

PRESENTATION ON BISCUITS



GROUP MEMBERS

❖ KARISHMA ARORA

❖ JYOTI TOMAR

❖ ASHUTOSH DUBEY

❖ KAMAL MAHESHWARI

❖ KAJAL ARORA

PARLE PROFILE



- ❖ Private Ltd. Company
- ❖ Industry- Biscuits and confectionery
- ❖ founder- chauhan family
- ❖ Head quarters- mumbai
- ❖ Areas served-global
- ❖ Products- parle-g , monaco , hide& seek, melody, poppins , krackjack ,frooti

Britannia profile



- ❑ Britannia , one of india's biggest brands was started in 1892 with an initial investment of Rs 295
- ❑ Principle activity in the manufacture of biscuits, breads , rusk, and diary products.
- ❑ Overseas presence in dubai , oman , and newzealand .
- ❑ Received the most respected company award in 2011 from business world.
- ❑ Positioned on taste and health platform.
- ❑ Britannia is the first bakery company in india to remove trans fats from its biscuits.

PROFILE OF ITC

- **Type: Public**
- **Traded as: BSE: 500875 BSE SENSEX Constituent**
- **Industry: Conglomerate**
- **Predecessor(s):**
- **Founded: August 24, 1910^[1] (as Imperial Tobacco Company of India)**
Founder(s) Henry Overton Wills
- **Headquarters: Kolkata, West Bengal, India**
- **Chairman: Yogesh Chandler Deveshwar**
- **Products: Tobacco, Hotels, Paperboards & specialty papers, packaging, agri-business, packaged foods & confectionery, IT, branded apparel, personal care, stationery, safety matches and other FMCG products**
- **Revenue : US\$ 7 billion (2010)**
- **Employees : 29,000 (2012)**
- **Website : www.itcportal.com**

Product Range

- **Biscuits**

- ❖ **Parle – G**
- ❖ **Milk Shakti**
- ❖ **Parle - Magix**
- ❖ **Krackjack**
- ❖ **Monaco**
- ❖ **Digestive Marie**
- ❖ **Hide & Sick**

