

**A TERM PAPER**

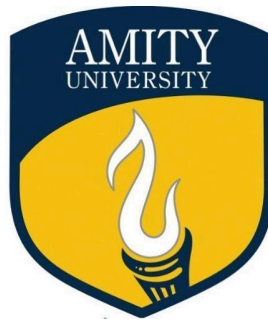
On

**STUDY ON THE PRESENCE AND MARKET SHARE OF PARLE BISCUITS**

AT



Submitted to



**Amity University Kolkata**

By

**Soumojit Roy**

Under the guidance of

**Prof. Ribhu Ray**

Masters in Business Administration

Amity School of Business

AMITY UNIVERSITY KOLKATA (AUK)

July-August 2022

## **DECLARATION**

I, Soumojit Roy, student of MBA (Masters in business Administration) hereby declare that the seminar titled “**STUDY ON THE PRESENCE AND MARKET SHARE OF PARLE BISCUITS**” which is submitted by me to Department of MBA, Amity School of business, Amity University Kolkata, has not been previously formed the basis for the award of any degree, diploma or other similar title or recognition.

## **CERTIFICATE**

On the basis of declaration submitted by Soumojit Roy, student of MBA, I hereby certify that the seminar titled “**STUDY ON THE PRESENCE AND MARKET SHARE OF PARLE BISCUITS**” which is submitted to the department of MBA, Amity School Of Business, Amity University Kolkata, in partial fulfillment of the requirement for the award of the degree of Masters in Business Administration is an original contribution with existing knowledge and faithful record of work carried out by him under my guidance and supervision.

To the best of my knowledge this work has not been submitted in part or full for any degree diploma of this university elsewhere

**Kolkata**

**Date**

**Signature of guide**

**Amity School Of Business**



**PARLE BISCUITS PVT. LTD.**

5<sup>th</sup> September'2022

**TO WHOM IT MAY CONCERN**

This is to certify that **Mr.Soumojit Roy** who is pursuing his studies of MBA from Amity Business School, Kolkata, has completed his summer project titled "**Study On The Presence and Market Share of Parle Biscuits**" in this organization from 4<sup>th</sup> July'2022 to 11<sup>th</sup> August'2022.

During this period I have seen working him very hard and found his performance satisfactory. He is sincere student who has a bright future.

I wish him every success in life.

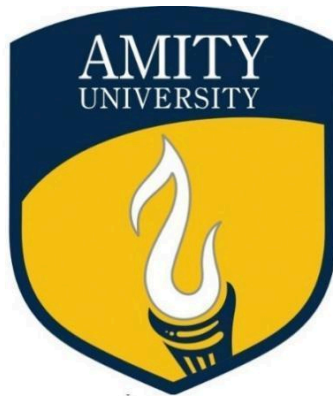
For **PARLE BISCUITS PVT LIMITED,**

**(RAJNISH BHARTI)**  
**SALES MANAGER**

## **ACKNOWLEDGEMENT**

I would like to express my special thanks of gratitude to my Guide, Ribhu Raysir who gave me the golden opportunity to work on this wonderful project on the topic STUDY ON THE PRESENCE AND MARKET SHARE OF PARLE BISCUITS, which also helped me in doing a lot of research which enabled me to get to know about my field of interests and the fascinating world of FMCG. Due to the supervision and assistance of my guide it was possible for me to complete the project within the limited time frame. I want to convey my sincere gratitude to Mr. Sudip Singh and Palash Choudhury, Parle, for giving me the chance to work with them on this important project. Their invaluable direction, comprehensive support, and astute criticism enabled me to develop this research project.

Kolkata



Amity School Of Business

**FEEDBACK BY EXAMINERS**

**A. Comment From Seminar Guide**

**B. Comment From External Examiner**

## **TABLE OF CONTENTS**

<b>SL No</b>	<b>TOPICS COVERED</b>	<b>PAGE NUMBER</b>
<b>1</b>	ABSTRACT	8
<b>2</b>	PURPOSE OF PROJECT, TIME PERIOD OF PROJECT	9
<b>3</b>	BRIEF IDEA OF GLORIOUS PAST OF PARLE	10
<b>4</b>	PRODUCT OVERVIEW	11
<b>5</b>	COMPANIES AND THEIR BRANDS	12
<b>6</b>	CURRENT SCENARIO OF BISCUIT INDUSTRY	13-15
<b>7</b>	RESEARCH DESIGN	16-17
<b>8</b>	EXAMPLE SOURCES	17-18
<b>9</b>	COLLECTED DATA EXAMPLE	19-20
<b>10</b>	MARKETING MIX OF PARLE	21-22
<b>11</b>	PRODUCT VISIBILITY ANALYSIS	23
<b>12</b>	STORE PRESENCE WRT COMPITITORS	24
<b>13</b>	SWOT ANALYSIS	25-26

<b>14</b>	VRIO ANALYSIS	27
<b>15</b>	FINDINGS OF THE STUDY	28
<b>16</b>	RECCOMENDATIONS, CONCLUSION	29
<b>17</b>	BIBLIOGRAPHY	30

## **ABSTRACT**

Work experience is a requirement of all professional programme. As is common knowledge, theoretical knowledge is useless without actual experience or knowledge. Without the necessary hands-on experience, one cannot consider themselves to be good managers.

