parle has production facilities at Neemrana (Rajasthan), Bengaluru (Karnataka), Hyderabad (Telangana), Kutch (Gujarat), Khopoli (Maharashtra), Pantnagar (Uttarakhand), Sitarganj (Uttarakhand), and Bahadurgarh (Haryana) in addition to its original facility in Mumbai. The Parle manufacturing plants located in Bahadurgarh (Haryana), Muzaffarpur (Bihar), and Pantnagar (Uttarakhand) are among the biggest in India. It uses extensive automation to produce high-quality biscuits. It also contracts with multiple production facilities.

## ACHIEVEMENTS

Parle Products, with its consistent recognition as a "Superbrand" and numerous export awards, exemplifies a robust brand presence both domestically and globally. The company's emphasis on innovation in product development, packaging, and marketing has been pivotal in maintaining its market leadership position.

Having captured a significant 40% share of the total biscuit market and a commendable 15% share of the confectionery market in India, Parle has emerged as a major player in the FMCG sector, transforming into a multi-million dollar enterprise. Its products have not only gained prominence domestically but have also garnered acclaim internationally, evidenced by their success at events like the Monde Selection since 1971.



Parle's success can be attributed to its ability to adapt to evolving consumer preferences and market dynamics, as well as its relentless pursuit of excellence in quality and innovation. As a result, the company continues to shine with numerous gold and silver accolades, underscoring its commitment to delivering top-notch products to its consumers.

## COMPETITORS OF PARLE

Top 8 competitors of Parle -

### 1. HUL (Hindustan Unilever):

Hindustan Unilever, the largest fast-moving consumer products company in India, is a subsidiary of the Dutch company Unilever. The HUL company is based in Mumbai, Maharashtra. With more than 6 million stores across the nation, HUL has the largest consumer base.



### 2. ITC :

ITC or Imperial Tobacco Company of India limited was established in 1910. In 1970 and 1974, it underwent two name changes before settling on I.T.C Limited. ITC, one of India's most valued conglomerates, has its headquarters in Kolkata, West Bengal, and operates in all three economic sectors.



### 3. Coca Cola:

.The Coca-Cola Company manufactures Coca-Cola, a carbonated soft drink. In the beverage sector, it offers a wide range of products. Coca Cola was founded in May,1886.



### 4. Nestle:

Nestle is headquartered in Vaud, Switzerland, and is the largest food corporation in terms of revenue. Its product line includes a wide range of items, including dairy products, coffee, tea, baby meals and many more. It operates in over 450 plants across 194 countries, employing 339,000 people.





**5. Pepsi:**

Being a large corporation, Pepsi Co. is home to numerous brands. Pepsi Co. produces a wide range of goods, including Mountain Dew, Lays, Tropicana drinks, 7Ups, Cheetos, Lipton Tea, and Aquafina. Pepsi is primarily aiming for the food and beverage industry.

**6. Amul:**

One of the very oldest Indian firms, Amul has been in business since 1946. Currently, GCMMF is the world's biggest exporter of dairy products. Amul was founded in 1950 by a group of dairy farmers who were motivated by India's freedom.

**7. Britannia:**

Britannia Industries Limited is an Indian food manufacturing firm with its main office located in Kolkata. It was introduced in 1892, mainly to supply the British Raj officers with high-quality teatime biscuits. Britannia has been owned by several groups over the years.

**8. Marico:**

.Marico uses one in ten coconuts that are farmed in India; this fact alone demonstrates the power of Marico Limited. Indian fast-moving consumer goods company Marico was founded in Mumbai in 1991 by Harsh Mariwala. Marico produces oils, male grooming products, and personal care items.



## Social Media Adeptness: Parle's Digital Edge in a Competitive Landscape





In today's digital age, Parle has effectively embraced online platforms to connect with customers. The brand is well-known on social media, where it interacts with followers by holding contests and interactive campaigns. Parle employs digital marketing platforms to specifically target demographics and interests, guaranteeing that its message is received by the right audience.

Previously, Parle company used only televisions and newspapers as a means to promote. However, recognizing the need to adapt to changing consumer behavior, the company increased its investment in digital promotion to 15-20%. This strategic shift allowed Parle to engage with younger clients effectively.

To maintain a strong online presence, Parle maintains Parle-G-specific pages on several social networking sites. These platforms serve as channels for connecting with consumers, sharing product updates, and fostering brand loyalty.

Here are some of Parle's social media handles:

### Social Media Overview

Facebook	Instagram	Youtube	X
 <p>Parle Products 151K likes • 163K followers Welcome to the House of Parle</p>	 <p>parleproducts 1,303 Posts 103K Followers 10 Following Parle Products Food &amp; beverage Welcome to the House of Parle Parle Snackers League T&amp;C www.parleproducts.com/ and 1 more</p>	 <p>Parle Products @ParleProductsOfficial 3.18 lakh subscribers • 1K videos More about this channel</p>	 <p>Parle Products 1209 posts Welcome to the house of Parle Parle Products @ParleFamily Welcome to the House of Parle Everywhere @parleproducts.com Joined October 2012 12 Following 8,544 Followers</p>

By leveraging social media, Parle continues to strengthen its industry position and gain a competitive advantage in the market.

## INDUSTRY ANALYSIS

### PORTER'S MODEL :

#### 1. THREAT OF NEW ENTRANTS:

Threat of new entrants reflects how new market players impose threats to the existing market players. If the industry will be profitable and barriers to enter the industry will be low, it will attract more players and hence, the threat of new entrants will be high.

Threat of New Entrants is between low to moderate.

Barriers to Entry -

- Core brands of Parle Products, such as Parle-G biscuits, enjoy strong brand loyalty, making it difficult for new competitors to form a presence in those categories.
- New entrants find it challenging to establish a strong distribution network throughout India.
- High advertising and marketing expenses are required to compete with established brands.
- There may be obstacles in obtaining licenses and following food safety regulations.
- The dominance of established players like Parle in terms of shelf space in retail outlets can also create a significant barrier to entry for new competitors.

However, the biscuit industry is attractive due to its large size and potential for growth. Additionally, relaxed regulations and the emergence of private labels could pose a future threat.

