

Study of Distribution Network and Channel Partnerships at Parle Products Pvt Ltd



**A Summer Project Proposal for
Post-Graduate Diploma in Management**

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Date – 20th September 2024

Certificate of Approval

The following Summer Project Report titled “**Study of Distribution Network and Channel Partnerships at Parle Products Pvt. Ltd**” is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of Post-Graduate Diploma in Management for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed, or conclusion drawn therein but approve the Summer Project Report only for the purpose it is submitted.

Name

Signature

Faculty Examiner



PARLE BISCUITS PVT. LTD.

INTERNSHIP COMPLETION CERTIFICATE

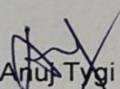
TO WHOM-SO-EVER IT MAY CONCERN

This is to certify that **Mr. Himanshu Kumar**, a student of Jaipuria Institutes of Management, has successfully completed (from 5th May 2024 to 10th July 2024) his internship project at Parle Products Pvt. Ltd.

During his internship at Parle Products Pvt. Ltd., he was found diligent, hardworking, and inquisitive.

We appreciate the zeal and enthusiasm displayed and wish his success in future endeavors.

With Best Regard,


Mr. Anuj Tygi

Division Sales Manager
Parle Products Pvt. Ltd

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ABSTRACT

This Summer Internship (SIP) project report aims to study an in-depth analysis of Parle Products Pvt. Ltd planned strategies to improve the channel sales and partnerships in India's Fast Moving Consumer Goods (FMCG) sector.

This study was conducted over the last two months and primarily focused on understanding the distribution network, fostering the relationship with channel partners, and carrying out different campaigns required to increase sales.

Introduction to Parle Products Pvt. Ltd

A prominent name in India's FMCG sector is Parle Products Pvt. Ltd is well known for its presence in snacks and confectioneries. With a range of iconic brands like Parle-G, Melody, and Monaco the company has a well-established market presence in India and some overseas markets.

Their manufacturing units across India ensure that these items are of high standards of quality and consistency.

Parle products are well-liked by customers of all ages and have a significant market presence.

Scope of this study

Channel Sales Management – Studying the current channel sales management strategies applied by Parle to manage their relationships with distributors and retailers. This includes involvement with partners and various support systems.

Distribution Network – Analysing the efficiency and effectiveness of Parle's distribution network. This includes identifying and assessing different challenges and exploring new opportunities for them.

Field Research – Conduct field research by visiting different retail stores and distribution points of Parle to get fundamental knowledge about their functioning. It involved talking with channel partners and collecting primary data.

Methodology Used

Data Analysis – Analysis of the primary data collected by interacting with channel partners to identify patterns being followed and finding new opportunities.

Market Research – Conducting market research by gathering information about customer preferences, industry trends, and competitor's activity through primary and secondary research.

Field Visits – Conduct frequent visits to retail stores, distributors, and other outlets to observe the process and gain insights from those activities.

Findings and Insights

Engagement – Regularly communicating and engaging with the channel partners are important for efficient distribution and in maintaining the market presence and goodwill of working closely with partners.

Distribution Network – A company staying successful in the market for a long period of time depends on effective distribution. Reducing expenses and increasing product availability can be achieved by locating and removing supply chain bottlenecks.

Sales Assistance - Giving channel partners strong sales support, such as tools and training, can help them market various products and sell more of them. It also builds their trust and loyalty upon them.

Conclusion

This SIP report about channel sales management at Parle Products Pvt. Ltd concludes that the FMCG industry needs efficient channel management to achieve both sales growth and operational efficiency.

Parle can expand its market reach and firmly establish itself as a top FMCG brand in India by forging strong bonds with channel partners, streamlining the

distribution system, and providing partners with incentives and appropriate training required to deal at ground level.

The knowledge gained through these primary and secondary data and various market research would help and it offers a road map for Parle to improve its channel management procedures and boost revenues.

In conclusion, this project gave me invaluable real-world knowledge and insights into the workings of the FMCG industry's channel sales dynamics of Parle Products Pvt. Ltd. The implementation of an organized methodology that integrated market research, field visits, and data analysis facilitated the identification of barriers.

ACKNOWLEDGEMENT

I want to express my sincere gratitude to everyone who has contributed to the successful completion of this Summer Internship Project (SIP) report. It would not have been possible without numerous people's help, direction, and inspiration.

I want to start by expressing my gratitude to Parle Products Pvt. Ltd. for giving me this wonderful internship opportunity. The experience has been incredibly enlightening and has given me useful knowledge about the FMCG industry.

I extend my deepest gratitude to my Industry Mentor **Mr. Satish Kumar** for his unwavering support, helpful criticism, and encouragement throughout my journey. His knowledge and perceptions were very helpful in determining the course and results of this project.

I would also like to extend my heartfelt thanks to the entire channel sales team of Parle Products Pvt. Ltd. Their collaboration and openness to share their expertise and experiences with me were essential to this project's success. Special thanks to the regional sales managers, distributors, retail partners, and salespersons who participated in interviews and surveys, providing invaluable data and insights.

I am also grateful to my Faculty Mentor **Prof. Rahul Singh**. His continuous advice and support improved the calibre of my research and analysis by assisting me in applying theoretical knowledge to real-world scenarios.

I want to thank my fellow interns at Parle for their encouragement and companionship throughout my internship. Their comments and conversations improved my comprehension and helped this report come to be.

Finally, I want to express my sincere appreciation to my friends and family for their continuous support and inspiration along this journey. Their faith in my abilities gave me the drive to go after and successfully finish this project.

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CHAPTER 1: INDUSTRY OVERVIEW



Introduction to the sector (FMCG)

The Fast-Moving Consumer Goods (FMCG) sector is the powerhouse of the Indian economy, rapidly growing as the fourth largest sector in our country.

It includes a wide variety of goods that we use regularly and are consumed quickly due to its replenished nature. Just think of products like packaged foods & beverages, soap, shampoos, toothpaste, and more- that all lie under FMCG.

The current status of FMCG in India is valued at around \$110 billion and is expected to reach \$220 billion in the next few years, as it keeps growing at a rapid pace.

The household sector holds the biggest chunk of the overall share of the FMCG sector, accounting for 50% of the total revenue generated in this sector.

The healthcare sector is contributing heavily to this sector roughly around 31-32% of the total market.

Packaged food, snacks, soft drinks, and dairy products comprise 18-19% of the FMCG market.

Formerly, metro cities always had a higher consumption of these products, but nowadays rural markets are catching up fast with undergoing a notable expansion propelled by a rise in incomes and easier access to these products.

Growth Rate: This sector has been expanding strongly, with yearly growth rates between 9% and 10%. This growth depends on factors including urbanization, a rise in the middle-class population, and shifting consumer preferences.

Key Drivers of this sector

Urbanization - As cities become more populated, there is a constant rise in fast-moving consumer goods (FMCG). Changes in consumption and lifestyle patterns coincide with this transition.

E-commerce: The FMCG industry has seen a transformation because of the emergence of e-commerce platforms, which have increased consumer access to products, particularly in tier II and tier III towns.