PARLE BISCUITS PVT LTD (A unit of biscuit industry) The organisation is like a completely new planet that you enter. At first, everything looks unusual and unheard of, but with time and experience, one learns how things function in an organisation and develops professional relationships as a result. This training's major goal is to simply adapt the theory in order to use it to solve a problem that has been presented practically. The focal point of the entire project-work experience is this report.

Finding and evaluating market analyses of Parle and other brands, as well as computing the relevant market ratios that would be used in the market analysis, are the researcher's primary tasks. The Project Work Summary is presented in the order listed below. Introduction to the industry and introduction to the company are both topics covered in the report.

## **PURPOSE OF THE PROJECT**

1. To determine the Parle Coverage in different Kasba and adjoining markets.
2. To examine whether the company's items are available under the brand name in various stores.
3. To compare the brand's coverage, the number of brands it offers, and monthly sales with those of its rival brands, such as ITC, Biskfarm, Britannia, Sobisco.
4. To determine the most popular and in-demand biscuits and other biscuit like products among customers. Store managers were consulted throughout the process.
5. To evaluate the market response to newly introduced flavors and types of Parle biscuits.

**TIME PERIOD OF PROJECT-** The study has been conducted from 1<sup>st</sup> July 2022 to 11<sup>th</sup> August 2022.

## **A BRIEF IDEA OF THE GLORIOUS PAST OF PARLE**

1929 was the year. Mohanlal Dayal of the Chauhans, a dynasty of silk merchants from Mumbai, had just acquired and renovated a dilapidated, old factory to produce confections (such as boiled sweets).

Chauhan had travelled to Germany a few years ago to master the skill of confectionery-making. Chauhan had been heavily influenced by the Swadeshi movement, which promoted the manufacturing and usage of Indian goods. He returned in 1929 with both the necessary equipment and the necessary expertise (imported from Germany for Rs 60,000).

The Chauhan family's little business, which was situated between the peaceful towns of Irla and Parla, employed just 12 men while the family members themselves worked in a variety of positions, including engineers, managers, and confectionery makers.

Biscuits were primarily imported at the time, expensive, and reserved for consumption by the upper classes. The market was dominated by well-known British brands including Glaxo, Huntly & Palmers, Britannia, and United Biscuits.

Parle Products introduced Parle Gluco as an accessible source of nutrition for the general populace in an effort to buck this trend. The modest biscuit soon gained popularity among the general public because it was produced in India, designed for Indian palates, and affordable to any Indian. The British-Indian army used it extensively during World War II.

The name Parle Gluco was changed to Parle G, with the 'G' obviously representing for glucose. The packaging material was changed to inexpensive printed plastic to prevent imitation by tiny biscuit manufacturers (who marketed their subpar biscuits in a similar yellow wax paper). Then, shortly after, a creative TV commercial featuring a hulking Dadaji and his little grandchildren sung in unison, "Swaad bhare, Shakti bhare, Parle-G." In 1998, Parle-G discovered a wacky brand spokesman in Shaktiman, an Indian children's television hero who was incredibly well-liked.

However, despite its rapid expansion and high demand, the company has stuck to its guiding principles. People from all social classes, from those living in the smallest hamlet to those in urban high rises, consume it. Additionally, it is the only brand that can be found easily in places like a 100-person village close to the Line of Control.

## **PRODUCT OVERVIEW**

- Parle Products has been the leading producer of biscuits, candy, and snacks for more than 80 years.
- The name of the product alone demonstrates its high degree of quality, nutritional value, and deliciousness.
- This biscuit product finds its way to even the most remote locations, and everyone enjoys eating them with more delight and satisfaction.

**Types of Biscuits** : Glucose, Parle G, KrackJack, Monaco, Hide & Seek, Hide & Seek Milano, Hide & Seek Bourbon, Parle Digestive Marie, Parle Marie, Milk Shakti, , 20-20 Cookies, Golden Arcs, , Top, Parle Coconut Cookies, Parle-G Magix, Hide & Seek Fab, Happy Happy.

**SIGNIFICANT COMPANIES AND THEIR BEST BISCUITS PRESENT IN THE MARKET**

<b>PARLE BISCUITS PVT LTD</b>	<b>BRITANNIA INDUSTRIES</b>	<b>BISK FARM</b>	<b>ITC/Anmol/Sobisco etc</b>
Parle G Krackjack 20-20 Cookies Monaco-Salted Hide & Seek Choco Chips Top Hide & Seek Milano Happy Happy Hide & Seek Bourbon Hide & Seek Fab Magix	Treat Britannia Cookies Milk Bikis Tiger Nutri Choice Good Day Bourbon Little Hearts 50-50 Nice Time Marie Gold Rusks	Googly Rich Marie Potato thinz The Top Heylo Nice East Fit Cream Cracker Coco Malai	Sunfeast Milky Magic Sunfeast Marie Light Sunfeast Dark Fantasy Dil Khush Funfill Choco Vanilla Dream Lite Yummy - Milk Cream Oreo Sumo Happy Bite

**CURRENT SCENARIO OF BISCUIT/COOKIES INDUSTRIES IN INDIAN MARKET**

The following states are currently considered to be India's top biscuit consumers:

- **Maharashtra**
- **Karnataka**
- **Bengal West**
- **Uttar Pradesh**

In India, there is a sizable market for biscuits. Over the years, the sector in India has greatly prospered and is still expanding dramatically. India's \$12,000 crore biscuit sector has a substantial potential opportunity.