Threats for new entrants -

- New product differentiation is very tough.
- Access to distribution channels is tough.
- Capital requirements is very high.
- High taxes.

## 2. THREAT OF SUBSTITUTE PRODUCTS :

The availability of substitute products makes the competitive environment challenging for Parle Products., and other existing players. High substitute threat shows that customers can use alternative products/ services from other industries to meet their need. Various factors determining the intensity of this threat for Parle Products.

Threat of Substitute goods or services is between low to moderate.

- Parle Products offers essential and affordable products like biscuits, confectionery, and bakery items.
- Consumers might switch to private label brands or regional players, but overall threat remains low due to brand loyalty and price competitiveness in core categories.
- Changing preferences towards health-conscious alternatives can be a moderate threat in the long run. Parle may need to consider introducing more healthy snack options to cater to this growing segment.

However, Parle offers a variety of biscuits catering to different tastes and needs, and its established brand image helps it compete with substitutes.

Threat of substitute Products or services:

- Wide range of choices
- Plenty of substitute goods available
- Low switching cost
- Sufficient room for new product development
- Eg. Traditional Indian home made snacks, bakery products, etc
- Multiple brands with low differentiation
- New company's compete at prices

### 3. RIVALRY AMONG EXISTING FIRMS:

The rivalry among existing firms shows the number of competitors that give tough competition to the Parle Products. High rivalry shows Parle Products., India can face strong pressure from the rival firms, which can limit each other's growth potential.

The rivalry factors which are a major strategic concern for Parle Products:

The rivalry factors which are a major strategic concern for Parle Products:

- The Indian FMCG market is crowded with competitors like ITC, Britannia, Hindustan Unilever, and Nestle.
- Intense competition exists in product categories like biscuits, snacks, and confectionery.
- Price wars, promotional offers, and new product launches are common, impacting profitability.
- Constant need to innovate and introduce new products to stay ahead.

Parle's brand strength, extensive distribution network, and cost-effective products help it maintain its position in this highly competitive market.

The rivalry factor will be low if :

- There are only a limited number of players in the market.
- The industry is growing at a fast rate.
- There is a clear market leader.
- The products are highly differentiated and each market player targets different sub segments.
- The economic/psychological switching costs for consumers are high.
- The exit barriers are low, which means firms can easily leave the industry without incurring huge losses.

#### **4. BARGAINING POWER OF SUPPLIERS:**

Bargaining Power of Suppliers is between low to moderate.

Low Bargaining Power:

- Key raw materials like flour, sugar, and vegetable oils are readily available from multiple suppliers.
- Parle Products' large production volumes give them leverage in negotiating prices with suppliers.
- Parle can easily switch suppliers if necessary.

Moderate Bargaining Power :

- For some specialized ingredients or packaging materials, suppliers might have more bargaining power due to limited options.
- The biscuit industry is price-sensitive, limiting suppliers' ability to dictate prices.
- Parle's dependence on specific suppliers during peak seasons or for specialized ingredients can give them some bargaining power, but the overall impact is moderate.

However, fluctuations in commodity prices and dependence on specific ingredients during peak seasons can give suppliers some leverage.

## 5. BARGAINING POWER OF BUYERS:

Bargaining Power of Buyers is between moderate to high .

- Parle caters to a vast customer base, with no single buyer having significant power.
- Parle Products caters to a mass market with price-sensitive consumers.
- Due to brand loyalty and affordability, customers have limited leverage in price negotiations, especially for core products.
- Large retailers and distributors might have some bargaining power due to bulk purchases.

Parle's strong brand presence and product diversification help mitigate buyer power to some extent.

## PORTER'S 5 FORCE MODEL IMPLICATIONS:

The application of Porter five forces model in real world content allows organizations to make wise strategic decisions. Impact and importance of each of the five forces is context dependent. By using Five force analysis Parle Products., can determine the industry attractiveness, make effective entry/exist decisions and assess the influence of these forces on their own business and competitors. Mostly, this model is considered as a starting point and other frameworks are used in conjunction for a better understanding of the external environment.

## CONCLUSION ANALYSIS :

- Threat of new entrants - LOW
- Threat of Substitute products - LOW TO MODERATE
- Rivalry among competitors - HIGH
- Bargaining power of suppliers - LOW TO MODERATE
- Bargaining power of buyers - MODERATE TO HIGH

## PESTLE ANALYSIS: Parle Products

### 1. POLITICAL FACTORS :

- **Government Regulations:** Parle Industries Ltd must comply with food safety regulations set by FSSAI (Food Safety and Standards Authority of India) to ensure product quality and consumer safety. Changes in these regulations can impact production processes and labeling requirements.
- **Taxation:** The GST reform in India may affect the pricing of Parle's products. Understanding tax structures and potential changes is crucial. The company's historical background and its adaptation to political changes like demonetization and GST reflect its adaptability in navigating political shifts.
- **Opportunities:** Government initiatives promoting healthy eating or local sourcing of ingredients can present opportunities for Parle to develop new product lines or strengthen its supply chain.

### 2. ECONOMIC FACTORS:

- **Economic Growth:** Rising disposable income in India can increase demand for Parle's products, particularly in the discretionary spending category. Economic downturns can lead to cost-cutting measures and a shift towards budget-friendly staples.
- **Inflation:** Inflation can affect the cost of raw materials, impacting Parle's margins and potentially requiring price adjustments.



- **Rural Development:** Government programs focusing on rural development can boost purchasing power in rural areas, creating new markets for Parle's products.

### 3. SOCIAL FACTORS:

- **Consumer Trends:** Parle needs to stay updated on evolving consumer preferences for healthier, more convenient, or ethically sourced food products.
- **Health and Wellness:** The growing focus on health and wellness can influence consumer choices. Parle can address this by introducing healthier product options or highlighting the nutritional benefits of existing products.
- **Urbanization:** As urbanization increases, demand for packaged and convenient food options might rise, benefiting Parle.
- **CSR Activities:** Parle launched the "Parle My Green Planet" campaign, one of India's largest CSR initiatives. It involved educating and engaging people in 5000 schools about environmental preservation through activities such as tree planting, water and power conservation, and waste recycling.

