Title

" A Dear Marketing Study of Pride "

By

Vinay Ravindra Singh

CAPSTONE PROJECT

Submitted to

Department of Distance and Online Education

in Partial Fulfillment for the Degree of

Master of Business Administration

Yashwantrao Chavan College of Commerce, Arts and Management, Nashik

University of Mumbai

Title

" **A Deep Marketing Study of Parle** "

By

**Vicky Ravindra Singh**

CAPSTONE PROJECT

Submitted To

**Department of Business Management**

B.B.A. (Honours) in Business Administration

Nagindas Khandwala College of Commerce, Arts and Management Studies,
Mumbai- 400064

MALAD KANDIVALI EDUCATION SOCIETY'S

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B.B.A. (Honours) in Business Administration

# Certificate

This is to certify that Mr. **Vicky Ravindra Singh** Roll no: **61** has successfully completed the Capstone Project as a part of the Third Year Prgram B.B.A. (Honours.) in Business Administration Semester VI titled "**A Deep Marketing Study of Parle**" during the Academic Year 2023-24 under the guidance of Jyoti Panickar.

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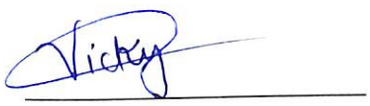
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ROLL NO: 61

Date: 18th March 2024

**Date:**

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# Executive Summary

The marketing study conducted on Parle offers an extensive and insightful analysis, providing a panoramic view of the company's strategies, market standing, and consumer perceptions. As a stalwart in the Indian FMCG sector, Parle's journey is characterized by both resilience and innovation, navigating the intricacies of a highly competitive market with adept strategies. Parle's expansive product portfolio, featuring iconic biscuits and confectionery items, has solidified its position as a market leader. The study accentuates the brand's remarkable adaptability to evolving consumer preferences, allowing it to maintain a substantial market share. This deep marketing analysis of Parle delves into the intricate details of the brand's journey.

Consumer surveys conducted as part of the study reveal a positive perception of Parle products, emphasizing key attributes such as quality, affordability, and a profound emotional connection with the brand. The study delves into the factors influencing consumer choices and loyalty, shedding light on the intricate dynamics of consumer-brand relationships.

An In-depth exploration of Parle's marketing strategies reveals the brand's commitment to innovation, reflected in its dynamic marketing campaigns, robust digital presence, strategic advertising channels, and effective distribution networks. The study underscores Parle's emphasis on reaching diverse consumer segments, showcasing its adaptability to the evolving landscape of consumer preferences.

Comparative analysis with competitors forms a pivotal aspect of the study, examining market trends, pricing strategies, and product innovations. Parle's unique positioning and strategic initiatives emerge as key contributors to its sustained competitive edge in the market.

The study goes further to identify challenges faced by Parle, such as changing consumer preferences and market saturation. However, it also illuminates opportunities for the brand, including avenues for expansion, product diversification, and tapping into emerging markets. The insights gleaned from this comprehensive analysis serve as a valuable guide for Parle to navigate these dynamic market forces.

Building on these findings, the study proposes strategic recommendations aimed at further enhancing Parle's market position. These include targeted marketing campaigns, a continued focus on product innovation, and leveraging digital platforms for heightened consumer engagement. These recommendations are tailored to propel Parle towards sustained growth and resilience in the ever-evolving landscape of the FMCG industry.

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# Chapter 1

## Introduction




Founded in 1929 by the Chauhan family under the leadership of Mohan Dayal Chauhan, PARLE has become synonymous with households across India. Initially rooted in confectionery production in the Vile Parle suburb of Mumbai, Parle Products has undergone a transformative journey, emerging as one of the nation's most iconic brands.

Parle Products commenced its journey with the creation of the inaugural product, the ‘Parle Orange Candy,’ signaling a decade-long commitment to confectionery items. The shift to biscuits occurred in 1939 with the introduction of the ‘Parle Gluco Biscuit.’

Between 1939 and 1947, Parle’s focus exclusively centered on producing biscuits for the British army, limiting public access to these baked treats. However, following India’s independence in 1947, Parle redirected its efforts toward a broader market.

In the post-independence era, biscuits were considered a luxury, often imported and associated with the diets of the affluent. Recognizing an opportunity, Parle positioned itself to serve the common Indian audience. The affordability and delightful taste of Parle biscuits led to widespread consumption, propelling the brand to unprecedented levels of popularity.

Parle Products, established in 1929 by Mohanlal Chauhan in Vile Parle, Mumbai, originated from humble beginnings. Initially involved in tailoring, Mohanlal transitioned to the food business due to the unprofitability of his tailoring venture.

Venturing into snacks and bakery items, including bread, buns, rusks, and nankhatai, Mohanlal worked alongside his five sons – Maneklal, Pitambar, Narottam, Kantilal, and Jayantilal. In 1939, Parle entered biscuit manufacturing under a license to supply exclusively to the British Army.

Post-Independence in 1947, the company strategically positioned its Glucose biscuits as an indigenous alternative to British counterparts, gaining widespread recognition. The success of products like Parle-G biscuits propelled Parle into the forefront of Indian households.In 1977, seizing an opportunity following Coca-Cola's expulsion from India, the Chauhan family entered the cold drinks business, introducing popular beverages such as Gold Spot, Thums Up, and Frooti. Subsequently, the original Parle company underwent a division, with Jayantilal separating to establish his own venture due to lifestyle differences. This division led to the creation of three distinct companies within the Chauhan family. Which is as follows :

- Parle Products, led by Vijay, Sharad, and Raj Chauhan, retained the biscuit business, managing brands like Parle-G, 20-20, Magix, and KrackJack.
- Parle Agro, led by Prakash Jayantilal Chauhan and later managed by his daughters, became synonymous with Frooti and Appy.
- Parle Bisleri, led by Ramesh Jayantilal Chauhan, focused on the bottled water business.




Despite their independent trajectories, all three companies retained the trademark name "Parle." A legal dispute arose when Parle Agro expanded into confectionery, posing competition to Parle Products. In 2008, Parle Products filed a lawsuit against Parle Agro, leading to a 2009 Bombay High Court ruling allowing Parle Agro to use the "Parle" brand for confectionery with clear disclaimers of no association with Parle Products. This legal resolution solidified the three non-competing entities within the Parle legacy.

In response to intensifying competition within the glucose biscuit market, ‘Parle Gluco’ underwent a transformation, emerging as ‘Parle-G’ in 1985. This rebranding aimed to set itself apart from other similarly named brands saturating the market, proving to be a pivotal decision. Subsequently, ‘Parle-G’ attained the remarkable status of the world’s highest-selling biscuit brand.

The introduction of the ambitious Parle Platina division in 2017, tasked with overseeing premium brands, thrust Parle into the spotlight within the highly fragmented biscuit industry. The shift towards premiumization by legacy brands like Parle is influenced by intense competition in the mature mass biscuit market and evolving consumer behaviors. Factors such as rising disposable income, improved standard of living, urbanization, exposure to mall culture, consumerism, overseas living experiences, and the return of expatriates to their home country have driven the preference towards premium biscuits and cookies.

To sustain growth, address diverse consumer tastes, and engage with a changing market, Parle deemed it necessary to embrace premiumization. The launch of Parle Platina, a premium division of Parle Products, was perceived as a bold and innovative strategy. However, it presented significant challenges in transforming a “value” or “mass” brand like Parle into a premium one. While Parle enjoys high brand recall, it is still associated with “value for money” and carries a “mass brand” image among consumers.

The success of the Platina division hinges on swiftly shedding the mass brand image without compromising revenue from mass brands like Parle-G biscuits. Balancing dependence on mass brands for revenue generation while heavily promoting the Platina division creates potential confusion among consumers and challenges in brand positioning. Mayank Shah faced the dilemma of leveraging Parle’s “value” and “mass” legacy for revenue generation while simultaneously promoting and positioning the Platina division as a premium and luxury brand.

Shah’s major challenge lies in navigating the transition of Parle from a “value” and “mass” brand to a premium brand through the Platina division, all within India’s high price-sensitive, fragmented, and low-margin biscuit industry. Additionally, finding the right balance between the mass market and the premium demographic poses a challenge in a highly competitive and fragmented biscuit market in India.

**Latest Developments:**

- Parle maintains its position as India’s leading FMCG brand domestically, while Britannia takes the lead in out-of-home consumption.

- Parle achieves sales exceeding $2 billion during FY22.

- Parle ventures into the acquisition of Polish biscuit maker Dr Gerard.

- A competitive foray awaits as Parle gears up to introduce breakfast cereals, challenging brands like Kellogg’s and Nestle.

- In response to soaring input costs, Parle Products implements a 5-10 percent increase in biscuit prices.

- Parle Biscuits experiences a notable 38% surge in sales.

- Reflecting on its journey, Parle evolves from a Swadeshi brand to a modern product, reinventing itself decade after decade.

- Despite the transformations, Parle maintains its beloved status, striking a balance between nostalgia and contemporary appeal, embodying the essence of a ‘common (wo)man’s brand.

**Board of Directors**

- Vijay kantilal Chauhan
  Chairman and Managing Director

- Prakash Jayantilal chauhan
  Managing Director

- Sharad P Chauhan
  Managing Director

- Anup Sharad Chauhan
  Executive Director

- Ajay Vijay Chauhan
  Executive Director

- Samar Sharad Chauhan
  Executive Director

- Shrawan Gokul Shinde
  Executive Director

- Schauna prakash Chauhan
  Executive Director

- Alisha prakash Chauhan
  Executive Director

- Nadia Chauhan

- Kalpana Jha
- Paras Bhojani
- Rakesh Mishra

# Chapter 2

# About Parle

**Significant Moments in Parle's Journey**

The rich and storied history of the House of Parle unfolds across decades, marked by milestones that trace the evolution of this iconic brand:

- 1928: The foundation for the House of Parle was laid by Mohanlal Dayal.
- 1929: The wheels of production were set in motion as the Parle factory commenced operations, initially focusing on confectionery items such as the renowned "Gold Star" mint and the refreshing "Pepper Mint."
- 1938: A monumental shift occurred as Parle diversified into the realm of biscuits, introducing the ever-popular "Parle Gluco." This marked the beginning of an expansive biscuit lineup, including iconic launches like "Parle Monaco," "Marie," and "Cream Cracker."
- 1942: Parle showcased its commitment to innovation by introducing automated wrapping machines for toffees, candies, and peppermints.
- 1956: A pioneering moment unfolded with the introduction of "Cheeslings," marking Parle's venture into the world of snacks.
- 1963: Parle continued to diversify its biscuit offerings with the launch of "Jeffs" jeera biscuits and the delightful "Kismi" elaichi-flavored toffee.

- 1966: The candy segment witnessed innovation with the launch of "Poppins," presenting flavored candies in an innovative roll-packaging format.

- 1971: Parle received its inaugural Monde Selection Award, a testament to the brand's unwavering commitment to quality.

- 1972: Demonstrating its knack for innovation, Parle introduced India's first sweet and salty biscuit, the iconic "Krackjack."

- 1983: The confectionery offerings were enriched with the introduction of "Melody" Chocolaty, distinguished by its distinctive single-twist wrapper.

- 1986: "Mango Bite" candy made its debut, captivating consumers with its mango-inspired single-twist wrapper.

- 1996: Parle ventured into the world of molded choco chip cookies with the launch of "Hide & Seek," a product that emerged after nine years of dedicated research and development.

- 2008: Responding to evolving consumer preferences, Parle introduced Western snacks, including Parle's Wafers and Full Toss. The highly successful "20–20" brand also made its debut.

- 2011: Parle-G maintained its position as the top-selling biscuit brand, solidifying its legacy in the industry.

- 2012: The brand expanded its portfolio by venturing into the traditional snacks segment.

- 2013: Recognizing untapped consumer preferences, Parle entered the rusk segment with the introduction of Parle Rusk.

- 2017: Acknowledging the demand for premium offerings, Parle established the Parle Platina Division to oversee premium brands. This move exemplifies Parle's commitment to evolving with the times and catering to a diverse audience by consistently introducing innovative and quality products. The Parle Platina Division is a testament to the brand's resilience and foresight in navigating the ever-changing landscape of the consumer goods industry.

**Parle Achievements :**

The inaugural factory, strategically situated in a Mumbai suburb, swiftly burgeoned, extending its footprint across the vast expanse of the nation. Buoyed by the resounding success of Parle-G in the Indian market, the brand embarked on an ambitious journey into the global arena, initiating the export of its beloved biscuits. In the contemporary landscape, Parle-G boasts an extensive global presence with manufacturing facilities spanning over seven countries. The brand's affordable and popular snacks have found their way into diverse regions, including the United States, Nepal, Nigeria, Europe, and various parts of Africa.

The company's trajectory of growth and expansion is intricately woven into its adept strategy of crafting universally cherished and economically accessible snacks. Parle-G, standing as the preeminent biscuit brand in India, is celebrated for its affordability and widespread consumption. Achieving the significant milestone of becoming the first indigenous biscuit brand to surpass the 5000 crore mark underscores its monumental success.

Beyond being a dominant force in the Indian Fast-Moving Consumer Goods (FMCG) sector, Parle-G is synonymous with reliability and consistently garners acclaim for its unwavering commitment to quality. This commitment was officially recognized in 1976 when Parle-Glucose biscuits were honored with the prestigious World Selection award in Geneva, a testament to their exceptional quality on the global stage.

Parle-G's influence extends far beyond the borders of its origin, resonating in foreign markets such as the United States, diverse parts of Africa, and Europe. Evolving from its humble beginnings as a small confectionery, Parle-G has risen to become India's largest biscuit producer. This remarkable journey, marked by milestones and global recognition, distinguishes Parle-G as a truly unique and trailblazing brand in the realm of biscuits and confectionery.

**Parle – G - Growth and Revenue :**

Parle-G biscuits, distinguished by their low cost and affordability, are priced at a modest seventy-seven (77) rupees per kilogram, firmly placing them in the category of biscuits priced below 100 rupees. This strategic pricing has been pivotal in propelling the brand's growth, making it an accessible and popular choice, particularly during economically challenging times.

The significance of Parle-G in the company's portfolio is noteworthy, contributing substantially to one-third of its total revenue and commanding sales with an impressive 50% share of overall production. In a market characterized by a 5% growth, Parle-G defied expectations by accounting for over 80% of this increase. The brand achieved global acclaim by securing the title of the world's top-selling biscuit in 2011.

Originating from the inaugural factory in a Mumbai suburb, Parle-G rapidly expanded its footprint nationally before venturing into global markets. With manufacturing units now established in more than seven countries, including the United States, Nepal, Nigeria, Europe,

and various parts of Africa, Parle-G's strategic focus on creating a widely loved and affordable snack has been instrumental in its growth and expansion.

In early 2020, Parle-G, India's beloved biscuit brand, witnessed an unprecedented surge in sales, breaking its own eight-decade-old record. This surge was particularly remarkable given the challenging economic climate during March, April, and May 2020. The lockdown imposed amid the COVID-19 pandemic led to a spike in sales as individuals stockpiled essential items, including the iconic Parle-G biscuits. NGOs and Government Agencies also purchased large quantities for relief package distribution, contributing to a substantial increase in sales. Parle distributed 3 crore packs as relief, offering essential sustenance to migrating workers and laborers traveling on foot to their hometowns.

Parle achieved its highest growth rate in the past 40 years during this period, noting similar growth patterns during previous crises such as earthquakes and tsunamis. As a cherished tea-time snack for decades, Parle-G, affectionately known as 'Bharat ka Apna Biscuit,' has consistently maintained its taste and quality. Actively supporting the #VocalForLocal campaign initiated by the Honorable Prime Minister, Parle-G earned additional recognition as the world's largest-selling biscuit brand by Nielsen in 2013. This legacy, coupled with adaptability and strategic positioning, solidifies Parle-G's status as a quintessential and enduring presence in the biscuit industry.

**Parle Sales in FY22:**

Parle Products, renowned for iconic brands like Parle G, Monaco, and Melody, achieved a historic milestone in the fiscal year ending March 31, 2022. Surpassing $2 billion in annual revenue, the company solidified its position as India's first packaged food company to attain this remarkable feat.

In FY22, Parle Products demonstrated a robust performance, registering a notable 9% growth in net sales, reaching Rs16,202 crore. Despite this impressive sales surge, profits experienced a decline of 81%, settling at Rs256 crore.

The company attributes its consistent growth to a well-executed value-for-money strategy, particularly exemplified by the enduring success of Parle G. This strategic approach proved instrumental in navigating economic challenges, notably inflation, and maintaining a strong market presence.

One noteworthy aspect contributing to Parle's success was the substantial contribution of rural areas, accounting for 55-60% of total sales. Additionally, a strategic 12% expansion in distribution played a pivotal role in driving growth, extending the company's market reach.

Mayank Shah, Senior Category Head at Parle Products, shed light on the unique circumstances of the previous fiscal year. The atypical profit situation was influenced by factors such as the

absence of trade schemes, reduced advertising expenditures, and cost-saving measures implemented during the Covid pandemic. Despite these challenges, Parle Products showcased resilience and adaptability, leveraging its value-for-money proposition and robust distribution network to sustain growth.

The achievement of surpassing $2 billion in annual revenue not only establishes Parle Products as a trailblazer in the packaged food industry but also underscores its ability to navigate dynamic market conditions. The company's commitment to delivering value-for-money products, coupled with a keen focus on rural markets and strategic distribution expansion, positions Parle as a resilient force in India's packaged food landscape.

In essence, Parle's commitment to value, rural penetration, and strategic distribution amplification goes beyond mere market strategy; it exemplifies the company's resilience and strategic prowess in navigating the ever-evolving landscape of India's packaged food industry. As a result, Parle emerges not just as a producer of popular brands but as a dynamic and forward-thinking entity that continues to shape and influence the trajectory of the packaged food sector in the country.

**Randeep Hooda's appeal to Parle-G**

Following the news of Parle-G's record-breaking sales, renowned Bollywood actor Randeep Hooda took to Twitter, urging the brand to discontinue the use of plastic in its packaging, emphasizing the detrimental impact on the environment. He specifically requested the company to transition to biodegradable materials.

Expressing his personal connection to Parle-G, Hooda stated, "My entire career has been fueled by chai and Parle-G since my theater days. Imagine the significant reduction in single-use plastic waste if Parle-G switched its packaging to an alternative biodegradable material. With sales soaring, let's contribute to a better tomorrow too."




The actor, recognized for his passion for nature and past efforts in this realm, has proposed a commendable suggestion for the company.

**Parle Products Private Ltd :**

Parle Product Private Ltd exhibited its market dominance in the confectionery sector from 2017 to 2021. Over this period, the company's share in the confectionery market demonstrated resilience and growth. Starting in 2017, Parle Product Pvt Ltd steadily increased its presence, culminating in a noteworthy market share by 2021. This trajectory showcases the company's ability to navigate market fluctuations and underscores its sustained appeal within the confectionery landscape. The nuanced expansion of Parle's market share over these years highlights its strategic positioning and responsiveness to evolving consumer preferences in the confectionery market.

In 2021, Parle Product Private Ltd secured a 6.3 percent market share in the confectionery sector, marking a modest uptick from the preceding year. The company experienced a compound annual growth rate of 0.4 percent since 2017, reflecting its sustained and measured expansion within the confectionery market over the past several years. This subtle but consistent growth underscores Parle's ability to navigate market dynamics and maintain a competitive position, showcasing a strategic approach to market presence and share.

**About Parle product segment :**

In delineating Parle's extensive product portfolio, the company is fundamentally structured into three pivotal product segments: Biscuits, Confectionery, and Snacks, maintaining a predominant market presence within the confines of India. While the iconic Parle G biscuit remains a flagship product, Parle's scope transcends biscuits, manifesting in a diverse and expansive range of offerings. Although its global footprint might not rival that of multinational conglomerates, Parle unequivocally asserts its dominance in the Indian market, proudly bearing the hallmark of an impressive legacy spanning 80 years.

As Parle has evolved into a multi-million dollar enterprise, it has garnered recognition for a consistent commitment to delivering products of exceptional quality. The company's purview extends well beyond the realm of biscuits, embracing a comprehensive spectrum of offerings meticulously crafted to align with the discerning taste preferences of the Indian palate. Despite not stretching its reach globally, Parle's entrenched stronghold in the Indian market positions it as a quintessential market leader, steeped in a heritage that resonates with consumers and a steadfast dedication to addressing the dynamic demands of the local populace.

The narrative of Parle's success story goes beyond the mere production of biscuits; it encapsulates a narrative of adaptability, growth, and a deep understanding of the nuances inherent to the Indian market. Parle's expansive product line serves as a testament to its agility in responding to diverse consumer preferences, making it a household name and an integral part of the culinary fabric of India. With its unwavering commitment to quality and a legacy dating back eight decades, Parle stands not just as a purveyor of snacks but as a cultural icon, deeply rooted in the rich tapestry of the Indian consumer experience.