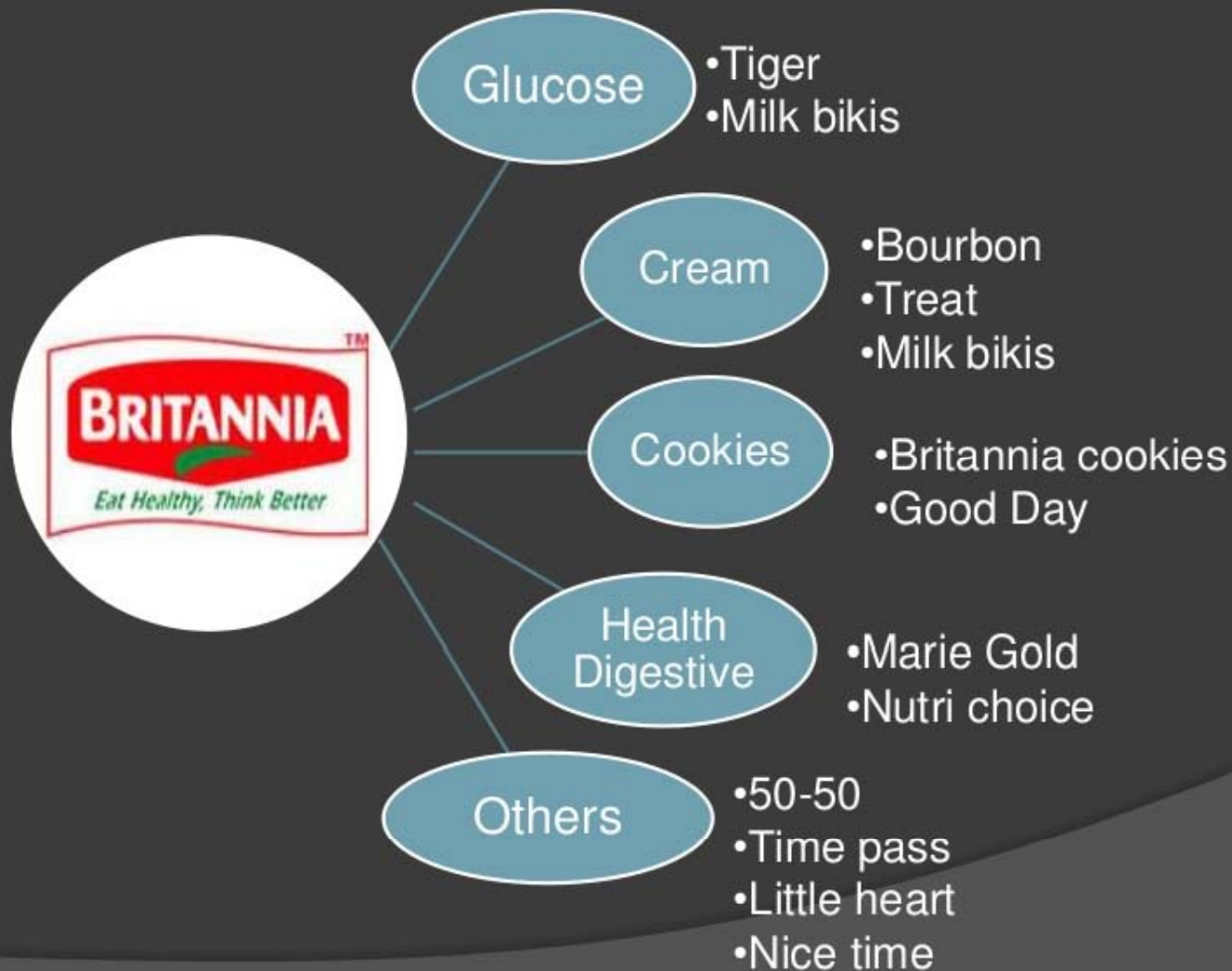


- **Confectionary**

- Melody**
- Mango bite**
- Poppins**
- Kismi Toffee**
- Orange Candy**
- Must Bites**
- Sixer**



Britannia Biscuits



ITC PRODUCTS



MARKETING MIX OF PARLE

PRICE

- ❑ Parle has adopted the market penetration strategy i.e low price along with capturing of a large market.
- ❑ Also they focus on providing good quality products at the same time, which means it uses the value pricing method.
- ❑ Parle -g is available in RS 1, 2, 3, 4 .to 25 packets.
- ❑ Profit margin for distributors is 4% and for retailers is 10-12%.



PRODUCT



- Associated with the positive values.
- Multitude of products
- Consistency of Products
- Earned as a renowned brand
- Enjoyable by all age groups



Parle - G and Place mix

- The extensive distribution network, built over the years, is a major strength for Parle Products.
- Parle G biscuits are available to consumers, even in the most remote places and in the smallest of villages with a population of just 1500.
- Parle has nearly 1,500 wholesalers, catering to 4,25,000 retail outlets directly or indirectly. A two hundred strong dedicated field force services its huge wholesalers & retailers network.
- Additionally, there are 31 depots and C&F agents supplying goods to the wide distribution network.
- Factories at strategic locations & Establishment of manufacturing units in rural areas



PROMOTION MIX

❑ **Sales promotion**-every year it holds day fairs at branded venues where games and fun events are organized for the employees of Parle and their families; where Parle products are given away as prizes.

❑ **Public relations**- Parle has done the following for enhancing public relations:

. In the year 1997, Parle-G sponsored the tele-series of the Indian superhero, **Shaktimaan** that went on to become a huge success.

▪. In the year 2002, a national level promo- '**Parle-G Mera Sapna Sach Hoga**' was run for a period of 6 months. The promo was all about fulfilling the dreams of children.

PARLE-

G's tag line is:

"Hindustan Ki Taakat"

Hide seek tag line is:

"TASTY ITANA, KI DIL AAJAYEE"



Marketing Mix of Britannia :

Product

- Consumable goods
- Different sizes and shapes
- Good for health, tasty, attractive packaging
- Good quality and in a number of variants.
- **Brand image of fun, taste and health.**



Place

- Factories at Kolkata, Delhi, Chennai, Mumbai, Uttarakhand, Bihar and Orissa.
- All products can be found in all the places .
- Available in small stores to big retail outlets.
- **Also, they are targeting college canteens as sole contractors for the supply of biscuits and other products.**



Price

- Market- penetration pricing for products like Tiger.
- Product quality leadership for products like Good day and Treat.
- Special event pricing in festive season.



