

Britannia marketing analysis



Britannia is available in all over India. Britannia Industries limited is engaged in the provision of bakery products, including biscuits, bread, Rusk, and cakes. It is headquartered in Kolkata. Employed about more than 3000 people as on 2010. Britannia all the products we can find in every place. Like rural market, urban and cities. The company's distribution channel divided in three levels. Manufacturer to distributor, distributor to whole seller and whole seller to retailer then the customer. The biscuits generally available in every daily needs shop provision stores, grocery shop.

The Wadia group of India along with Group Dan one of France, are equal share holders in ABIL, UK which is a major shareholder in BIL. GROUPE DANONE is an international FMCG major specializing in Fresh Dairy Products, Bottled water and Biscuits. One of the world leader in the food industry. No. 2 worldwide in biscuits through its three core businesses (Fresh dairy products, Beverages and biscuits products).

Britannia in Goa was started in 1942. After liberation of Goa in 1962 they introduce depot in Goa to the K. D. Naik in margao.

AIMES AND OBJECTIVES

Taking the feedback of Britannia customers about the schemes by Britannia and their competitors in Goan market.

METHODOLOGY

In this market research I used questionnaire as the research instrument. I interviewed around 100 outlets (shop keeper, whole seller, super markets

etc). Interaction was made while the survey was conducted. The entire respondent were asked their suggestion which were given to the company.

Industrial Analysis

Industry: FMCG Industry.

FMCG industry, also called as consumer packaged goods industry primarily deals with the production, distribution and marketing of consumer packaged goods. The FMCG are those consumables which are normally consumed by the consumers at a regular interval. Prime activities of FMCG industry are selling; marketing, financing, purchasing etc. the competition among FMCG manufacturer is also growing and investment in this industry is also increasing specially in India. FMCG is regarded as the fourth largest sector with total market size of US\$13. 1 billion. FMCG sector in India is estimated to grow 60% by 2010.

Sub industry: Bakers.

Companies: Parle, Britannia, ITC (Sun feast), Kwality, Nestle, Kellogg's, Priya food products, modern food etc.

Leading Players:

Product variation:

Companies Overview.

In 1892, a biscuit company was started in a ordinary house in Kolkata with an initial investment of Rs. 295. The company we all know as BRITANNIA today.

In 1910, arrival of electricity Britannia sees operations developed. And by 1921, it became the first company east of the Suez Canal to use imported gas ovens. Britannia was acquiring a reputation quality and value. During 1944 sales ramp up by more than eight times to reach 1. 36 crore.

The company unveiled its new corporate identity- “ Eat Healthy Think Better”- and made its first foray into the dairy product market. In 1999, the “ Britannia Khao, World Cup Jao” promotion further one of India’s best known brands and also one of the most admired food brands in the country. In 2002 BIL launches joint venture with Fonterra, the world’s second largest dairy company Britannia New Zealand Foods Pvt. Ltd. is born Rated as ‘ One amongst the Top 200 Small Companies of the World’ by Forbes Global Economic Times ranks BIL India’s 2nd Most Trusted Brand

Britannia brand is all about eating healthy for leading a better life.

Largest company in the Indian Food processing industry whose product range also includes Breads and Cakes.

Manufacturing and sourcing locations spread across the length and breadth of the country.

Exporter of key biscuit brands enjoying brand loyalty in export markets.

Vision:-

The company’s policy is customer satisfaction with less price as well as quality. Target maximum customer and sale of volume. The company wants to reach the product in every segment of customer. Also targeted to urban, rural, city town and villages area of market. High promotion for selling the

product and achieve maximum market share and to increase the profitability by selling of maximum quantity.

Britannia Industries Ltd. (BIL)

Organisation structure.

Chairman

Managing Director

General Manager

Ass. General Manager

Finance dept. Production dept. Marketing dept. sales & Purchase dept. HR dept.

Senior Manger Senior Manager Senior Manager Senior Manager senior manager

finance Manager Production manager Marketing manager Area Sales Manager HR Manager

Accountant Officers marketing excecutive Area Sales Incharge Ass. HR manager

Officers Supervisors Sales man Executive

Central Manufacturing UnitDistribution Channel

Five forces:-

Threats of new entry:-

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Economics of scale.

Cost and resources advantage.

Brand preference and consumer loyalty.

Access to distribution channel.

Capital requirement.

Proprietary products.

Buyer power:-

Cost switching to competitors brands.

Large number of buyers.

Product differentiation.

Supplier power:-

Brands.

Distributor.

Substitutes.

Availability of attractive price substitutes.

Satisfaction level of substitutes.

No immediate substitutes.

Competitive rivalry.

Demand for products.

Price wars.

Nature of competitors.

PROJECT

RESEARCH OBJECTIVE:-

Taking the feedback of Britannia customers about the schemes by Britannia and their competitors in Goan market.