**Parle Biscuits:**




**Parle Confectionery:**




**Parle Snacks :**




**Parle Platina Collection :**




**Platina Division of Parle Products Private Limited :**

The inception of Parle Platina, a new division within Parle Products, is underpinned by the company's well-established reputation for delivering "value-for-money" brands. Recognizing the evolving consumer landscape and the growing demand for indulgent, premium, and aspirational products, Parle strategically ventures into this segment, acknowledging the need for a distinct approach in handling and marketing.

The primary goal of the Parle Platina division is to carve out a robust presence in the premium segment by consolidating a curated selection of indulgent and aspirational products from Parle's existing portfolio. This includes esteemed offerings such as Hide & Seek biscuits, Milano cookies, Mexitos Nacho chips, and the Simply Good range of nutritious products.

Mayank Shah, Category Head, elucidates that the genesis of the Parle Platina division stems from extensive research indicating a necessity for a rejuvenated approach to cater to consumers in the premium segment. While upholding core values of trust and quality, products within this range epitomize indulgence, premium taste, and a sense of aspiration. The Parle Platina division meticulously sources globally renowned ingredients to craft products that promise a delightful experience with every bite. The overarching campaign endeavors to convey that Parle is attuned to consumers with diverse and refined tastes and preferences.

To augment the distribution of its premium products, Parle Products is strategically increasing investments in this segment. Currently contributing 15% to the total revenue, the premium products are poised to constitute at least 25% of the overall revenue by the fiscal year-end.

In a bid to expand the reach of the Parle Platina product range, the company is extending direct distribution to approximately 2 million outlets, a significant uptick from the existing 1.4 million outlets, particularly focusing on the top 30–40 metros across the country. Additional investments are allocated for distribution and brand-building initiatives, solidifying Parle Products' commitment to establishing Parle Platina as a formidable player in the premium and luxury biscuit segment. The ambitious target is to capture 50% of the super-premium biscuit market within the next year, challenging the dominance of current leaders like Britannia, Parle, and ITC in the premium biscuit segment.

This strategic initiative exemplifies Parle's unwavering dedication to adapting to the evolving demands of consumers, demonstrating a proactive approach to remain at the forefront of the dynamic and fiercely competitive biscuit market. By venturing into the premium segment with the establishment of the Parle Platina division, the company not only showcases its responsiveness to changing consumer preferences but also reinforces its commitment to offering a diverse range of products that cater to varying tastes and aspirations.

# Chapter 3

## Marketing of Parle

Parle employs diverse marketing strategies to promote and position itself in the market. This includes sponsorship activities, the utilization of brand ambassadors, and various advertising campaigns. These campaigns encompass celebrity endorsements featured on product packaging and in-store displays, in-store advertising flyers, as well as social media advertisements.

**Sponsorships And Collaboration of PARLE :**

Parle has been a sponsor for shows like Shaktimaan, Chhota Bheem, and various other events across multiple channels. These partnerships attract targeted audiences who may have an interest in the brand. Collaborating with Shaktimaan and Chhota Bheem has particularly facilitated a connection with children, aligning with them as a potential audience for Parle's products.




The goal of these engagements is to comprehend the audience, identify shared interests, and sponsor opportunities that align seamlessly, all with the aim of fostering relationships that yield tangible results.

**Brand Ambassadors of Parle :**

Over the years, Parle has enlisted various brand ambassadors for its products, predominantly from the Bollywood and related industries. These ambassadors have played a pivotal role in disseminating Parle's message globally. Each Parle brand ambassador brings their own distinctive narrative, sharing stories about Parle products that significantly contribute to the growth of the respective brands.

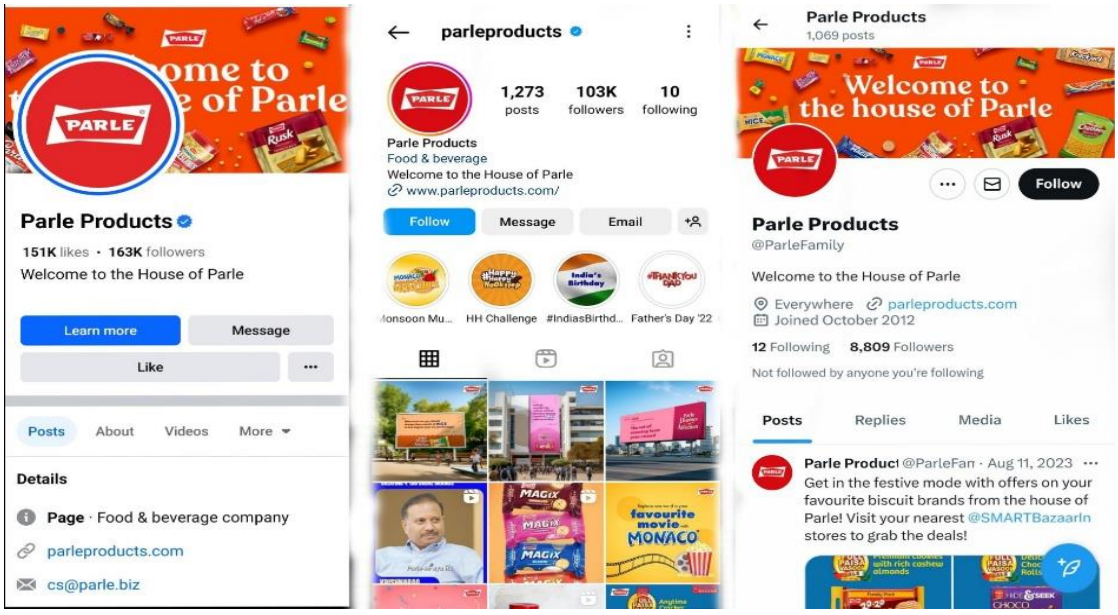
Currently, the brand has enlisted Twinkle Khanna for the Milano brand, Amitabh Bachchan for Gold Star Cookies, and Ahsaas Channa for Melody Chocolate.




In the past, Parle had secured endorsements from renowned figures like Aamir Khan for Monaco and Hrithik Roshan for Hide & Seek biscuits.

**Parle's Presence on Social Media :**

The online presence of the company pertains to its visibility on the internet, encompassing controllable elements like websites and social media platforms, as well as uncontrollable factors such as customer reviews.



Historically, Parle primarily relied on television and newspapers for product promotion. Recognizing the evolving landscape, the company has adjusted its strategy, allocating 15-20% of the promotional budget to digital channels. Notably, Parle has established dedicated pages on various social media platforms, particularly for Parle-G, aiming to engage with a younger demographic. Below are the company's social media handles.

As a brand, the company aims to engage its audience by developing compelling and targeted content for promoting its products through digital channels.

These marketing strategies, employed by Parle Company, play a crucial role in achieving the company's goals. Recognizing the significance of marketing for company growth, the strategies can be summarized as follows.

**Marketing and Advertising Campaigns of PARLE :**

Marketing campaigns serve as the core essence of any business, influencing traffic, lead conversion rates, product awareness, acquisition, and retention. Although they can be both time-consuming and costly, when executed effectively, they not only contribute to business growth but also establish a robust brand impression.

**Now, let's explore some of Parle's noteworthy advertising campaigns:**

- **"G Maane Genius" – A Parle G Marketing Campaign**

This campaign primarily aims to foster audience conversations and raise awareness about discovering happiness through acts of kindness towards others.

**Link - https://youtu.be/o8VRzzHpNwM**

- **"You Are My Parle G" – A Parle G Marketing Campaign**

The "You Are My Parle-G" campaign focused on the emotional connection with the brand, featuring various versions. In one instance, on Mother's Day, Parle G paid tribute to the resilience of mothers.

**Link** – https://youtu.be/lEuBhWX-cNc

Launched during the 2018 Indian Premier League (IPL) season, this campaign coincided with Parle Products serving as the associate sponsor.

- **"Birthday Party" – A Parle-G Marketing Campaign**

In Parle-G's latest campaign, children demonstrate quick thinking and empathy to bring joy to their loved ones, encapsulating the brand's image of genius. Presented through three films by Thought Blurb Communications, the campaign conveys the message without an aggressive tagline, emphasizing that a true genius finds happiness in the joy of others.

**Link** – https://youtu.be/rLC_ASQTQdI

Hence, innovative marketing campaigns are employed to garner consumer attention for all the company's products. Parle stands out amidst the challenging competition it encounters. Now, let's delve into its competitive landscape.

**How does PARLE brand use Digital Marketing in its Strategy ?**

- **Content Marketing:** Parle-G produces high-quality and valuable content, encompassing blog posts, tutorials, webinars, and e-books to educate and engage their target audience. By positioning themselves as industry thought leaders, they provide valuable insights to professionals in the creative and digital marketing fields.
- **Social Media Presence:** Parle-G has established a robust presence on popular social media platforms such as Facebook, Instagram, Twitter, and YouTube. Utilizing these channels, they engage with their audience, share product updates, run contests, and encourage user-generated content.
- **Content Marketing (Alternative)**: Parle-G creates and shares valuable content related to recipes, snacks, kids, and nutrition. Leveraging blog posts, videos, and infographics, they position themselves as a go-to source for snack-related information.
- **Online Advertising:** Capitalizing on digital marketing, Parle-G executes targeted advertising campaigns to reach specific demographics or geographic regions. They may utilize pay-per-click (PPC) ads on search engines and social media platforms to drive traffic or promote special offers.
- **Influencer Marketing**: Collaborating with social media influencers, particularly in the food and snacks niche, helps Parle-G reach a broader audience and enhances brand awareness.
- **Website and Mobile App Optimization:** Parle-G focuses on optimizing its website and mobile app, ensuring a seamless user experience. This includes mobile-friendliness, easy navigation, and useful tools like store locators and product information.
- **Email Marketing:** Parle-G employs email campaigns to keep customers informed about new product launches, promotional offers, and engaging content related to their products.
- **Data Analytics**: Leveraging data analytics, Parle-G gains insights into customer behavior, preferences, and buying patterns. This information enables them to tailor marketing strategies and enhance customer engagement.

It's crucial to note that digital marketing strategies evolve over time, with companies continuously adapting their approaches based on market trends, consumer behavior, and technological advancements. For the latest information on Parle-G's digital marketing strategies,

it’s recommended to check their official website, social media channels, or recent news articles and industry reports.

**Packaging of Parle:**

Parle-G strategically incorporated an iconic image of a ‘young girl’ on its packaging, a deliberate move aimed at crafting a distinct brand identity that resonated profoundly with the general populace. This choice was not merely an aesthetic decision but a thoughtful strategy to forge a connection with consumers on a personal and cultural level. Over the years, Parle-G remained steadfast in its commitment to a straightforward and traditional packaging style, one that seamlessly blended simplicity with a quintessential Indian aesthetic.

The decision to feature a ‘young girl’ on the packaging was a masterstroke, as it evoked a sense of relatability and familiarity among consumers. This approach not only transcended mere marketing but became a cultural symbol, embedding itself in the collective consciousness of the Indian consumer. The simplicity of the packaging was intentional, as it eschewed unnecessary complexities, aligning with the brand’s ethos and reinforcing a sense of authenticity.

Parle-G’s packaging, characterized by its unpretentious design, became a visual embodiment of Indian tradition and values. This strategic choice served as a powerful medium for fostering a sense of belonging among consumers, creating an emotional connection that surpassed the transactional nature of a typical consumer-product relationship.




**Branding of Parle:**

Parle G heavily relied on its branding initiatives, a pivotal factor in the company’s success. Employing a blend of print and TV media along with impactful ad campaigns, Parle achieved remarkable results for the brand in a short timeframe. Notably, the ‘G for Genius campaign’ witnessed immense success, driving a significant increase in biscuit sales.

Dedicating a substantial budget to annual brand building, Parle G aimed to position itself as a ‘low-cost/affordable biscuit brand’ rather than a ‘cheap and inferior’ one. This strategic approach allowed the brand to resonate with both lower and upper segments of society.

**Product Positioning of Parle ( By the general manager of parle products ‘pravin Kulkarni’)**

“Determining the positioning of a product involves consideration of various factors, with the brand’s strength being a crucial determinant in this strategic decision-making process. Elements such as brand recognition, reputation, and perceived value contribute significantly to crafting an effective product positioning strategy”.

“Determining the optimal positioning for a product involves a comprehensive analysis, taking into account various critical factors. These factors encompass not only the strength of the brand but also the Unique Selling Proposition (USP), target audience, prevailing market conditions, and a thorough examination of the competition’s strategies. The aim is to avoid replicating existing approaches and to forge a distinctive market presence.”

“In this strategic process, a key aspect involves relying on findings derived from extensive consumer surveys. These surveys delve into consumer insights, behaviors, attitudes, and reactions to both the brand and its category. By leveraging this wealth of information, businesses can refine their product positioning strategies to resonate effectively with their target audience and stand out in a competitive market landscape”.

With over 15 years of extensive experience in sales and marketing management, Pravin Kulkarni has successfully navigated the corporate landscapes of distinguished companies such as Blow Plast, Pidilite, and Parle. His journey with Parle Products commenced in 1994, where he currently holds the position of General Manager, Marketing. Operating from the bustling city of Mumbai, Kulkarni shoulders a comprehensive array of responsibilities. As the GM, Marketing, he steers the corporate strategy, enhances business profitability, oversees product portfolio management, orchestrates strategic brand management, and spearheads advertising and promotion efforts for all Parle brands across the nation.

An esteemed alumnus, Mr. Kulkarni boasts a distinguished academic background, having earned his degree in Engineering from the prestigious Veermata Jijabai Technological Institute (VJTI) in Mumbai. Building upon this strong foundation, he demonstrated a commitment to academic excellence by pursuing advanced studies. Mr. Kulkarni continued his educational journey with a postgraduate degree in Management, further honing his skills and knowledge at the University of Pune. This comprehensive educational background not only reflects Mr. Kulkarni’s dedication to acquiring a strong foundation in engineering but also showcases his commitment to continuous learning and professional development through advanced management studies. His academic achievements from reputable institutions underscore his well-rounded approach to education, blending technical expertise with managerial acumen.

In a recent interview with Priyanka Mehra, Kulkarni expressed his keen observations on the evolving dynamics between rural and urban youth, emphasizing the diminishing gap between these demographics. He encourages marketers to engage directly with consumers, advocating for a deep understanding of the integral role a product plays in their lives. Kulkarni's insights highlight not only his seasoned expertise but also his commitment to staying attuned to the ever-changing consumer landscape.

**Marketing Mix 4Ps of PARLE :**

The marketing approach employed by Parle involves a thorough examination of the brand using the marketing mix framework, encompassing the essential elements of **Product, Price, Place, and Promotion (4Ps).** By aligning business strategies with this framework, Parle effectively positions itself for success in the market. Let's delve into the specifics of Parle's Marketing Strategy & Mix to gain insights into its product, pricing, advertising, and distribution strategies.

**Product Mix :**

Renowned as a leading biscuit manufacturing company in India, the Parle brand extends beyond the famed Parle G, offering a diverse array of products across various segments, including biscuits. Noteworthy options include KrackJack, Monaco, Kreams, Golden Arcs, Parle Marie, Milk Shakti, Parle Hide & Seek, Bourbon, Top, Happy Happy, 20-20, Simply Good, Namkeen Parle Magix, and Cheeselings. In the confectionery category, Parle presents products like Melody, Mango Bite, and Eclairs, while its Snacks segment features offerings such as Nachos, Cake, Rusk, and wafers. This comprehensive range provides valuable insights into Parle's marketing mix.

Therefore, Parle's products are designed for universal consumption, suitable for any time and demographic. The biscuits, in particular, cater to a wide spectrum, from lower to upper-middle-class consumers, available in various sizes. The appeal of Parle's confectionery segment transcends demographic boundaries, making it universally appealing.

Parle's biscuit brands, including Parle-G, Monaco, and Krack Jack, possess a compelling image and resonance with consumers. Whether in a bustling metropolis or a distant Indian village, the Parle name signifies quality, health, and delectable taste. This esteemed reputation is a result of continual innovation and a commitment to evolving tastes, exemplified by the success of newer additions like Hide & Seek and Hide & Seek Milano.

Product Strategy -

Parle follows both line extension and brand extension for its products For a product like Parle-G it followed line extension with the introduction of Parle-G milk Shakti and Parle-G magix which has 2 flavors- choco and cashew. Initially Parle used to produce only confectionaries. Parle followed brand extension with the introduction of products in the biscuits and snacks category.

In this way, by concentrating on consumer tastes and preferences and emphasizing Research & Development, the Parle brand grows from strength to strength.

**Pricing Mix:**

The pricing strategy outlined in Parle's marketing approach is as follows:

Parle strategically adopts a low-cost approach to secure a market-leading position, constituting the fundamental pricing strategy within the Parle brand's marketing mix.

Parle products' competitive edge stems from their combination of affordable pricing and a commitment to high quality, effectively countering rivals. Despite prioritizing quality, Parle maintains low costs through large-scale production. For instance, biscuits start at Rs 2 per pack, while toffees range from 1 to 2 rupees. The enduring market leadership of Parle G, amidst the entry of numerous new biscuit brands, is attributed to its volume-oriented strategy. By strategically keeping prices slightly lower, Parle G successfully extends its reach to a vast audience.

The core of Parle's marketing philosophy revolves around serving the masses, consistently striving to create products that blend nutrition and enjoyment for the common person. Predominantly positioned in the low and mid-range price segments, this approach is rooted in Parle's deep understanding of the Indian consumer mindset. The value-for-money stance contributes to substantial sales volumes.

Parle G employs a Market Penetration strategy, emphasizing low prices to capture a significant market share. By offering good quality products at affordable prices, it adopts a value pricing method, currently securing a notable 40% market share in both rural and urban areas.

In the case of Parle Hide & Seek biscuits, pricing was determined through a survey conducted in urban and semi-urban markets, revealing a willingness among potential consumers to pay a premium for innovative products like chocolate chip biscuits. This led Parle to adopt a market skimming strategy, positioning the product as high-priced yet high-quality, considering factors such as chocolate costs, packaging, and processing expenses. The higher price also reflects the product's perceived status among consumers.

Another illustration of Parle's pricing strategy is evident in its product, Parle Creams. Here, the company employs the going rate method, referencing competitors' rates. Parle Creams, introduced after Britannia's Cream Treats with similar variants, is priced at Rs. 5 per packet, distinguishing itself from Britannia's Rs. 10 offering.

**Place Mix and Distribution:**

The distribution strategy within the Parle marketing mix is as follows:

Parle products enjoy widespread availability across all regions in India, facilitated by a robust distribution network. With a formidable presence, Parle reaches over 6 million retailers

nationwide. Supported by 23 manufacturing units serving over 1500 wholesalers, and complemented by depot agents, the distribution network continually expands. This extensive reach ensures the presence of Parle products in diverse settings, from small shops and grocery stores to large retail chains.

Notably, restaurants, hotels, and even small dhabas prefer offering Parle G biscuits alongside tea or coffee, highlighting the brand's ubiquitous presence.

The extensive distribution and ready availability of the brand guarantee that Parle G remains the preferred choice of biscuit for people over other brands.

**Parle employs distribution channels at three levels: Level 1, Level 2, and Level 3.**

**Level 1 -** Ensures availability in all departmental stores.

**Level 2 -** Caters to customers across the country, given the FMCG nature of the product.

**Level 3 -** Designed for mass consumption, is well-suited for national and international coverage. For instance, Parle's international operations span markets in the Middle East, Africa, South America, Sri Lanka, Australia, and North America, necessitating the use of a three-level distribution channel.

Parle employs a multi-channel marketing system, leveraging more than two marketing channels to reach all its customer segments.

**Promotion Mix and Advertising Strategy :**

The Parle brand utilizes various media channels such as TV commercials, print, online ads, etc., as integral components of its promotion and marketing strategy. Known for fostering positive emotions and embodying qualities like sharing and caring, Parle has forged connections with its audience. Notably, the brand engaged with children through sponsorships like the Shaktimaan show, distributing merchandise and fulfilling dreams on a national scale. Parle remains dynamic in promotions and TV advertisements, particularly for Parle G, employing a young girl's logo and later introducing a brand ambassador. The company ensures attractive and distinct packaging for all products, drawing in the target audience. Beyond Parle G, the company extensively promotes its other products through innovative marketing campaigns, actively participating in print and press media. In essence, this encapsulates the Parle marketing mix.

**Sales Promotion:**

Parle utilizes the Sales Force promotion tool for its employees, organizing annual day fairs at branded venues. These events feature games and activities for Parle employees and their families, with Parle products serving as prizes.

**Advertising:**

Parle-G's advertising journey commenced in the 1980s, primarily through press ads focusing on the fundamental benefits of energy and nutrition. The iconic Dadaji commercial, launched in 1989, ran successfully for six years, contributing to Parle-G's substantial growth. Beyond being just a biscuit, Parle-G evolved into an icon, associating with positive values like honesty, sharing, and caring.