### 4. TECHNOLOGICAL FACTORS:

- **Food Processing Technologies:** Adopting advanced food processing technologies can improve efficiency, minimize waste, and enhance product quality.

- **E-commerce:** The growing e-commerce market presents an opportunity for Parle to expand its reach and distribution network.
- **Digital Marketing:** Utilizing digital marketing platforms can help Parle connect with consumers more effectively and promote its products.

## 5. LEGAL FACTORS:

- **Food Safety Regulations:** Strict adherence to food safety regulations is essential to avoid legal issues and maintain consumer trust. Incidents of product contamination can have severe consequences.
- **Food Labeling Laws:** Parle must comply with labeling laws regarding ingredients, nutritional information, and allergen warnings.
- **Intellectual Property Rights:** Protecting trademarks for Parle's iconic brands is crucial to prevent counterfeiting and maintain brand reputation.

## 6. ENVIRONMENTAL FACTORS:

- **Sustainable Packaging:** Parle can adopt sustainable packaging practices (e.g., recycled materials, biodegradable packaging) to reduce its environmental footprint and appeal to environmentally conscious consumers.
- **Responsible Sourcing:** Sustainable sourcing of raw materials can enhance Parle's brand image and contribute to environmental conservation.

- **Waste Management:** Implementing effective waste management strategies can minimize environmental impact from manufacturing processes.

## **SWOT ANALYSIS**

### **STRENGTHS :**

- One of India's most popular brand
- High brand recall
- Price advantage – products at affordable price
- Strong supply chain network
- Popular subsidiary brands like Parle G, Monaco, Hide & Seek, KrackJack, Melody, Fulltoss, Poppins, etc.
- Diverse product portfolio including biscuits, sweets and snacks
- Parle G is amongst the most sold biscuit brands in the world
- Variety of CSR activities like 'My Green Planet', 'GoluGalata', etc.
- Largest distribution system.
- An experienced team of sales and marketing executives.
- Strong Presence in Rural Markets – In 2014, Parle was ranked 48th in all Indian Brands.
- It is the most trustable brand in the eyes of people.
- Parle's cost effective Production manufacturing keeps product prices low and profits high.
- Parle consistently innovates to cater to evolving consumer needs, introducing new flavors, variants, and packaging formats.

### **WEAKNESSES:**

- Similar products produced by many companies like marie, glucose biscuit, bourbon, sweet and salty crackers, cream biscuits, etc.
- Dependence on Parle G brand for most of its revenue.
- Parle's classic products (Glucose Biscuits, Mango Bite, etc.) lack innovation and may be losing favor due to unchanging taste.

- Parle dominates the value segment but lacks a strong presence in the premium biscuit category compared to competitors like Britannia and ITC.
- Maintaining low prices on core products like Parle-G can strain profit margins due to fluctuating raw material costs.
- Parle's packaging lacks the innovation seen in some competitors, possibly reducing its appeal to younger consumers.
- Parle's strong presence in the Indian market could make it vulnerable to changes in the Indian economy and consumer spending habits.
- Parle's limited global presence and reliance on the domestic market exposes it to risks associated with dependency on a single market.
- Parle is in a tough fight for market share and profit against both Indian and foreign companies in the FMCG market.
- Parle's strong brand image might be challenged by health concerns as consumers become more health conscious.

### **OPPORTUNITIES:**

- Innovate by introducing products for health conscious people
- Growth of the foods industry in India
- Aggressive marketing and advertising
- Rise in purchasing power of consumers
- Product line extension
- Parle can leverage the health trend by making healthy biscuits that are still affordable.
- Parle can increase exports to new markets using its brand recognition.
- Parle can expand internationally into emerging markets to diversify revenue sources.
- E-commerce is growing and Parle can use this to improve its distribution and directly reach consumers online.
- Parle is entering the health food sector with new product launches.
- Parle G has a strong export presence, shipping to SAARC countries, the US, UK, Europe, and parts of Africa.

- The increase in consumers' purchasing power results in a higher supply of products.

### **THREATS:**

- The Indian biscuit market faces intense competition from established brands like Britannia and ITC, as well as regional and private labels.
- Parle faces profitability challenges due to fluctuating raw material prices (wheat, sugar, etc.) and rising energy costs, impacting its competitiveness.
- Imitation Products – Counterfeit products, particularly in rural areas, can erode Parle's brand image and sales.
- Changing Consumer Preferences.
- New food safety, labeling or advertising regulations by the government could cost Parle more to comply with.
- The FMCG sector's high competition, with both established and new players competing for market share, could pressure Parle's margins and market position.
- Bakery goods are becoming a common household staple due to their affordability and widespread availability.
- Parle-G faces competition from new snack options like toast, sandwiches, and rusk, leading to a potential decline in demand for their biscuits.

## COMPETITIVE ADVANTAGES

Based on the provided analysis using Porter's Five Forces, PESTLE, and SWOT frameworks, we can formulate Parle Company's competitive advantage:

### **Competitive Advantage of Parle Company :**

#### **Type of Advantage :-**

### **COMPARATIVE ADVANTAGE**

- **Brand Loyalty and Recognition** – Parle enjoys strong brand loyalty and recognition in India, particularly for its flagship product, Parle-G biscuits. This brand loyalty makes it difficult for new entrants to compete in the same categories, thereby acting as a barrier to entry. Competitors such as Britannia, ITC, and Nestle face challenges in establishing similar brand loyalty and recognition.
  
- **Extensive Distribution Network** – Parle has one of the most extensive distribution networks in India, reaching remote rural areas. This widespread presence ensures easy availability of their products throughout the country, giving them a competitive edge over new entrants who may struggle to establish such networks. Competitors like Britannia and ITC may face difficulties in matching Parle's reach and accessibility.
  
- **Cost-effective Production and Pricing** – Parle has efficient manufacturing processes that allow it to produce products at competitive prices. Its affordable pricing strategy, including smaller packaging options, makes its products accessible to a wide range of consumers, including those with lower purchasing power. Competitors such as Britannia and ITC may find it challenging to match Parle's cost-effective production and pricing strategies.