CHAPTER 1.1: COMPANY OVERVIEW



In India, Parle Products Pvt. Ltd. is a household brand name that is associated with legacy and trust with reasonably priced candies and biscuits.

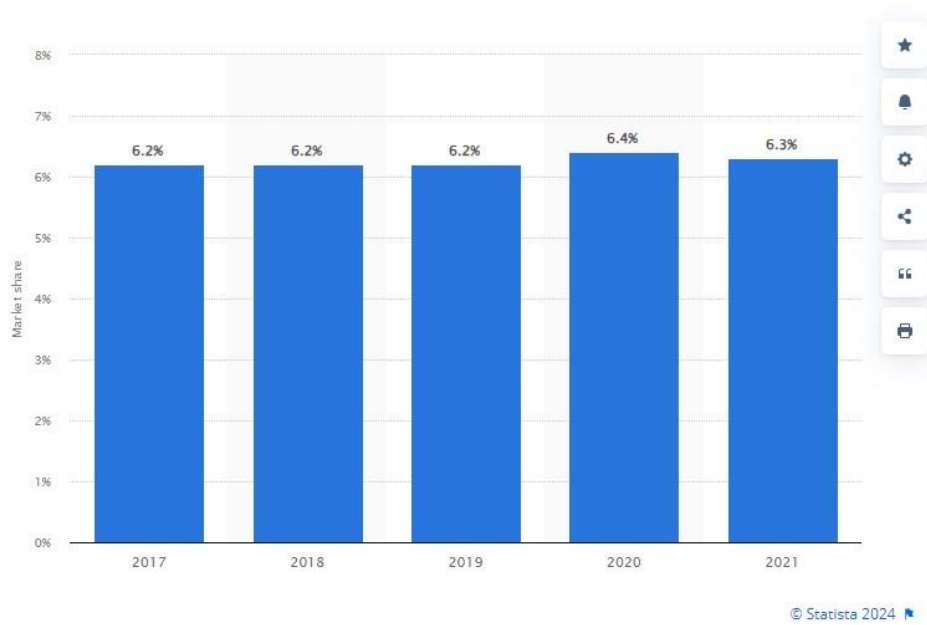
The Chauhan family founded Parle in 1929, and since then, it has developed into a multinational food company with operations in India's towns and villages as well as other countries.

The company has a rich heritage and is renowned for its iconic biscuits, confectioneries, and snacks that have been a part of Indian lives for decades.

COMPANY PROFILE

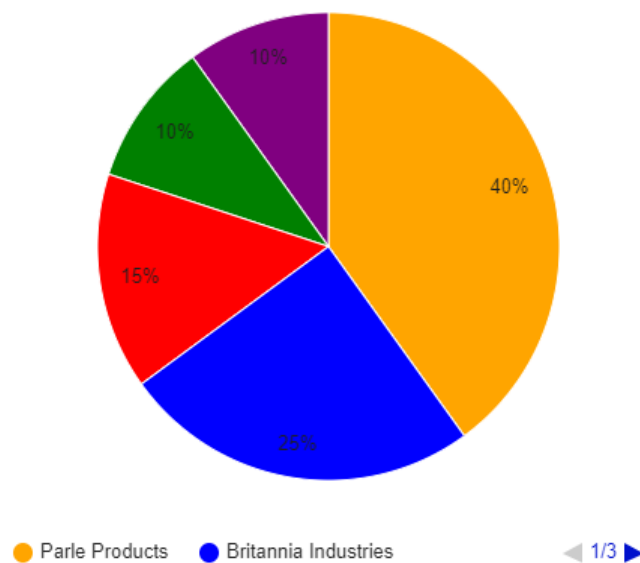
Company Type	Private Company
Industry	FMCG (Food Processing)
Founded	1929; 95 years ago
Headquarters	Vile Parle, Mumbai
Key people	Vijay Chauhan, Sharad Chauhan
Products	Biscuits, Confectionaries
Website	www.parleproducts.com

1.2 Market share of Parle in the confectionery segment for the year 2017-2021



1.3 Market share of Parle in the biscuits segment

Biscuit Market Share in India (Estimated)



1.4 Products Range

Biscuits



- Parle G (Gold, Chhota Bheem)
- 20-20 Cookies (Classic, Gold, Nice)
- Happy Happy Cookies
- Magix
- Monaco (Zeera, Pizza, Piri Piri)
- KrackJack (Jeera, Butter Masala)
- Top (Crackers, Spin Crackers)
- Marie
- Arovita
- Milk Shakti
- Coconut Cookies
- Fab! (Bourbon, Jam-In)
- Fabio

Premium Range of Biscuits (Parle Platina)



- Hide & Seek Cookies
- Hide & Seek Choco Rolls
- Hide & Seek Black Bourbon
- Hide & Seek Crème Sandwiches
- Milano Cookies
- Nutricrunch Cookies

Confectioneries



- Kaccha Mango Bite
- Mango Bite
- Orange Bite
- Mazelo
- Mazelo Fruit Gang
- Londonderry
- Poppins
- Rol-A-Cola
- Parle Zing
- Melody
- Kismi Classic Toffee
- Kismi Elaichi Bar
- 2 In 1 Eclairs
- Cafechino

Snacks



- Parle Chatkeens
- Parle's Wafers
- Parle FullToss
- Monaco Cheeslings
- Monaco Jeffs
- Monaco Sixer
- Mexitos

Bakery Products



- Parle Rusk (Milk & Elaichi)
- Happy Happy Cakes

CHAPTER 2 (JOB DESCRIPTION)

The duration of this Summer Internship was 9 weeks.

JOB TITLE: Sales Intern at Parle Products Pvt. Ltd

JOB PROFILE: Channel Sales

2.1 OVERVIEW OF THE JOB

Various consumer inquiries, grievances, and reporting to the business as recommendations are all part of the job duties. Additionally, it was important to maintain a high degree of partner satisfaction.

2.2 WORK RESPONSIBILITIES AND DUTIES

➤ Acquire new partners and preserve connections with current partners.

Recognize the business's and customers' demands to cross- and upsell the company's products.

➤ Work with other corporate staff members, including the management and support teams, to fulfill and satisfy partner and customer objectives.

Serve as a liaison for information sharing between the company's personnel and clients or partners.

Maintain a high partner satisfaction rate by regularly accessing, elucidating, and validating partner requirements and performances.

➤ Avoid any potential problems by coordinating with other sales channels.

➤ Work together with associate sales staff to optimize sales.

➤ Promote and oversee sales

2.3 JOB KNOWLEDGE/SKILLS REQUIRED:

- Excellent communication skills.
- Deep industry understanding.
- Adaptable in terms of visiting partner locations.
- A solution-focused perspective.

Capacity to establish enduring connections.

2.4 DISTRIBUTOR NAME: Samporn Marketing (Sector 60, Noida)

2.5 REPORTING LINE: Reporting was being made to our industry mentor Mr.Satish Kumar

2.6 TIMINGS:

Working Hours- 10:00 AM – 6:00 PM (Weekdays)

Weekly Off

CHAPTER 3 (JOB SUMMARY)

During my summer internship at Parle Products Pvt. Ltd., I worked on improving channel sales processes in the fast-moving consumer goods (FMCG) industry. In addition to working on channel efficiencies, I was responsible for researching the market, visiting stores and distributors, KYC and verifying outlets, and doing fieldwork. I also worked closely with channel partners to improve compliance, communication, and training and to find and fix inefficient delivery systems to help the company reach more customers and increase sales.