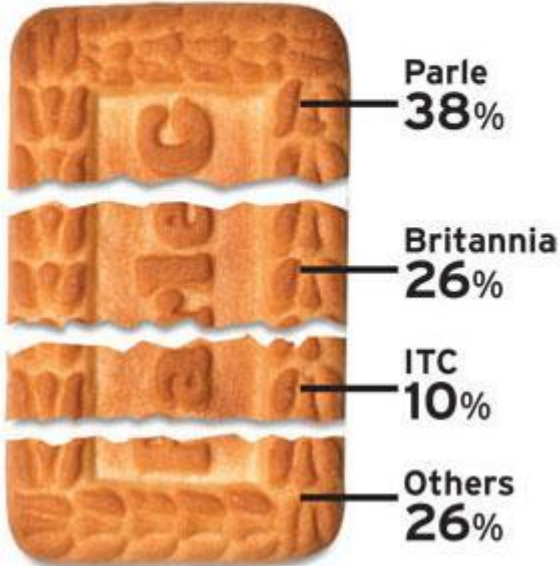
The biscuit industry began to take off in the latter decades of the 20th century, and today it is the most popular snack enjoyed by people of all ages. Numerous people have been drawn to the variations in biscuits, such as those that are cholesterol-free, nutritious, tasty, and easy to transport at an affordable price, which has caused the sector to expand at a faster rate.

Due to their increased disposable wealth, consumers even favour higher value and lower cost branded products over unbranded ones. And with all of these considerations in mind, manufacturers are offering the best products at lower prices.

**The Britannia and Parle company, which generates 70% of the market's volume and profits, is the largest participant in the field.** Sara, Heinz, Excelsia (Nestle), ITC, Champion, Kwality, and Priya are further businesses involved in this industry.

## UNDISPUTED LEADER

Parle rules the biscuit trade



**In India, there is a high demand for biscuits, with Maharashtra and West Bengal having the highest consumption rates.** Even a sizable portion of the biscuits are exported. India is currently the third-largest biscuit manufacturer in the world after 2005. The industry's growth has been flat in recent years.

**The biscuit and cookie market in India, which was worth INR 145 billion (about USD 2.41 billion) in FY 2014, has been expanding at a CAGR of about 10% during the previous three years. By FY 2022, Value Notes predicts that the industry will be worth close to INR 279 billion (about USD 4.65 billion), rising at a CAGR of 14%.**

As manufacturers give discounts to encourage volume sales, which has slowed the industry's value growth, growth of this segment is anticipated to decelerate.

### MARKET CAP

The largest food industry in India is the biscuit industry, with a total annual revenue of about Rs. 4350 crores.

### **CONTRIBUTION TOWARDS OUR ECONOMY**

Given that our country's per capita consumption of biscuits is less than 2.1 kg, the biscuit industry, which currently contributes Rs. 8,000 crore to the FMCG sector, offers tremendous potential for expansion. India is divided into the organised and unorganised sectors. Biscuit market share by branded/organized to unbranded/unorganized was 70% for the organised sector and 30% for the unorganised sector. There are over 150 medium-sized to tiny biscuit factories in India, in addition to the Big 3 (Britannia, Parle, and ITC).

### **DISTRIBUTION NETWORK OF PARLE BISCUITS**



## **Research Design**

### **EXPLORATORY RESEARCH**

The Intern working for Parle Biscuits Pvt. Ltd. undertook a study in 5-6 areas listed below (source list) to analyse the market and compare unorganised and organised retail businesses. So, exploratory research is what it is.

A sample design was made as a detailed strategy for getting a sample from a certain population. It refers to a method or process used to choose the sample's items.

### **Sampling method used- Convenience Sampling**

We visited a number of stores that were dispersed around South Kolkata over the course of the investigation (source list mentioned below). Aside from this, we didn't have a documented list of all the city's stores, including their names and numbers. In the little time available, it was quite challenging to compile a list of every shop and wholesaler operating in the city and then conduct our study. As a result, we were forced to choose the businesses based on convenience. We visited the locations and looked at every store we could possibly approach.

### **Techniques and Tools for Data Collection**

**Primary Data:** During the duration of the research period, the researchers gathered primary data using a questionnaire that was created for both business owners and customers to gather the data needed to conduct the study.

**Secondary Data:** Secondary data was gathered from books, publications, the Internet, and other study papers that corporate representatives and executives had performed.

### **Survey's Restrictions**

- 1) The study only lasted 42 days, which is insufficient for such a broad subject.
- 2) The storekeepers found it challenging to determine the sales of a certain brand in both organised and unstructured retail establishments. 3) No accurate information on the shops in the city was accessible.
- 4) Kasba did not have a significant number of organised retail outlets, which would have made the research process more effective.
- 5) Because the research was exploratory in nature, it was challenging to cover every shop.
- 6) Due to prejudice, many merchants refrain from expressing their first perceptions and opinions.

