

Study Of Distribution Strategy Britannia Biscuits in Nagpur city

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Abstract- Britannia Industries is one of India's leading food companies with a 100 year legacy and annual revenues in excess of Rs. 9000 Cr. Britannia is among the most trusted food brands, and manufactures India's favorite brands like Good Day, Tiger, NutriChoice, Milk Bikis and Marie Gold which are household names in India. Britannia's product portfolio includes Biscuits, Bread, Cakes, Rusk, and Dairy products including Cheese, Beverages, Milk and Yoghurt. Britannia is a brand which many generations of Indians have grown up with and our brands are cherished and loved in India and the world over. Britannia products are available across the country in close to 5 million retail outlets and reach over 50% of Indian homes. The company's Dairy business contributes close to 5 per cent of revenue and Britannia dairy products directly reach 100,000 outlets. Britannia Bread is the largest brand in the organized bread market with an annual turnover of over 1 lac tons in volume and Rs.450 crores in value. The business operates with 13 factories and 4 franchisees selling close to 1 mn loaves daily across more than 100 cities and towns of India.

Key words- Biscuit, Organized sector, Quality, Capacity, Texture and Taste

I. Introduction :

The story of one of India's favourite brands reads almost like a fairy tale. Once upon a time, in 1892 to be precise, a biscuit company was started in a nondescript house in Calcutta (now Kolkata) with an initial investment of Rs. 295. The company we all know as Britannia today. The beginnings might have been humble-the dreams were anything but. By 1910, with the advent of electricity, Britannia mechanised its operations, and in 1921, it became the first company east of the Suez Canal to use imported gas ovens. Britannia's business was flourishing. But, more importantly, Britannia was acquiring a reputation for quality and value. As a result, during the tragic World War II, the Government reposed its trust in Britannia by contracting supply large quantities of "service biscuits" to the armed forces.

As time moved on, the biscuit market continued to grow... and Britannia grew along with it. In 1975, the Britannia Biscuit Company took over the distribution of biscuits from Parry's who till now distributed Britannia biscuits in India. In the subsequent public issue of 1978, Indian shareholding crossed 60%, firmly establishing the Indian ownership of the firm. The following year, Britannia Biscuit Company was re-christened Britannia Industries Limited (BIL). Four years later in 1983, it crossed the Rs. 100 crores revenue mark.

II. Review of literature

According to Cespedes (2006), demand generation, inventory storage, distribution of goods, providing credit to buyers, after sales service, product modification and maintenance are some of the functions that a channel performs. The channel member also called as an intermediary is a member of the distribution channel excluding the manufacturer and the consumer. Intermediaries come between these two and perform one or more of the above functions.

The shifting of channel power from manufacturers to retailers, wholesalers, and distributors has had a great impact on distribution. In many cases, the consumer perceives all of the top brands as substitutes for each other leading to a lower brand loyalty, which in turn decreases the manufacturer's power. This actually increases the distributor's power because sales are then determined by what is in stock and most often what is recommended by the distributor and not by what particular brand offers (Lambart et al., 1998).

Objective Of The Study

- To study market strength of Britannia in Nagpur city.
- To study the consumers perception about the Britannia product.
- To study the sale level of Britannia in comparison to other products.
- To study the distribution system of Britannia in Nagpur city.

III. Research Methodology

Research may be defined as the search for knowledge through an objective and scientific method of finding solution of problem. Research Methodology is a way to systematically solve the research problem. It includes various steps that are generally adopted by a research problem along with the logic behind them. During my research I have adopted the following research design.

Market Research

The purpose of market research is to provide information, which will aid management decision-making. Marketing managers are commissioned to undertake marketing research and formal studies on specific problems and opportunities. They may request a marketing survey, a product preference test, a sales forecast for a region or a research advertising effectiveness. It was felt that to obtain more information intense study with practices was required for understanding the subject. The basic aim of the study is to analyze the market share of BRITANNIA in product market with its competitor. In this Project I have applied Descriptive Research aims at fact finding and more often is based on surveys. It is purposed to describe the present state of affairs of topic of study. The researcher has little control over the variables involved and he merely reports whatever is occurring or has occurred. It is often referred to Post – facto study. It provides basic information for formulating more sophisticated studies. Data are collected by one or more methods of observation, interviewing and a mail questionnaire.

Data collection

- **PRIMARY DATA :**

Primary data is being collected during the course of asking questions by performing survey – primary data is obtained through respondents, questionnaire or through personal interview. I have collected the primary data through **questionnaire**.

- **SECONDARY DATA:**

Secondary data are the data already available in the form of print materials, website contents, journals etc. I have used some magazines, websites and course materials for that purpose.

Sampling Framework

The entire list, which contains the sample units, is known as sample frame. In this case my sample frame was segment in Nagpur Area.

i. Population Definition

The population for the research includes dealer's and retailers of

ii. Sample Size

The larger the sample the more accurate the result will be but practically it is not feasible to survey the entire target population or even its substantial portion also. In this project being aware of time and cost constraints, sample size was **220 retailers** belonging to various categories & **12 Dealer's**.

iii. Sample Technique

Personal interview is a method in which an interviewer obtains information from the respondents in face – to – face meeting. Selection of sample according to the convenience is convenience sampling method. Questionnaire is filled by using convenience sampling method

IV. Data Analysis & Interpretation

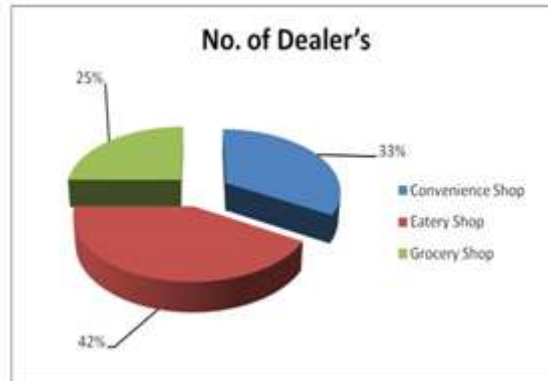
For Dealer's

1 Which type of shop you selected to sell Britannia products?

No. of Dealer's	Shops	% of Respondents
4	Convenience Shop	33%
5	Eatery Shop	42%
3	Grocery Shop	25%
12	Total	100%

Interpretation

- It is found that dealer’s prefer to sell 42% to Eatery shop.
- And, 33% to convenience, 25% to Grocery Shop.



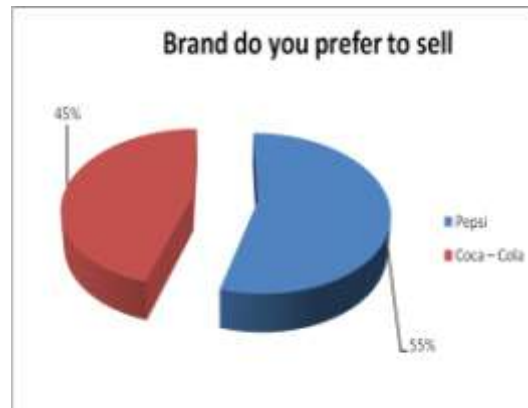
V. Conclusion

- Britannia biscuits is popular because of its quality.
- The brand value of britannia makes the customer buy the product.

Brand	No. of Retailers	% of Retailers
Britannia	120	55%
Others	100	45%
Total	220	100%

For Retailer’s

1 Which brand do you prefer to sell?



Interpretation :

It is found that 55% Retailers prefer to sell BRITANNIA Whereas 45% Retailers prefer to sell others. So, it shows that maximum retailer prefer Britannia .

- Hypothesis proved through the data analysis.

References

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