

Study of Product Analysis, Sales Promotion Strategy and Customer Satisfaction for Balaji Products

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Abstract: BALAJI WAFERS PVT LTD produces ready to eat food items now a day's people are found of eating ready to eat food and BALAJI name is very popular . It has the fully automatic plant in Gujarat the main objective of the company is to provided best quality product at the cheapest rate we can also say their mission is quality first coast second the market of the product is large and comprehensive. Obviously primary objective of any company is to profit maximization but in present competitive marketing approach profit maximization should not be one and only goal but it is a short term goal every company wants to increase prestige market share etc so wealth maximization becomes important goal of company which is also long term goal of the company. The present paper, thus, aims at examining the customer satisfaction for the balaji products. The paper also identifies product and sales promotion strategy for balaji products. The objectives of present research is based on Primary data collected from customers and retailers, Nagpur. A survey was conducted, questionnaire were distributed to 50 customers and 30 retailers and response was collected to depict the information . Data has been presented in the form of MS- Excel graphs and charts. Study is also conducted to find out the preferences of the customers and their expectation from the products. Study is also conducted to find out the reasons why not all class of the customers prefer the products of balaji .

Keywords: promotion strategy, customer satisfaction, quality product .

I. Introduction

Chataka Pataka Tangy Tomato Snacks happens to be all over Gujarat — present in almost every paan shop and organized retail outlet, but with no jumbo billboards screaming its delights. With simple ideas that may seem outlandish in this age of brazen marketing, Chataka creator Balaji Wafers Pvt Ltd has managed to fend off bigger players like Pepsico and Haldiram's in the Rs 600-crore Gujarat market for over two decades since launch. "Balaji survives solely on word-of-mouth publicity," Mahesh Manjawala, executive director, Triton Communications, adding that the group has few advertisements to its name. That publicity, say industry watchers and rivals, comes from the Gujarat- based snacks maker's ability to localise flavours .

"Balaji understands the palate of the consumer well," says Mr Manjawala .Indeed, Balaji products like Chataka Pataka, Ratlami Sev and Sing Bhujiya, among others, suit the tastes of a specific market. The company offers masala wafers to cater to the Gujarati palate, chaat masala for the Maharashtra market and a range of spicy snacks for Rajasthan.

Those products get an extensive reach in Gujarat, courtesy 10 sole distributors and a 400- dealer network, complemented by a fleet of 150 trucks and 3,500 minivans .According to industry watchers, tremendous dealer support is one of Balaji's key strengths .Balaji MD says volumes help him offer such prices. The pricing plan drove PepsiCo's Kurkure down the same path, he says, adding that his rivals had to offer similar schemes to retain consumers.

II. Review of Literature

1. A Case Study on Balaji Namkeens

According to Assi. Prof. Keyur Popat The journey of Balaji Group in year 1976 by the member of Virani family. For supplying wafers and namkeens to local brands to the patrons of Astron Cinema, Rajkot. Due to the short supply of that product they decided to make their own product line in year 1982.

By the overwhelming retail success they were inspired to set a semi automatic plant. Instead of preparing wafers by the traditional frying method this semi automatic plant boosted the quality, taste and more sales also. You can have Balaji snacks in every 100 meters of area in Gujarat. Winning the heart by quality and great taste and distributing sufficient dealer margin is a winning strategy of Balaji Group. People's love is the most memorable achievement. In year 2003 Balaji Group took pride to introduce this biggest fully automated Potato processing machinery plant in India which can process 4500 kg potato and make 1200 kg of chips per hour.

2. A Case Study on Balaji Wafers

According to author Masuma Bharmal Jariwala| Rajkot 19 Apr 2017 , Balaji Wafers, the largest regional potato wafer and snack brand and the second biggest player in the potato wafer segment in the country, started small. Humble beginning:

Chandubhai Virani, founder and director of Balaji Wafers Private, had worked at a canteen in a cinema theatre before he started making potato wafers. Now, despite being concentrated in the western States of Gujarat, Maharashtra, Goa, Rajasthan and Madhya Pradesh, it is a household name thanks to its strong distribution network. As one enters the premises of Balaji Wafers Private Limited in the village of Vajdi (Vad) around 20 km from Rajkot, a small Balaji temple in the forefront of the 50-acre factory area, is proof of the faith the owners have in Lord Balaji, from where the brand name 'Balaji' came. The factory grounds have around 2,000 plants and trees, a hundred cows, a water treatment and bio-gas plant but not a single company board or brand painting - despite it being a record-breaking plant when it started in 2003, with the highest potato processing capacity of around 5,000 kg potatoes an hour.