In 2002, a significant milestone in Parle-G's advertising history was marked with the introduction of G-Man, a superhero ambassador. G-Man, portrayed as a hero safeguarding children from evil forces, brought a fresh approach to advertising through animation. The TV commercial showcased G-Man protecting children from the malevolent force called Terrolene and was complemented by print materials such as posters and streamers at retail outlets. Another campaign, "G maane GENIUS," depicted a clever child outsmarting experienced individuals after consuming Parle-G.

A reminder TV commercial was introduced for Parle-G, referring to the product as 'hindustan ki takat.' Most Parle-G TV commercials focus on creating brand awareness by tapping into consumer emotions.

Heavy promotion plays a crucial role in building brand awareness, exemplified by the television advertisements for Parle Hide & Seek biscuits featuring actor Hrithik Roshan. This celebrity endorsement strategy aims to enhance product awareness and capture consumers' attention.

**Public Relations:**

Parle has implemented several initiatives to enhance public relations:

In 1997, Parle-G sponsored the tele-serial of the Indian superhero, Shaktimaan, which became a huge success. The association with Shaktimaan, mirroring the superhero's attributes, led to the distribution of merchandise and strengthened the brand's connection with children.

In 2002, to engage with child consumers, Parle-G launched the national-level promo "Parle-G Mera Sapna Sach Hoga," running for six months. Focused on fulfilling children's dreams, the campaign received over 5 lakh responses, fulfilling more than 300 dreams, including trips to Disneyland, meetings with favorite film star Hrithik Roshan, chartered plane rides, scholarships, and a special cricket coaching camp with Australian cricketer Ricky Ponting.

**Golu Galata Contest:**

In the cultural tapestry of Tamil Nadu, where the age-old tradition of adorning clay dolls during Navaratri celebrations faced the risk of fading into obscurity, Parle stepped in with an innovative

initiative. In 2005, the Parle Golu Galata contest was introduced, not merely as a competition but as a concerted effort to breathe new life into this fading tradition. The contest, with its roots deeply entrenched in the cultural ethos of the region, aimed to revive the practice of decorating clay dolls during the auspicious Navaratri festivities.

The inaugural edition of the Parle Golu Galata contest in 2005 resonated remarkably well with the community, creating a ripple effect that exceeded expectations. Emboldened by its success, Parle decided to extend the reach of this cultural revival initiative in 2006. The contest, which initially made its mark in the capital city of Chennai, expanded its footprint to other culturally rich cities in Tamil Nadu, including Madurai, Trichy, and Kumbakonam. This expansion was not merely geographical but also marked the widening embrace of a cultural revival movement that transcended boundaries.

# Chapter 4

# Strategic Framework and Analysis of Parle

**A comprehensive Analysis of Parle :**

**Market Presence:**

- Parle stands as a prominent player in the Indian FMCG sector, boasting a diverse product portfolio that includes widely popular biscuit and confectionery brands.

- Leveraging an extensive distribution network, the company ensures broad market reach, effectively catering to diverse consumer segments and preferences.

**Financial Performance:**

- A meticulous examination of Parle's financial reports reveals a consistent track record of stable revenue growth and profitability over time.

- The company's adept handling of economic fluctuations underscores its resilience, demonstrating a capacity to maintain financial health in dynamic market conditions.

**Innovation and Product Development:**

- Parle showcases a steadfast commitment to innovation by regularly introducing new products and flavors that align with evolving consumer preferences.

- The continual pursuit of product development strategies enhances the brand's relevance and competitiveness in a rapidly changing market landscape.

**Marketing Strategies:**

- Parle's success is attributed in part to effective marketing campaigns, employing both traditional and digital channels, contributing to a robust brand visibility and consumer engagement.

- The brand's advertising strategies not only resonate with consumers but also establish a lasting emotional connection, fostering brand loyalty.

**Supply Chain Management:**

- Parle's efficient supply chain operations play a pivotal role in meeting demand consistently and maintaining optimal product availability.

- Well-thought-out logistics and distribution strategies ensure timely delivery to diverse markets, contributing to customer satisfaction and loyalty.

**Corporate Social Responsibility (CSR):**

- The impact of Parle's CSR initiatives, if any, extends beyond the balance sheet, influencing its corporate image and contributing to social welfare.

- An assessment of the company's commitment to sustainability and community development adds depth to the overall analysis, reflecting its broader societal impact.

**Competitive Positioning:**

- A comparative analysis with competitors in the FMCG sector sheds light on Parle's strengths, weaknesses, opportunities, and threats.

- Understanding market dynamics and the competitive landscape is essential for strategic decision-making, allowing Parle to leverage its strengths and address areas of improvement.

**Global Expansion:**

- Exploration of Parle's international presence and expansion strategies, if applicable, provides valuable insights into the company's globalization efforts.

- Evaluating challenges and opportunities in global markets contributes to a comprehensive understanding of Parle's strategic initiatives on the global stage.

This multifaceted analysis amalgamates financial, operational, and strategic perspectives, offering a nuanced and comprehensive understanding of Parle's overall performance and its standing in the market.

**SWOT** and **PESTLE** frameworks serve as **strategic tools** designed for assessing a company's **financial well-being** and identifying its **competitive strengths or weaknesses.** These analytical methods were developed to scrutinize both **internal and external factors** that impact a company or industry.

## Parle SWOT analysis:

A prominent player in the food and beverages sector, Parle undergoes a SWOT analysis to assess its internal strengths and weaknesses, alongside external opportunities and threats.

This Parle analysis will assess the brand based on its Strengths, Weaknesses, Opportunities, and Threats. In a SWOT analysis, internal factors encompass Strengths and Weaknesses, whereas external factors encompass Opportunities and Threats.




**Parle Strength :**

**Strengths in the SWOT Analysis of Parle:**

- Renowned as one of India's most popular brands.
- High brand recall enhances consumer recognition.
- Enjoys a price advantage, offering products at affordable prices.

- Boasts a robust supply chain network ensuring efficient distribution.
- Houses popular subsidiary brands including Parle G, Monaco, Hide & Seek, KrackJack, Melody, Fulltoss, Poppins, etc.
- Diverse product portfolio encompassing biscuits, sweets, and snacks.
- Demonstrates a strong presence in rural markets.
- Parle G ranks among the world's top-selling biscuit brands.
- Engages in a variety of CSR activities like 'My Green Planet' and 'GoluGalata'.

These strengths highlight key internal factors contributing to Parle's competitive advantage and fortifying its market position.

**Strengths constitute internal factors that empower a company and contribute to its growth**.

- Robust Supply Chain: Parle boasts an extensive supply chain, with its products reaching every regional area in India. Notably, Parle-G stands as the most widely distributed Indian biscuit brand, holding a significant market share.
- Strong Presence in Rural Markets: In 2014, Parle secured the 48$^{th}$ position among all Indian brands, establishing itself as a highly trusted brand, particularly in rural markets.
- Affordable Prices: Parle's product range includes packets priced at 5 rupees, catering to affordability for a wide demographic. This accessibility is crucial, making it a feasible breakfast option for individuals with budget constraints. Additionally, Parle offers small 2-rupee packaging, further enhancing affordability for consumers

**Parle Weaknesses:**

Shortcomings are factors pulling back the progress of an organization. We should check out at a portion of the shortcomings of Parle.

- Dependent on the Parle-G Brand for Revenue: The premium biscuit range offered by parle limited is the sole source of revenue. Customers don't seem to like its other snacks and candies as much.

- Same Taste and Items: Comparable Items delivered by the organizations like Glucose Rolls, Mango Nibble, Confections. The same old thing items are being sent off by the organization for quite a while. Indeed, even the flavor of leaving items is getting decayed step by step.

- Numerous Rivals in the Fragment: There are numerous Homegrown brands to contend with the parle brands. The store network of parle is impacted by local items. Furthermore, new Bread shop items the significant contest of the parle.

- Dependency on Specific Markets: In the event of economic downturns or regional issues, an excessive reliance on particular geographic markets may be risky.

- Adapting to Consumer Trends: The company may face challenges in quickly adapting to changing consumer preferences and trends.

**The Parle SWOT Analysis's shortcomings were as follows. The areas of a brand's business that need improvement are considered its weaknesses.**

- Similar goods like Marie, glucose biscuits, bourbon, salty and sweet crackers, cream biscuits, etc. are manufactured by numerous companies.

- Relying mostly on the Parle G brand to generate money.

**Parle Opportunities:**

Opportunities are outside elements that, when recognised and seized at the appropriate moment, can support the expansion of the business.

- New Product Launches in the Health Sectors: Parle is growing and introducing cutting-edge goods in the health industry. Parle owns stock in pharmaceutical firms. … working with renowned physicians and hospitals.
- Potential for Export: Parle G is shipped to the US, UK, Europe, SAARC nations, and some regions of Africa. Consequently, the brand's overseas market is also very strong.
- Increase in Consumer Purchasing Power Parle is a business that consistently offers inexpensive prices without sacrificing quality. Additionally, a greater supply of products is a result of clients' growing purchasing power.
- Innovation: Investing in research and development can lead to innovative products, catering to evolving consumer demands.
- Global Expansion: Exploring and expanding into new international markets can provide avenues for growth.

**Any brand can have opportunities, including the possibility of growth in the future.**

**Parle Opportunity** - Introduce health-conscious products to drive innovation in the Indian foods industry, supported by aggressive marketing and advertising, capitalizing on the increased purchasing power of consumers, and expanding the product line.

**Parle Threats:**

Threats pose potential risks that can negatively impact the company, leading to losses. Parle faces several threats, including:

1. **Regional Competition in Bakery Products:** Bakeries, being regionally concentrated, play a significant role in the snack and biscuit industry. The prevalent trend of low prices and reduced taxes is making them an integral part of every kitchen.

2. **Substitution by Alternative Products:** Although Parle-G biscuits have traditionally been a staple morning snack in many Indian households, the rising popularity of alternative snacks such as toast, sandwiches, and rusk has resulted in a decrease in demand for Parle biscuits.

3. **Escalating Raw Material Prices:** Essential raw materials like wheat, sugar, and other ingredients are fundamental to product manufacturing. The increasing demand and fluctuating prices of these raw materials contribute to rising production costs and subsequently impact the prices of Parle products.

4. Economic Volatility: The ebb and flow of economic conditions introduce uncertainties that can significantly influence consumer spending patterns, exerting a direct impact on the demand for discretionary items such as snacks.

5. Regulatory Hurdles: Navigating a landscape marked by ever-evolving food and safety regulations poses a continuous challenge for companies like Parle. Staying abreast of these dynamic regulatory environments is imperative for compliance and operational continuity.

6. Evolving Consumer Tastes: The dynamic nature of consumer preferences, particularly a growing inclination towards healthier or alternative snack options, has the potential to reshape the market. This shift may pose a challenge to traditional products, influencing consumer choices and consequently affecting the sales trajectory of established snack categories. It becomes paramount for Parle to be attuned to these changing preferences to adapt its product offerings strategically.

In essence, economic fluctuations, regulatory challenges, and shifting consumer preferences constitute external threats that underscore the need for adaptability and strategic foresight within the snack industry. Recognizing and addressing these challenges head-on allows Parle to fortify its position in the market and proactively respond to the dynamic external landscape.

The threats elucidated in the SWOT analysis for Parle represent external factors that possess the capacity to unfavorably impact the company's business operations. Within the realm of business, threats are external elements that present potential risks to the seamless functioning and success of an enterprise.

These identified threats encapsulate a spectrum of external challenges that, if realized, could impede Parle's progress and pose challenges to its sustainability in the market. They signify variables beyond the company's control, ranging from shifts in consumer preferences and economic downturns to intensifying competition and regulatory changes. By acknowledging these external threats, Parle can proactively strategize and develop contingency plans to navigate potential challenges and mitigate their impact on its business operations.

In essence, a thorough consideration of threats in the SWOT analysis equips Parle with a heightened awareness of the external factors that may pose risks to its objectives. This strategic insight not only facilitates a proactive response to potential challenges but also positions Parle to adapt and thrive amidst the dynamic and ever-changing landscape of the food and beverage industry.

## Parle PESTLE Analysis :

The Parle PESTLE (or PESTEL) Analysis serves as a comprehensive evaluation of the brand’s business strategies across diverse parameters. This analytical approach delves into external factors, encompassing political, economic, social, and technological (PEST), along with legal and environmental considerations that significantly influence Parle’s business operations. Now, let’s embark on a detailed exploration of the Parle PESTLE Analysis to gain insights into the multifaceted aspects shaping the brand’s business landscape.

### Political Factors:

The political dynamics within the Parle PESTLE Analysis are elaborated as follows:

Established in 1929 during British India by the Chauhan group in Ville Parle, Bombay, Parle faced business challenges due to varied policies such as demonetization and the introduction of GST. These shifts in economic strategy led to a noticeable downturn in business. The political impact on the organization is fundamentally shaped by public laws and regulations. Compliance with governmental requirements is imperative for the business to avoid penalties and fines.

Parle Industries Ltd receives substantial support from the government to meet all essential criteria, particularly in areas related to health and safety standards. In its pursuit of delivering exceptional food products, Parle Industries Ltd is aligning with the evolving requirements of food and beverage production. However, this proactive approach may inadvertently lead to the inadvertent violation of certain regulatory guidelines and rules. The company's commitment to meeting government standards underscores its acknowledgment of the significant influence of political factors on its operations.

**Economic Factors:**

The economic considerations within the PESTLE Analysis of Parle are expounded as follows:

Parle, renowned for its brands like Parle G, Monaco, and Marie, consistently achieves an annual revenue exceeding Rs 10,000 crore, sustaining a workforce of over 100,000 employees. However, the diminishing presence of these products in retail outlets is attributed to weakened consumer demand.

The prevailing tax structure, specifically the impact of GST, significantly influences the company. In comparison to its competitor, Parle stands out; while wealthier Indians might reconsider purchasing a new vehicle, they remain steadfast in their consumption of rolls. Surprisingly, Indians allocate more spending towards rolls than the combined expenditure on toothpaste, skincare products, shampoos, and instant noodles. The Mumbai-based enterprise, valued at Rs 5000 crore and led by Vijay and Sharad Chauhan, commands nearly 45 percent of the biscuits market, outpacing Nusli Wadia's Parle companies with a 38 percent share. This dominance is attributed to Parle's robust distribution network, particularly in rural markets. The intricacies of the economic landscape underscore the company's resilience and strategic positioning amidst evolving consumer preferences and economic dynamics.

**Social Factors:**

The social factors influencing the Parle PESTLE Analysis are detailed as follows:

Parle embarked on an extensive initiative called "Parle My Green Planet," marking one of India's most significant Corporate Social Responsibility (CSR) endeavors. This expansive campaign involved instructing teachers in 5000 schools, spreading awareness about environmental conservation. The educational efforts aimed to engage everyone in activities such as planting more trees across India, conserving water and power, and promoting waste recycling. This strategic move not only demonstrated Parle's commitment to environmental causes but also showcased its active involvement in community development.

Parle G, a flagship brand, has gained popularity by focusing on delivering value to end-users rather than solely prioritizing profits. The company's dedication to enhancing the consumer experience has contributed to the brand's success. The social landscape continually evolves with

changes in consumer preferences and lifestyles. Business success is intricately linked to how well an organization aligns with and addresses the evolving needs of its customers. Parle Industries Ltd recognizes this dynamic nature of the social environment and actively adapts to ensure it remains relevant and responsive to consumer demands.

As the world increasingly seeks healthier food options, Parle Industries Ltd is strategically positioning itself to meet these changing consumer preferences. The company's commitment to providing nutritious food aligns with the growing global emphasis on health and well-being. This proactive approach indicates Parle's awareness of social trends and its readiness to meet the evolving expectations of consumers concerned about their dietary choices.

**Technological Factors:**

The technological considerations within the PESTLE Analysis of Parle are outlined as follows:

For any reputable FMCG company, the foundation of success lies in delivering high-quality products with an extended shelf life, coupled with efficient production processes that meet consumer demand. Parle, as an organization, has consistently demonstrated a commitment to innovation and substantial investments in enhancing its technological infrastructure. The production of all Parle products takes place in state-of-the-art factories where the highest standards of hygiene are rigorously maintained.

Given that Parle specializes in food products, its technological focus revolves around ensuring the quality of the food, implementing effective packaging solutions, and extending the shelf life of the products. The technology employed by Parle is intricately woven into the fabric of its operations, with a primary emphasis on maintaining the excellence of its food offerings. The company places a premium on research and development, acknowledging that technological advancements play a pivotal role in the success of an FMCG enterprise.

The significance of technology and research and development cannot be overstated for Parle. It is a cornerstone of their operations, influencing the production process, ensuring product quality, and contributing to effective packaging strategies. By consistently embracing technological advancements, Parle positions itself as an industry leader, adapting to the evolving landscape of consumer preferences and industry standards.

**Legal Factors:**

The legal considerations within the Parle PESTLE Analysis encompass several significant factors that have impacted the company's operations:

Parle has encountered legal challenges, notably with the Food and Drug Administration (FDA) and the Food Safety and Standards Authority of India (FFA). One instance involved FFA asserting that Parle's Kacha Mango Chomp brand contained lactic acid beyond acceptable limits.

This led to the FDA instructing Parle to recall the product following raids on its manufacturing facilities.

In response to these claims, Parle defended its products by highlighting that lactic acid is widely used in various food items such as curd, baby milk, bread, paneer, and cheese. This legal dispute emphasizes the complexities faced by Parle in navigating regulatory standards and defending its product integrity.

Such legal intricacies underscore the importance of compliance and vigilance in the FMCG sector. Adhering to legal regulations is not only crucial for the reputation of the brand but also for maintaining consumer trust. In the ever-evolving landscape of food safety and standards, legal factors play a pivotal role in shaping the trajectory of a company like Parle. The ability to address and resolve legal challenges demonstrates the company's commitment to upholding industry standards and ensuring the quality and safety of its products.

**Environmental Factors:**

Within the Parle PESTLE Analysis, the environmental factors influencing its business operations are delineated as follows:

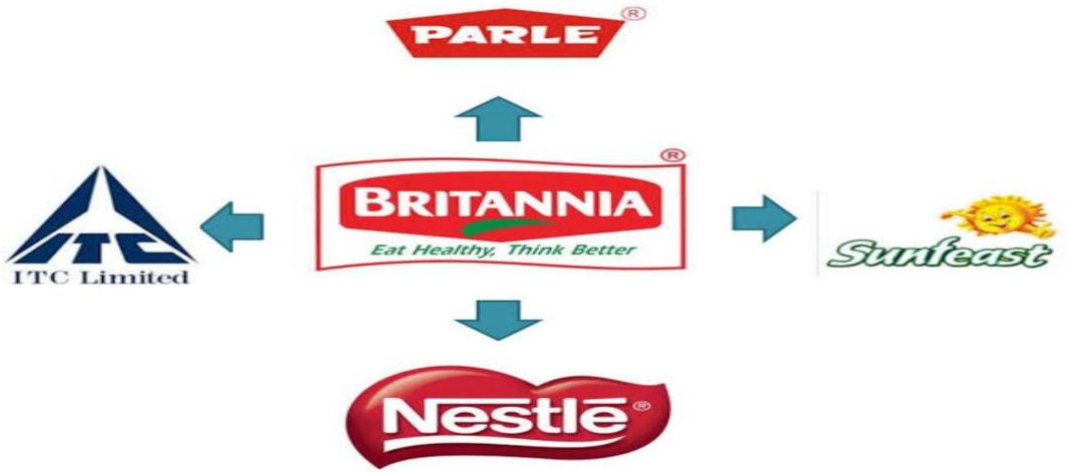
Parle, in cognizance of environmental considerations, is committed to operating in conditions that prioritize the conservation of essential resources and energy.

In the context of extensive product manufacturing, the potential environmental impact lies in the nature of the resources used—whether they are recyclable or not. Demonstrating a proactive stance toward environmental conservation, Parle has actively invested in initiatives across the country to contribute to protecting the environment. Furthermore, the company has strategically implemented environmentally friendly production methods, aligning its operations with sustainable practices.

This commitment to environmental responsibility not only showcases Parle's dedication to corporate sustainability but also underscores its role in minimizing ecological footprints associated with its business activities. The company's efforts in utilizing recyclable resources and adopting eco-friendly production practices contribute to a positive environmental impact.

In conclusion, the Parle PESTLE Analysis underscores the multifaceted impact of various external factors on its business performance. Recognizing and addressing environmental concerns is not only a regulatory requirement but also aligns with Parle's commitment to responsible corporate citizenship. This understanding of external influences aids in assessing the significance of these factors for the brand's sustained success and societal contribution.

**Competitors Analysis of Parle:**




**Top Parle Competitors & Similar Companies:**

Parle operates across three key product segments: Biscuits, Confectionery, and Snacks, predominantly catering to the Indian market. While the iconic Parle G biscuit is synonymous with the brand, Parle extends its product range beyond biscuits. In the business landscape, numerous companies and brands engage in competition, vying for market share by presenting comparable products and services. To ensure sustained success, companies must not only enhance their own product offerings but also stay vigilant about the offerings of their competitors. Analyzing the competition is crucial for companies aiming to thrive in a competitive market environment.