**SAMPLE SIZE-** 150 (Approx) across 5 locations.

### **Example of Source List-Organized**

- Polly SHOP
- Prasad Stores
- Sneha shops
- Om stores
- Roy Brothers
- Manik Stores
- Mina Stores
- Gupta Shop
- Proyojoni Stores
- Ghosh Stores
- Khonontee Stores
- Sukanya Shop
- Karunamoyee Shop
- Anushka Stores
- Kailesh Shop
- Mahaprabhu Stores
- Maa Tara Tobacco
- Sanjib Shop
- Krishna Stores
- Om stores
- ST shop
- Dutta Stores
- Ma kali Bhandar
- Shankar Store
- Pradip Store
- All Zone Stores
- Ram shyam Store
- Halder Shop
- MR store
- Ira Stores
- Choudhury Stores
- Chowdhury Stores
- Sarkar Store
- Saurabh Store
- Hasnuhana shop
- ML AGARWAL
- BENARASI STORES
- BISHNUPRIYA
- GHOSAL STORES
- HK SAHA

- S. NASKAR
- SUPRIYA 2
- SUPRIYA 1
- MANPASAND
- SHRI GANESH STORE
- HIRALAL PAN
- DAROKA BASAK
- NR GUPTA
- M/S GANESH
- H PANDIT
- Tanisha Supplies
- Shambhu Shaw
- ML Trader
- Mondal Shop
- Laxmi Shop
- Molay Shop
- Minati Store
- Pramila Store
- Gopal Stores
- Saman Shops
- Ajay Stores
- Joyoshree stores
- Motilal Shops
- Santotton stores
- Kamalesh Stores

### Examples of collected data (in four diff locations)

#### 1.CORNFIELD ROAD MARKET

A	B	C	D	E
Soumojit Roy	Cornfield Road	22-07-2022		
<b>STORE NAME</b>	<b>Parle Share</b>	<b>Competitor Share</b>	<b>PARLE PRODUCTS</b>	<b>COMPETITOR PRODUCT</b>
ML AGARWAL	Very less 25%		75% Hide & Seek, Happy happy	Biskfarm rusk, marie, bounce, good day, moms choice
BENARASI STORES	40-50%	50-60%	Happy happy, Parle G, Black Bourbon, Hide and seek, Magix,	Dark fantasy, bourbon , cream crackrr, good day, nice
BISHNUPRIYA	25-30%		70% Happy happy, Parle G, Black bourbon, 20-20	Nice, oreo, dark fantasy, rusk, goodday, other biskfarm biscuits
GHOSAL STORES	30-40%	60-70%	Parle G, happy happy, monaco, black bourbon	moms choice, top, good day, oreo, googly
HK SAHA	50-60% Parle dominating	30-40%	Parle g, Monaco , Marie, Top, 20-20, Milano	bourbon, ndark fabtasy, many biskfarm products
S. NASKAR	10-20% No biscuits	Only other brand Biscuits	Mangobite, Kacha mango	Cream Crackers, bourbon, oreo
SUPRIYA 2		30%	70% Hide and seek, Black bourbon , Parle G	bounce, sobisco marie, britannia lots of products
SUPRIYA 1	40-50% Variety Products		50% Hide and seek, Melody lozenze, Happy happy, Black bourbon, Monaco	dark fantasy, oreo, biskfarm , bounce, pran
MANPASAND		30%	70% Happy happy, Parle G, Krackjack	moms choice, bounce , biskfarm products abundant
SHRI GANESH STORE	20-30%		70% Parle g , 20-20, happy happy	rusk, top, googly, nice, sobisco, oreo
HIRALAL PAN		30%	70% Parle G, happy happy, Fab, Marie	biskfarm unconventional products, oreo, dark fantasy, bounce, goodday
DAROKA BASAK	40-50%		50% Magix, Marie, Top, Parle G, 20-20	Top, creamcrackers, biskfarm dominating, bounce, goodday
NR GUPTA	20-25%	75-80%	Happy happy, krackjack jeera, parle g, 20-20	dark fantasy, oreo, bourbon, bounce etc
M/S GANESH	30-40%	50-60%	Parle G, magix, monaco, black bourbon	Top, nice, rusk, pran products, cream crackers, sobisco
H PANDIT	30-40%	50-60%	parle g, 20-20, hide and seek, cream cracker	bounce , rusk, goodday, oreo etc

## 2. CHOWBAGA MARKET

STORE NAME	Parle Share(%)	Other Brand Share(%)	PARLE Hit Products	Other Companies Hit product
Tanisha Supplies	15%	85%	parle-g, hide&seek, happy-happy,monaco	britannia(good day), itc(sunfeast), biskfarm(rusk, creamcraker), oreo, unibic(cookies)
Shambhu Shaw	35	65	parle-g, hide&seek, happy-happy,monaco	britannia(good day), itc(sunfeast), biskfarm(rusk, creamcraker), oreo, unibic(cookies)
ML Trader	15	85	parle-g, hide&seek, happy-happy.	britannia(good day), itc(sunfeast), oreo, unibic(cookies)
Mondal Shop	25	75	parle-g, hide&seek, happy-happy,monaco	britannia(good day), itc(sunfeast), biskfarm(rusk, creamcraker), oreo, unibic(cookies)
Laxmi Shop	15	85	, hide&seek, happy-happy,monaco	britannia(good day), itc(sunfeast), biskfarm(creamcraker), oreo, unibic(cookies)
Molay Shop	15	85	parle-g, hide&seek, happy-happy,monaco	britannia(good day), itc(sunfeast), biskfarm(rusk, creamcraker), oreo, unibic(cookies)
Minati Store	17	83	parle-g, hide&seek, happy-happy,monaco	itc(sunfeast), biskfarm(rusk, creamcraker), oreo, unibic(cookies)
Pramila Store	24	76	parle-g, hide&seek, happy-happy,monaco	britannia(good day), itc(sunfeast), biskfarm(rusk, creamcraker), oreo, unibic(cookies)
Gopal Stores	26	74	parle-g, hide&seek, monaco	britannia(good day), itc(sunfeast), biskfarm(rusk, creamcraker), oreo, unibic(cookies)
Saman Shops	18	82	hide&seek, happy-happy,monaco	britannia(good day), itc(sunfeast), biskfarm(rusk, creamcraker), oreo, unibic(cookies)
Ajay Stores	30	70	parle-g, hide&seek, happy-happy,monaco	britannia(good day), biskfarm(rusk, creamcraker), oreo, unibic(cookies)
Joyoshree stores	20	80	hide&seek, happy-happy,monaco	britannia(good day), itc(sunfeast), biskfarm(rusk, creamcraker), unibic(cookies)
Motilal Shops	15	85	parle-g, hide&seek, happy-happy,monaco	itc(sunfeast), biskfarm(rusk, creamcraker), oreo, unibic(cookies)
Santotton stores	10	90	parle-g, hide&seek, happy-happy,monaco	britannia(good day), itc(sunfeast), biskfarm(rusk, creamcraker), oreo, unibic(cookies)
Kamalesh Stores	10	90	hide&seek, happy-happy,monaco	britannia(good day), itc(sunfeast), biskfarm(rusk, creamcraker), oreo, unibic(cookies)