Based on work done in the span of 2 months and the data I collected and got to access helped me in carrying out some analysis from it. These data are collected from different locations in Noida during my field visits and are further supported by online resources.

Week 1 & 2

During the first two weeks of my internship at Parle Products, I primarily focused on understanding the market dynamics and channel sales operations through field visits. I visited various markets and retail outlets in Noida with an experienced salesperson within their assigned beat plan for a week.

Observing Market –

Monitoring consumer behavior, competitor's activity, product placement, and retail settings at various market types (e.g., modern trade outlets, and traditional markets).

Interactions –

Observing the salesman's interactions with the channel partners (distributors, wholesalers, and retailers) in order to obtain knowledge about the processes involved.

Product Placements –

Assessing how Parle products are arranged on shelves, identifying which products are the bestsellers in different segments, and evaluating how competitors are positioned at the same time.

Week 3 & 4

In my 3rd and 4th week of internship, I was assigned to check the availability of Parle Platina range of products at various outlets along with product placements over shelves allocated to Parle.

Inventory –

Validating Platina product stock levels and locating any instances of low inventory or stockouts.

Shelf Space –

Examining how well Platina items are stocked on shelves.

Competitors –

Checked how Platina products are positioned and seen concerning rival companies in similar segments of specific product ranges.

Week 5, 6 & 7

I was instrumental in helping Parle's distribution network grow in the fifth, sixth, and seventh weeks of my internship by adding new stores and doing KYC (Know Your Customer) procedures and verification for already existing stores.

New Addition –

Visited prospective new locations which I started by visiting Gaur City (Greater Noida) to see whether they are a good fit for a partnership with Parle and to welcome them onboard with us.

Verification –

I did a verification of existing outlets that were listed on the Parle mobile software where I re-checked all the details if it is correctly submitted and updated with the latest information or not.

KYC (Know Your Customer) –

Helping current outlets with the KYC procedure, gathering necessary paperwork, and different details about the store and owner of the store by

confirming client data to adhere to legal specifications and for incentives they were going to receive from Parle based on the sales performance of the particular stores.

Week 8 & 9

In the final weeks of my internship, I continued my previous tasks which included adding new outlets, verifying existing ones, and conducting KYC of stores. Furthermore, I was assigned with final and last task during my tenure over there to increase the sales of products like Parle Melody (Occasions) and a few other underperforming products like Parle Fab, Jam-In, and Cheeslings.

Sales Efforts –

Vigorously appealed to channel partner's awareness of Parle Melody and other underperforming products by emphasizing their distinctive selling propositions and urging a rise in sales.

As permitted by our distributor (Sampoorn Marketing) I also offered them these products at a lower rate to promote them and increase their visibility in consumers' minds.

Promotional Activities –

I participated in planning and executing promotional activities for Parle Melody such as discounts, and in-store demonstrations.

Sales Data –

Examined sales data for these products in order to spot patterns and potential improvement areas.

Through these attempts, I aided Parle's distribution network growth and increased sales of items, showcasing my ability to discover opportunities and put good sales tactics into practice.

3.1 SWOT Analysis

Strengths

- 🏆 Remarkable brand loyalty with its globally recognized bestseller items like Parle-G.
- 🏆 Vast distribution network that reaches both rural and urban areas.
- 🏆 Reasonably priced products that appeal to a diverse group of customers.
- 🏆 A reputable Indian brand with an extended legacy of trust.
- 🏆 A wide range of products, including snacks, candies, and biscuits.

Weakness

- Less emphasis on organic and health-conscious product categories.
- Less awareness of the product line expansion that is the Parle Platina range.
- Occasionally, there are issues with the supply chain that impact product availability.
- Dependence on a small number of bestseller products to generate a sizable income.
- Brand perception is tied more to affordability than premium quality.

Opportunities

- Increasing the range of high-end, health-conscious products available.
- Taking advantage of growing customer demand for nutritious snacks.
- Expanding further into unexplored global markets.
- Presenting sustainable packaging options.
- Forging alliances with supermarkets and contemporary retail concepts.

Threats

- Vigorous competition from well-known companies like ITC and Britannia.
- Consumer tastes and preferences are shifting towards premium and organic brands.
- Competition in rural marketplaces from local firms like Anmol and Priya Gold Biscuits.
- Limited focus on premium product segments compared to competitors.
- Marketing strategies are less aggressive compared to competitors like Britannia and Sunfeast.

3.2 BCG Matrix



Stars (High Market Share, High Market Growth)

Parle Hide & Seek - Known for its premium positioning, it caters to the growing demand for chocolate chip cookies.

Happy Happy – It offers a delightful taste of chocolate chip cookies in every bite with a budget-friendly option for a sweet treat.

Parle-G Royale – The latest addition to the product portfolio of Parle that comes with the classic taste of Parle-G with enriched nutrients, and it can be enjoyed as a standalone snack.

Cash Cows (High Market Share, Low Market Growth)

Parle-G – This is the world's largest-selling biscuit in terms of volume and its globally recognized bestseller in this category.

It generates a significant amount of revenue and requires minimal marketing efforts.

KrackJack -It is a reliable product in the mid-range salty-sweet flavoured biscuit segment with steady sales and no significant market expansion.

Monaco - With an established customer base, Monaco is well-known for its flavourful salted cookies and enjoys a dominant market position.

Question Marks (Low Market Share, High Market Growth)

Parle Melody - Despite being well-known, the product has a hazy future in the confectionery segment and has a lower market penetration rate than its rivals.

Cheeslings - Consumers are finding the artificial flavours to be overpowered. It could be reintroduced in different packaging maybe in small packets with eco-friendly packs.

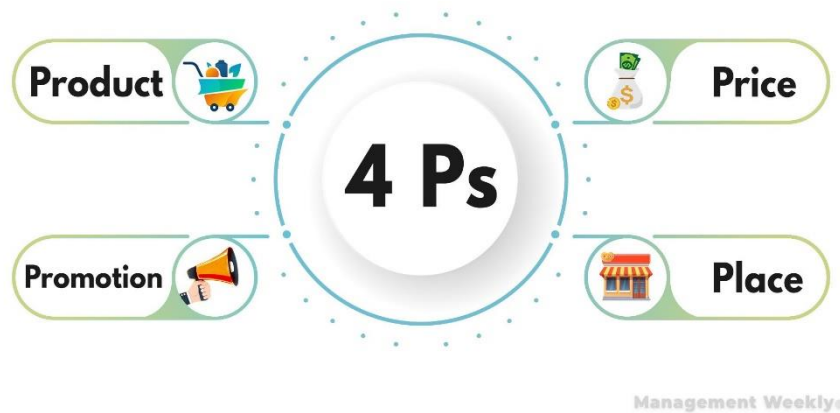
Happy Happy Crème – This category is doing great in chocolate-flavoured biscuits but in the crème segment it needs to be repositioned to compete with brands like Sunfeast Bounce.