**Here, we examine the primary eight rivals of Parle:**

1. **HUL (Hindustan Unilever):** Hindustan Unilever, a subsidiary of the Dutch company Unilever, stands as India's largest fast-moving consumer goods enterprise. Nestled in Mumbai, Maharashtra, HUL boasts an extensive network, reaching over 6 million outlets nationwide, solidifying its widespread consumer presence.

2. **ITC:** The Imperial Tobacco Company of India, initially founded in 1910, underwent name transformations in 1970 and 1974 before becoming I.T.C Limited. Headquartered in Kolkata, West Bengal, ITC has evolved into one of India's most valuable conglomerates, permeating all three sectors of the economy.

3. **Coca Cola:** A renowned player in the beverage industry, Coca Cola, established in May 1886, produces a diverse range of carbonated soft drinks. As a global entity, Coca Cola continues to expand its product portfolio, maintaining a significant presence in the ever-evolving beverage market.

4. **Nestle:** Nestle, headquartered in Vaud, Switzerland, stands as the largest food company globally in terms of revenue. Its diverse product line encompasses baby foods, coffee, tea, dairy products, Maggi, and more. With a footprint in 194 countries, Nestle operates approximately 450 factories, boasting a substantial workforce of 339,000 individuals.

5. **Pepsi:** As a colossal corporation, PepsiCo houses a plethora of brands. Among its varied products are Pepsi, Mountain Dew, Lays, Tropicana beverages, 7Ups, Cheetos, Lipton Tea, Aquafina, and more.

6. **Amul:** An enduring presence in the Indian business landscape since 1946, Amul, under the Gujarat Cooperative Milk Marketing Federation (GCMMF), has emerged as the largest exporter of dairy products globally. Founded in 1950, Amul traces its roots back to a revolutionary movement among dairy farmers inspired by India's independence.

7. **Britannia:** Established in 1892 and headquartered in Kolkata, Britannia Industries Limited has evolved into a prominent food manufacturing company in India. Initially catering to British Raj officers with quality tea time biscuits, Britannia has undergone transitions between different ownership groups over the years.

8. **Marico:** Marico Limited, founded in 1991 in Mumbai by Harsh Mariwala, plays a pivotal role in India's FMCG sector. Signifying its impact, Marico utilizes one out of every ten coconuts grown in India. Beyond oils, Marico extends its production to personal care goods and male grooming products, contributing to its diverse portfolio.

**Corporate Level Strategy of Parle G:**

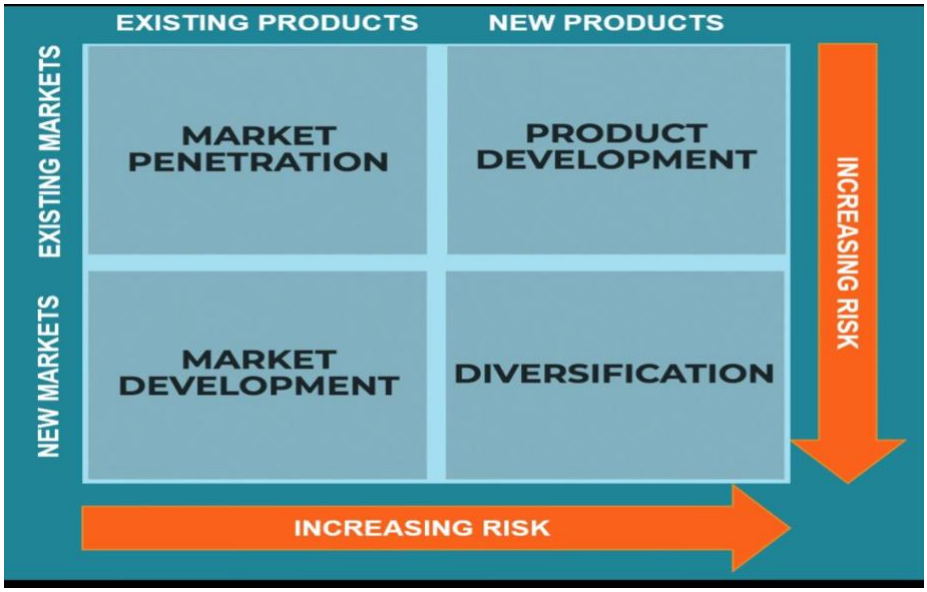
**Ansoff Matrix of Parle G:**

**Introduction:**

The Ansoff matrix, a strategic tool crafted to guide businesses in their growth-related decisions, provides a framework with four strategic choices: market penetration, market development, product development, and diversification. Businesses are tasked with selecting one or a combination of these strategies based on a careful evaluation of internal and external factors.

External considerations encompass elements like the political stability and economic conditions within a region, while internal factors involve aspects such as talent management and resource capacities. By conducting a thorough analysis of both internal and external influences, organizations can strategically determine their growth path, aligning with the versatile options offered by the Ansoff matrix. This strategic decision-making process plays a crucial role in

shaping the trajectory of a business, allowing it to navigate the dynamic landscape with informed choices tailored to its unique circumstances.




Parle-G effectively employs the Ansoff matrix as a strategic tool to navigate and achieve successful expansion in the international market. By leveraging this matrix, Parle-G strategically considers various growth options to propel its presence on a global scale.

The Ansoff matrix offers a spectrum of strategic choices, including market penetration, market development, product development, and diversification. In the context of Parle-G's international growth, these strategies are meticulously assessed and implemented based on a thorough analysis of internal and external factors.

External factors could encompass elements such as cultural nuances, regulatory environments, and market dynamics in different regions, while internal factors may involve considerations like production capabilities, supply chain efficiency, and brand positioning. Through the thoughtful application of the Ansoff matrix, Parle-G tailors its international expansion strategies, ensuring alignment with market demands and maximizing opportunities for sustained success in the global marketplace.

**Market Penetration:**

Businesses employing the market penetration strategy aim to foster the growth of their existing products within markets where their brands are already established and operational. This strategic approach involves maximizing market share and increasing sales by intensifying efforts in regions or segments where the business already has a presence.

This strategy often involves initiatives such as aggressive marketing campaigns, promotional activities, or pricing adjustments to capture a larger share of the current market. By concentrating on expanding within familiar territories, businesses adopting the market penetration strategy capitalize on existing customer bases and brand recognition, optimizing their position in markets they are already active in. This approach enables companies to extract additional value from their current products, enhancing revenue streams and reinforcing their competitive standing.

- **Expand production capacity**

Expanding the production capacity of Parle-G holds the potential to extend its reach to a broader customer base within the existing market. The augmentation of production capacity not only promises enhanced efficiency but also proves instrumental in effectively managing overhead costs. The control exerted over overhead costs, in turn, positions Parle-G to offer competitive pricing, thereby appealing to consumers in the same market.

This heightened attractiveness, coupled with competitive pricing strategies, is poised to trigger increased sales and consumption for Parle-G. The resultant outcome would be a notable surge in market penetration, as the company solidifies its presence and resonates more strongly with the consumer base in the current market landscape.

- **Ramped-up investment in marketing**

Parle-G has the opportunity to boost its market presence by escalating investments in marketing and advertising initiatives. A strategic emphasis should be placed on crafting compelling communication content tailored to resonate with diverse market segments. This proactive approach to engaging communication, coupled with heightened marketing investments, positions Parle-G to extend its reach and connect with a more extensive consumer base within the current market. By dedicating more resources to marketing activities and advertising, Parle-G can effectively convey its brand message and product offerings to a larger audience. This increased visibility and engagement contribute to reaching and influencing a greater number of consumers within the same market.

A pivotal outcome of this intensified marketing investment is the potential for Parle-G to significantly enhance its market penetration. The company, armed with a robust marketing strategy, can leverage its strengthened presence to promote existing products more effectively, thereby solidifying its standing within the markets where it is already operational.

- **Improved distribution**

Parle-G has the opportunity to delve into inventive avenues for distribution, exploring novel methods to reach consumers. Additionally, the company can venture into uncharted channels, diversifying its distribution network for product dissemination. This strategic move towards new and improved distribution channels and methodologies holds the potential to extend Parle-G's outreach to previously untapped consumer segments within the existing market.

By adopting innovative distribution strategies, Parle-G can effectively bridge gaps and connect with consumer groups that may have been inaccessible in the past. The implementation of enhanced distribution systems not only opens doors to new demographics but also facilitates improved accessibility for existing consumers.

Furthermore, investing in the refinement of supply chains and distribution mechanisms becomes a crucial component. This strategic enhancement can result in increased market penetration within the same market as it optimizes accessibility, ensuring that Parle-G products are readily available to a broader spectrum of consumers.

- **Setting prices competitively**

Parle-G has the option to implement competitive pricing strategies, including the incorporation of price cuts, with the aim of amplifying the allure of its products. This strategic utilization of competitive pricing not only establishes a significant competitive advantage for the company but also serves as a catalyst for heightened consumer engagement with the offered products.

Embracing competitive pricing aligns Parle-G favorably in the market landscape, making its products more appealing to discerning consumers. This, in turn, triggers a positive domino effect, catalyzing an increase in sales for Parle-G. The strategic implementation of competitive pricing not only enhances consumer interest but also propels the company towards a noteworthy expansion in market penetration, solidifying its position in the market.

- **Trim down operational expenses**

Parle-G has the opportunity to streamline its operational costs, a strategic move that would enable the implementation of competitive pricing. By embracing cost-efficiency in operations, Parle-G positions itself to offer competitive prices, setting the stage for an augmented sales volume and increased consumption.

The reduction in operational costs carries a ripple effect, as it allows Parle-G to minimize the financial burden passed on to consumers. Consequently, the products offered by Parle-G become not only more desirable but also more affordable. This heightened affordability, coupled with enhanced accessibility, positions Parle-G to broaden its market penetration. The strategic alignment of reduced operational costs and competitive pricing serves as a catalyst for making Parle-G products more enticing, thereby fostering increased consumer engagement and market reach.

- **Acquiring rival companies**

Parle-G has the strategic option to pursue the acquisition of competitors within the market. This endeavor not only positions Parle-G to gain a competitive edge but also provides the company with substantial leverage in accessing diverse consumer groups and segments.

The acquisitions serve as a gateway for Parle-G to cultivate strategic advantages, especially in terms of diversifying its supply chain and distribution channels. By integrating acquired entities, Parle-G fortifies its operational reach and develops a more resilient and varied distribution network.

Furthermore, these strategic acquisitions contribute to a higher level of market penetration for Parle-G. The improved accessibility to different consumer groups and segments within existing markets is a direct outcome of these acquisitions, solidifying Parle-G's presence and influence across a broader spectrum of consumers.

- **Partnerships & Joint Ventures**

Parle-G has the option to engage in strategic partnerships and joint ventures with fellow market players, extending collaboration beyond its independent operations. These collaborative ventures may involve entities within the same industry or even those operating in different sectors, broadening the scope of potential alliances.

The strategic significance of such partnerships and joint ventures lies in Parle-G gaining access to diverse consumer groups and a deeper understanding of their market behavior and consumption patterns. This expanded perspective is instrumental in tailoring strategies that resonate effectively with a varied audience.

Moreover, these collaborative endeavors serve as a risk mitigation strategy for Parle-G. By sharing investments with partners, the company limits its exposure to potential losses. This collaborative risk-sharing not only safeguards Parle-G but also provides a strategic advantage, allowing the company to navigate challenges with the support and insights gained through joint ventures and partnerships.

In essence, joint ventures and partnerships emerge as guided pathways for Parle-G to strategically increase its market penetration in existing markets, leveraging shared resources, knowledge, and mitigated risks for sustained growth.

- **Fresh advantages and features in products**

Parle-G has the potential to recognize novel features and attributes within its current product lineup tailored for existing markets. This discernment not only paves the way for innovation but also introduces fresh perspectives in consumer behavior and product consumption patterns. To maximize the impact of these innovative features, it becomes imperative for Parle-G to actively communicate and make consumers aware of these novel usage patterns. By emphasizing the new and innovative aspects of their products, the company enhances consumer understanding and fosters a more engaged consumer base.

The heightened focus on marketing and communication strategies directed towards these new product attributes, benefits, and usage patterns holds the key to increased consumption. This not

only resonates within existing consumer groups and segments but also extends its influence into new consumer segments and groups.

Ultimately, this concerted effort contributes significantly to Parle-G's overarching goal of improving market penetration within existing markets. The infusion of innovation and effective communication creates a dynamic shift in consumer perceptions, fostering increased consumption and solidifying Parle-G's position in the market.

- **Elevated frequency in product consumption**

Parle-G has the strategic option to launch targeted communication and marketing campaigns focused on enhancing the frequency of product consumption within established markets. A deliberate effort to increase consumption frequency not only results in a heightened overall consumption but also positions Parle-G to achieve a notable increase in sales volume among its existing consumer base within these markets.

By encouraging consumers to engage with Parle-G products more frequently, the company creates a sustained demand, subsequently amplifying its sales within the current consumer segments. This intentional drive towards increased consumption frequency becomes a pivotal strategy for Parle-G to augment its market penetration, solidifying its presence and influence in existing markets.

**Market Development:**

Embracing market development strategies opens avenues for Parle-G to foster business growth by introducing its existing products in new markets. This expansion into untapped territories becomes feasible for Parle-G through the implementation of diverse strategies tailored to each unique market scenario.

The introduction of existing products into novel markets necessitates a nuanced approach, and Parle-G can deploy a range of strategies to navigate the intricacies of each target market. This adaptability allows the company to tailor its market entry methods, capitalizing on the specific dynamics, consumer behaviors, and preferences of each new market.

By strategically employing various market development strategies, Parle-G positions itself to not only extend the reach of its products but also to establish a robust foothold in previously unexplored markets. This adaptive and strategic approach enhances the overall potential for successful business growth and expansion.

- **Research and Development**

Parle-G ought to allocate resources towards extensive research and development endeavors to pinpoint potential untapped markets and consumer segments for its product range. This strategic R&D initiative should emphasize a comprehensive exploration of diverse market cultures, trends, and consumer behaviors. The objective is to discern and comprehend the distinctions in

consumer behavior patterns between established markets and those yet to be explored. This holistic approach will enable Parle-G to tailor its products effectively to the unique demands and preferences of various consumer segments across diverse markets.

- **Expansion into different regions**

Parle-G has the opportunity for regional expansion, involving a local presence in various cities or within the same geographic region. As part of this regional expansion strategy, it is crucial to conscientiously address cultural differences. This entails adapting marketing strategies, making necessary product modifications, and adjusting consumption methods to align with the specific cultural nuances of the target regions. Such a meticulous approach ensures a seamless integration of Parle-G into diverse localities, fostering a stronger connection with consumers and optimizing the overall expansion process.

- **Expansion into global markets**

Parle-G has the potential to experience business growth by venturing into international markets. This move will provide Parle-G with the opportunity to tap into diverse consumer groups, consequently expanding its overall market share. To navigate the complexities of international expansion, Parle-G should engage in thorough analyses such as PESTLE, Porter's Five Forces, and SWOT. These analyses will serve as the foundation for developing a comprehensive comparative strategy, offering a detailed overview to guide the planned expansion successfully.

Furthermore, it is imperative for Parle-G to recognize and address potential cultural differences during international expansion. Accommodating these cultural nuances is crucial in tailoring the expansion strategy to resonate with the values and preferences of the target markets. By acknowledging and integrating cultural considerations, Parle-G can enhance its global presence and establish a more meaningful connection with consumers in varied cultural contexts.

- **Fresh target audience segments**

Parle-G has the opportunity to delve into untapped consumer segments within the current market landscape. By identifying novel applications and features for its products, the company can effectively target and cater to new consumer groups. This strategic approach not only facilitates the exploration of fresh markets but also enables Parle-G to align with emerging market trends. Such adaptability within the existing market enhances the company's potential for sustained growth and expansion.

- **Awareness of the brand**

Parle-G actively engages in initiatives aimed at cultivating and strengthening brand awareness. Recognizing the significance of brand awareness, the company strives to extend its reach to new

consumer segments, thereby enhancing overall visibility in the market. The heightened brand awareness associated with Parle-G not only contributes to attracting new audiences but also fosters increased brand recall. This recall factor plays a pivotal role in influencing purchase decisions, underlining the importance of establishing a strong brand presence.

The ripple effect of bolstered brand awareness extends to the company's bottom line, as It serves as a catalyst for increased sales and propels growth, particularly in emerging markets. In essence, the strategic investment in building brand awareness aligns with Parle-G's broader objectives of market expansion, consumer engagement, and sustained business growth.

- **Educating customers**

Parle-G recognizes the importance of actively educating consumers in novel markets about its product range. This market education initiative serves as a crucial bridge, enabling consumers to gain a comprehensive understanding of the products and their offerings. By providing valuable insights into consumption patterns, this educational effort empowers consumers to make informed decisions regarding Parle-G products.

This commitment to consumer education isn't merely about fostering understanding; it's a strategic move that directly contributes to increased sales. Through the process of educating new consumer segments in both existing and unexplored markets, Parle-G not only bolsters its sales figures but also lays the groundwork for overall business development and sustained growth. This approach aligns with Parle-G's vision of establishing a meaningful connection with consumers and fostering a culture of informed and satisfied customers.

**Product Development:**

Product development refers to a company's endeavor to enhance business growth within established markets by introducing new products. Parle-G actively drives product development through various strategic approaches. This includes the innovation and introduction of novel offerings that cater to evolving consumer preferences and market trends. The company's commitment to product development underscores its agility in adapting to changing market dynamics, ensuring a continuous stream of fresh and enticing options for its consumers. This proactive stance positions Parle-G at the forefront of market competition, fostering sustained growth and relevance in its established markets.

- **Adjustments to current product offerings**

Parle-G has the opportunity to introduce refinements and enhancements to its current product lineup, providing consumers with novel and improved offerings. By incorporating modifications, the company aims to not only meet but exceed consumer expectations. This strategic approach is designed to stimulate increased sales and heightened consumption of the product, creating a win-win scenario where consumer satisfaction and business growth go hand in hand.

- **Introduce fresh product offerings**

Parle-G actively conducts research and development activities to discern and pinpoint emerging points of consumer demand. Subsequently, the company initiates a New Product Development (NPD) process, crafting and launching innovative products tailored to meet these evolving consumer needs. This strategic approach not only expands the company's market reach but also facilitates penetration into new and diverse market segments. By continuously introducing new products, Parle-G remains dynamic and responsive to changing consumer preferences, positioning itself as a market leader and fostering sustained growth.

- **R&D (Research and Development) activities**

Parle-G consistently allocates resources to research and development, with a specific focus on comprehending market trends and consumer behavior. This strategic investment in R&D has been instrumental in ensuring the company's sustained competitiveness, fostering innovation and creativity across various facets, including product launches, marketing strategies, operational efficiency, and financial management. By staying at the forefront of industry dynamics, Parle-G not only introduces innovative products but also optimizes its overall operational efficiency, showcasing a commitment to continuous improvement and adaptability in the ever-evolving market landscape.

- **Collaborative alliances for strategic purposes**

Parle-G actively forges strategic partnerships not only to explore avenues for product development but also to leverage new product developments and processes with minimal financial investment, thereby mitigating associated risks. This approach is crucial for Parle-G as it enables the company to gain insights into the intricacies of a new product and its development process, along with gauging market reactions and acceptability before committing to full-fledged production. By engaging in such strategic collaborations, Parle-G ensures a prudent and informed approach to innovation, allowing the company to navigate the dynamics of emerging products and markets with a calculated and strategic mindset.

- **Quality of the product**

Parle-G has the opportunity to pursue new product development by introducing a diverse range of high-quality products within the existing market. This strategic approach not only enables the company to tap into untapped markets and reach new consumer segments but also facilitates the targeting of entirely new consumer groups. By diversifying its product offerings while maintaining a focus on quality, Parle-G positions itself for enhanced market penetration, catering to a broader audience and bolstering its overall presence in the competitive landscape.

**Diversification:**

Diversification in business denotes the dynamic process of growth and development, wherein a company expands through the introduction of new products in previously unexplored markets. This strategic maneuver holds paramount importance as it empowers businesses, including Parle-G, to sustain competence, foster innovation, and maintain a competitive edge. By embracing diversification, companies can adapt to evolving market landscapes, ensuring not only their relevance but also their ability to meet the diverse needs of consumer markets. This forward-thinking approach positions companies like Parle-G as agile and responsive entities, well-equipped to navigate the complexities of a dynamic business environment.

- **Vertical Diversification**

For Parle-G, vertical diversification involves pursuing growth and business development through the introduction of new products within its existing product lines. This strategic approach entails launching new products that align with and fall within the established product groups and categories of Parle-G. By expanding vertically in this manner, the company capitalizes on its existing expertise and brand recognition while broadening its product portfolio, fostering innovation, and catering to the evolving preferences of its consumer base within familiar product categories.