METHODS OF DATA COLLECTION:-

Primary data collection.

Through structured questionnaire.

Interview or feedback of the shopkeepers.

Secondary data collection.

Internet

Market research books

Company brochure and leaflets.

SAMPLING SIZE:-

100 OUTLETS. (Super markets, large stores, large kirana, Small kirana, Bakery and food store, Mithai shop, Pan Bedi store, school and college outlets)

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RESEARCH LOCATIONS:-

South Goa

Margao main market

Margao surroundings.

Vasco

Quepem

Ponda.

North Goa

Panjim main market

Panjim surroundings

Mapusa

Pednem

Collection Of Information.

It was the excited task of collecting the information as the end user had to explain all details of the survey and then non-availability as particular time consuming. The questionnaires were filled by the researchers due to language problems and limited time during survey.

FINDING AND ANALYSIS.

The first question in the questionnaire was about the stock of biscuits which respondent kept in your shop?

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Sample size: 100

Analysis:

According to survey, most of the shopkeepers kept the product of Britannia and Parle more than other products. According to above data we can analyse that 48% of stock is filled by the Britannia products and 22% of stock is filled up by the Parle products and remaining 30% of stock is kept sun feast, Priya gold and other local biscuits.

Which brand of products is mostly sold?

Sample size: 100.

Analysis:

According to survey out of 100 respondents, 46 supports for Britannia, 27 respondents go for Parle and 20 told sun feast is mostly sold. It means that Britannia and Parle were more demanded by the customer as compare to sun feast and other local products.

What made consumer to purchase Britannia products.

Sample size: 100

Analysis:

According to above pie chart shows that, it can be evaluated that most of the people i. e. 57% of the people go for Britannia due to its flavour than 30% prefer Britannia due to its price and rest of 15% due to its popularity and fame.

Which seasons the consumption of Britannia is high?

Sample size: 100.

Analysis:

According to survey, consumption of Britannia products is more in the rainy and winter season, as the consumption in summer seasons gets low.

According to you, price of the Britannia product is?

Sample size: 100

Analysis:

According to survey, 49 respondents say that price of the product is reasonable and around 25 to 24 people says it price of Britannia product is high and low.

Which brands schemes is more profitable to you (shopkeeper)?

Sample size: 100

Analysis:

According to survey, most of the respondent say Parle product schemes is more profitable as percentage of providing schemes by Parle is more as compared to other brands product like Britannia, sun feast and Priya gold.

What do you want to say about the service of Britannia?

Sample size: 100.

Analysis:

The survey founded that shopkeepers are satisfied with the service provided by the Britannia. Overall, the only thing is to say is that it is OK. Some of the places of shopkeeper responded that the distributor doesn't give regular supply of product and also they were not responding timely.

How do you rank the Britannia with the competitor in case of schemes?

Sample size: 100

Analysis:

On the basis of above data most of the shopkeepers view not supporting to the Britannia product in relation to schemes because of improper supply of the products. These are the only reason which makes shopkeeper rank Britannia products lower than the competitors.

What would you like to say about Britannia schemes?

Sample size:

Analysis:

On the basis of above data most of the peoples say that percentage of providing schemes is very less as compared to other products brands. For e. g. If Britannia provide marigold scheme, such as 50+2. The same Parle will provide 50+3. These are the difference. Very less people say it is profitable only if they can buy in bulk.

Have you seen any promotion activity of the product through electronic media or print media?

Sample size: 100.

Analysis:

According to above survey, more than half of the customers said that they have

Not saw any promotion activity of the Britannia product through print media.

Suggestions.

To improve their service of the products.

Take corrective measures to overcome the problems of late or delay supply of products.

They should give the proper feedback to the shopkeepers on the time.

They should carryout promotional activities properly or effectively.

ANNEXURE

Questionnaire:-

What are all the biscuits that you stock in your shop?

Parle

Britannia

Sun feast

Priya gold

Other local biscuits.

Which brand of products is mostly sold?

Parle

Sun feast

Britannia

Other local

What made consumer to purchase Britannia products.

Price

Taste / Flavour

Popularity / Fame

Which season the consumption of Britannia product is high?

Winter

Summer

Rainy

According to you price of the products is?

Low

Reasonable

High

No idea

Which brand schemes is more profitable to you?

Britannia

Parle

Sun feast

Priya gold.

What do you want to say about the service of Britannia?

Satisfactory

Poor/ Bad

No comment

How do you rank the Britannia with competitor in case of schemes?

Lower

Good/Ok

Excellent

No comment

What would you like to say about Britannia schemes?

Other competitor percentage is more

Increase percentage of schemes

More profitable only if buy in bulk

No comments

Have you seen any promotion activity of the products through electronic media or print media?

Yes

No

Personal Information:

Name:

Area/Place: