

# [Parle products](https://assignbuster.com/parle-products/)

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 have 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. Products Nadia Chauhan (MD) Parle’s level of management Parle has a Divisional type of Organizational structure. 1. Sales manager 2. Production manager 3. Sales officer 1, 000 employees An In-depth understanding of Indian Consumer Psyche has helped parle evolving a marketing philosophy that attracts Indian masses. With products designed keeping both health and taste in mind, Parle appeals to both health conscious mothers and loving kid’s. The great taste of of taste and nutrition is consistent with every pack on the store shelves, even today.

The value for money allows people from any classes or play groups to enjoy parle products to the fullest. Parle’s Business Strategy Key’s towards Strategic planning 1. Vision: The main vision of parle-g is to maintain and concentrate on consumer taste and preferences, the parle group have grown on full strength ever since its inception. For fulfilling its vision they do every batch of biscuits and confectioneries and thoroughly checked by experienced staff using the most modern equipment hence ensuring the same quality across the nation and abroad. . Mission: “ Hindustan ke taakat” for more than’ 65 years of age Parle has remained part of lives of every Indian. From north to south parle-g has nourished, strengthened and delighted millions. For some it may be a meal substitute but for some it can be a nourishing snack too. It is really much more than a biscuit brand as it is patronized by all. Little wonder than why is it the largest selling biscuit brand in the world.