Dogs (Low Market Share, Low Market Growth)

Parle Kismi: Despite being a nostalgic product of Parle, Kismi struggles to stay relevant in the industry due to its sluggish growth and small market share.

Happy Happy Cakes – Again they are trying to sell another product under this name which is not performing well in the market and getting very tough competition from Britannia Cakes (Gobbles) which is very popular.

3.3 Marketing Mix Strategy of Parle



Product

Products Range – Parle provides a range of products that includes biscuits, confectionery, snacks, and bakery. It has iconic products like Parle-G, Monaco, and KrackJack.

Innovation – With a focus on affordable products it also started focusing on high-end consumers, Parle recently launched a new range in its product line which is Parle Platina and other variants of popular Parle-G.

Quality – Parle places a strong emphasis on the level of quality of its products, catering to various market niches with both inexpensive and high-end options.

Price

Reasonable Pricing – Parle’s main advantage is its line of affordable, high-quality products, such as Parle-G, which are particularly appealing to consumers on a tight budget.

Competitive Pricing: To take on major competitors like Britannia and ITC, Parle offers their products at competitive pricing.

Tiered Pricing: To cater to different income groups, the company offers both premium (Hide & Seek, Platina) and mass-market (Parle-G) items.

Place

Distribution – Parle has one of India's most extensive distribution networks, including both urban and rural areas.

Availability – Products from Parle are accessible through a variety of channels, including e-commerce sites, modern trade formats like supermarkets, conventional retail stores, and these days hotspots that are quick commerce (BlinkIt, Zepto, Swiggy InstaMart).

International Markets – Parle expands its global reach by exporting its goods to over 100 nations.

Promotion

Mass Media Advertising - This is through the advertisement through television, radio, and newspapers especially focusing on its products such as Parle-G.

Digital Marketing - Thus, the company has sought to expand its outreach on social media to capture young consumers.

Sales Promotions - Parle offers regular discounts, product bundles, and special offers during the season to spur demand.

Celebrity Endorsements - Parle has celebrity endorsements for its super-premium products such as Hide & Seek Milano by having **Twinkle Khanna** onboard increasing the brand's appeal.

Also, during last year's **IPL 2023**, Parle revived its advertisement on television, and it was widely appreciated by sports lovers and customers used to recall those old days and got connected with their favourite brand again.

Attaching below few different ways in which Parle implements its promotion strategies on the ground level:

Parle-G Chhota Bheem AD:



YouTube Link: <https://www.youtube.com/embed/ZDuuNIRc1bk>

Famous Mascot Girl of Parle:

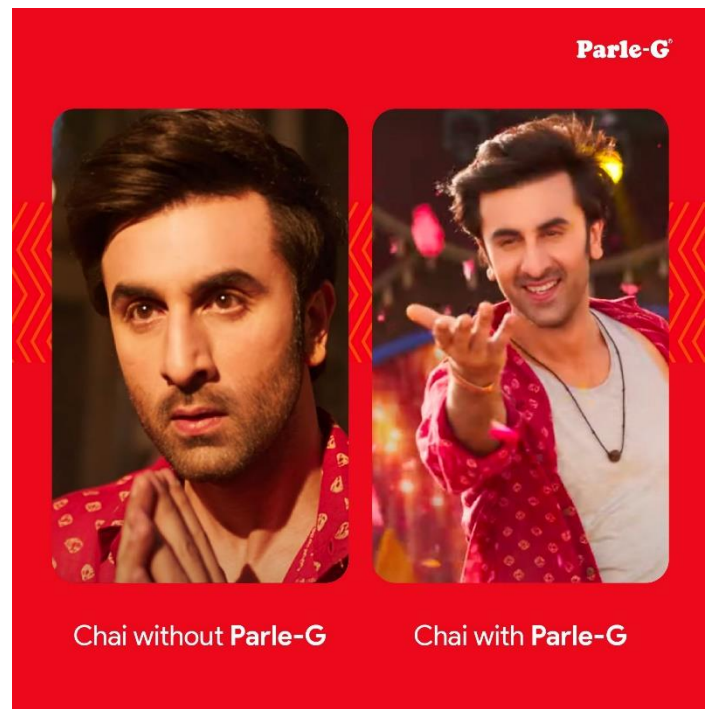
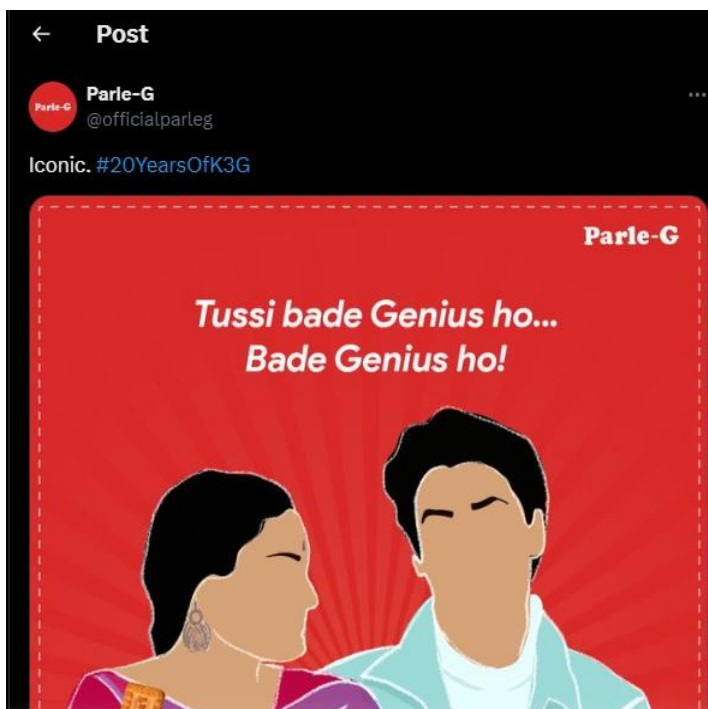


Ad's during IPL 2023:



YouTube Link: <https://www.youtube.com/watch?v=zn12CzWEY4Y>

Advertisements on Social Media:



3.4 Porter's Five Forces Model



Threat of new entrants

Due to the requirement of huge capital for establishing production, distribution channels, and creating brands the FMCG industry has a moderate barrier to entrance.

Due to diverse distribution channels with well-established depots of Parle and customer loyalty, it is very difficult for new players to enter the market.

On the other hand, regional competitors in rural areas can potentially pose a challenge in some market niches if they introduce specialized goods or more affordable options.

Bargaining power of suppliers

Parle reduces supplier power by sourcing basic raw materials from a variety of providers, including wheat, sugar, and milk.

Parle has great negotiation leverage because of its broad operations and the availability of various suppliers, which guarantees cheaper costs.

Their ability to negotiate is additionally hampered by the supplier market's fragmentation.

Bargaining power of buyers

There is stiff competition for FMCG products in the market from similar brands such as Britannia, ITC, and Nestlé among others.