- **Diversified Product Portfolio** – Parle has a diversified product portfolio beyond biscuits, including candies, snacks, and chocolates. This diversification reduces dependence on any single category and enables Parle to cater to a broader consumer base, enhancing its competitive position. Competitors like Britannia and ITC may lack the same level of diversification in their product offerings.
- **Continuous Innovation** – Parle continuously innovates its product offerings to meet changing consumer demands and preferences. Introducing new flavors, variants, and packaging formats helps Parle stay ahead of competitors and maintain its market share. Competitors such as Britannia and ITC may struggle to match Parle's pace of innovation and product development.

These factors collectively make it difficult for competitors to replicate Parle's success and compete effectively in the market.

### **DIFFERENTIAL ADVANTAGE**

Parle's differential advantage can be seen in its strong brand loyalty, which sets it apart from competitors. Consumers' trust in Parle's products and their preference for the brand over substitutes or new entrants contribute to its sustained market dominance.

- **Generational Connection:** Parle-G biscuits, for instance, have been a staple in Indian households for decades. Many consumers grew up having them with their morning tea, creating a powerful emotional connection that transcends just taste. This loyalty is passed down through generations, making Parle-G the go-to biscuit brand for many families.



- **Price Advantage with Perceived Value:** Parle's products are known for being affordable without compromising on taste or quality. This is particularly important in a price-sensitive market like India. Consumers perceive Parle products as offering good value for their money, further solidifying brand loyalty.

In conclusion, Parle Company possesses a comparative advantage based on its distinctive strengths and capabilities, making it a formidable player in the FMCG industry, particularly in the biscuits and confectionery segments in India.

# **CHAPTER 3**

## **LITERATURE REVIEW**

## LITERATURE REVIEW

1. **Aditya Shastri's 2023** case study "**A Sneak-Peek Into the Marketing Strategy of Parle**" discusses the success of the Parle brand. Consumers place significant value on the brand, making it one of India's leading brands. Rather than selling the same old stuff, the brand should introduce new products and varieties to the marketplace. The company's primary source of goodwill revenue is the Parle-G biscuit. Parle items' popularity has been stable for many years.
  
2. A research paper titled "**From Biscuits to Hand Sanitizers: India's Largest Biscuit and Confectionery Brand - Parle's Diversification,**" published by **Supriya Lakhangaonkar, Shweta Kishore, & Kavita Kamath** in **2022**, explores Parle's leveraging of its biscuit brand value to launch hand sanitizers during the COVID-19 pandemic. It delves into Parle's history, its exceptional sales performance during the pandemic, and the reasons behind its success. Furthermore, it analyzes Parle's strategic expansion into the hand sanitizer market amidst the crisis.
  
3. In the **2021** research paper titled "**Parle Products: The Journey of Budget Brand Toward Premiumization**", published in Business Perspectives and Research by **A. Shivakanth Shetty, Kerena Anand, and Raghavendra A. N.** discusses Parle's transformation from a budget brand to a premium brand. Despite the success of Parle-G, Parle is still seen as a budget brand in India. In 2017, Parle introduced Parle Platina to cater to the demand for premium biscuits. However, transitioning from a value brand to a luxury brand is challenging due to the legacy of the value brand and the competitive Indian market.

4. In a study titled "**A Comparative Study on Consumer Buying Behaviour between Parle and Britannia**" published in the year **2018** by **Nilanjan Ray, Sayan Mukherjee & Sourav Chatterjee** found that price and taste are the biggest factors influencing consumer choice. Parle was preferred for value for money, while Britannia was favored for taste and variety.

# **CHAPTER 4**

## **RESEARCH METHODOLOGY**

## **RESEARCH METHODOLOGY**

### **RESEARCH DESIGN :**

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

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

### **TECHNIQUES AND DATA COLLECTION :**

#### **Primary data:**

It comprises of the data which is collected through questionnaires filled by the respondent. Therefore sample size of 90 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 internet facility.

### **SOURCE OF DATA**

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

### **PROBLEM DEFINATION**

A problem of Parle in the industry analysis is that Parle has not been able to diversify its product portfolio and create a strong brand identity. Parle is mainly dependent on its Parle-G biscuits, which are low-margin and face stiff competition from other players.

### **NEED OF STUDY**

1. To Identify and analyze the key success factors that have contributed to Parle's sustained success in the FMCG industry.
2. To Analyze how Parle's strategies, including product offerings and pricing, contribute to its standing in the industry.
3. To Evaluate how these factors differentiate Parle from its competitors.

### **OBJECTIVES OF STUDY**

1. To study the legacy of PARLE in FMCG industry.
2. To do Industry Analysis of PARLE to understand how industry structure derives competition, which determines the level of industry profitability.
3. To evaluate how PARLE's strategy affects its market position.
4. To identify key success factors.

### **LIMITATION OF STUDY**

1. **Data Availability:** Limited access to current and comprehensive data on PARLE Products and the industry may hinder thorough analysis.
2. **Focus on Indian market:** The study will primarily focus on the Indian biscuit and snack industry, limiting applicability to other regions.
3. **Focus on Indian Market:** The study might primarily focus on the Indian market, neglecting Parle's presence in other countries.
4. **Time Constraints:** Depending on the research timeframe, an in-depth analysis of all competitive advantages might be restricted.
5. **Quality of Secondary Data:** Reliance on secondary sources may introduce biases or inaccuracies, impacting the study's credibility.
6. **External Factors:** Influence of economic, regulatory, and technological factors may affect industry dynamics, challenging prediction accuracy.
7. **Application:** The findings may not be applicable outside PARLE Products and the Indian food business.
8. **Subjectivity:** Interpretations and conclusions may vary among researchers, potentially introducing subjective bias into the analysis.

### **HYPOTHESIS OF THE STUDY**

Hypothesis 1: There is no significant difference in comparison with other competitors.

Hypothesis 2: Although there are several competitors for Parle Products, most people in India prefer Parle products as their preferred household brand.

Hypothesis 3: Since Parle has not changed its services or taste over time, it is evident that people have consistently preferred Parle products for a long duration.