- **Horizontal Diversification**

Horizontal diversification occurs when Parle-G ventures into new product developments and launches that are distinct from its existing product offerings. Despite the departure from the familiar, it proves advantageous to introduce new products that share economic environments and characteristics with the existing lineup. This strategic move allows Parle-G to explore untapped markets, leverage its existing strengths, and diversify its product portfolio in a manner that complements its established expertise, contributing to overall business growth and resilience.

- **Venturing into a different business sector**

Parle-G has the opportunity to transform into a conglomerate by diversifying into an entirely different business sector. This strategic move towards diversification entails exploring new business ideas and options that could be launched or acquired, aligning with the company's objectives for growth and development. By expanding its scope beyond its traditional product lines, Parle-G can leverage its expertise and resources to explore new avenues, fostering resilience and ensuring a diversified portfolio for sustained business success.

Mergers and acquisitions represent a strategic avenue for Parle-G to embark on conglomeratic growth by entering new business domains. This approach involves the possibility of partnering with or acquiring companies that align with the interests of Parle-G. Through such strategic alliances, Parle-G aims to diversify into new markets and engage with entirely novel consumer groups.

**Product Portfolio Matrix (BCG Matrix):**

In the fiercely competitive landscape of the food and beverage industry, Parle has solidified its position as a distinguished brand within India. To comprehensively evaluate the strategic standing of Parle's diverse product portfolio, we will employ the BCG Matrix, a widely-utilized tool for analyzing and assessing a company's range of products. The BCG Matrix serves as a valuable instrument, offering insights into the growth potential and market share of various products in a company's portfolio. This strategic analysis aids businesses, including Parle, in making well-informed decisions regarding resource allocation and future investments. In this blog, we delve into the intricacies of Parle's product portfolio, utilizing the BCG Matrix to categorize and assess its products, providing readers with a nuanced understanding of the brand's strategic positioning in the market.

**Examining Parle's Array of Products and Portfolio**

As a prominent entity in the dynamic food and beverage industry, Parle boasts a diverse and extensive product portfolio. In this exploration, we delve into the positioning of some of Parle's well-known brands within the BCG Matrix. This strategic analysis aims to shed light on the growth potential and market share of these products, offering valuable insights into Parle's overall strategic landscape within the competitive market.

**BCG Matrix of Parle**



- **Stars**

Parle-G, an enduring and iconic brand within Parle's portfolio, unmistakably qualifies as a star. This stalwart product not only commands a substantial market share but also demonstrates remarkable growth in the fiercely competitive biscuit market. The enduring success of Parle-G can be attributed to its robust brand loyalty, which resonates strongly with consumers, coupled with an extensive and efficient distribution network that ensures widespread availability. As a star, Parle-G stands as a shining example of both market dominance and sustained expansion, a testament to its enduring appeal in an ever-evolving consumer landscape.

- **Cash Cows**

Within Parle's extensive biscuit portfolio, esteemed brands such as KrackJack, Monaco, and Hide & Seek rightfully assume the coveted position of cash cows. These products epitomize the characteristics of a cash cow by maintaining a significant market share within a mature market. Renowned for their widespread recognition and consumer loyalty, these stalwart biscuits consistently generate substantial revenue and profit. What distinguishes cash cows is their capacity to thrive with minimal investment, as they have already solidified their presence in the market, requiring predominantly maintenance efforts for sustained growth. As dependable contributors to Parle's financial strength, these cash cows exemplify the balance between market share retention and financial efficiency.

- **Question Marks**

The category of question marks within Parle's diverse product lineup encompasses recently launched products or those holding a lower market share within rapidly expanding markets. A prime example of this category is Parle's venture into the health food segment with products such as Nutri Choice and Simply Good. Positioned in the nascent stages of their market presence, these products showcase promising growth potential. However, to fully unlock their market share and compete effectively, strategic investments are imperative. The question marks in Parle's portfolio demand careful consideration and targeted strategies to capitalize on emerging opportunities, navigate the competitive landscape, and elevate their standing to that of stars or cash cows in the future.

- **Dogs**

Products characterized by a low market share within mature and relatively stagnant markets are aptly categorized as dogs. Among Parle's offerings, confectionery brands such as Melody, Mango Bite, and Poppins align with this classification. Operating in markets where growth is constrained and competition is fierce, these products face significant challenges in expanding their market share. The dog category indicates that these products may have limited growth prospects due to the intense competition posed by other well-established players in the market. As part of Parle's portfolio analysis, addressing the challenges associated with these products may involve strategic repositioning, marketing initiatives, or a reassessment of their role within the broader product lineup.

**BCG Matrix**

Through a comprehensive examination of Parle's product portfolio using the BCG Matrix, we can extract invaluable insights into the strategic landscape of its diverse brands. Notably, iconic products like Parle-G emerge as stars, signifying high market share and substantial growth. Concurrently, established biscuit brands such as KrackJack and Monaco assume the position of cash cows, exemplifying consistent revenue generation within mature markets.

However, the BCG Matrix also highlights the presence of question marks, notably represented by Parle's foray into the health food segment with Nutri Choice and Simply Good. These products exhibit growth potential but necessitate careful strategic investments to enhance market share effectively.

On the other hand, confectionery brands like Melody, Mango Bite, and Poppins find themselves in the dog category, facing challenges of low market share in saturated markets with limited growth prospects.

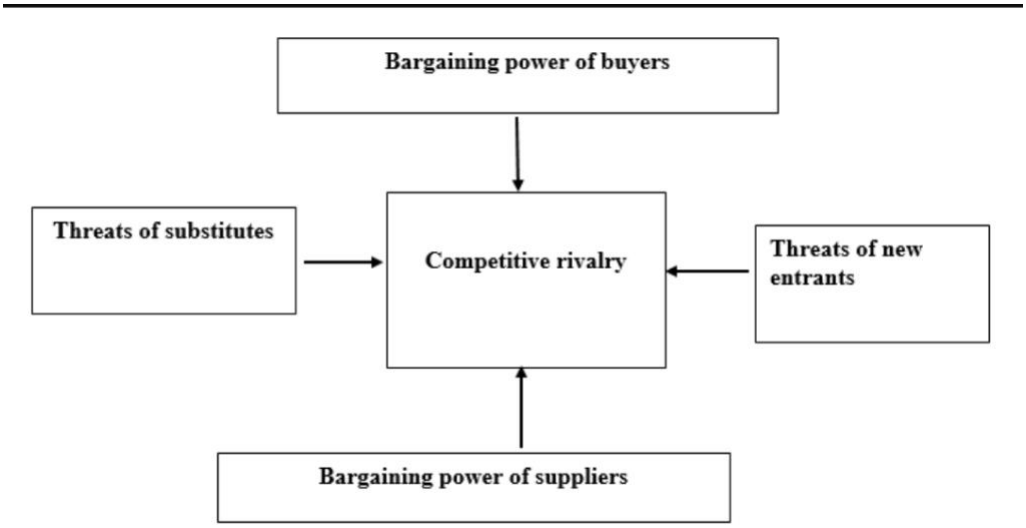
Harnessing the BCG Matrix proves to be a strategic imperative for Parle, operating as a guiding compass that enables the astute allocation of resources, meticulous prioritization of investments, and the formulation of highly effective strategies. This analytical tool serves as a robust framework, empowering Parle to adeptly navigate the dynamic and multifaceted landscape of the food and beverage industry. In essence, the BCG Matrix acts as a strategic navigator for Parle, assisting in the identification and categorization of its products into distinct quadrants – stars, question marks, cash cows, and dogs. This categorization provides a comprehensive overview of each product's relative market share and growth potential, thereby aiding in strategic decision-making.

For products positioned as stars, characterized by high growth potential and substantial market share, Parle can strategically allocate resources to nurture and capitalize on their upward trajectory. Question marks, representing products with uncertain market performance, prompt a strategic evaluation to determine the most effective course of action, whether it be further investment, strategic partnerships, or reconsideration. Cash cows, established products with high

market share and steady revenue generation, become focal points for efficient resource utilization and strategic maintenance. Meanwhile, products identified as dogs, with lower market share and growth potential, may necessitate reevaluation, restructuring, or potential phase-out to optimize the overall product portfolio.

**Porter Five Forces Analysis of Parle G:**

Utilizing this model enables Parle-G to assess the attractiveness of the industry and gain insights into its competitive stance within the market. The comprehensive analysis provided can serve as a foundation for strategically informed decision-making, offering opportunities to enhance Parle-G's performance and ensure sustained long-term survival in the dynamic business landscape.




## Threat of New Entrants

The threat of new entrants encompasses the potential challenges posed by fresh market participants to established players. When an industry exhibits high profitability and has low entry barriers, it becomes an attractive prospect for new entrants, thereby elevating the overall threat level. In essence, the ease of entering the industry directly influences the likelihood of new players entering the market, introducing a dynamic element to the competitive landscape.

**Several factors act as deterrents to the threat of new entrants for Parle-G:**

**1. Significant Capital and Resource Investment:** The industry demands substantial financial and resource commitments for entry. Moreover, a strong product differentiation strategy coupled with customers valuing unique experiences further diminishes the appeal for potential new players.

**2. Regulatory Challenges:** Parle-G benefits from a reduced threat when existing regulations pose formidable barriers to new entrants. Stringent and time-consuming regulatory requirements can dissuade some prospective players, acting as a protective shield for Parle-G in the market.

**3. Psychological Switching Costs:** The threat diminishes as the psychological switching cost for consumers rises. Established brands, like Parle-G, with a loyal customer base, make it challenging for new entrants to sway consumers away, ensuring a lower threat level.

**4. Restricted Access to Distribution Channels:** Access to distribution channels plays a pivotal role in deterring new entrants. If Parle-G maintains control or has exclusive arrangements with key distribution channels, it restricts the entry of potential competitors, thereby lowering the overall threat.

**Parle-G is susceptible to a heightened threat from new entrants under the following circumstances:**

**1. Favorable Regulatory Environment:** The threat intensifies if existing regulations facilitate the entry of new players, making it easier for competitors to navigate the regulatory landscape and enter the market.

**2. Weak Brand Loyalty:** High vulnerability emerges when consumers exhibit a propensity to easily switch between brands due to weak or nonexistent brand loyalty. In such cases, the market becomes more accommodating for new entrants seeking consumer acceptance.

**3. High Initial Capital Requirements:** The risk increases when a substantial initial capital investment is required for entry. The financial barrier becomes a significant hurdle, deterring potential competitors and influencing the overall threat level for Parle-G.

**4. Easy Establishment of Distribution Networks:** The threat escalates when building a distribution network is a straightforward process for new entrants. Access to distribution channels is a critical factor, and if easily attainable, it amplifies the challenge for Parle-G to maintain market exclusivity.

**5. Limited Retaliation from Incumbents:** If existing market players show minimal inclination for retaliatory actions against new entrants, the threat level rises. A lack of deterrents from competitors may encourage more players to enter the market, posing a heightened challenge to Parle-G.

**To mitigate the Threat of New Entrants, Parle-G can implement strategic measures:**

**1. Cultivating Brand Loyalty through CRM:** Parle-G can foster brand loyalty by focusing on robust customer relationship management (CRM) initiatives. Strengthening connections with customers enhances loyalty, thereby increasing psychological switching costs for consumers contemplating brand shifts.

**2. Establishing Long-Term Distributor Relationships:** Developing enduring contractual ties with distributors is crucial for broadening access to the target market. By securing stable and long-term relationships, Parle-G can fortify its distribution network, making it more challenging for new entrants to establish a foothold.

**3. Investing in Research and Development:** Allocating resources to research and development activities empowers Parle-G to gather valuable customer data. This data can be leveraged to identify market trends and preferences, enabling the introduction of innovative products and services. This commitment to innovation serves as a formidable differentiator, creating a unique value proposition and bolstering Parle-G against new market entrants.

## Threat of Substitute Products or services

Parle-G, along with other incumbents, faces a challenging competitive landscape due to the presence of substitute products or services. A pronounced substitute threat indicates that customers have the flexibility to turn to alternative offerings from different industries to fulfill their needs. The intensity of this threat for Parle-G is influenced by several factors that contribute to the overall competitive dynamics.

**The susceptibility to the Threat of Substitute Products or services heightens under the following conditions:**

1. **Availability of Cost-Effective Alternatives:** The threat escalates when a more economical substitute product or service is accessible from another industry. The affordability factor becomes a key driver, influencing customers to opt for alternatives that provide similar utility at a lower cost.

2. **Low Psychological Switching Costs:** The risk intensifies when the psychological barriers to switching from the current industry to substitute products are minimal. If customers encounter little resistance or attachment in transitioning, the likelihood of opting for substitute offerings increases, posing a significant challenge to Parle-G.

3. **Comparable or Superior Quality and Performance:** The threat becomes more pronounced when substitute products or services match or exceed the quality and performance standards set by Parle-G. Customers are more inclined to explore alternatives that offer an equivalent or superior experience, eroding the market share and competitive standing of Parle-G.

**Nevertheless, the Threat of Substitute Products or services diminishes significantly for Parle-G under the following circumstances:**

1. **High Switching Costs:** The threat is mitigated when the switching cost associated with adopting substitute products is elevated. This can result from both high psychological costs, where customers have strong brand loyalty or emotional ties to Parle-G, and higher economic costs, making the transition less financially appealing.

2. **Distinct Utility and Superior Quality:** The risk is reduced when customers cannot attain the same level of utility, particularly in terms of quality and performance, from substitute products compared to Parle-G's offerings. If Parle-G's products provide a unique value proposition that outshines alternatives, it reinforces customer loyalty and acts as a deterrent to the allure of substitute options.

**To address the Threat of Substitute Products or services, Parle-G can implement strategic measures:**

1. **Differentiation Communication:** Parle-G can mitigate the threat by clearly articulating the superior attributes of its products or services compared to substitutes. Emphasizing unique features and advantages reinforces the distinct value proposition offered by Parle-G.

2. **Enhanced Customer Experience and Value:** Providing a compelling customer experience and maximizing value for money are pivotal strategies. By consistently delivering a superior product and ensuring customers perceive high value, Parle-G strengthens its position in the market, making it less likely for customers to opt for substitutes.

3. **Building Loyalty for Higher Switching Costs:** Working on customer loyalty initiatives raises switching costs, both psychologically and economically. Loyalty programs, personalized services, and exclusive offers can foster a sense of commitment among customers, making them less inclined to explore substitute products.

4. **Continuous Quality Improvement:** Parle-G can proactively enhance the quality of its products, ensuring they surpass the standards set by substitute offerings. Maximizing value for money and continually improving quality establishes a strong differentiation basis, making it more challenging for customers to find comparable alternatives.

### Rivalry among existing firms

The intensity of Rivalry among existing firms signifies the level of competition Parle-G encounters. A high level of rivalry implies that Parle-G faces formidable pressure from competing firms, potentially constraining each other's growth prospects. In such environments, profitability tends to be low, driven by aggressive targeting and pricing strategies employed by

firms against one another. This heightened competition creates a challenging landscape where companies vie fiercely for market share, often at the expense of profit margins. In this intensely competitive landscape, companies find themselves engaged in a relentless battle for market share, a dynamic that often unfolds with an inherent trade-off involving profit margins. The heightened level of competition underscores the cutthroat nature of contemporary markets, where businesses navigate a challenging terrain to secure and expand their slice of the market pie.

**The degree of Rivalry among existing firms diminishes for Parle-G under the following conditions:**

**1. Limited Market Players:** Rivalry tends to be low when there are only a limited number of competitors in the market. A more consolidated landscape reduces direct competition, allowing Parle-G to operate with relative ease.

**2. Fast Industry Growth:** A rapidly growing industry contributes to lower rivalry, as ample opportunities for expansion exist. In such dynamic environments, firms may focus more on capturing new market share than engaging in intense competition with existing players.

**3. Clear Market Leadership:** Low rivalry is often associated with a clear market leader. When one firm dominates the market, it establishes a degree of stability and reduces the competitive pressure faced by others, including Parle-G.

**4. Highly Differentiated Products:** If products are highly differentiated, and each market player targets distinct sub-segments, the competition becomes more collaborative than combative. This differentiation minimizes direct conflicts and fosters a coexistence where each player caters to specific consumer needs.

**5. High Economic/Psychological Switching Costs:** The threat of rivalry decreases when economic and psychological switching costs for consumers are high. If customers face significant barriers to shifting preferences or brands, the intensity of competition among existing firms, including Parle-G, diminishes.

**6. Low Exit Barriers:** Low exit barriers allow firms to easily leave the industry without incurring substantial losses. This flexibility reduces the pressure to compete aggressively, as firms can strategically exit if market conditions become unfavorable.

Likewise, certain factors heighten the Rivalry among existing firms for Parle-G. For instance, the company encounters intense competition when market players exhibit strategic diversity and target the same market segment. The rivalry escalates further if customer loyalty to existing brands is weak, making it easier for competitors to attract each other's customers due to low switching costs. In scenarios where competitors are of equal size, offer undifferentiated products, and operate in an industry with slow growth, the adoption of aggressive strategies becomes commonplace, intensifying the competition among them. These factors collectively underscore the significance of Rivalry among existing firms as a prominent strategic concern for Parle-G.

**To effectively address the challenges posed by the Rivalry among existing firms, Parle-G can implement a comprehensive strategy:**

1. **Understanding Implicit Customer Needs:** Parle-G must prioritize a thorough understanding of the implicit needs and expectations of its customers. By delving into unspoken preferences, the company can refine its products and services, fortifying its differentiation basis in the market.

2. **Elevating Switching Costs through Customer Relationships:** Developing and nurturing long-term customer relationships is paramount. By fostering loyalty and engagement, Parle-G can establish a robust barrier that heightens switching costs for consumers. This strategic move reduces the likelihood of customers easily migrating to competitors, contributing to the mitigation of rivalry.

3. **Strategic Investment in Research and Development:** Parle-G should commit resources to proactive research and development activities. This approach enables the company to stay ahead of industry trends, identify emerging customer segments, and introduce innovative products and services that resonate with evolving consumer preferences. Such agility positions Parle-G as a market leader, diminishing the impact of rivalry.

4. **Exploring Collaborative Opportunities:** In certain scenarios, collaboration with competitors can yield mutual advantages. Parle-G should assess opportunities for strategic partnerships or alliances that foster synergies, whether through shared resources, joint ventures, or market expansion initiatives. This collaborative approach not only diversifies potential risks but also promotes a more cooperative industry dynamic, mitigating the adversarial effects of rivalry.

By focusing on customer needs, cultivating strong relationships, investing in innovation, and considering collaborative opportunities, Parle-G can navigate the complexities of Rivalry among existing firms with a strategic and adaptive approach.

## Bargaining Power of Suppliers

The Bargaining Power of Suppliers, as delineated in the Porter Five Forces model, denotes the influence suppliers wield over business organizations. This influence manifests through various tactics, such as limiting product availability, diminishing quality, or escalating prices. When suppliers command substantial bargaining power, it imposes costs on buyers, particularly business organizations like Parle-G.

The ramifications of heightened supplier bargaining power extend beyond individual costs for buyers; they also contribute to increased competition within the industry. This intensified competition, coupled with the potential for higher prices or reduced quality, can diminish the profitability and growth prospects for companies like Parle-G. The adverse impact underscores

the strategic significance of managing and negotiating effectively with suppliers to maintain a favorable business environment.

Conversely, when suppliers possess weak bargaining power, the industry becomes more appealing. This is attributed to the potential for higher profitability and greater growth opportunities, as businesses like Parle-G can navigate with more control over costs and product quality. Recognizing the dynamics of supplier power, whether strong or weak, becomes crucial for shaping the competitive landscape and strategic positioning within the industry.

**The Bargaining Power of Suppliers is likely to be elevated for Parle-G under the following conditions:**

1. **Geographic Concentration and Supplier Dominance:** If suppliers are concentrated in a specific region, surpassing the concentration of their buyers, the bargaining power tends to be high. This is especially pronounced when suppliers have a dominant presence in the region.

2. **High Switching Costs for Buyers:** The bargaining power increases when the cost to switch from one supplier to another is high for buyers, often due to existing contractual relationships. This scenario strengthens the position of suppliers, making it more challenging for Parle-G to explore alternative sources.

3. **Limited Suppliers with High Demand:** When the number of suppliers is limited, and there is substantial demand for their products, it empowers suppliers in negotiations. The scarcity of suppliers amplifies their influence over Parle-G.

4. **Suppliers' Forward Integration:** If suppliers engage in forward integration, entering the market as competitors, it weakens Parle-G's position. This dual role creates a scenario where suppliers not only provide goods but also compete directly with Parle-G, enhancing their bargaining power.

5. **Lack of Buyer Knowledge and Price Sensitivity:** Parle-G's vulnerability increases if the organization lacks market knowledge, isn't well-educated about supplier dynamics, and demonstrates low price sensitivity. This lack of understanding strengthens suppliers' positions in negotiations.

**Additional factors contributing to heightened supplier bargaining power include:**

- High product differentiation offered by suppliers.

