

# Study on haldiram's

Business



Industry- Food.

Company Name- Haldiram's. Product- Frozen Foods, Namkeens, Sweets, Cookies, Sherbets (Sharbat), Minute Khana (Microwaveable Food), Papads, Pani Puri, Bhel Puri, Chips (Boletos, Takatak, Whoopies), Royal Temptations (Packaged Dry Fruits), Gujarati Snacks, South-Indian Snacks, Nimbu Masala  
 Origin- 1937 in Bikaner, Rajasthan by Gangabisenji Agrawal, India. Now having three independent branches at Kolkata, Nagpur, Delhi respectively.

Countries- Nepal, Pakistan, Bangladesh, Canada, Australia, Sri Lanka, Singapore, Malaysia, South Africa, Indonesia, Qatar, Saudi Arabia, Hong Kong, Japan, Kenya, Libya, South Korea, Nigeria, Mauritius, United Kingdom, United Arab Emirates, Zambia and Bahrain. Marketing Strategy- The Marketing Concept (Customer must be satisfied). Pioneers- To introduce ready-to-eat snacks, Packed Namkeens, restaurant offering Indian Traditional foods like ' chaat-papdi', ' gol-gappe', ' bhel-puri' etc.

Cause of popularity- Quality Products and hygiene. Competitors- Foreign- SM Foods, Bakeman's Industries Ltd, Frito Lay India Ltd. and Britannia Ltd. Local- Prabhuji, Mopleez, Bikaji, Rameswar. Potential- Lehar and Bikaji.

Macro Forces- Demographic-The Nagpur entity has introduced a new range of vermicelli and macaroni with Italian machinery that is exported to some 25 countries in the Americas, the Gulf, Europe and Asia. So, along with focusing on savouries and sweets they have introduced products that appeal to regional tastes and preferences. Economic- Quick service restaurants for

middle-class, vast variety of products on competitive prices. Technological-  
New ways of packaging namkeens.

Its packaging techniques increased the shelf life of namkeens from less than a week to more than six months. To add potato products, machinery was imported from the US.

All the food items were prepared and packaged in a very hygienic environment. The company tied up with many online sites to make availability of products on free home delivery basis. It also enabled the people to send customised gifts to specified regions. Socio-Cultural- They were awarded International Award for Food ; Beverages by the Trade Leaders Club in Barcelona (Spain) because of popularising ethnic food.

Like in India, earlier there was no restaurant that offered ' gol-gappe', ' bhel-puri' etc. So, according to the culture, they offered products.

Political- In a report, Prabhu Shankar Agarwal, the owner of the Kolkata unit, was arrested on charges of manhandling customers. On Jan 29, 2010, Prabhu Shankar Agarwal was sentenced to life imprisonment along with four others by a fast track court for conspiring to kill a tea stall owner whose shop came in the way of a food plaza he was building. This incident affected their reputation severely.

Micro Forces- The Company- In the early 1990s, because of the conflict within the Agarwals family, Haldiram's witnessed an informal split between its three units as they started operating separately offering similar products and sharing the same brand name. This split had resulted in aggressive

competition among themselves for a higher share of domestic and international markets.

Competition- Due to increasing competition and upcoming new substitutes to Namkeens they added Bakery items, dairy products, sharbats, ice creams to their portfolio.

Customers- Haldiram's customer services are not good. Few of the company's restaurants did not possess the minimum requirements, such as sufficient seating arrangements, there's insufficient parking space and services were hardly ever done with a smile. Public- Did very well in this field. Public was getting conscious about hygiene and cleanliness. Their Nagpur branch was conferred the International Food Award.

Delhi unit was awarded the Keshalkar Memorial Award. Just because of high standards in quality and hygiene.

Market Intermediaries- Cordial relationship. Strong distribution network. In case, the distributor finds product damaged after leaving of the transporter, company issues a special credit note when informed on phone so that distributor can get cash on the next visit. Competitors- Frito Lay India Ltd.

(Frito Lay), one of Haldiram's major competitors, was expanding its market share. Instead of directly competing with the market leader Haldiram's, the company launched innovative products in the market and backed them with heavy publicity. SM Foods introduced a range of innovative products. The company launched India's first non-wafer chips in 1988. SM offered products under two main brands - Peppy and Piknik.

Under Peppy, it had sub-brands such as Cheese Balls, Ringos, Hi Protein Crispies, Potato Rackets, Hearts, Veggie Treat, Mixtures and Minerette.

Under Piknik, it had Protein Pin, Junior and Corn Puffs. Bikaji is doing very well by providing more variety of products at less prices with more profit margins.

Suggestions- \* More profit margin for sale pushing. \* Change perception of youths towards the company by changing its logo. Give it a modern look.

\* Take young people for advertisement on T. V. \* Increase no of restaurants in India and plan for the same in foreign countries and offer Indian fast food there. \* Proper sitting and parking arrangements. References- ^ <http://en.wikipedia.org/wiki/Haldiram's> ^ <http://edu.goelji.com/retail/company-overview/haldirams.html> ^ <http://www.fnbnews.com/article/detnew.asp?rticleid=16816;sectionid=7> ^ [http://www.business-standard.com/article/beyond-business/it-s-all-in-the-family-106110901048\\_1.html](http://www.business-standard.com/article/beyond-business/it-s-all-in-the-family-106110901048_1.html) ^ <http://www.scribd.com/doc/19186370/Haldirams-> ^ <http://www.financialexpress.com/news/haldiram-bhujawala-s-unsavoury-tale/574141/3> ^ [http://zeenews.india.com/news/companies-and-commodities/haldiram-an-empire-under-cloud\\_600405.html](http://zeenews.india.com/news/companies-and-commodities/haldiram-an-empire-under-cloud_600405.html) ^ <http://www.slideshare.net/varun23oct/presentation-on-haldiram> ^ <http://www.slideshare.net>

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