Chain stores, especially supermarkets and Hypermarkets, have a strong bargaining power, where they are more likely to demand better price margins and promotions.

Although Parle is a well-known brand, consumers have greater power since they may quickly go to other brands if items don't live up to their expectations in terms of quality or price.

Threat of substitutes

Currently, the market has many substitutes in the biscuits and snacks segments within the FMCG sector. Other firms offer similar products in the market like Britannia, Sunfeast, and McVitie's.

Parle is responding to this movement in consumer preferences towards premium biscuits, organic goods, and healthier snacks, but it still confronts competition.

Other snack options that work well in place of Parle's products include cookies, chips, and candy.

Industry Rivalry

Major players like Britannia, ITC, Nestlé, and local brands compete fiercely with Parle. Every business battles for market share and actively markets its goods.

Intense price competition to a certain degree is observable; for instance, many players in the industry sell biscuits at the cheaper end of the market, which often reduces the gross profit margin.

The competition also reoccurs in distribution where players struggle to gain space on the shelves of retail outlets.

3.5 Findings and Suggestions

Findings

1. Reluctance to KYC - Some retailers were either, unwilling or had no interest in going through the KYC process. This led to several outlets' authentication delays and slow addition causing strains in channel sales working.
2. Retailers Incentive - Retailers were not adequately driven to advertise and sell poorly performing products such as Parle Melody. In the absence of appropriate incentives or systems, they tended to concentrate on products with better profit margins or faster turnover.
3. Products Placement – During my visits to the various stores in Noida I observed that Parle Platina and other products were not placed in prominent positions; they were not located at easily noticeable places. This ablated the visibility and eventual selling of the premium products.
4. Engagement – Retailers cited a lack of familiarity or low customer demand, a few shop owners showed little interest in new product lines such as Parle Nutricrunch. This indicates a space in the retail sector's promotion of more recent products.
5. Software Usage – The distributor that I was allotted to work with was not using the Parle-I software for taking orders and managing all other relevant things that were available on this mobile application.

Suggestions

By making the KYC process less complicated and involving less paperwork, as well as providing incentives like bonuses or discounts, retailers may be encouraged to comply more easily.

Parle should use the incentive system to encourage the retailers to stock and publicize products such as Parle Melody, Cheeslings, and Chatkeens which record low sales. The specialty products can be motivated by bonuses, contests or, making special offerings dependent on the volume of orders.

Parle should collaborate closely with merchants to guarantee that important products—particularly the high-end Parle Platina line—are well-positioned. This can be done by having out display units or if this can be done by acquiring better shelf space.

Informing merchants about the benefits of the newest items through frequent training sessions or product demos could help them see their worth.

After my suggestion to use the Parle-I software for a better and smooth workflow, they started the use of software with the one salesperson with whom I used to visit markets.

CHAPTER 4 (RESEARCH METHODOLOGY)

4.1 Objective of the study

The particular objective of the research was to assess the channel sales performance of Parle Products Pvt. Ltd. and to pinpoint some of the major issues that needed to be addressed, these are stock availability, merchandising, retailer communication, and promotion. The study further intended to assess customers' and retailers' perceptions of products offered by Parle and other determinants of sales results.

4.2 Research Type

The descriptive research methodology was used to acquire extensive information regarding the channel sales operation. In turn, both qualitative and quantitative methods were applied in gathering information through questionnaires and interviews with customers and store owners.

4.3 Scope of the study

The survey period was two months, and it covered various retail shops across the urban and suburban markets of Noida. The research primarily covered the following areas:

- a. Retailers' interaction with Parle merchandise.
- b. Product exposure and placement at retail establishments.
- c. Consumer opinion about Parle's preferred products and prices.
- d. Retailers' difficulties in pushing Parle's underperforming items.

4.4 Sampling Technique

In this case, a non-probability sampling method was used, and it followed convenience sampling, with 72 customers and 53 store owners being chosen based on accessibility and willingness to participate in the survey. This ensured the practical collection of feedback from the required stakeholders in the market visits.

4.5 Survey Instruments

The report's data was derived from first-hand experience and observations. The survey that was used to collect the primary data was done using questionnaires, and the results will be shown in the part that follows in the report. The consumer's engagement and observation were essential to the process of gathering data.

4.6 Data Analysis Techniques

The report uses a pie chart and bar graph to analyse the data obtained from questionnaires. The method used to convey the conclusions made is based on the inferences and results that I reached after my analysis.

4.7 Limitations of this study

The use of a convenience sample may limit the findings' and could depict biasedness ability to generalize to the larger population since it does not represent the population's distribution.

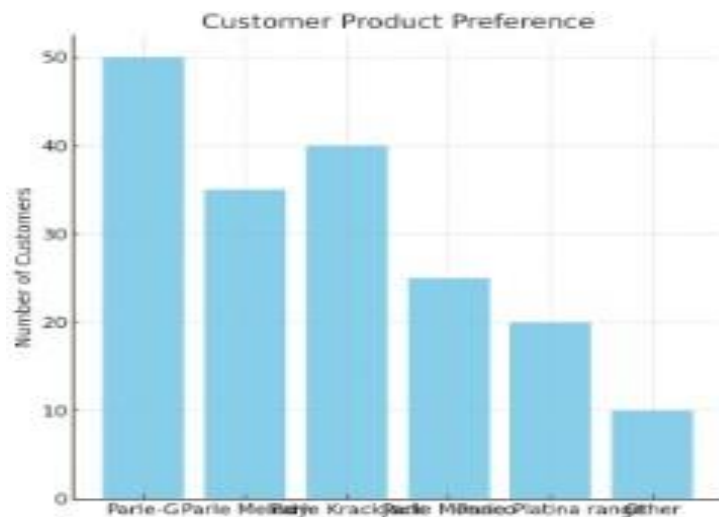
The study only took place primarily in urban market and a few rural markets of Noida, which may not reflect areas in more commercial places or other locations.

The two-month-long study limited the depth of some observations as it was difficult to ascertain long-term trends.

CHAPTER 5 (ANALYSIS AND INTERPRETATION OF THE STUDY)

Customers based questionnaire interpretations:

1. Which Parle products do you purchase most frequently?

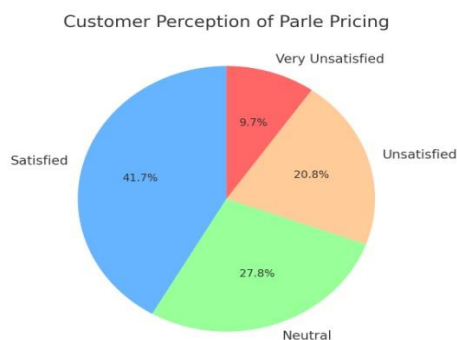


Product Preference:

- **Parle-G** emerged as the most popular product, with 50 out of 72 customers preferring it, followed by **Parle KrackJack** and **Parle Monaco**.
- The **Parle Snacks and Bakery** was less favored, indicating lower customer penetration or awareness.

Insight: Parle-G's brand strength is evident, but the company could focus on increasing the visibility of the less evident range.