- Parle-G accounting for only a small proportion of suppliers' overall sales.

- Unavailability of substitute products, limiting Parle-G's options and reinforcing supplier influence in negotiations.

**On the flip side, Parle-G is likely to experience reduced bargaining power from suppliers when:**

1. **Supplier Dispersion:** Suppliers are dispersed rather than concentrated in specific regions, diminishing their collective influence.

2. **Low Switching Costs:** The cost to switch from one supplier to another is minimal, providing Parle-G with the flexibility to explore alternative sources without significant hurdles.

3. **Undifferentiated Product:** The product lacks distinct differentiation, leading to increased competition among suppliers and limiting their ability to exert significant bargaining power.

4. **Availability of Substitute Products:** Substitute products are readily available, offering Parle-G viable alternatives and diminishing the dependence on any single supplier.

5. **Parle-G's Price Sensitivity and Market Knowledge:** Parle-G exhibits high price sensitivity and possesses comprehensive market knowledge, allowing for informed negotiations and reducing the impact of supplier influence.

6. **Absence of Forward Integration Threats:** There is no looming threat of forward integration by suppliers, ensuring they remain dedicated to their role as providers without encroaching on Parle-G's market space.

In summary, a combination of factors, including dispersed suppliers, low switching costs, product standardization, substitute availability, Parle-G's pricing awareness, and the absence of forward integration threats, collectively works to curtail the bargaining power of suppliers for Parle-G.

**To effectively address the Bargaining Power of Suppliers, Parle-G can implement strategic measures:**

1. **Diversification of Suppliers:** Parle-G can bolster its position by reducing dependency on a single or a limited number of suppliers. Diversifying the supplier base not only

mitigates the influence of individual suppliers but also enhances Parle-G's price sensitivity, providing more negotiation leverage.

2. **Long-Term Contractual Relationships:** Developing long-term contractual relationships with suppliers from various regions is pivotal. This not only diminishes the bargaining power of suppliers but also contributes to improving supply chain efficiency. Strengthening ties with suppliers through contracts fosters a sense of partnership, aligning their interests with those of Parle-G.

3. **Exploring Alternate Production Methods:** If product demand is substantial and Parle-G possesses the necessary competencies and expertise, exploring alternative ways of producing the product can be viable. However, a detailed cost-benefit analysis is imperative to determine the feasibility of such alternatives. This approach provides Parle-G with more control over its supply chain and reduces vulnerability to supplier bargaining power.

4. **Product Redesign and Diversification:** Redesigning products and diversifying product lines can be instrumental in diminishing suppliers' power in the market. By introducing variations or entirely new products, Parle-G expands its options, making it less reliant on specific suppliers and thereby reducing their bargaining influence.

In summary, Parle-G can navigate the challenges posed by the Bargaining Power of Suppliers through a combination of diversification, long-term relationships, exploring alternative production methods, and strategic product redesign and diversification. These measures collectively contribute to fortifying Parle-G's position and maintaining a more favorable balance in supplier negotiations.

## Bargaining Power of Buyers

The Bargaining Power of Buyers underscores the influence customers wield on business organizations, compelling them to provide high-quality products at reasonable prices coupled with exceptional customer service. This dynamic force directly shapes Parle-G's capacity to achieve its business objectives.

A robust buyer bargaining power can erode profitability, intensify competition within the industry, and significantly impact Parle-G's market standing.

Conversely, a scenario where buyer power is weak contributes to a less competitive industry landscape. This weakened influence enhances the profitability and growth opportunities for Parle-G. The ability to dictate terms and influence pricing, product quality, and service levels places significant importance on understanding and managing buyer power in the market. The

delicate balance between meeting customer expectations and preserving the organization's profitability underscores the strategic considerations that Parle-G must navigate in response to varying degrees of buyer bargaining power.

**Several factors contribute to the escalation of buyers' bargaining power:**

1. **Concentrated Customer Base:** A more concentrated customer base amplifies their bargaining power against Parle-G, as the impact of their collective decisions becomes more pronounced.

2. **Few Buyers and Numerous Sellers:** If there are few buyers in comparison to a multitude of sellers (business organizations), buyer power is elevated. This scenario gives buyers greater influence over negotiations due to the abundance of available sellers.

3. **Low Switching Costs:** The bargaining power of buyers increases when switching costs, both economic and psychological, are low. Reduced impediments to changing suppliers empower buyers to explore alternative options easily.

4. **Corporate Customers' Backward Integration:** In the case of corporate customers, their capacity for backward integration strengthens their market position. Backward integration signifies buyers' capability to produce products internally rather than relying on external suppliers like Parle-G.

5. **Consumer Traits – Price Sensitivity, Market Knowledge, and Volume Purchases:** Buyers' bargaining power surges when consumers exhibit high price sensitivity, possess extensive market knowledge, and engage in purchasing standardized products in large volumes. These factors collectively provide buyers with more leverage in negotiations, influencing pricing and terms.

**Several factors contribute to the reduction of buyers' bargaining power:**

1. **Geographically Dispersed Customer Base:** The bargaining power of buyers diminishes when the customer base is geographically dispersed, indicating lower customer concentration. A widespread customer distribution lessens their collective influence, providing Parle-G with more negotiating stability.

2. **Inability to Integrate Backwards:** Buyers' power decreases when customers lack the ability to integrate backward. The absence of backward integration diminishes their capacity to produce products internally, reinforcing their reliance on suppliers like Parle-G.

3. **Low Price Sensitivity:** Buyers exhibit reduced bargaining power when they display low price sensitivity. This implies that they are less inclined to leverage price considerations in negotiations, allowing for a more stable pricing environment for Parle-G.

4. **Lower Market Knowledge:** The bargaining power of buyers is curtailed when they have lower market knowledge. Limited understanding of market dynamics makes it challenging for buyers to assert strong negotiating positions, contributing to a more favorable landscape for Parle-G.

5. **High Switching Costs:** Buyers' ability to negotiate decreases when switching costs, both economic and psychological, are high. Elevated switching costs discourage buyers from exploring alternative suppliers, providing Parle-G with greater stability in maintaining customer relationships.

6. **Customized Products in Small Volumes:** The bargaining power of buyers diminishes when they purchase custom-made products in small volumes. This scenario suggests a niche or specialized market, reducing the availability of comparable alternatives and reinforcing the stability of negotiations for Parle-G.

7. **To address the Bargaining Power of Buyers, Parle-G can employ strategic initiatives:**

1. **Customer Base Expansion and Diversification:** Parle-G can mitigate buyer power by expanding and diversifying its customer base. This involves introducing new products, targeting untapped market segments, and implementing product diversification strategies. These endeavors contribute to a broader and more varied clientele.

2. **Marketing and Promotional Strategies:** Implementing effective marketing and promotional strategies enhances Parle-G's visibility and appeal to a wider audience. This increased market presence can positively influence buyer perceptions, potentially reducing their bargaining power.

3. **Building Customer Loyalty through Innovation:** By embedding innovation in products and providing an excellent customer experience, Parle-G can foster customer loyalty. Loyalty initiatives contribute to higher switching costs for buyers, making them less inclined to explore alternatives and thereby diminishing their bargaining power.

4. **Strategic Competitive Positioning:** Adopting these strategies collectively strengthens Parle-G's competitive positioning in the market. By continually innovating, expanding the customer base, and fostering loyalty, Parle-G not only mitigates the impact of buyer bargaining power but also enhances its overall market standing.

The practical application of Porter's Five Forces model serves as a powerful tool for organizations, empowering them to make astute strategic decisions in real-world business scenarios. The relevance and impact of each of the five forces are intricately linked to the specific context in which an organization operates. By employing the Five Forces analysis, Parle-G not only acquires the ability to assess the attractiveness of the industry but also gains valuable insights for making well-informed decisions regarding market entry or exit. This strategic framework enables Parle-G to evaluate how these forces not only influence their own business but also shape the competitive landscape with respect to their rivals.

Furthermore, a deep dive into the dynamic analysis of Porter's Five Forces model unveils critical insights for Parle-G, furnishing essential information that goes beyond a static understanding of market forces. This comprehensive understanding empowers Parle-G to navigate the ever-changing business landscape with agility. Armed with these insights, Parle-G can make proactive adjustments to their strategic approach, ensuring resilience in the face of evolving market conditions.

In essence, the practical application of Porter's Five Forces model equips Parle-G with a strategic compass, enabling them to navigate the intricacies of the business environment. By leveraging this analytical framework, Parle-G is not only positioned to make informed decisions about market dynamics but also gains the foresight to adapt and thrive in an ever-shifting competitive landscape.

# Chapter 5

# Review of Literature

- Nandy, Mithun, and Soma Sinha Roy explored the influence of digital marketing on marketing communication within a Fast Moving Consumer Goods (FMCG) company. Their study, published in the International Journal of Electronic Business on January 1, 2023, delves into the subject, providing evidence and insights. The research, which spans from pages 320 to 345, offers valuable observations regarding the impact of digital marketing strategies in the context of the FMCG industry. For more details, the complete article can be accessed through https://doi.org/10.1504/ijeb.2023.132191, with the publication date of August 12, 2023.
  This article presents a research case examining the evolution of Parle-G's marketing communication from traditional to digital methods. Covering the marketing journey of Parle-G from 1982 to 2021, the case study illustrates the brand's innovative approach to marketing communication in the FMCG sector, particularly in emerging markets like India. Notably, the study reveals a shift towards digital marketing strategies by Parle-G from 2016 to 2021, reflecting its commitment to align with contemporary communication trends. The research identifies a significant paradigm shift in Parle-G's marketing

communication model, emphasizing the establishment of a digital connection between the consumer and the organization through strategic implementation of digital marketing initiatives.

- Shyam and Basha, in their 2023 study published in the AMBER – ABBS Management Business and Entrepreneurship Review, delve into the intricate process of building brand equity through consumer engagement. The research unfolds the compelling case of Parle-G, elucidating the factors contributing to its remarkable success in the Indian market. Published in Volume 14, Issue 1, the article not only explores the theoretical aspects of brand equity development but also draws practical insights from the specific strategies employed by Parle-G. The findings are detailed across pages 34 to 38, offering a comprehensive understanding of how consumer interactions play a pivotal role in shaping and sustaining brand equity. For those interested in the dynamics of brand success, the complete study is accessible via https://doi.org/10.23874/amber/2023/v14/i1/220791.

  In today's dynamic business landscape, companies grapple with the formidable challenge of remaining relevant and enduring in the fiercely competitive marketplace. The Indian food industry, particularly the biscuit segment, has experienced substantial growth, prompting marketers to devise strategies that elevate brand value. According to Blue Weave Consulting's market research report, the Indian Biscuits Market exhibited a robust CAGR of 12.4%, reaching USD 5,151.2 Million in 2020 and is projected to hit USD 11,792.3 Million by 2027.

  With heightened consumer demand fueling profits, brands like Parle-G, Britannia, SunFeast, Priya Gold, Horlicks, Biskfarm, and others vie for market share and consumer allegiance. Amidst this competition, establishing a competitive edge and becoming the preferred choice demands a concerted focus on building brand equity.

- In 2009, Nadia Chauhan assumed the roles of Chief Marketing Officer (CMO) and Joint Managing Director (JMD) at Parle Agro, having previously served as a brand manager for Frooti since 2003 under the guidance of her father, Prakash Chauhan. Demonstrating remarkable leadership, Chauhan played a pivotal role in doubling Parle Agro's turnover to INR 50 billion between 2012 and 2017. Following this success, she ambitiously set a target to replicate this achievement by 2022, aiming for annual revenues of INR 100 billion and establishing dominance in the beverage segment within five years.
  Despite facing challenges from major multinational beverage companies entering the Indian market, Chauhan recognized the opportunity to capitalize on changing consumer preferences for healthy fruit drinks across various categories. Fast forward to 2019, she found herself at a crossroads, contemplating whether Parle Agro should steadfastly pursue the INR 100 billion target, scale it up, or adopt a more conservative approach.

On April 10, 2019, Nadia Chauhan, serving as the Chief Marketing Officer (CMO) and Joint Managing Director (JMD) at Parle Agro Private Limited, presented a crucial question to her senior leadership team. Encouraged by the substantial success witnessed from 2012 to 2017, during which Parle Agro's turnover soared to over INR 50 billion, Chauhan ambitiously aimed to replicate this achievement, reaching the significant milestone of INR 100 billion in revenue by 2022. Her vision was to position the company as the leading player in the beverage industry in the country.
Fast forward two years, and with industry dynamics, evolving consumer preferences, and the influx of new players, Chauhan found herself contemplating whether to maintain unwavering commitment, upscale the goal, or adopt a more conservative approach in the pursuit of achieving the INR 100 billion revenue target set in 2017.

- The BCG Matrix analysis of Parle's product strategy, discussed by the IT team, can be found on Know It. The article, accessed on February 24, 2024, offers a strategic perspective on Parle's positioning in the market. To read more, visit knowitall.in/analyzing-parle-with-the-bcg-matrix-a-strategic-perspective/?expand_article=1.
  Examining Parle's array of products through the BCG Matrix offers us valuable insights into the strategic positioning of its diverse brands. Parle-G stands out as a star, positioned for high growth and market share, while certain biscuit brands serve as cash cows, generating consistent revenue. However, there are also question marks and dogs present in their product portfolio, necessitating focused attention and strategic planning. The application of the BCG Matrix empowers Parle to strategically allocate resources, prioritize investments, and craft effective strategies. This strategic approach is pivotal for sustaining growth and securing a competitive advantage in the dynamic landscape of the food and beverage industry.

- Aditya Shastri provides a thorough SWOT analysis of Parle, enhancing our understanding of the company's strengths, weaknesses, opportunities, and threats. Accessing this insightful examination, available on IIDE's platform, dated November 19, 2021, through the link iide.co/case-studies/swot-analysis-of-parle/, incorporates informative infographics to visually represent the key findings. Shastri's comprehensive exploration delves into the intricacies of Parle's internal and external factors, shedding light on its competitive landscape. This resource proves invaluable for those seeking a nuanced understanding of Parle's strategic position in the market.
  In conclusion, Parle, as the oldest and most successful company in India, has been consistently delivering products, services, and flavors that have brought joy to people for decades. However, upon examining the company's weaknesses, it becomes evident that introducing fresh product variations and innovating to meet evolving consumer preferences is imperative. By embracing change and offering new and exciting options to

customers, Parle can effectively navigate the challenges posed by emerging competition in the market, ensuring its continued success and relevance in the ever-evolving business landscape.

- Explore the comprehensive marketing strategy analysis of Parle in 2024, presented exclusively by Xaif on IIDE's platform. This in-depth examination, available since March 7, 2023, offers valuable insights into Parle's strategic approach in the dynamic market. To delve deeper into the intricacies of Parle's marketing strategy, access the article through the link iide.co/case-studies/marketing-strategy-of-parle/. Stay informed and stay ahead in the evolving landscape of brand marketing.
  In summary, this Parle casle study highlights the brand's remarkable success and the substantial trust it enjoys among consumers, solidifying its position as a prominent brand in India. To sustain and enhance this success, it is advisable for the brand to diversify its product offerings by introducing innovative products and variants into the market. Currently, the company heavily relies on the goodwill revenue generated from the iconic Parle-G biscuit, emphasizing the need for strategic expansion and product diversification to ensure long-term viability. Despite the enduring popularity of Parle products over the years, adapting to changing market dynamics remains crucial for continued growth.

- Rahul Gupta provides an in-depth analysis of Parle's marketing strategy in his article titled "Detailed Marketing Strategy of Parle – 2023 Update," published on Cannibals Media on December 7, 2022. For further insights into the subject, you can access the full article at cannibals.digital/marketing-strategy-of-parle/#Related_posts. As of today, on February 24, 2024, the information remains relevant and valuable for those interested in understanding Parle's marketing approach.
  In conclusion, the efficacy of a company or brand's outreach to audiences hinges on the implementation of a well-crafted marketing strategy. Parle, a brand with roots in India, has not only established itself as one of the most dependable names domestically but has also successfully expanded its services to international locations.
  To thrive in the ever-evolving marketplace, it is imperative for entities to stay abreast of technological advancements and employ strategic approaches. Parle's commendable standing in the Fast-Moving Consumer Goods (FMCG) industry serves as a testament to its adept utilization of such principles, solidifying its position as a formidable brand.

- Amisha Sharma explores how Parle Products shifts its focus towards prioritizing causes over traditional advertising in her article titled "Parle Products Prioritises Causes over Traditional Advertising," published on BW Marketing World on May 24, 2023. For a more in-depth understanding of this strategic shift, you can access the full article at www.google.com/amp/s/bwmarketingworld.businessworld.in/amp/article/Parle-Products-Prioritises-Causes-Over-Traditional-Advertising/24-05-2023-477714. As of February 24,

2024, the information remains pertinent, shedding light on Parle's innovative approach in the realm of advertising.

Parle-G goes beyond conventional advertising; instead, they actively champion causes. An illustrative instance is the renowned jingle, 'roko mat toko mat,' performed by Piyush Mishra and penned by Gulzar. This jingle conveys a compelling message, encouraging children to explore and embrace new experiences, fostering their potential.

Addressing the impact of the Covid-19 pandemic, Shah observed a notable shift in Parle's communication strategy. The prolonged isolation prompted a change, with the current Parle-G messaging centering around the themes of sharing and assisting others. Shah emphasizes the belief that true brilliance emerges when individuals bring joy to others. This article is published on BW Marketing World on May 24, 2023.

- Shivakanth Shetty and co-authors delve into the evolution of Parle Products in their comprehensive study titled "Parle Products: The Journey of Budget Brand toward Premiumization," published in Business Perspectives and Research on June 1, 2020. This insightful research, available at https://doi.org/10.1177/2278533720923519, thoroughly explores the transformation of Parle from a budget-oriented brand to one embracing premiumization. The article, spanning from page 159 to 181, provides valuable perspectives on the strategies and factors contributing to this significant shift in Parle's brand positioning.

  Parle Products stands as a trailblazer in the biscuit and confectionery sector in India, with a legacy dating back to its establishment in 1929. Synonymous with qualities of quality, nutrition, taste, and affordability, Parle has amassed a diverse portfolio of over 40 brands across various product categories. The resounding success of the iconic Parle-G has solidified the association of the mother brand, Parle, with values of affordability and quality, establishing itself as a dominant player in the value segment.

  While industry counterparts like Britannia and Indian Tobacco Company (ITC) have positioned themselves in premium segments, Parle Products maintains its identity as an accessible and budget-friendly brand among the Indian masses. Recognizing the evolving preferences of a new generation of consumers inclined towards premium biscuits, Parle Products introduced the new division, Parle Platina, in 2017. However, transitioning from a "value" or "budget" brand to luxury and premium categories poses challenges, given the entrenched perception of Parle as a value brand among the masses.

  This transformation becomes particularly challenging in the context of the highly fragmented, competitive, and price-sensitive Indian biscuit market. Parle Products faces the dilemma of finding the delicate balance between catering to the mass market, where its strength lies, and tapping into the premium demographic that is currently underserved.

Navigating this fine line presents a formidable challenge in the dynamic landscape of the Indian biscuit market.

- Virendra Singh delves into the intricacies of the marketing strategy employed by Parle Company in his academic work titled "MARKETING STRATEGY of PARLE COMPANY in the Partial Fulfillment for Bachelors of Management Studies (BMS) SUBMITTED BY." This comprehensive document, available on academia.edu at www.academia.edu/30071571/MARKETING_STRATEGY_OF_PARLE_COMPANY_In_the_partial_fulfillment_for_Bachelors_of_Management_Studies_BMS_SUBMITTED_BY?auto=download, serves as a valuable resource.
  Published on February 27, 2017, this work not only explores the marketing strategies of Parle but also contributes to the academic discourse on business management studies. It is a testament to the depth of analysis and research undertaken by Singh, providing insights into Parle's approach to marketing in the realm of Management Studies. As of February 24, 2024, this source remains accessible for those seeking a detailed understanding of Parle Company's marketing strategies and their application in the context of Bachelors of Management Studies.
  In wrapping up my project, it's crucial to emphasize that a comprehensive marketing strategy encapsulates the 7 Ps, namely product, process, people, physical evidence, promotion, price, and place. These elements collectively form the bedrock of any effective marketing approach. Devoid of these components, a holistic marketing strategy is unattainable, underscoring their pivotal role in the overall framework.
  At its core, marketing strategy revolves around the intricate orchestration of these facets to promote a product successfully. Within this marketing mix, the active involvement of sellers, retailers, buyers, and wholesalers assumes paramount significance, contributing to the dynamic interplay that defines the marketing landscape.
  The scope within the realm of marketing strategy is extensive, offering opportunities for innovation and adaptation. A testament to the profitability achievable through adept marketing strategies is evident in the success story of Parle Company. This organization has not only reaped substantial profits by marketing its products in India but has also ventured successfully into foreign markets. The case of Parle exemplifies the transformative power of a well-crafted marketing strategy in driving success both domestically and on the global stage.