Soumojit Roy  
Market - Chowbaga

20-07-2022

## 3. NASKARHAT

SOUMOJIT ROY		Naskarhat		
01-08-2022				
STORE NAME	Parle Share	Other Brand Share	PARLE Hit Products	Dominant Competitors
Om stores	10%	90%	Parle-G, Hide&Seek, Happy-happy, monaco	Biskfarm, Britannia, ITC
ST shop	15%	85%	Parle-G, Hide&Seek, black bourbon, 2020	ITC, Biskfarm
Dutta Stores	25%	75%	Parle-G, rusk, black bourbon, 2020, monaco	ITC, Biskfarm
Ma kali Bhandar	15%	85%	Parle-G, rusk, black bourbon, 2020	Biskfarm, Britannia
Shankar Store	20%	80%	Parle-G, Hide&Seek, monaco, rusk, black bourbon	Biskfarm, Britannia, ITC
Pradip Store	30%	70%	Parle-G, Hide&Seek, monaco, rusk, 2020, black bourbon	Biskfarm, Britannia
All Zone Stores	20%	80%	Happy-happy, monaco, rusk, black bourbon, 2020	Britannia, Biskfarm
Ram shyam Store	15%	85%	Parle-G, Hide&Seek, Happy-happy, monaco	Britannia, Biskfarm, ITC
Halder Shop	25%	75%	Parle-G, Hide&Seek, Happy-happy, black bourbon, 2020	Britannia, Biskfarm, ITC
MR store	30%	70%	Parle-G, Hide&Seek, Happy-happy, monaco, rusk, 2020	Biskfarm, Britannia
Ira Stores	15%	85%	Parle-G,monaco, black bourbon, 2020	Biskfarm, Britannia
Choudhury Stores	25%	75%	Parle-G, Hide&Seek, Happy-happy, black bourbon, 2020	Biskfarm, Britannia
Chowdhury Stores	30%	70%	Parle-G, Hide&Seek, Happy-happy, monaco, rusk, black bourbon, 2020	Biskfarm, Britannia, ITC
Sarkar Stire	20%	80%	Parle-G, Happy-happy, black bourbon, 2020	Biskfarm, Britannia
Saurabh Store	10%	90%	Parle-G, Hide&Seek, Happy-happy, monaco	Biskfarm, Britannia
Hasnuhana shop	15%	85%	Parle-G, Hide&Seek, Happy-happy, monaco,rusk	Biskfarm, Britannia





## Price

The business has a low-cost strategy to maintain its market-leading position. In the end, it makes it easier for them to compete. The foundation of the business is its pricing strategy. In addition, because of the enormous volume of manufacturing, it has been able to control costs. As Parle G maintains its pricing somewhat cheaper and concentrates on the volume approach, it focuses on quality, which helps them reach a large audience. Due in large part to its pricing approach, the corporation has maintained growth and profitability throughout good and poor economic times.

## Place

Products from Parle are widely accessible around the world. In India, the firm has more than 23 production facilities and more than 1500 distributors. **At the locations where the poll was done, there were around 200 stores that sold Parle Biscuits.** Additionally, they have depot agents that assist them with the distribution network. The fact that Parle goods are offered nationwide is due to this. It has a robust distribution network, so the items are accessible everywhere, including local stores, supermarkets, hotels, and major merchants. Due to its widespread availability and distribution, customers continue to favour Parle above other brands.

## **Promotion**

The Parle brand advertises on television, in newspapers, online, etc. They are also quite active in television ads, particularly after Parle G biscuits were developed and its mascot, Neerja Despande, a little girl, was used to promote the Parle G items. Over the years, Parle has appointed several brand ambassadors to promote its goods. These mostly consist of actors from Bollywood and associated fields. These emissaries have assisted Parle in disseminating its message all across the world. Each Parle brand ambassador is a distinct person with a special tale to share about a Parle product that has greatly aided in the development of the respective brands. Twinkle Khanna is now signed to represent the Milano brand.