Promotion

- Advertisement- Television, newspaper, magazines
- Sales promotion-Small pack of 50-50 with Good day, free gift pack in festive season, rural marketing fair.
- Been a sponsor for many cricketers on Bats.
- Events-Britannia Khao World Cup Jao in 1999,
- Lagaan match in 2001
- Interactive web site

MARKETING MIX OF ITC

PRODUCT

- ❑ ITC provide high quality, Value priced product to its customer.
- ❑ Launch “**sunfeast snacky**” salted crackers in 2 unique variants; chili flakes & classic salted.
- ❑ sunfeast’s latest offerings: Golden bakes; richness of pure butter with crisp cashews; 3 exciting variants; butter, cashew and honey & cashew.
- ❑ Sunfeast pasta treat
- ❑ Sunfeast dark chocolate and vanilla cream.

PRICE

- ◉ Price of ITC'S FMCG product is too affordable that each class can have it.
- ◉ Cream biscuit from sunfeast cost RS 10 for 100gm.
- ◉ Sunfeast glucose biscuits deliver
Natural goodness of Wheat and is available
in 100 gms at RS 4/-
75 gms at RS 3/-
19 gm at RS1/-

PLACE

- The dealer are a part of marketing team,
Attractive Incentive
linked with high volume
are given to dealer.

PROMOTION

- ❖ A month after its launch ,the company undertook a major sampling exercise to promote the product.
- ❖ Well differentiated advertisement , some which showed a complete cream world, were targeted at kids watching cartoon channels.
- ❖ For promotion in southern states sunfeast has signed tamil super star surya as brand ambassador.
- ❖ Largest spender on ads and promotion in the biscuit category

SEGMENTATION OF ITC

GEOGRAPHIC-(ITC'S products are available all over the world)

- rural
- urban

DEMOGRAPHIC-(ITC'S Products are made for every one)

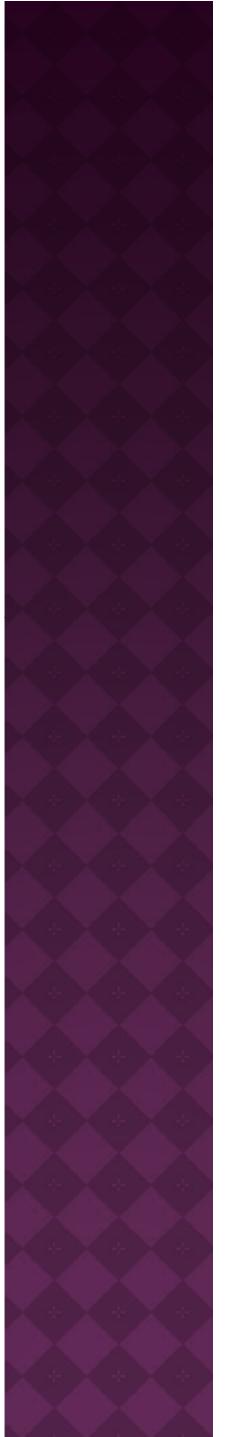
- Age
- Gender
- Occupation

PSYCHOGRAPHIC-(suits all life style)

- Lifestyle

TARGETING

Betting big on the firm sector ,ITC is planning to increase its a penetration in the rural areas like Uttar Pradesh, Rajasthan and Maharastra to get a better return for their produce.



POSITIONING

IN 70's ITC has positioned itself by saying:

- ✓ "for the gracious people"
- ✓ "A touch of Gold"

It is still differentiating itself on purity & quality of experience.

The brand stands for a celebrating attitude,

- ✓ "Celebrate the feeling" is the new message.

BRITANIA

SEGMENTATION

KIDS NUTRITION

TIGER

MILK
BIKIS

ADULT NUTRITION

MARIE

NUTRI CHOICE

DIGESTIVE

TARGETING

- Tiger targeted on kids
- Little hearts targeted on youth
- Good day targeted on all age groups
- Marie gold targeted health conscious people



POSITIONING

- The product is been positioned as a premium biscuit brand.

CONSUMER PERCEPTION ABOUT THE PRODUCT

PRODUCT

- Innovative product
- A premium biscuit brand

PRICE

- Slightly on expensive side
- But its worth , being a premium product

PACKAGING AND LABELLING

- Highly attractive and appealing
- New and makes the product unique
- Gives a luxurious aura to the brand

PLACE

- Easy availability of the product.
- Available at convenient places

PARLE

STP

Segmentation		
Targeting		<ul style="list-style-type: none">• People looking to have Biscuits anytime.
Positioning	<ul style="list-style-type: none">• All age group lower, middle and upper.	
<ul style="list-style-type: none">• For children who are genius in every field.		

THANK YOU