2. How do you find the pricing of Parle products compared to similar brands?



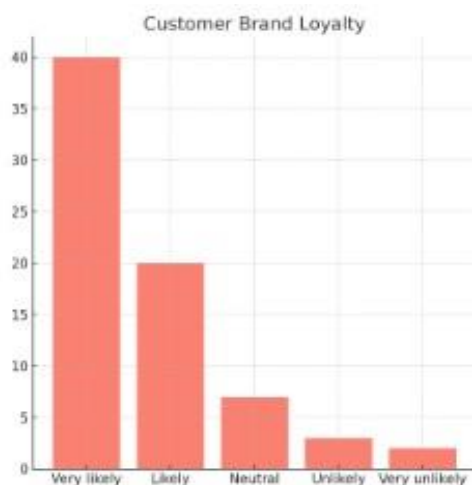
Price Perception:

30 respondents said that “Parle products are very affordable” while 25 said that “Parle products are affordable.”

Only a meagre 17 and 10 percent of the participants agreed with the two statements ‘The price of most of the products in Parle is on the higher side.’

Insight: Most of Parle's customers get value for money, which can be an indicator of a good perception of value among the company's customers. However, there might be issues in pricing strategies in the promotion of specific products.

3. How likely are you to recommend Parle products to others?



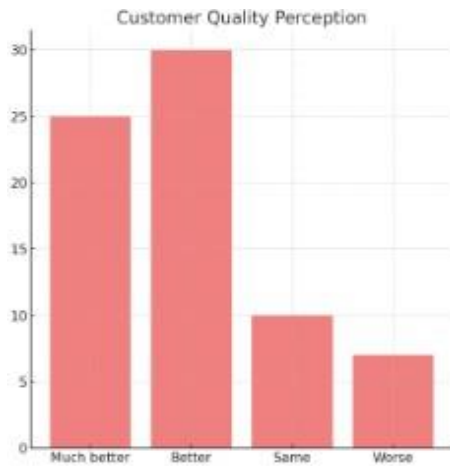
Brand Loyalty:

Out of all the respondents, 40 respondents stated that they were “Very likely” to recommend Parle products- meaning high customer loyalty.

Out of the 80 respondents, only 5 were inclined to respond that they were unlikely to recommend Parle.

Insight: Parle has a high level of brand loyalty and this is something that can be used by the organization for its word-of-mouth and retention strategies.

4. How do you rate the quality of Parle products compared to competitors?



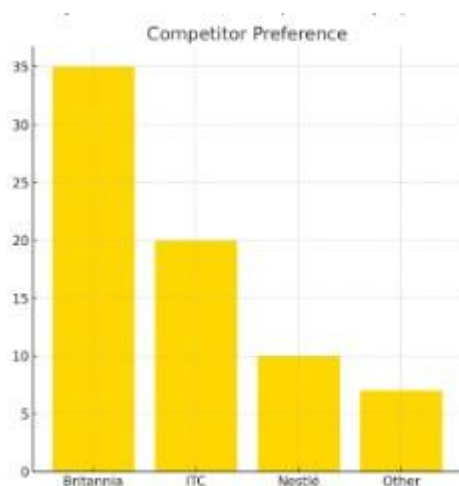
Quality Perception:

In comparison to competitors, Parle's quality was assessed as "Much better" (25), or "Better" (30) by the majority of consumers.

Few people gave it a "Worse" rating (7).

Insight: Parle is regarded as a prestige brand; however, this view will be maintained through ongoing innovation and quality assurance.

5. Which of these brands do you prefer over Parle, if any?

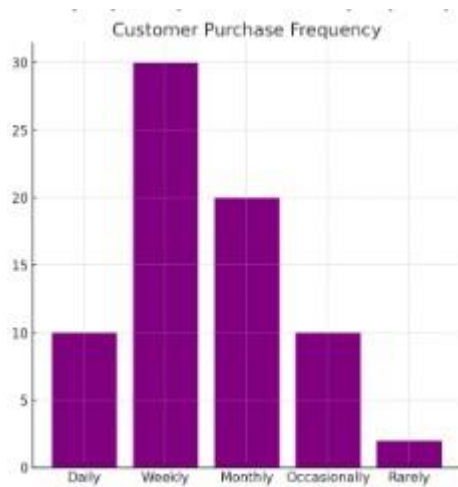


Competitor Comparison:

Among the competitors, Britannia was dominant, and ITC and Nestlé came after Britannia.

Insight: Britannia is still the closest competitor, which suggests that it is high time that Parle looked at varying its proposition.

6. How often do you buy Parle products?



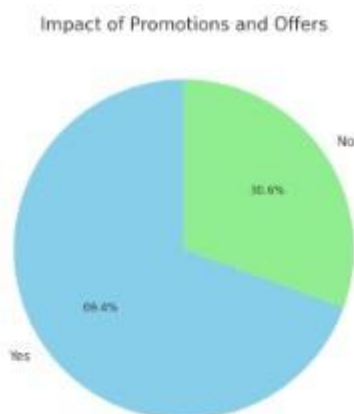
Purchase Frequency:

Out of the customers, 30 claimed to be buying products made by Parle every week and 20 customers said that they bought the products monthly.

While a small segment (2) said that they bought them rarely.

Insight: Although the frequency of food purchases suggests great coverage of the market, the consumption of products on any given day should be improved.

7. Are you more likely to purchase Parle products when there are promotions or discounts?

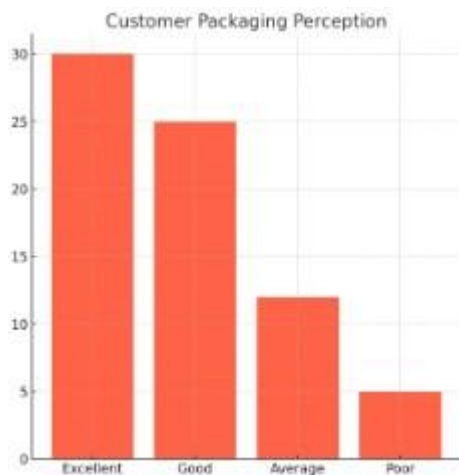


Promotions and Offers:

Fifty customers expressed their willingness to buy Parle products, especially during the promotion.

Insight: Promotions play a critical role in influencing consumer purchase behaviour and therefore a firm could significantly increase product demand through regular offers.

8. How do you find the packaging of Parle products?



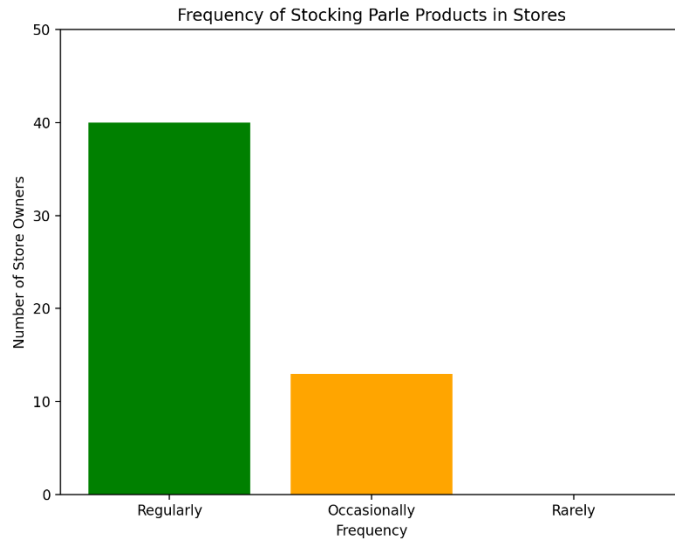
Packaging:

Customers were satisfied with the packaging as 30 customers said that the packaging was “Excellent” while 25 said it was “Good”.