## **PRODCUT VISIBILITY ANALYSIS**

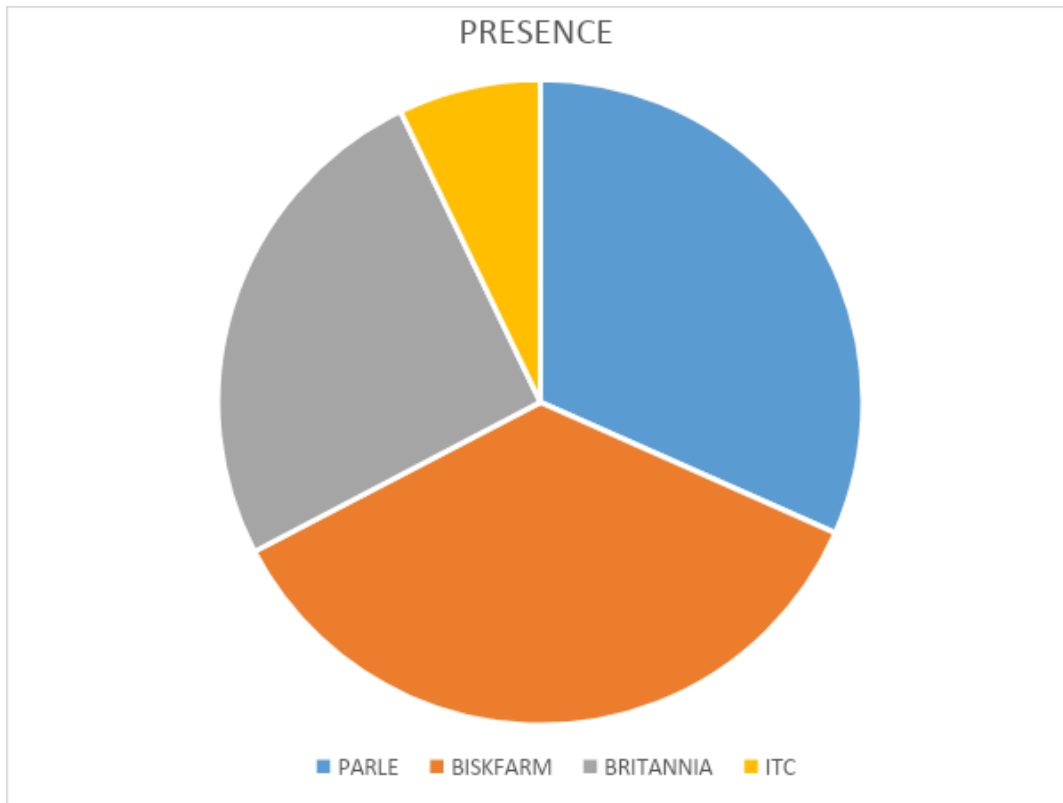
<b>PRODUCT</b>	<b>Total No. Of Shops</b>	<b>Available in no of shops</b>	<b>Product Visibility(%)</b>
Parle-G	150	141	94%
Monaco	150	65	43%
20-20	150	90	60%
Happy Happy	150	95	63%
Hide & Seek	150	126	84%
Top	150	110	73%

Krackjack	150	47	31%

### **Interpretation**

Popular products like Parle G , Hide and Seek, Top were visible in many stores whereas Monaco, Krackjack were not present in even half of the stores.

### **STORE PRESENCE WITH RESPECT TO COMPETETORS**



Only Parle, among the rivals, directly covers A BIG CHUNK of the outlets (31 %). Additionally, ITC and Britannia cover the rest of outlets (32%) directly, while Biskfarm covers the majority of outlets (35%) directly.

### **SWOT ANALYSIS**

## **Strengths of Parle biscuits Ltd.**

The essential elements of Parle Biscuits Pvt Ltd's business that provide it a competitive edge in the market are examined in terms of the company's strengths. The strength of a brand may be attributed to a variety of things, such as its financial standing, skilled personnel, distinctiveness of its products, and intangible assets like brand value.

One of the most well-known brands in India

2. Increasing brand recall
3. A product's low price is an advantage.
4. Effective supply network
5. Well-known ancillary brands including Poppins, Parle G, Monaco, Hide & Seek, etc.
6. A wide range of goods, including snacks, chocolates, and biscuits
7. Reliable performance in rural markets
8. Parle G is one of the most popular biscuit brands worldwide.

## **Weaknesses**

1. Lack of diversity in the workforce - I don't think Parle Biscuits' workforce is diverse enough, considering that most of its recent expansion has come from within India. This may lessen the likelihood that Parle Biscuits will be successful in foreign markets.
2. Technology Implementation in Processes - Parle Biscuits has integrated technology in the backend processes, but it hasn't been able to use it to its full potential in the front end processes.

3. Customer Dissatisfaction - Despite the fact that product demand has not decreased, there remains a simmering sense of dissatisfaction among Parle Biscuits' customers. Reviews on many online review sites reflect this.