- The source "PARLE Black Book" authored by Micnoah, available in PDF format, delves into topics such as the Null Hypothesis and the Retail sector. This document can be found on Scribd, and it was last accessed on February 26, 2024. For more details, you can visit the provided link: [PARLE Black Book](www.scribd.com/document/430924934/PARLE-Black-Book).

In summary, the essence of marketing strategy revolves around the 4Ps: product, place, promotion, and price. These components are indispensable for any effective marketing approach. Marketing strategy is fundamentally centered on promoting a product, and within this marketing mix, sellers, retailers, buyers, and wholesalers each contribute significantly. The realm of marketing strategy offers ample opportunities for exploration. Notably, Parle Company has garnered substantial profits by strategically marketing its products in both domestic and international markets.

- The document titled "Project on Marketing Study of Parle," authored by Payal Awere, offers insights into the marketing strategies employed by Parle. This project, dated April 22, 2014, is accessible on SlideShare via the link: [Project on Marketing Study of Parle](https://www.slideshare.net/Payalawere/project-on-marketing-study-of-parle). Explore the comprehensive analysis and findings presented by Payal Awere in her examination of Parle's marketing dynamics.

  In conclusion, the foundation of marketing strategy lies in the 4Ps: product, promotion, price, and place. These elements are integral, forming the cornerstone of successful marketing endeavors. Within this marketing mix, sellers, retailers, buyers, and wholesalers each play a vital role, underscoring their significance in the overall strategy. Parle, through strategic marketing efforts, has reaped substantial profits both domestically and internationally.
  It is evident that Parle emerges as the top choice for customers and retailers, encompassing both organized and unorganized sectors, owing to its competitive pricing and strong brand image. The Parle Biscuit brands, including Parle-G, Monaco, Krackjack, Marie Choice, and Hide and Seek, command a global presence with a compelling appeal among consumers. Parle-G, in particular, has achieved the distinction of being the "world's largest selling biscuit," a testament to the success of Parle's global marketing endeavors.

## Chapter 6

## Research Methodology

Crafting the research methodology chapter for a marketing study of Parle involves providing an exhaustive overview of the methodologies and techniques utilized in the collection and analysis of data. This intricate process serves as the foundation for deriving meaningful insights and drawing informed conclusions within the realm of marketing research.

**Introduction**:

The research methodology chapter serves as the cornerstone of this study, providing a omprehensive framework that delineates the approach undertaken to investigate and analyze the marketing dynamics of Parle. Delving into the intricacies of the chosen methodology, this section elucidates the rationale behind the methodological choices, emphasizing their relevance and alignment with the unique nuances characterizing Parle's marketing landscape.

**Reasoning Behind Chosen Methodology:**

The chosen research methodology emanates from a meticulous consideration of the distinctive features inherent in Parle's marketing environment. A blend of qualitative and quantitative methods is adopted to ensure a holistic understanding of the brand's strategies, consumer perceptions, and market positioning.

The utilization of qualitative methods, such as in-depth interviews and focus group discussions, is aimed at capturing nuanced insights into consumer preferences, perceptions, and the emotional connection with Parle's products. This qualitative layer enriches the study by providing a deeper understanding of the subjective aspects influencing consumer behavior.

Complementing this qualitative dimension, quantitative methods like surveys and data analysis are employed to quantify market trends, measure brand performance, and validate broader patterns identified through qualitative exploration. By amalgamating these two approaches, the research aims to achieve a robust and well-rounded analysis that goes beyond surface-level observations.

Furthermore, the decision to incorporate case studies within the methodology stems from the need to contextualize theoretical frameworks within the practical realities of Parle's marketing strategies. Examining specific instances of marketing campaigns, product launches, or market responses provides invaluable insights into the brand's decision-making processes and their outcomes.

In essence, the chosen methodology is a deliberate and strategic selection crafted to address the intricacies of Parle's marketing dynamics. By aligning research methods with the specific context of the brand, this approach seeks to unravel meaningful patterns, ensuring the study's findings are both insightful and applicable to the real-world challenges and opportunities faced by Parle in the dynamic FMCG landscape.

**Comprehensive Research Design Overview:**

The research design employed in this study meticulously aligns with the overarching objectives, aiming for a nuanced exploration of Parle's marketing dynamics. Striking a delicate balance

between flexibility and structure, the design encompasses elements of exploratory, descriptive, and explanatory approaches to comprehensively unravel the intricacies of the brand's marketing strategies.

**Exploratory Element:**

The research embarks on an exploratory journey to delve into uncharted territories within Parle's marketing landscape. Utilizing qualitative methods such as in-depth interviews and focus group discussions, this phase seeks to unearth novel insights, identify emerging trends, and explore the emotional connections consumers forge with Parle's products. By embracing an exploratory stance, the research lays the foundation for a deeper understanding of the subjective elements shaping consumer behavior and brand perception.

**Descriptive Component:**

Complementing the exploratory phase, a descriptive approach is adopted to paint a detailed picture of Parle's market positioning, consumer demographics, and the impact of its marketing strategies. Surveys and data analysis play a pivotal role in quantifying market trends, measuring consumer preferences, and providing a structured overview of the brand's performance. This descriptive layer enhances the study's ability to present a clear snapshot of Parle's current market standing and consumer dynamics.

**Explanatory Emphasis:**

To decipher the cause-and-effect relationships inherent in Parle's marketing outcomes, an explanatory approach is strategically integrated. Case studies are meticulously examined, shedding light on specific instances of marketing campaigns, product launches, and market responses. This explanatory layer enriches the research by offering insights into the rationale behind Parle's strategic decisions and their subsequent impact on brand perception and market share.

**Alignment with Study Objectives:**

The chosen research design is intricately woven to align seamlessly with the study's objectives. The exploratory facet fosters a deep understanding of nuanced aspects, the descriptive component ensures a structured overview of market dynamics, and the explanatory emphasis unravels the causal relationships between Parle's strategies and their outcomes. This holistic approach ensures that the research design is not only methodologically robust but also intrinsically connected to the specific goals of comprehensively analyzing Parle's marketing landscape. By embracing a multifaceted design, the study aims to yield insights that transcend the surface, contributing to a nuanced understanding of Parle's marketing strategies within the dynamic FMCG sector.

**Data Collection:**

Data collection is a meticulous and well-thought-out process wherein researchers systematically gather all pertinent information essential to their study. Serving as the bedrock of market research, data is a critical component that informs insights and shapes the outcomes of the research endeavor. These factual details, constituting data, can be procured from diverse sources, enhancing the comprehensiveness and depth of the research. The classification of data involves the following key categories:

**Key Categories in Data Classification:**

The classification of data is an essential step in organizing the wealth of information gathered during the research process. This categorization allows for a systematic and structured approach to data analysis. The key categories involve:

1. **Qualitative Data:** Encompassing non-numerical information, qualitative data provides rich insights into attitudes, behaviors, and perceptions. It is often derived from open-ended questions in interviews or qualitative research methods like content analysis.

2. **Quantitative Data:** Representing numerical information, quantitative data allows for statistical analysis and measurement. Surveys, experiments, and structured observations are common methods for collecting quantitative data, offering a basis for numerical comparisons and statistical inferences.

3. **Primary Data:** Information collected firsthand directly from original sources constitutes primary data. This category includes data obtained through surveys, interviews, and observations tailored specifically for the current research study.

4. **Secondary Data:** Drawing from existing sources, secondary data involves information already compiled by others. This can include industry reports, market studies, and previously published research, providing additional context and historical perspectives.

By classifying data into these categories, researchers create a framework that facilitates a systematic exploration of both qualitative and quantitative dimensions, ensuring a comprehensive and nuanced analysis of the research objectives. This meticulous approach to data collection contributes significantly to the robustness and validity of the overall research findings.

**Primary Data Collection:**

Primary data collection for Parle involves gathering firsthand information directly from sources within the company or from targeted respondents. Here's a hypothetical approach to primary data collection for Parle:

**1. Surveys and Questionnaires:**

- Designing structured surveys and questionnaires to be distributed among consumers, distributors, and retailers.

- Focusing on aspects such as product preferences, satisfaction levels, and feedback on marketing strategies.

**2. In-depth Interviews:**

- Conducting in-depth interviews with key stakeholders within Parle, including members of the marketing team, product development, and sales.

- Exploring insights into marketing strategies, product positioning, and future plans.

**3. Observation:**

- Employing observational methods to witness consumer behavior in real-world settings, such as retail outlets.

- Gaining insights into consumer interactions with Parle products and competitor products.

**4. Focus Groups:**

- Organizing focus group discussions with diverse participants to delve into specific marketing-related topics.

- Extracting qualitative insights into brand perception, advertising effectiveness, and consumer preferences.

**5. Field Trials:**

- Implementing field trials for new or modified products to gauge consumer reactions and preferences.

- Assessing factors like taste, packaging, and overall appeal in real-world scenarios.

**6. Feedback Forms:**

- Implementing feedback forms at various touchpoints, such as on Parle's official website or through mobile applications.

- Encouraging consumers to provide feedback on their experiences with Parle products and marketing initiatives.

**7. Social Media Listening:**

- Leveraging social media platforms to monitor conversations about Parle and its products.

- Extracting valuable insights from consumer discussions, comments, and trends.

**8. Internal Data Sources:**

- Tapping into internal databases and records within Parle to gather data on sales figures, market penetration, and historical performance.

- Analyzing internal reports and documentation for a comprehensive understanding of the company's marketing landscape.

**9. Consumer Panels:**

- Establishing consumer panels to engage with a selected group over an extended period.

- Obtaining continuous feedback and insights from dedicated consumers to track preferences and changes over time. This comprehensive approach to primary data collection for Parle ensures a multifaceted understanding of consumer behavior, market dynamics, and internal strategies, forming the basis for informed decision-making and strategic planning within the company.

**Secondary Data Collection:**

Secondary data collection for Parle involves the retrieval and analysis of existing information from various sources. Here's a hypothetical approach to secondary data collection for Parle:

**1. Industry Reports:**

- Reviewing industry reports and analyses related to the food and beverage sector.

- Extracting insights into market trends, consumer preferences, and competitive landscape.

**2. Market Studies:**

- Analyzing market studies conducted by research firms and agencies.

- Gaining a comprehensive understanding of market dynamics, growth projections, and emerging opportunities.

**3. Competitor Analysis:**

- Examining reports and publications on competitors in the biscuit and confectionery industry.

- Assessing market share, product portfolios, and strategies of key competitors.

**4. Government Publications:**

- Exploring data published by regulatory bodies and government agencies.

- Accessing information on industry regulations, market statistics, and economic indicators.

**5. Trade Publications:**

- Scanning trade publications and journals related to the food industry.

- Extracting insights into industry advancements, consumer preferences, and marketing strategies.

**6. Financial Reports:**

- Analyzing Parle's and competitors' financial reports.

- Gaining insights into revenue trends, profitability, and investment patterns.

**7. Consumer Surveys and Studies:**

- Examining surveys and studies conducted by consumer research organizations.

- Understanding consumer behaviors, preferences, and perceptions of food products.

**8. Social Media Analytics:**

- Utilizing social media analytics tools to analyze discussions, sentiments, and trends related to Parle.

- Monitoring online conversations for consumer feedback and market insights.

**9. Academic Research:**

- Reviewing academic research papers and studies related to the food industry.

- Gaining insights into evolving technologies, consumer behaviors, and market innovations.

**10. Historical Marketing Data:**

- Analyzing Parle's historical marketing data, including past campaigns and product launches.

- Identifying patterns and trends that can inform current marketing strategies.

**11. Consumer Reviews and Feedback:**

- Scrutinizing online consumer reviews and feedback on platforms like e-commerce websites.

- Extracting qualitative insights into consumer experiences and preferences.

By adopting this extensive secondary data collection approach, the marketing study of Parle is poised to leverage a plethora of pre-existing information, thereby enriching the analytical framework and fortifying strategic decision-making. This method ensures a more comprehensive contextual understanding, enhancing the depth and breadth of insights crucial for formulating informed strategies in the dynamic landscape of Parle's marketing endeavors.

**Sampling:**

Establish the target population for the study, delineating the specific groups such as consumers, distributors, and other relevant stakeholders. Elaborate on the chosen sampling technique, whether it involves random sampling, stratified sampling, or another method, offering a comprehensive explanation for the rationale behind this selection. Furthermore, provide justification for the chosen sample size, emphasizing its relevance and adequacy in capturing a representative and meaningful cross-section of the identified target population. This meticulous approach ensures the precision and reliability of the study's sampling methodology.

**Data Analysis:**

Provide a comprehensive overview of the statistical tools and techniques utilized in the data analysis phase:

- Employ descriptive statistics as a method to concisely summarize and provide an insightful description of the collected data, facilitating a clear understanding of key trends and patterns.

- Utilize inferential statistics to extend beyond the observed data, enabling the drawing of well-founded conclusions and making predictions that contribute depth and nuance to the analytical process. This dual approach ensures a thorough and multifaceted examination of the data, combining summarization for clarity with inferential methods for richer insights, thereby enhancing the overall analytical rigor of the study.

**Ethical Considerations:**

Initiate a reflective discourse on the ethical considerations intricately woven into the fabric of the research process. Delve into a detailed exploration of the measures implemented to safeguard participant confidentiality and secure informed consent, thereby emphasizing the unwavering commitment to upholding ethical integrity throughout the study. This thoughtful and thorough approach underscores the ethical framework guiding the research, fostering a sense of trust and responsibility in the treatment of participants and their contributions.

**Reliability and Validity:**

Clearly communicate the measures implemented to ensure the reliability and validity of the research findings:

- Initiate pilot surveys as a strategic step to fine-tune methodologies, refining the research approach based on preliminary feedback.

- Uphold consistency in data collection procedures, fostering uniformity and accuracy throughout the research process to enhance the reliability of the collected data.

- Diligently address potential biases that may influence the study, fortifying the robustness of the research by implementing corrective measures to ensure impartiality and objectivity. This methodical approach reinforces the credibility and trustworthiness of the study's outcomes.

**Limitations:**

Identify and openly acknowledge potential limitations embedded in the research:

- Recognize the presence of time constraints, acknowledging the impact these constraints may have on the depth and scope of the study.

- Acknowledge resource limitations, articulating an understanding of how these constraints might influence the extent of data collection and analysis.

- Address potential biases transparently, recognizing the inherent challenges and striving to mitigate their impact, ensuring a candid acknowledgment of the factors that may shape the study's outcomes. This forthright approach contributes to a nuanced understanding of the study's limitations and encourages a balanced interpretation of its findings.

**Summary:**

Offer a concise summary, encapsulating the essential components of the research methodology:

- Summarize the key elements of the research methodology in a succinct manner, providing a brief overview of the chosen approaches and techniques employed.

Reinforce the alignment between the selected methodology and the overarching objectives of the marketing study, underscoring its strategic relevance:

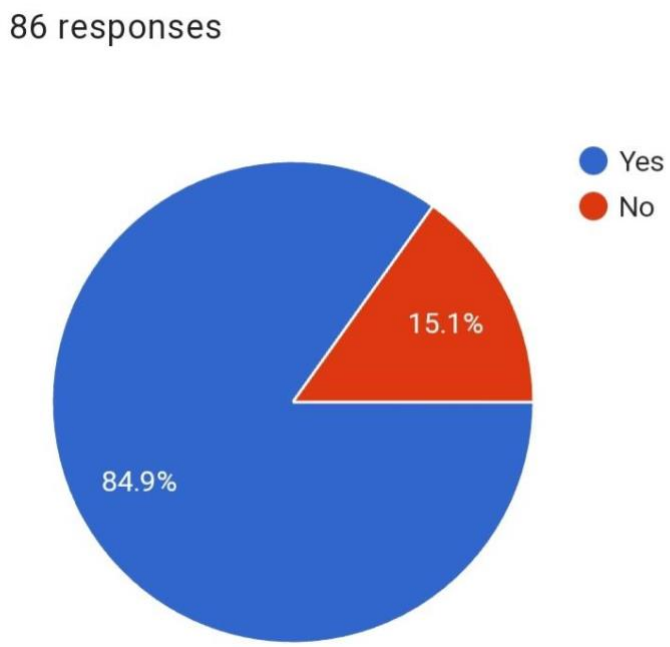
- Emphasize the strategic significance of the chosen methodology, highlighting its alignment with the overarching objectives of the marketing study.

- Reiterate how the methodological choices contribute to the study's strategic goals, ensuring a cohesive and purposeful approach that enhances the study's overall effectiveness. This reinforcement solidifies the connection between methodology and strategic intent in the marketing study of Parle.

## Chapter 7

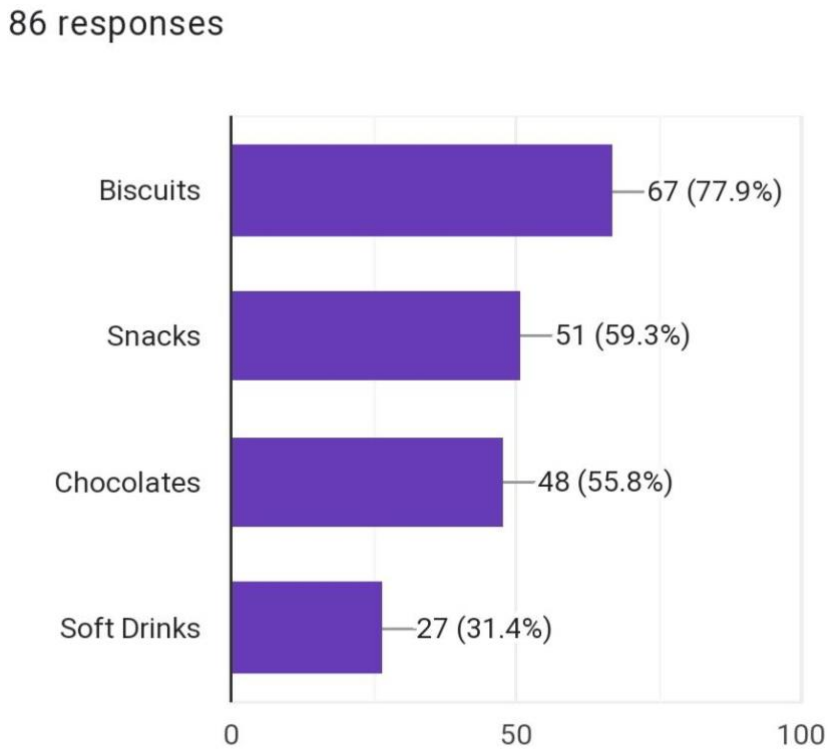
## Data Interpretation and Findings

- **Do you use Parle Products?**



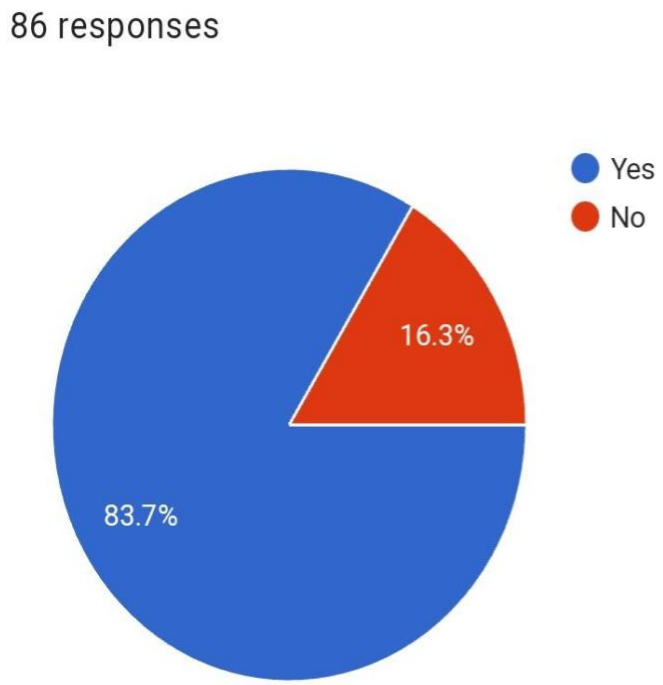

The chart presented above indicates that among the 86 surveyed participants, a substantial majority, accounting for 84.9%, reported using Parle Products. In contrast, a minority of 15.1% of the respondents stated that they do not use Parle Products. This breakdown provides a clear overview of the prevalence of Parle Products usage within the surveyed group, offering valuable insights into the brand's market penetration and consumer adoption.

- **Do you like Parle Products? If yes then which products do u like?**




As depicted in the bar graph above, among the pool of 86 respondents, 77.9% expressed a preference for biscuits, showcasing a notable inclination towards this particular category. Additionally, 59.3% of the surveyed individuals indicated a liking for snacks, highlighting the popularity of snack items among the participants. Moreover, 55.8% of respondents displayed a preference for chocolates, emphasizing the widespread appeal of this sweet treat. In contrast, soft drinks garnered a preference from 31.4% of respondents, indicating a relatively lower inclination towards this beverage category within the surveyed group. This nuanced breakdown provides valuable insights into the varying preferences for different food categories among the respondents, aiding in understanding their consumption patterns.