Insight: The overall appearance of Parle’s packaging is appreciated, though there could be some improvements in the packaging to make Parle more appealing to premium consumers.

Store Owners based questionnaire interpretations:

1. How often do you stock Parle products in your store?

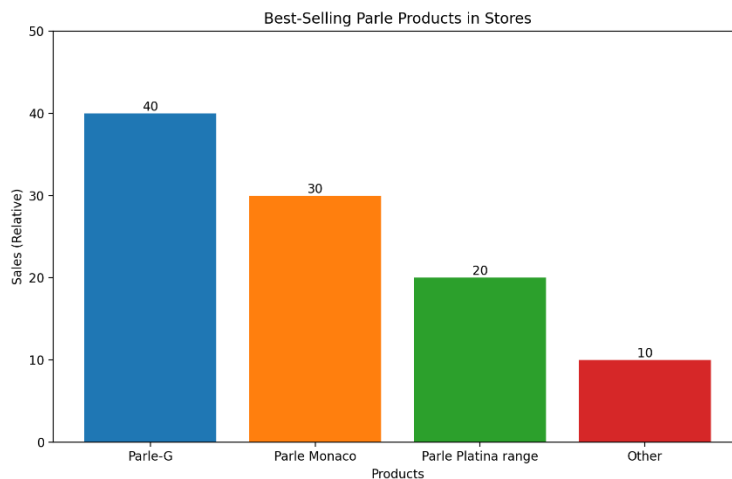


Product Availability:

33/53 store owners reported that their stores frequently sell Parle products proving the high distribution intensity.

Insight: Overall, most Parle products have strong visibility in the retail networks; however, the company needs to focus on the proper inventory management for the new products available in the market.

2. Which Parle products sell the best in your store?

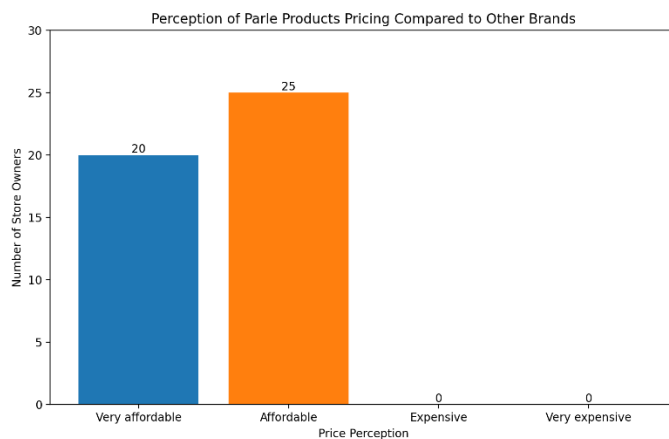


Sales Performance:

Parle-G continued to be the bestselling biscuit in the stores, followed by Parle Monaco and then the Platina series.

Insight: Parle-G is dominating the biscuit market; however, there is scope for other products in the same company as Platina.

3. How do you perceive the pricing of Parle products compared to other brands?

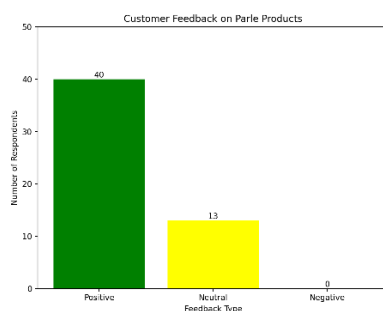


Pricing Strategy:

Owners of the stores believed that Parle products made up the category of affordable products; 20 of them said that the products were “Very affordable” while another 25 people said that the products were “Affordable.”

Insight: Pricing in this case is said to be good for retailers as it facilitates proper stock turnover.

4. What feedback do you receive from customers about Parle products?

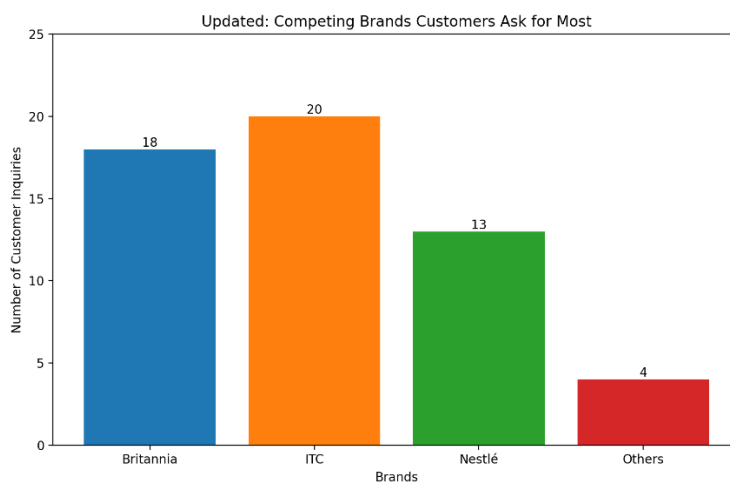


Customer Feedback:

Most of the store owners received positive feedback from their customers with 40 of them affirming this.

Insight: It has a good image in the eyes of end consumers, which improves its retail sales.

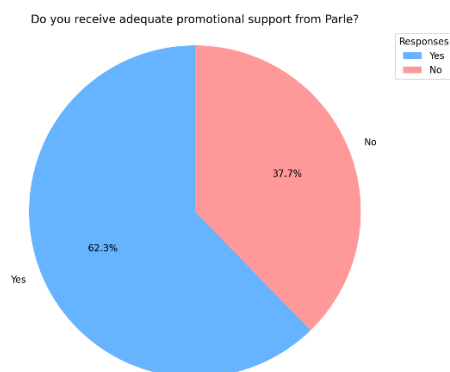
5. Which competing brands do customers ask for the most in your store?



ITC emerged as the market leader in-store sales while Britannia came in second.

Insight: Britannia remains its major competitor in the stores even today. Specific marketing measures may enable Parle to outperform rivals.