### **OPPORTUNITY**

1. Increasing demand for food products packaged in inventive ways.
2. Maintaining dependable wholesalers or merchants.
3. Improving the supply chain for well-known brands.
4. There is a tonne of room for some Parle items in independent retail stores.
5. Television's role in the information revolution

### **Threats**

1. Threats from New Entrants as a result of Lower Costs and Higher Efficiencies - Both domestic and foreign rivals may benefit from Parle Biscuits' cheap cost of client acquisition through social media and e-commerce.
2. Industry-wide culture of sticky prices: Parle Biscuits works in a sector with a strong culture of sticky prices. This may prevent the company from raising pricing to reflect the high rates they charge.
3. The cost of operating in developed markets is rising as a result of environmental restrictions. Parle Biscuits must bear these expenses as governments attempt to impose greater environmental fees to encourage greener choices. It may translate into greater packaging and delivery expenses for Parle Biscuits.

### **VRIO ANALYSIS OF PARLE BISCUITS**

VRIO is an acronym for a four-question framework focusing on value, rarity,

imitability, and organization, the criteria used to evaluate an organization's resources and capabilities.

Resources	Value	Rare	Imitation	Organization	Competitive Advantage
<b>Position among Retailers and Wholesalers – company name retail strategy</b>	Yes, firm has strong relationship with retailers and wholesalers	Yes, it has dedicated channel partners	Difficult to imitate though not impossible	Yes, over the years company has used it successfully	Sustainable Competitive Advantage
<b>Brand awareness</b>	Yes	Yes, Parle Biscuits has one of the leading brand in the industry	No	Parle Biscuits has utilized its leading brand position in various segments	Sustainable Competitive Advantage

**Value**-The resource must be valuable to Parle Biscuits. Financial resources, people resources, marketing knowledge, and operations management are the crucial resources that are useful to the company.

**Rare**:"Parle Biscuits" has to consider whether its precious materials are scarce or expensive to obtain. If they are not uncommon, both current rivals and future entrants will have little trouble gaining access to them and entering the market.

According to the study, each resource has either a good competitive advantage, a transient competitive advantage, a competitive parity, or a competitive disadvantage. A resource has a persistent competitive advantage when it is valuable, uncommon, non-imitable, and organised. If something is valuable, uncommon, and non-imitable, it gives you a good competitive edge. If something is precious and scarce, it gives you

a short-term competitive edge. When something is merely valued, there is a competitive parity.

## **FINDINGS OF THE STUDY**

Here are some insights made after carefully examining the current market circumstances in the fields of study.

1. Not all areas have the same level of product availability. For instance, in certain neighborhoods or stores, the supply does not keep up with the demand.
2. Black bourbon and Krackjack are hardly available.
3. The fall in sales in this category is being caused by a breakage issue with the Family packs of glucose biscuits.
4. Unlike Biskfarm and ITC, who are doing this, schemes, discounts, offers, coupons, etc. do not reach retailers and customers.
5. Wholesalers and even retailers are dissatisfied with Parle's supply chain.
6. It was discovered that Parle is the most popular brand and is sold the most, particularly Parle-G.

The preferred option of both retailers and customers is Parle biscuits.

6. Organized retail establishments had a very limited selection of Parle biscuits.

## **RECCOMENDATIONS**

1. The organization should launch a programme to help devoted wholesalers and retailers lessen their complaints by offering prompt replacement and supply. Their sales will rise as a result of this.
2. To increase sales, Parle G biscuits' packaging (1/2 and 1 kilo packs) has to be enhanced. People won't purchase family packs of biscuits with loose packaging, thus the manufacturer should come up with double packaging.
3. To enhance the quantity of stock keeping units, or SKUs, that the shop has in stock. Each salesperson should urge the merchants to retain the greatest number of SKUs possible. In order to prevent the store from losing the damaged and expired items, the replacement of the damaged and expired biscuits should be quick and hassle-free.

## **CONCLUSION**

Due to its affordability and positive brand reputation, Parle is the top choice among consumers and merchants (both organised and unorganised).

The volume-driven biscuit business is controlled by the brand Parle G. Even now, when global corporations are expanding their operations and attempting to alter the market's dynamics, Parle G continues to hold the top spot. While its rivals have secured the services of celebrities, Parle G has only grown. The legendary Parle G brand has changed throughout time.

Its defining characteristics—which have resisted assault from the intensely competitive market—are trust, relevancy, and affordability.

The name Parle stands for excellence, good health, and delicious food. PARLE-G has established a reputation for always evolving and adapting to new preferences. This is evident from the popularity of its recent products, like Mazelo and Imli Bite.

Due to rivals taking advantage of inefficient supply and delivery in some regions and Parle Biscuits Pvt Ltd., falling behind in services to retailers.

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**AMITY UNIVERSITY KOLKATA**

**Summer Internship: Weekly Progress Report 1**

**For the Week Commencing – 4/07/22 to 8/07/22**

**Enrollment No. :A91801921042**

**Name: Soumojit Roy**

**Program: MBA**

**Company Name :Parle Biscuits Pvt Ltd.**

**( mention if Applicable)**

**Faculty Guide's Name :Prof Ribhu Roy**

**Industry Guide's Name :Mr. Sudip Singh**

**(Please mention if Applicable)**

**Internship Mode : Offline**

**Project Title: Study on Presence and Market Share of Parle Biscuits in the market**

**Targets for the week: Visit various markets to study presence of Parle Products vis a vis other brands.**

**Achievements for the week: Completed the Set targets**

**Future work plans: Carry on as instructed**

### Week's Summary

<b>Days / Time</b>	
<b>Monday</b>	<b>Visited Naskarhat market to study presence of Parle products</b>
<b>Tuesday</b>	<b>Visited Cornfield Road market with sales personnel to study demand side of the market.</b>
<b>Wednesday</b>	<b>Visited Jadubabu Bazar area to study sales and demand side with industry guide.</b>
<b>Thursday</b>	<b>Conducted study on the supply side of the company with the delivery personnel at Naskarhat market.</b>
<b>Friday</b>	<b>Studied similar study of demand side and presence of Parle products at Ramlal Bazar market.</b>