# **CHAPTER 5**

## **DATA ANALYSIS AND INTERPRETAION**

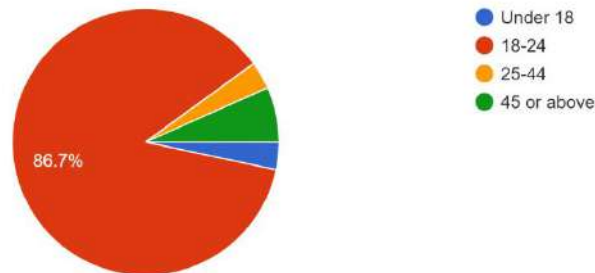
## DATA ANALYSIS AND INTERPRETATION

**INTRODUCTION :** Above data has been collected from 90 respondents. The questions are asked to mixed group of people are:

### 1. AGE OF RESPONDENCE

Sr. No	Particulars	Responses	Percentage (%)
1.	Under 18	3	3.3%
2.	18-24	78	86.7%
3.	25-44	3	3.3%
4.	45 or above	6	6.7%
<b>Total</b>		<b>90</b>	<b>100%</b>

Age: (Select one)  
90 responses



### INTERPRETATION:

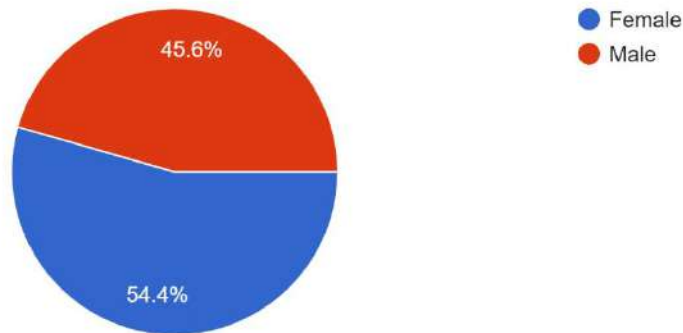
- The data reveals that the largest segment of respondents falls within the age range of 18 to 24, suggesting that Parle products might be more popular or relevant among young adults. This could indicate potential market trends or consumer preferences within this age group.
- However, it's also essential to note that there is some representation from other age groups as well, albeit smaller in comparison. This diversity in age groups might provide insights into Parle's market penetration across different demographics.

## 2. GENDER OF RESPONDENCE

Sr. No	Particulars	Responses	Percentage (%)
1.	Male	41	45.6%
2.	Female	49	54.4%
<b>Total</b>		<b>90</b>	<b>100%</b>

Gender (Select one)

90 responses



### INTERPRETATION:

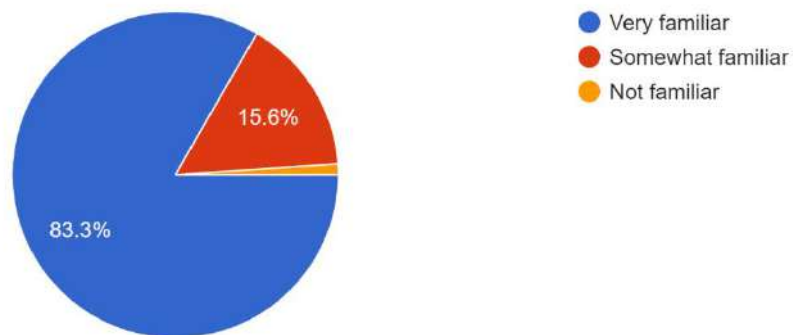
- The survey had a relatively balanced gender distribution with 45.6% male and 54.4% female respondents.
- This suggests that the data is not likely to be biased towards one gender or the other. Overall, it appears that a good mix of genders were included in the survey.

### 3. How familiar are you with Parle Products?

Sr. No	Particulars	Responses	Percentage (%)
1.	Very familiar	75	83.3%
2.	Somewhat familiar	14	15.6%
3.	Not familiar	1	1.16%
<b>Total</b>		<b>90</b>	<b>100%</b>

How familiar are you with Parle Products?

90 responses



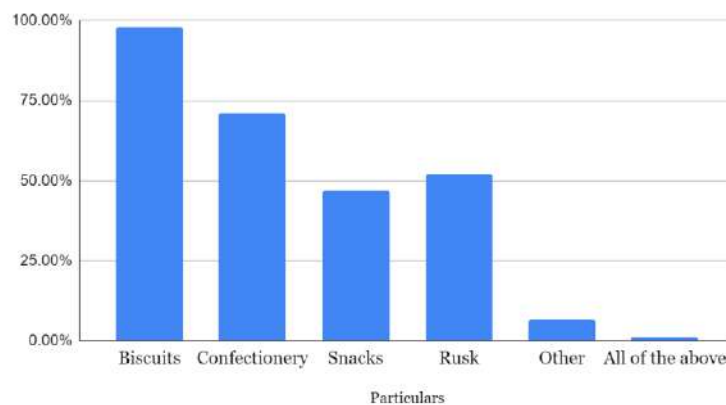
#### INTERPRETATION:

- Out of 90 respondents, a very high percentage (83.3%) indicated being very familiar with Parle Products. The remaining respondents were either somewhat familiar (15.6%) or not familiar (1.2%) with the brand.
- The following data indicates a high level of brand awareness for Parle Products among the respondents. This suggests that Parle has a strong brand presence in the market.

**4. If yes, which of the following Parle products have you tried?**

<b>Sr. No</b>	<b>Particulars</b>	<b>Responses</b>	<b>Percentage (%)</b>
<b>1.</b>	Biscuits	88	97.8%
<b>2.</b>	Confectionery	64	71.1%
<b>3.</b>	Snacks	42	46.7%
<b>4.</b>	Rusk	47	52.2%
<b>5.</b>	Other	6	6.7%
<b>6.</b>	All of the above	1	1.1%
<b>Total</b>		<b>90</b>	<b>100%</b>

If yes, which of the following Parle products have you tried?