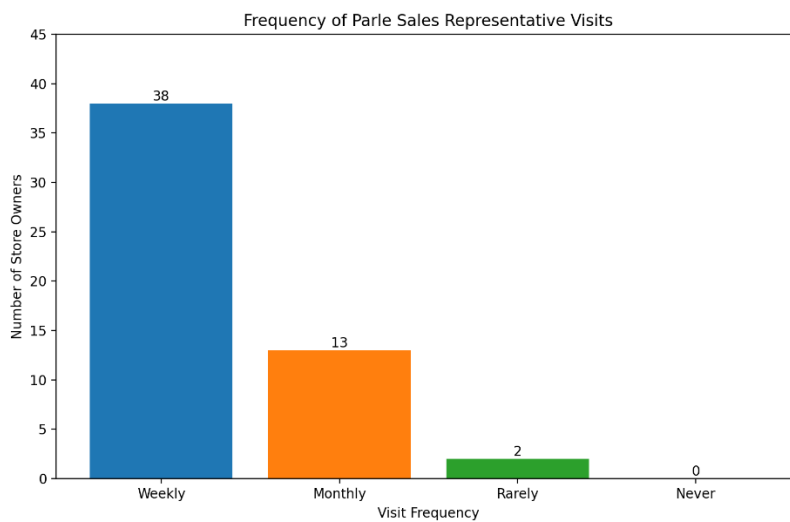
6. Do you receive adequate promotional support from Parle (discounts, advertisements, etc.)?



Out of the 40 store owners, 24 respondents stated that they got the desired promotion support from Parle and 16 said they were not getting the desired support.

Insight: Promotional strategies appear to be reevaluated because some retailers might need some encouragement from the company.

7. How often do Parle sales representatives visit your store?



Store owners stated that they had frequent interactions with sales representatives with 38 out of 53 store owners getting weekly visits.

Insight: This is where Parle’s sales force comes in, as it is involved with the retail network and ensures that everything runs smoothly, and any existing problems are solved.

CHAPTER 6 (CONCLUSION & VALUE ADDITION)

Conclusion

While I was working at Parle Products Pvt. Ltd. for two months as an intern through the Summer Internship Program. It was helpful to get more information about the company's channel sales activity and the relations between retailers and the distribution channel.

Some of the responsibilities that I undertook included compliance checks of products, product placement, new outlet registration, and increasing the sales of slow-moving products like Parle Melody.

From observing various retail shops and engaging with their owners personally, I found the major issues including, but not limited to, the KYC issues, lack of incentive for retailers, and uneven distribution of some products.

It has provided some good suggestions that would have relevant implications for Parle towards improving its market standing, strengthening its connection with retailers in the future, and achieving better sales performance.

Value Addition

🔥 From the gaps observed in retailers I suggested retailer incentive programs that may encourage store owners to promote products that are not popular enough.

This may lead to product push from the retailers consequently increasing sales of these products.

🔥 Optimisation of the KYC process, especially in conjunction with recommended bonuses for store owners, increases compliance and accelerates onboarding of new outlets, thus strengthening the availability of Parle's distribution.

🔥 My work, for example, pointed out that there was a discontinuity in product placements, particularly with the ranges that are considered as the superior ones, such as Parle Platina.

🔥 It also provides the right directions for better positioning of shelves improved promotion stands, and better visibility thereby customer acceptance that would translate to better sales amidst stiff competition.

ANNEXURE

Questionnaire

Customer's and Store Owners' Perception

For Customers:

1. Product Awareness

- Are you familiar with Parle Products?
 - Yes
 - No

2. Product Preference

- Which Parle products do you purchase most frequently? (Select all that apply)
 - Parle-G
 - Parle Melody
 - Parle KrackJack
 - Parle Monaco
 - Parle Platina range
 - Other (please specify)

3. Price Perception

- How do you find the pricing of Parle products compared to similar brands?
 - Very affordable
 - Affordable
 - Expensive

- Very expensive

4. Brand Loyalty

- How likely are you to recommend Parle products to others?
 - Very likely
 - Likely
 - Neutral
 - Unlikely
 - Very unlikely

5. Quality Perception

- How do you rate the quality of Parle products compared to competitors?
 - Much better
 - Better
 - Same
 - Worse

6. Competitor Comparison

- Which of these brands do you prefer over Parle, if any? (Select all that apply)
 - Britannia
 - ITC
 - Nestlé
 - Other (please specify)

7. Purchase Frequency

- How often do you buy Parle products?

- Daily
- Weekly
- Monthly
- Occasionally
- Rarely

8. Promotions and Offers

- Are you more likely to purchase Parle products when there are promotions or discounts?
 - Yes
 - No

9. Packaging

- How do you find the packaging of Parle products?
 - Excellent
 - Good
 - Average
 - Poor

For Store Owners:

1. Product Availability

- How often do you stock Parle products in your store?
 - Regularly
 - Occasionally
 - Rarely

2. Sales Performance

- Which Parle products sell the best in your store?
 - Parle-G
 - Parle Melody
 - Parle Platina range
 - Other (please specify)

3. Pricing Strategy

- How do you perceive the pricing of Parle products compared to other brands?
 - Very affordable
 - Affordable
 - Expensive
 - Very expensive

4. Customer Feedback

- What feedback do you receive from customers about Parle products?
 - Positive
 - Neutral
 - Negative

5. Competitor Products

- Which competing brands do customers ask for the most in your store? (Select all that apply)
 - Britannia
 - ITC
 - Nestlé

- Other (please specify)

6. Promotional Support

- Do you receive adequate promotional support from Parle (discounts, advertisements, etc.)?
 - Yes
 - No

7. Sales Assistance

- How often do Parle sales representatives visit your store?
 - Weekly
 - Monthly
 - Rarely
 - Never

REFERENCES

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<https://www.ibef.org/industry/fmcg>

<https://www.crunchbase.com/organization/parle-products>

<https://hbr.org/>

<https://www.nielsen.com/in/en/insights/reports/>

<http://bit.ly/3zwcFpd>

PLAGIARISM REPORT

Himanshu Kumar | SIP Report



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Study of Distribution Network and Channel Partnerships at Parle Products Pvt Ltd



A Summer Project Proposal for
Post-Graduate Diploma in Management

By

AI REPORT

The screenshot shows the Copyleaks AI Detector website. At the top, there is a navigation bar with the Copyleaks logo, menu items for Products, Solutions, Pricing, and Resources, a language selector set to English, and buttons for Login and Try it Now. The main heading is "AI Detector By Copyleaks" in large, bold letters. Below the heading, a sub-headline states: "The most accurate AI content detector and ChatGPT checker, trusted by top organizations worldwide and backed by independent studies." The interface features a text input area with an "Add to Chrome" button and a "Limited Daily Scans" indicator. A sample text snippet is shown, followed by a green checkmark and the text "This is human text". To the right, a sidebar lists "Unlock Enhanced Features" such as "Additional free scans", "Detection in multiple languages", "Instant access to AI & plagiarism", "Scanning multiple files simultaneously", "Scheduled recurring scans", "Shareable Similarity Reports", and "And more!". A "Sign Up For Free" button is located at the bottom right of the sidebar.

The screenshot displays the "RESULT" page of the Copyleaks AI Detector. The page has a light yellow background and a navigation bar with icons for RESULT, DEEP SCAN, and FEEDBACK. The main content area shows the classification result: "Classification We are highly confident this text is entirely **human**". Below this, there is a large green circular progress indicator with the word "human" in the center. At the bottom, a summary shows "4% Probability AI generated" and "highly confident" with a corresponding color-coded indicator.