**AMITY UNIVERSITY KOLKATA**

**Summer Internship: Weekly Progress Report 2**

**For the Week Commencing – 11/07/22 to 15/07/22**

**Project Title: Study Of Market Presence of Parle Products.**

**Targets for the week: Visit various markets to study presence of Parle Products vis a vis other brands. Also push to place focus products like Parle Black Bourbon at retail shops.**

**Achievements for the week: Completed the Set targets to place focus products at retailer stores.**

**Future work plans: Carry on as instructed**

**Week's Summary**

<b>Days / Time</b>	
<b>Monday</b>	<b>Visited Naskarhat market to study presence of Parle products</b>
<b>Tuesday</b>	<b>Visited Dhakuria market with sales personnel to push the focus products to retailers.</b>
<b>Wednesday</b>	<b>Visited Chowbaga market area to study sales and focus on Black bourbon biscuits to retailers.</b>

<b>Thursday</b>	<b>Conducted study on the supply side of the company with the delivery personnel and generated more orders than previous week's At Ramlal Bazar .</b>
<b>Friday</b>	<b>Travelled to conduct study of demand side and presence of Parle products at Cornfield Road market.</b>

**AMITY UNIVERSITY KOLKATA**

**Summer Internship: Weekly Progress Report 3**

**Targets for the week: Visit various markets to study presence of Parle Products vis a vis other brands. Also push to place focus products like Parle Black Bourbon at retail shops.**

**Achievements for the week: Completed the Set targets to place focus products at retailer stores.**

**Future work plans: Carry on as instructed**

**Week's Summary**

<b>Days / Time</b>	
<b>Monday</b>	<b>Survey and Study at BB Chatterjee Road.</b>
<b>Tuesday</b>	<b>Visited Selimpur market with sales personnel to push the positioning of Black Bourbon biscuits at retail shops.</b>
<b>Wednesday</b>	<b>Visited Chowbaga market area to study sales and focus on Black bourbon biscuits to retailers.</b>
<b>Thursday</b>	<b>Off day</b>

<b>Friday</b>	<b>Studied the presence of Parle products vis a vis other brands at Cornfield Road.</b>
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**AMITY UNIVERSITY KOLKATA**

**Summer Internship: Weekly Progress Report 4**

**Targets for the week: Visit various markets to study presence of Parle Products vis a vis other brands.**

**Achievements for the week: Completed the Set targets**

**Future work plans: Carry on as instructed**

**Week's Summary**

<b>Days / Time</b>	
<b>Monday</b>	<b>Visited Naskarhat market to study presence of Parle products</b>
<b>Tuesday</b>	<b>Visited Ramlal Bajar market with sales personnel to study demand side of the market.</b>
<b>Wednesday</b>	<b>Visited BB Chatterjee to study sales and demand side.</b>
<b>Thursday</b>	<b>Conducted study on the supply side of the company with the delivery personnel at Cornfield Road market.</b>

<b>Friday</b>	<b>Studied similar study of demand side and presence of Parle products at Chowbaga market.</b>
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**AMITY UNIVERSITY KOLKATA**

**Summer Internship: Weekly Progress Report 5**

**Targets for the week: Visit various markets to study presence of Parle Products vis a vis other brands. Take note of how well Parle is doing with regard to occupying shelf space.**

**Achievements for the week: Completed the Set targets along with sending regular reports to guide.**

**Future work plans: Carry on as instructed**

**Week's Summary**

<b>Days / Time</b>	
<b>Monday</b>	<b>Visited Naskarhat market for market study.</b>
<b>Tuesday</b>	<b>Visited RamlalBajar market with sales personnel to study demand side of the market.</b>
<b>Wednesday</b>	<b>Visited Naskarhat again for the delivery of orders taken on Monday and study the supply side of Parle.</b>

<b>Thursday</b>	<b>Conducted study on BB Chatterjee Road market of the company with the delivery personnel.</b>
<b>Friday</b>	<b>study of demand side and presence of Parle products at Chowbagamarket.</b>

**AMITY UNIVERSITY KOLKATA**

**Summer Internship: Weekly Progress Report 6**

**Project Title: Study the Presence of Parle Products Vis a Vis other brands at various markets with additional emphasis on Focus products.**

**Targets for the week: Visit various markets to study presence of Parle Products vis a vis other brands. Take note of how well Parle is doing with regard to occupying shelf space.**

**Achievements for the week: Completed the Set targets along with sending regular reports to guide.**

**Future work plans: Carry on as instructed**

**Week's Summary**

<b>Days / Time</b>	
<b>Monday</b>	<b>Visited Naskarhat market for market study.</b>
<b>Tuesday</b>	<b>Visited RamlalBajar market with sales personnel to study demand side of the market.</b>

<b>Wednesday</b>	<b>Visited Naskarhat again for the delivery of orders taken on Monday and study the supply side of Parle.</b>
<b>Thursday</b>	<b>Conducted study on BB Chatterjee Road market of the company with the delivery personnel.</b>
<b>Friday</b>	<b>NA</b>