**INTERPRETATION:**

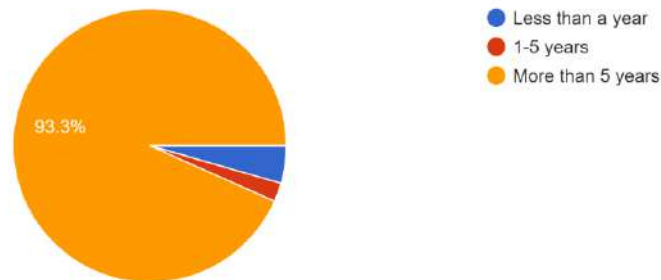
- Biscuits are the most popular Parle product category, with nearly all respondents (97.8%) having tried them. Confectionery and Rusk are also quite popular, with over 70% and 50% of respondents having tried them respectively.
- Snacks are less popular than the above categories, but still a significant portion (46.7%) of respondents have tried them. "Other" represent a small minority of respondents they have also tried other category products and "All of the above" survey comment represent they have tried all the mentioned products.

### 5. How long have you been consuming Parle Products?

Sr. No	Particulars	Responses	Percentage (%)
1.	Less than a year	4	4.4%
2.	1-5 years	2	2.2%
3.	More than 5 years	84	93.3%
<b>Total</b>		<b>90</b>	<b>100%</b>

How long have you been consuming Parle Products?

90 responses



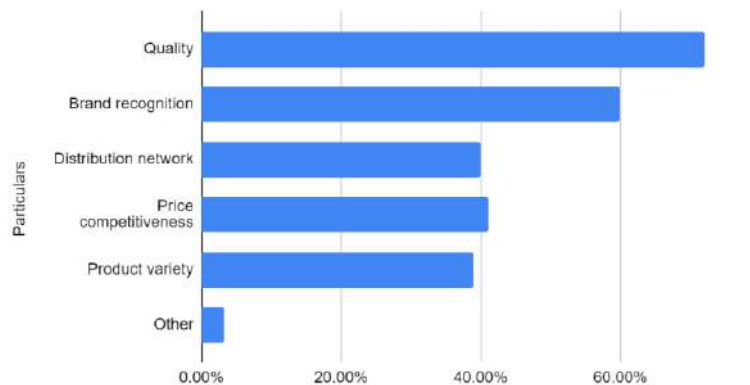
#### INTERPRETATION:

- The majority of respondents, 93.3%, have been consuming Parle Products for more than 5 years, indicating a strong brand loyalty and long-term satisfaction with the products.
- Only a small percentage, 4.4%, have been consuming Parle Products for less than a year, suggesting that relatively fewer respondents are new consumers of Parle Products.
- An even smaller percentage, 2.2%, have been consuming Parle Products for 1-5 years, indicating a relatively low turnover of consumers within this time frame.
- Overall, the data suggests a strong presence of long-term consumers in the market, which reflects positively on the brand's reputation and customer satisfaction over time.

**6. In your opinion, what are the key strengths of Parle Products in the market?**

Sr. No	Particulars	Responses	Percentage (%)
1.	Quality	65	72.2%
2.	Brand recognition	54	60%
3.	Distribution network	36	40%
4.	Price competitiveness	37	41.1%
5.	Product variety	35	38.9%
6.	Other	3	3.3%
<b>Total</b>		<b>90</b>	<b>100</b>

In your opinion, what are the key strengths of Parle Products in the market?



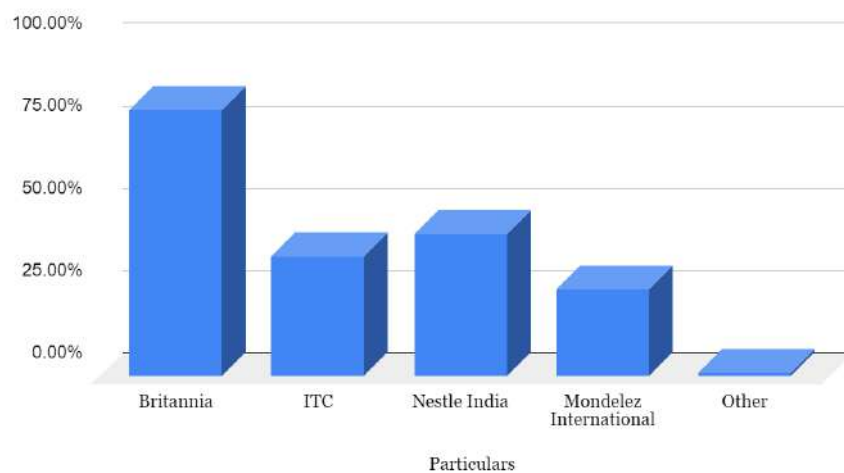
**INTERPRETATION:**

- According to survey data, Quality is the most dominant strength, highlighted by 72.2% of respondents, indicating Parle's reputation for high-quality products. Brand recognition, mentioned by 60% of respondents, signifies Parle's strong presence in the market. Additionally, 41.1% of respondents acknowledged price competitiveness, suggesting Parle's products are competitively priced.

### 7. Which brands do you consider to be Parle's main competitors?

Sr. No	Particulars	Responses	Percentage (%)
1.	Britannia	73	81.1%
2.	ITC	33	36.7%
3.	Nestle India	39	43.3%
4.	Mondelez International	24	26.7%
6.	Other	1	1.1%
<b>Total</b>		<b>90</b>	<b>100%</b>

Which brands do you consider to be Parle's main competitors?



#### INTERPRETATION:

- Parle's main competitors are Britannia, Nestle India and ITC according to the survey.
- Britannia is the strongest competitor with 81.1% of respondents mentioning them

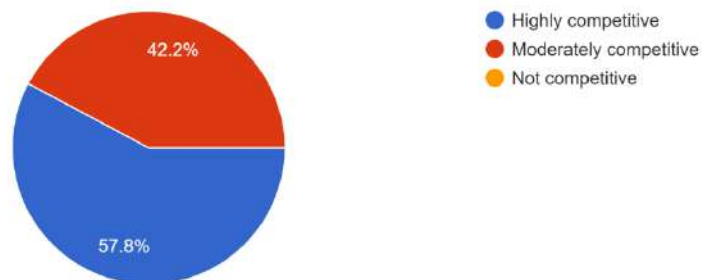


**8. How would you rate the competitiveness of Parle Products compared to other brands in the FMCG industry?**

Sr. No	Particulars	Responses	Percentage (%)
1.	Highly competitive	52	57.8%
2.	Moderately competitive	38	42.2%
3.	Not competitive	0	0%
<b>Total</b>		<b>90</b>	<b>100%</b>

How would you rate the competitiveness of Parle Products compared to other brands in the FMCG industry?