III. Objectives

1. To study the marketing strategy of the company.
2. To study the customer satisfaction level for balaji products.
3. To understand the market share of product.
4. To study the most successful sub-brand of balaji product.

IV. Research Methodology

Research is the application of human intelligence in systematic manner to a problem. It may minimize the total uncertainty by intelligence use of the most reliable data available in the organization.

Data collection

Both the primary and secondary method of data collection are used for the present study. Under the primary data collection method, Questionnaire, observation, interview methods are used for data collection. The secondary data for the present data includes the online research papers, websites, journal, articles etc.

Sampling Framework

i. Population Definition:

The population for the research includes customers and retailers of Nagpur city.

ii. Sample Size:

Keeping into consideration the limitation of time, the researcher has taken the sample of 50 customers and 30 retailers of Nagpur city.

iii. Sampling technique:

By keeping in view the limitations of time, resources, population, researcher has decided to apply convenience sampling technique for the purpose of collecting experimental material. Face to face interview also conduct with consumers.

V. Data Analysis and Interpretation

The data analysis and interpretation mainly concerns primary data collected in the form of questionnaire distributed among customers and retailers in Nagpur city.

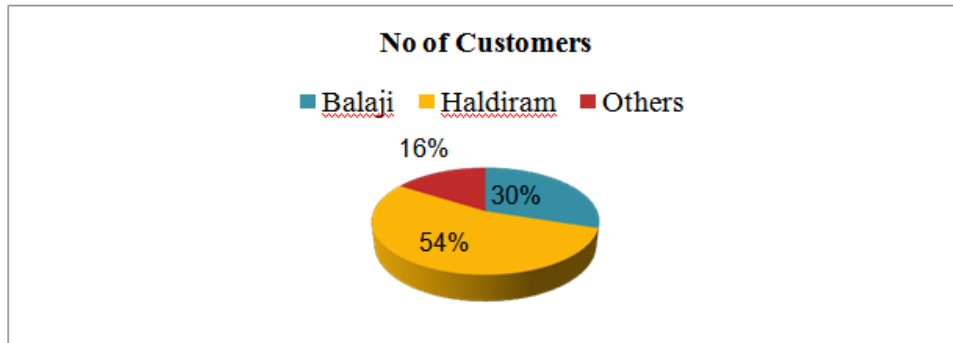
The response of data is shown with the help of graphs and charts prepared using MS- Excel 2007 software.

For Customers

Is your first choice Balaji's namkeen?

Ans Balaji 30%, Haldiram 54%, Other 16%

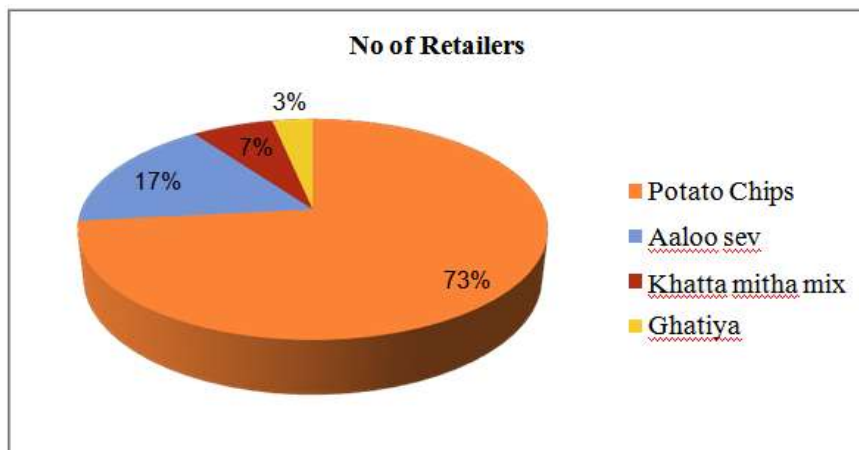
Interpretation: The interpretation shows that 30% of customers having a first choice Balaji product, 54% of customers have first choice Haldiram and 16% of customers having others product.



For Retailers

Which Product of Balaji you keep in your Stock?

Ans. Potato chips 73% , Aalo sev 17% , Khatta mitha mix 7% Ghathiya 3% **Interpretation:-** From among the products retailers keep in their stock potato chips at 73%, aaloo sev 17%,Khatta metha mix 7% and Ghathiya 3% .



VI. Conclusion

- In a competitive industry, businesses need to use all the resources they have, including skills and knowledge.
- Working in teams enables employees to share their ideas and expertise.
- Proper promotion is must for significant sales of the product.
- Hypothesis proved through the data analysis.

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