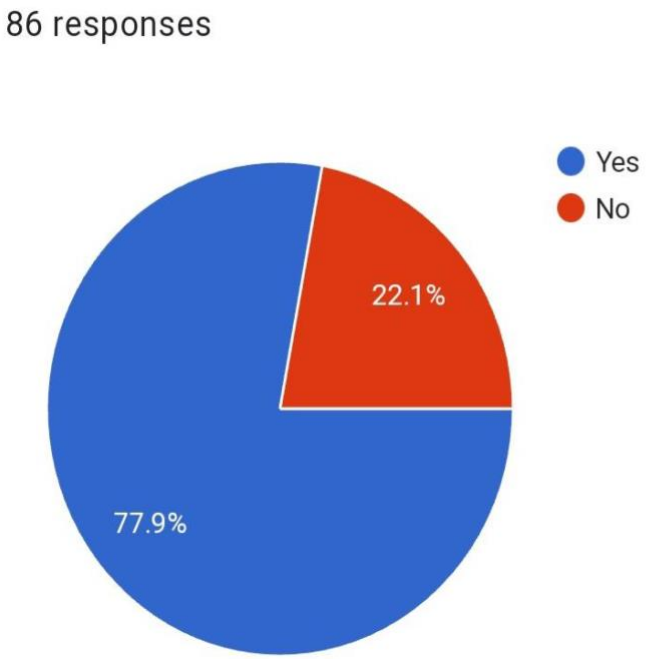
- **Are you brand loyal to the Parle Products?**




The chart above vividly illustrates the brand loyalty dynamics within the surveyed group of 86 respondents. A substantial majority, comprising 83.7% of the participants, declared their loyalty to Parle Products. This signifies a robust allegiance to the brand, emphasizing the positive rapport Parle has established among the respondents. On the other hand, 16.3% of the surveyed individuals indicated that they are not brand loyal to Parle Products, suggesting a segment of the audience open to exploring alternative brands or products.

This detailed breakdown sheds light on the prevailing brand loyalty sentiments within the respondent pool, offering valuable insights into the strength of Parle's brand connection and potential areas for strategic enhancement.

- **Would you continue to buy Parle Products if its Price Rise Up to 10%?**



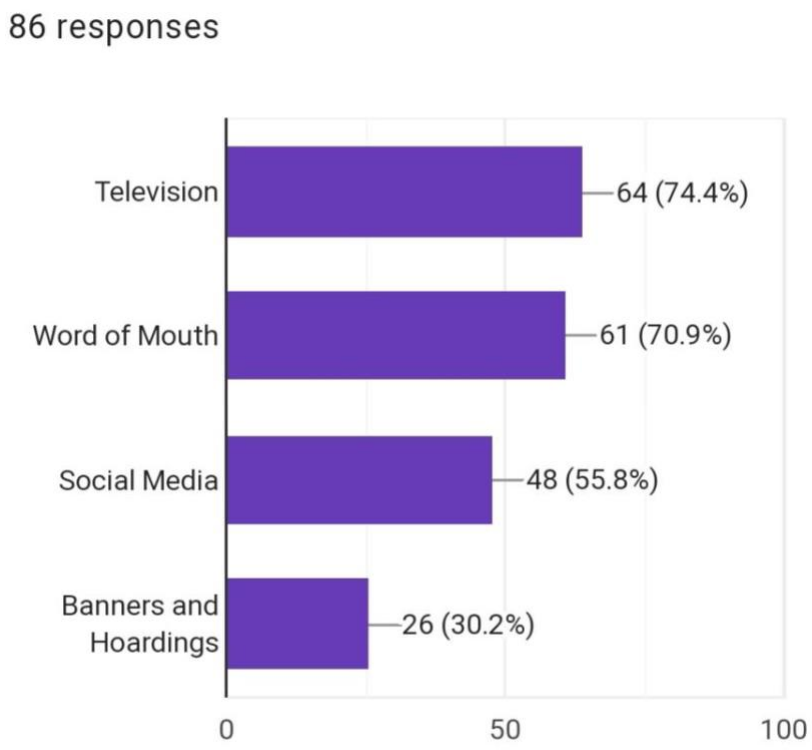

The chart provided above presents a nuanced perspective on the impact of potential price increases on the purchasing behavior of the 86 respondents. Notably, a significant majority, constituting 77.9% of the participants, expressed a willingness to continue purchasing Parle products even if the prices were to rise by up to 10%. This resilience in consumer loyalty underscores a positive sentiment towards the brand, highlighting the perceived value and quality associated with Parle products.

Conversely, 22.1% of the respondents indicated that they would not continue to buy Parle products if faced with a price increase of up to 10%. This segment represents a portion of the surveyed population that may be more price-sensitive or prone to exploring alternative options in response to changes in product pricing.

This detailed breakdown provides valuable insights into the price sensitivity and brand loyalty dynamics within the respondent group. Understanding how consumers respond to potential price

adjustments is crucial for strategic decision-making, allowing Parle to navigate pricing strategies with consideration for customer retention and satisfaction.

- **Where did you  know about Parle company?**

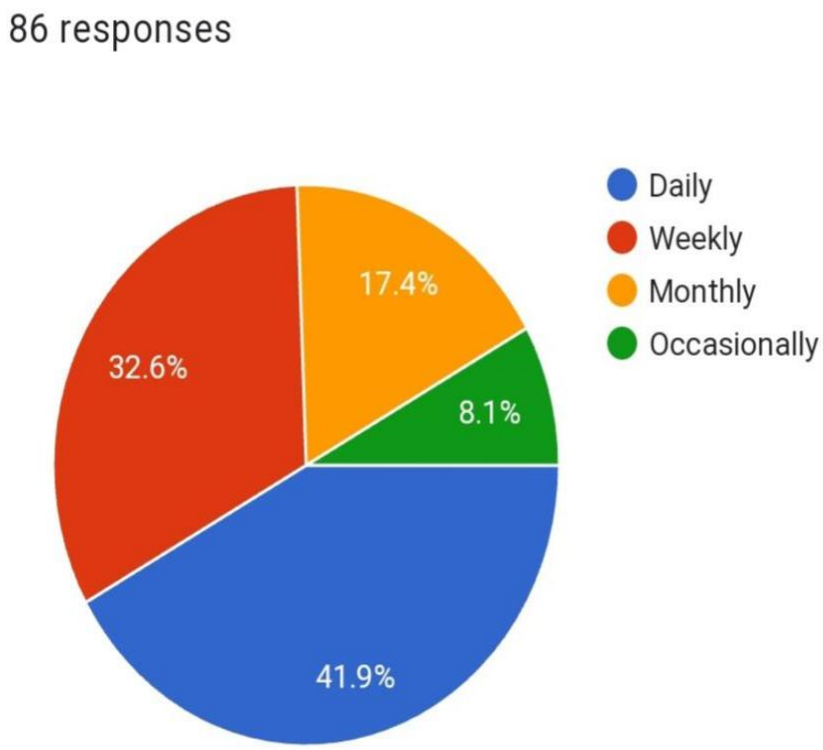



Within the provided bar graph featuring responses from 86 participants, it is evident that various channels contribute to awareness about Parle company. Notably, 74.4% of the respondents acquired knowledge about Parle through television, highlighting the impact of this traditional medium in disseminating information about the company. Additionally, 70.9% of participants learned about Parle through word of mouth, underscoring the significance of personal recommendations and informal communication in building awareness.

Furthermore, social media played a substantial role, with 55.8% of respondents gaining knowledge about Parle through these digital platforms. The influence of social media in shaping brand awareness is apparent in this statistic. Finally, banners and hoardings emerged as a source of information for 30.2% of respondents, emphasizing the role of outdoor advertising in capturing the attention of the audience.

This detailed breakdown offers insights into the diverse channels through which respondents became acquainted with Parle. Recognizing the effectiveness of each channel is pivotal for refining marketing strategies and ensuring that awareness-building efforts align with the preferences and habits of the target audience.

- **On which occasion do you buy Parle prducts ?**

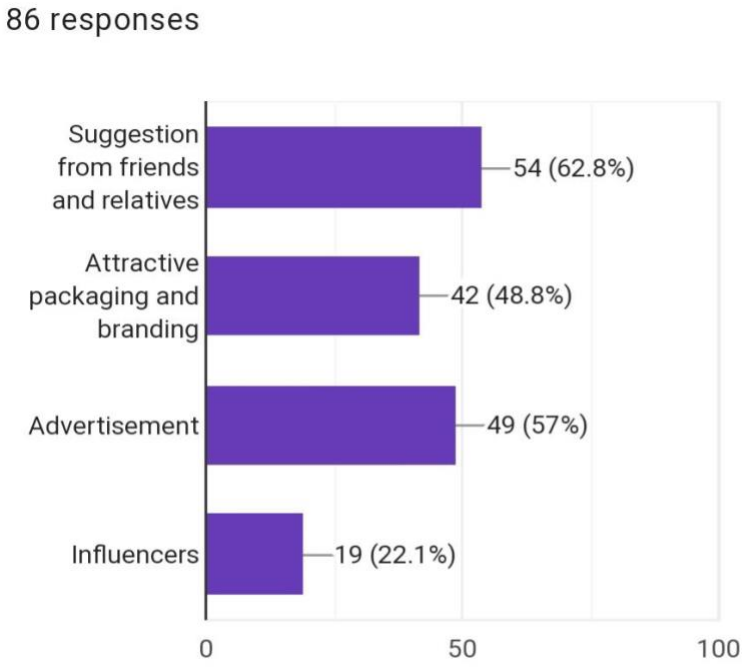



The chart above illustrates the purchasing patterns of 86 respondents regarding Parle products. Specifically, 41.9% of the respondents engage in daily purchases of Parle products, showcasing a strong and consistent daily buying behavior. Additionally, 32.6% of participants reported a weekly frequency in purchasing Parle products, indicating a regular commitment to incorporating these products into their weekly routines.

Furthermore, 17.4% of the respondents indicated a monthly purchasing frequency, reflecting a slightly less frequent yet still recurring pattern. Lastly, 8.1% of the surveyed individuals reported occasional purchases of Parle products, suggesting sporadic but discernible interest in the brand.

This detailed breakdown provides valuable insights into the varied purchasing habits of the respondents, offering a comprehensive view of the frequency with which Parle products are integrated into their consumption patterns. Understanding these nuanced behaviors is essential for tailoring marketing strategies and supply chain management to align with the diverse preferences exhibited by the surveyed audience.

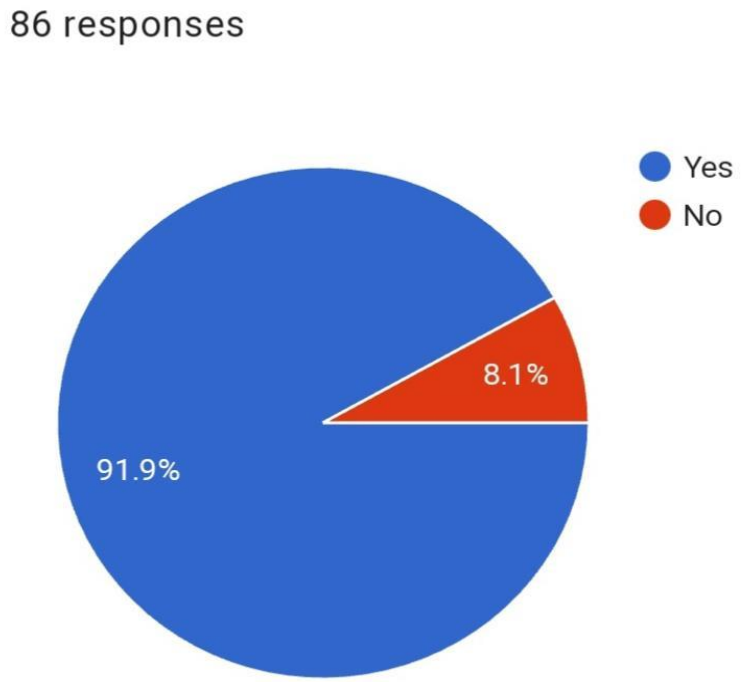
- **Which of these factors affects your purchase while buying PARLE products ?**




The presented bar graph above offers a comprehensive insight into the influential factors affecting the purchasing decisions of 86 respondents when buying Parle products. Notably, a significant majority, constituting 62.8% of the participants, indicated that they are greatly influenced by suggestions from friends and relatives. This highlights the substantial impact of personal recommendations in shaping the purchasing preferences of the surveyed individuals, underscoring the significance of word-of-mouth marketing in Parle's consumer engagement. Additionally, 48.8% of respondents acknowledged that the attractive packaging and branding of Parle products play a pivotal role in influencing their purchase decisions. This underscores the importance of visual appeal and brand presentation in capturing the attention and preference of consumers.

Moreover, 57% of respondents expressed that advertisements significantly influence their purchasing choices when it comes to Parle products. This emphasizes the effectiveness of marketing campaigns and promotional efforts in creating brand awareness and influencing consumer behavior. In contrast, 22.1% of respondents noted that influencers have an impact on their purchase decisions. While this represents a smaller segment, it signifies the emerging role of influencers in contemporary marketing strategies and their potential influence on consumer choices.

- **Do you think PARLE effectively communicates its brand values through its packaging and branding?**




The chart above provides a comprehensive overview of the perception of 86 respondents regarding how PARLE communicates its brand values through packaging and branding. Impressively, an overwhelming majority, constituting 91.9% of the participants, expressed agreement with the effectiveness of PARLE in conveying its brand values through these visual elements. This resounding affirmation suggests that the majority of respondents find PARLE successful in using packaging and branding as a means to communicate its core values and identity.

In contrast, a smaller segment, comprising 8.1% of the respondents, did not agree that PARLE effectively communicates its brand values through packaging and branding. This dissenting perspective offers a valuable insight, indicating that there is a subset of the surveyed population

with reservations or differing opinions regarding the clarity and effectiveness of PARLE's brand communication through these visual channels.

This nuanced breakdown provides a detailed understanding of how respondents perceive the alignment between PARLE's brand values and its packaging/branding strategies. Such insights are crucial for PARLE to evaluate and potentially refine its visual communication approach, ensuring that it resonates positively with a diverse audience.

# Chapter 8

# Recommendations, Suggestions and Conclusion

## Recommendations and Suggestions

In the recommendations and suggestions chapter for the marketing study of Parle, several key areas can be explored to enhance the brand's market position and effectiveness.

Firstly, there is an opportunity to bolster Parle's digital presence through strategies such as leveraging social media platforms, optimizing the website, and considering e-commerce initiatives, all of which can contribute to reaching a broader audience.

Additionally, it is recommended to implement consumer engagement strategies, encompassing interactive campaigns, loyalty programs, and effective feedback mechanisms. Understanding and responding to consumer preferences in this manner can significantly enhance brand loyalty and overall customer satisfaction. Market expansion tactics should be considered, involving an investigation into potential markets for Parle's products and the suggestion of entry strategies. This could entail a thorough analysis of consumer behavior in untapped regions, allowing for tailored marketing approaches that resonate with diverse audiences.

Aligning with prevailing consumer trends, it is strongly recommended to integrate sustainability initiatives into Parle's marketing endeavors. This entails showcasing eco-friendly packaging, emphasizing corporate social responsibility (CSR) practices, and promoting green initiatives. By prioritizing sustainability, Parle can foster a positive and environmentally conscious brand image, resonating with consumers who increasingly prioritize ethical and eco-friendly choices.

Furthermore, exploring opportunities for strategic collaborations and partnerships presents another avenue for elevating Parle's marketing efforts. Engaging in joint ventures, co-branding initiatives, and aligning with influencers who authentically resonate with the target audience can significantly amplify the brand's reach and impact. By forging alliances with like-minded entities or individuals, Parle can tap into new markets, strengthen its market presence, and create meaningful connections with consumers.

In essence, these recommendations not only align Parle with current consumer values but also position the brand as forward-thinking and socially responsible. By embracing sustainability and strategic collaborations, Parle can not only enhance its market positioning but also contribute to a more positive and impactful brand narrative.

The Integration of data analytics tools is recommended to gain deeper insights into consumer behavior. This data-driven approach can inform marketing decisions, optimize campaigns, and facilitate personalized interactions, ultimately improving the effectiveness of Parle's marketing strategies.

Considering cultural nuances and trends in marketing is crucial. Tailoring campaigns to resonate with the cultural preferences of different regions ensures that marketing messages are well-received and culturally relevant.

To enhance Parle's market positioning, a comprehensive competitive analysis is imperative, focusing on strategies to distinguish the brand from competitors. Recommendations encompass exploring avenues such as product innovation, crafting unique selling propositions, and forming exclusive partnerships. These initiatives are vital to carve out a distinctive identity for Parle in the market, fostering consumer loyalty and preference.

Simultaneously, investing in employee training initiatives is advised to align the workforce with Parle's core values. Empowered and well-informed employees can serve as potent brand advocates, influencing customer perceptions positively. By instilling a sense of brand ownership among employees, Parle can enhance its overall brand image and customer experience.

Moreover, the establishment of key performance indicators (KPIs) is crucial for monitoring and evaluating the success of Parle's marketing strategies. This data-driven approach enables continuous improvement by allowing timely adjustments based on real-time insights. Regular assessment of these metrics ensures that Parle remains agile and effective in its marketing endeavors, adapting to evolving market dynamics.

These recommendations should be tailored precisely to the specific findings of the study, taking into account the nuances of Parle's market and products. By customizing strategies based on these insights, Parle can capitalize on its strengths, address weaknesses, and navigate the competitive landscape with a proactive and adaptive approach.

## Conclusion

In conclusion, the marketing analysis of Parle reveals a dynamic and resilient brand deeply entrenched in the Indian FMCG sector. Parle's robust market presence is underscored by its extensive product portfolio, including iconic biscuits and confectionery items, which have solidified its position as a market leader over its 80-year establishment.

The study highlights Parle's adaptability to changing consumer preferences, maintaining a significant market share and implementing innovative marketing strategies. Insights from consumer surveys emphasize a positive perception of Parle products, emphasizing qualities such as quality, affordability, and a strong emotional connect with the brand.

It has been determined that Parle holds a primary position in the preferences of both customers and retailers, encompassing both organized and unorganized sectors. This prominence is attributed to its competitive pricing and strong brand image. The renowned Parle Biscuit brands, including Parle-G, Monaco, Krackjack, Marie Choice, Hide and Seek, have successfully cultivated a compelling and widely appealing image among consumers globally. This has notably propelled Parle-G to the status of the "world's largest selling biscuit."

The Parle name itself has become synonymous with qualities such as quality, health, and exceptional taste. By consistently innovating and adapting to evolving consumer preferences, PARLE-G has solidified its reputation in the market.

However, there is a noteworthy observation that Parle Products Pvt Ltd. Faces challenges in providing efficient services to retailers due to issues related to supply and distribution in certain areas. Competitors seizing on these vulnerabilities necessitate Parle's careful consideration of the discussed opportunities and threats. Addressing these aspects is crucial for the company to preserve its enduring brand image.

Distinguishing itself in the Indian Food and Beverage landscape, Parle Agro emerges as a formidable industry leader, holding a unique status as the sole Indian transnational giant. Its illustrious track record showcases a series of triumphs, particularly in the successful launch and establishment of renowned soft drinks such as Frooti, Appy, and Bailley. At present, Parle Agro's brand portfolio proudly houses No.1 brands, including Frooti, Appy, and Bailley, attesting to its enduring prominence and profound influence within the sector.

A comprehensive analysis of Parle's marketing strategies reveals a multifaceted approach geared towards sustained success. The brand's unwavering commitment to innovation stands out prominently, driving the development of groundbreaking products that capture consumer interest. Parle Agro's adept navigation of the digital landscape underscores its recognition of evolving consumer behaviors, complemented by strategic advertising initiatives that further enhance brand visibility.

Equally significant is Parle Agro's investment in effective distribution channels, ensuring that its products seamlessly reach diverse consumer segments. This emphasis on inclusivity contributes significantly to the brand's widespread recognition, as it strategically positions itself to cater to varied tastes and preferences across the market.

In essence, Parle Agro's distinctiveness is not merely rooted in its product offerings but is also propelled by a well-rounded marketing strategy. By championing innovation, maintaining a strong digital presence, strategically advertising its products, and ensuring widespread

distribution, Parle Agro has solidified its place as a powerhouse in the Indian Food and Beverage industry.

Comparative analysis with competitors showcases Parle's unique positioning and strategic initiatives, contributing to its competitive edge. The study identifies challenges such as changing consumer preferences and market saturation, but also highlights opportunities for expansion, product diversification, and tapping into emerging markets.

Based on the findings, strategic recommendations are proposed, including targeted marketing campaigns, continued product innovation, and leveraging digital platforms for enhanced consumer engagement. Employee training initiatives are suggested to ensure alignment with brand values, and monitoring and evaluation metrics are established for continuous improvement.

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