90 responses



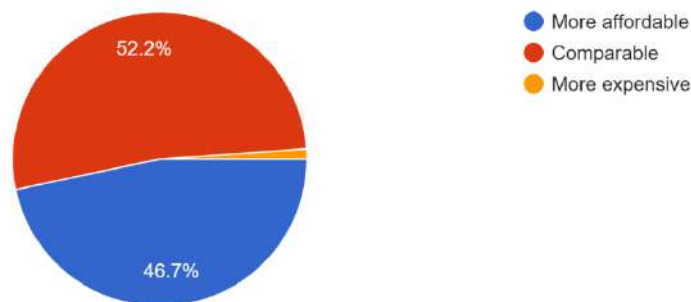
**INTERPRETATION:**

- Based on the survey data, Parle Products are perceived as highly competitive by a significant majority (57.8%) of the respondents.
- Only 42.2% consider them moderately competitive, and none consider them not competitive. In conclusion, the survey suggests that Parle Products are viewed as a strong competitor in the FMCG industry.

**9. How do you perceive Parle Product's pricing strategy compared to its competitors?**

Sr. No	Particulars	Responses	Percentage (%)
1.	More affordable	42	46.7%
2.	Comparable	47	52.2%
3.	More expensive	1	1.1%
<b>Total</b>		<b>90</b>	<b>100%</b>

How do you perceive Parle Product's pricing strategy compared to its competitors?  
90 responses



**INTERPRETATION:**

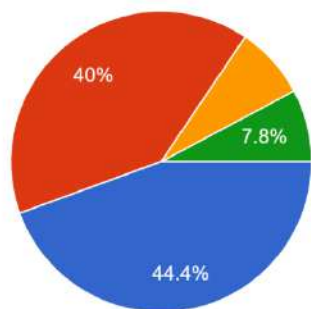
- Based on the survey data, a majority (52.2%) of the respondents perceived Parle's products to have comparable pricing compared to its competitors. Only 46.7% of the respondents said that Parle's products were more affordable, while a very small percentage (1.1%) considered them to be more expensive.
- This suggests that Parle's pricing strategy is successful in keeping its products competitive in the market.

**10. What are your expectations for Parle products in the future?**

Sr. No	Particulars	Responses	Percentage (%)
1.	I expect them to maintain their current position in the market.	40	44.4%
2.	I expect them to expand their product range and market share.	36	40%
3.	I expect them to face increasing competition and possibly lose market share.	7	7.8%
4.	I am unsure about their future.	7	7.8%
<b>Total</b>		<b>90</b>	<b>100%</b>

What are your expectations for Parle products in the future?

90 responses



- I expect them to maintain their current position in the market.
- I expect them to expand their product range and market share.
- I expect them to face increasing competition and possibly lose market share.
- I am unsure about their future.

**INTERPRETATION:**

- The survey data reveals a predominantly positive sentiment towards Parle products. A notable 44.4% of respondents foresee the brand maintaining its current market position, while 40% anticipate expansion, indicating confidence in Parle's stability and growth potential.
- Only a minority (7.8%) foresee increased competition and potential market share loss, with a similar percentage expressing uncertainty about Parle's future. Overall, the majority of respondents express optimism regarding Parle's market prospects, with some acknowledging potential challenges or uncertainties ahead.

## HYPOTHESIS TESTING

### **HYPOTHESIS**

Hypothesis 1: There is no significant difference in comparison with other competitors.

Hypothesis 2: Although there are several competitors for Parle Products, most people in India prefer Parle products as their preferred household brand.

Hypothesis 3: Since Parle has not changed its services or taste over time, it is evident that people have consistently preferred Parle products for a long duration.

From the above research study conducted during my research work it is found that among the above mentioned hypothesis, **Hypothesis H1** i.e. “There is no significant difference in comparison with other competitors” is found to be true as well as false hence not accepted & not rejected. Because, each brand has its unique offerings, but Parle holds its ground in terms of quality and taste.

**Hypothesis H2** i.e. “Although there are several competitors for Parle Products, most people in India prefer Parle products as their preferred household brand”, is accepted and **Hypothesis H3** i.e. “Since Parle has not changed its services or taste over time, it is evident that people have consistently preferred Parle products for a long duration” is also accepted as Parle has high brand awareness, loyalty, and positive future expectations, supporting the idea that it is a popular household brand among many people.

# **CHAPTER 6**

## **FINDINGS**

## FINDINGS

1. The largest segment of respondents falls within the age range of 18 to 24, suggesting a significant presence of young adult consumers for Parle products
2. Gender distribution of respondents is balanced.
3. Parle enjoys high brand awareness (83.3% familiarity).
4. Biscuits emerged as the most popular Parle product category, with nearly all respondents (97.8%) having tried them..
5. The majority of respondents (93.3%) have been consuming Parle Products for more than 5 years, indicating strong brand loyalty and long-term satisfaction.
6. Quality was identified as the most dominant strength of Parle Products, followed by brand recognition and price competitiveness.
7. Britannia is Parle's strongest competitor
8. Quality was identified as the most dominant strength of Parle Products, followed by brand recognition and price competitiveness.
9. Most respondents (52.2%) perceive Parle's pricing strategy to be comparable to competitors, with nearly half (46.7%) finding them more affordable.
10. Optimism regarding Parle's future was predominant, with a significant portion expecting the brand to maintain its current position or expand its product range and market share.

# **CHAPTER 7**

## **CONCLUSION**



## CONCLUSION

In conclusion, the comprehensive analysis of Parle Products reveals a strong market presence and competitive advantages, particularly in brand loyalty, affordability, and innovation. The findings highlight the company's long-standing appeal among consumers particularly in the biscuit and candy areas. However, despite these strength, Parle faces significant challenges, notably its heavy reliance on a limited product range, primarily Parle-G biscuits.

The recognized issue of Parle's lack of product diversification and the development of a stronger brand identity raises serious strategic concerns. While Parle has managed to preserve its market position and consumer devotion, its concentration on a concentration on a single product category exposes it to the risks of market saturation and shifting consumer taste. The need for diversification and brand strengthening is essential to sustain growth and competitiveness in the dynamic FMCG landscape.

To address this challenge, Parle should prioritize initiatives aimed at product diversification, innovation, and strategic brand-building efforts. By expanding its portfolio to cater to emerging consumer trends and preferences, Parle can mitigate the risks associated with over- reliance on a single product.

Furthermore, investing in strategies to improve visibility and differentiation can help Parle upgrade its market position and attract new customer segments. In summary, while Parle Products enjoys significant strengths and competitive advantages, strategic efforts towards product diversification and brand enhancement are necessary to navigate the evolving FMCG landscape successfully. By solving these challenges proactively, Parle can not only sustain its current market position but also unlock new avenues for growth and profitability in the future.

# **CHAPTER 8**

## **SUGGESTIONS**

### Suggestions

1. The data gathered suggests a strong young connection for Parle. Develop targeted campaigns to engage this demographic. To reach out to younger consumers, consider using social media channels and influencer marketing.
2. With a high level of brand awareness among respondents, it's crucial for Parle to sustain this by consistently engaging with consumers through advertising, social media, and other promotional activities.
3. While biscuits have emerged as the most popular product category, there is still considerable demand in other product categories such as confectionery and snacks. Parle might consider expanding its product range within these categories or developing new inventive products to cater to a wide range of customer preferences
4. Quality emerged as Parle Products' dominating strength. It is critical for the organisation to preserve this aspects because it immediately affects brand reputation and customer trust. Continuous investment in quality control measures is critical for ensuring consistency across all goods.
5. While most respondents believe Parle's pricing strategy is comparable or more affordable than its competitors, it is critical to remain alert in monitoring market changes and adjusting price strategies accordingly. This may include periodic pricing reviews to ensure competitiveness without sacrificing profitability.
6. Parle must consistently differentiate itself from competitors in order to maintain its market position, emphasizing unique selling qualities such as heritage, sustainability initiatives, and product innovations.

- 7.** Parle's distribution network is strong, but there is possibility for expansion by targeting remote or forgotten regions. Strengthening connections with retailers and finding new distribution channels could help to expand market reach.
- 8.** To stay competitive, Parle should consistently monitor competitors like Britannia, Nestle India, and ITC. By tracking their strategies, products, and market trends, Parle can identify threats and opportunities, adjusting its own strategies accordingly.
- 9.** In the fast-moving FMCG sector, constant innovation and adaptation are crucial for competitiveness. Parle must prioritize investing in R&D to launch new products, enhance existing ones, and swiftly address shifting consumer preferences and market trends.
- 10.** Parle could seize opportunities by incorporating sustainable practices like eco-friendly packaging, reducing carbon footprint, and supporting community initiatives aligned with sustainability goals, in response to increasing consumer awareness and concern for environmental sustainability.

# **CHAPTER 9**

## **BIBLIOGRAPHY**

## **BIBLIOGRAPHY**

### Website

<https://www.parleproducts.com/>

[https://en.m.wikipedia.org/wiki/Parle\\_Products](https://en.m.wikipedia.org/wiki/Parle_Products)

<https://www.mbaskool.com/brandguide/food-and-beverages/3541-parle-products-ltd.html>

<https://www.mbaskool.com/competitors/companies/18785-parle.html>

<https://www.mbaskool.com/pestle-analysis/companies/18106-parle.html>

<https://iide.co/case-studies/marketing-strategy-of-parle/>

[https://www.researchgate.net/publication/365595286\\_From\\_biscuits\\_to\\_hand\\_sanitizers\\_India's\\_largest\\_biscuit\\_and\\_confectionary\\_brand-Parle's\\_diversification](https://www.researchgate.net/publication/365595286_From_biscuits_to_hand_sanitizers_India's_largest_biscuit_and_confectionary_brand-Parle's_diversification)

[https://www.researchgate.net/publication/341811244\\_Parle\\_Products\\_The\\_Journey\\_of\\_Budget\\_Brand\\_Toward\\_Premiumization](https://www.researchgate.net/publication/341811244_Parle_Products_The_Journey_of_Budget_Brand_Toward_Premiumization)

[https://www.socialresearchfoundation.com/upoadreserchpapers/5/234/190117065625\\_1st%20nilanjan%20roy.pdf](https://www.socialresearchfoundation.com/upoadreserchpapers/5/234/190117065625_1st%20nilanjan%20roy.pdf)

# **ANEXTURE**

## QUESTIONNAIRE

1. Name

2. Age: (Select one)

- Under 18
- 18-24
- 25-44
- 45 or above

3. Gender (Select one)

- Female
- Male

4. How familiar are you with Parle Products?

- Very familiar
- Somewhat familiar
- Not familiar

5. If yes, which of the following Parle products have you tried?

(Select all that apply)

- Biscuits (e.g., Parle-G, Hide & Seek, Monaco)
- Confectionery (e.g., Melody, Poppins, Mango Bite )
- Snacks (e.g., Fultoss, Parle Wafers)
- Rusk (e.g., Parle Rusk)
- Other



6. How long have you been consuming Parle Products?

- Less than a year
- 1-5 years
- More than 5 years

7. In your opinion, what are the key strengths of Parle Products in the market?

- Quality
- Brand recognition
- Distribution network
- Price competitiveness
- Product variety
- Other...

8. Which brands do you consider to be Parle's main competitors?

- Britannia (Good Day, Marie Gold)
- ITC (Sunfeast, Yippee)
- Nestle India (KitKat, Munch)
- Mondelez International (Cadbury, Oreo)
- Other...

9. How would you rate the competitiveness of Parle Products compared to other brands in the FMCG industry?

- Highly competitive
- Moderately competitive
- Not competitive

10. How do you perceive Parle Product's pricing strategy compared to its competitors?

- More affordable
- Comparable
- More expensive

11. What are your expectations for Parle products in the future?

- I expect them to maintain their current position in the market.
- I expect them to expand their product range and market share.
- I expect them to face increasing competition and possibly lose market share.
- I am unsure about their future.

