

RESEARCH PROJECT

ON

Comparitive Analysis Between Haldirams And Bikanervala Restaurant :

A Specific Study In Greater Noida

[BBA(2018-21)]

As a part of the Curriculum of

BACHELOR OF BUSINESS ADMINISTRATION [BBA]

From

GLAGOTIAS UNIVERSITY,GREATER NOIDA



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DECLARATION BY THE CANDIDATE

We hereby declare that the work, which is being present in this project, entitled “**comparative Analysis Between Haldirams VS Bikanervala Restaurant-A Specific Study In Greater Noida**” is an authentic record of my own work carried out by me under the supervision and guidance of Dr. Rashmi Sharma Galgotias University

This project was undertaken as a partial fulfillment of the major project report in 6th semester of BBA.

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CERTIFICATE BY PROJECT GUIDE

This is to certify that the project report titled “**Comparitive Analysis Between Haldiram's VS Bikanervala Restaurant -A specific study in greater Noida**” submitted in partial fulfillment of the degree of BBA at

Galgotias university is a project carried out by **ANJALI CHAUHAN (18GSOB1010126), RITIKA AGRAWAL (18GSOB1010133) & AMULYA BHADORIYA (18GSOB1010234)** under my supervision and guidance. Their Performance was satisfactory during his research process for the above said major project.

**Dr Rashmi Sharma
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ACKNOWLEDGEMENT

The project entitled “**Comparitive Analysis Between Haldirams And Bikanervala Restaurant-A Specific Study In Greater Noida**” was a challenging assignment for us and required an improved environment, extensive endeavor and all necessary guidance and support. We take this opportunity to express our gratitude to Dr Rashmi Sharma, project guide for her able guidance, cooperation and out of the box thinking without which this project would not have been possible at all.

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Executive summary

Marketing

Marketing is "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large". Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and providing superior customer value.

Management

The organization and coordination of the activities of a business in order to achieve defined objectives. Management consists of the interlocking functions of creating corporate policy and organizing, planning, controlling, and directing an organization's resources in order to achieve the objectives of that policy.

Marketing tools

The techniques and materials used by those who are involved in the promotion of goods and services are known as MARKETING TOOLS. Most business that need to sell their goods or services to the public will make extensive use of various marketing tools, such as market research and advertising to help further their success.

Consumer Behavior

Consumer behavior, also called as consumer psychology, is a branch of applied psychology, marketing and organizational behavior. It examines consumers' decision making processes and ways in which they gather and analyze information from the environment. See the consumer behavior article for an overview. Consumer behavior is a multidisciplinary field which is integral to industrial psychology and aspects of household economy studied in microeconomics. Consumer behavior also means the actions shown by consumers while making decision to select household and consumer items.

With reference to this context, this project has been prepared to put a light on customer satisfaction in Haldirams vs Bikanerwala restaurants.

This project is completely based on market research of Haldirams and Bikanerwala restaurants. Under this research, we have taken sample size of 100. On the basis of that we have assessed the level of Customer Satisfaction of Haldirams vs Bikanerwala restaurants. Then after we have formulated Conclusion and recommendations to improve their quality:-

- Quality product rendered to customer.
- To attain customer satisfaction
- To reduce the price of brand so sales can be boost up.
- To advertise their product which is socially accepted?
- To advertise their product through prominent celebrity.

On basis of weak brand, we have given recommendation in which we mentioned how to strengthen the weak brand. This is the precise study of project.

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1. INTRODUCTION

1.1 INDIAN FOOD INDUSTRY

India is the world's second largest producer of food next to China, and has the potential of being the biggest with the food and agricultural sector. The total food production in India is likely to double in the next ten years and there is an opportunity for large investments in food and food processing technologies, skills and equipment, especially in areas of Canning, Dairy and Food Processing, Specialty Processing, Packaging, Frozen Food/Refrigeration and Thermo Processing. Fruits & Vegetables, Milk & Milk Products, Packaged/Convenience Foods, Soft Drinks and Grains are important sub-sectors of the food processing industry. Health food and health food supplements are another rapidly rising segment of this industry which is gaining vast popularity amongst the health conscious.

India is one of the world's major food producers but accounts for less than 1.5 per cent of international food trade. This indicates vast scope for both investors and exporters. Food exports in 1998 stood at US \$5.8 billion whereas the world total was US \$438 billion. The Indian food industries sales turnover is Rs 140,000 crore (1crore = 10 million) annually as at the start of year 2000. The industry has the highest number of plants approved by the US Food and Drug Administration (FDA) outside the USA.

India's food processing sector consumer product groups like confectionery, Soya-based products, mineral water, and high protein foods etc. We cover an exhaustive database of an array of suppliers, manufacturers, exporters and

importers widely dealing in sectors like the -Food Industry, Dairy processing, Indian beverage industry etc.

The most promising sub-sectors includes -Soft-drink bottling, Confectionery manufacture, Grain-milling and grain-based products, beverages, Milk processing, Tomato paste, Fast-food, Ready-to-eat breakfast cereals, Food additives, flavors etc.

1.2 INDIAN FOOD

Indian food is characterized by the use of various spices, herbs and other vegetables and sometimes fruits grown in India and also for the widespread practice of vegetarianism across many sections of its society. Each family of Indian cuisine is characterized by a wide assortment of dishes and cooking techniques. As a consequence, it varies from region to region, reflecting the varied demographics of the ethnically diverse Indian subcontinent.

India's religious beliefs and culture have played an influential role in the evolution of its cuisine. However, food across India also evolved due to the subcontinent's large-scale cultural interactions with ancient Greece, Persia, Mongols and West Asia, making it a unique blend of various cuisines across Asia. The spice trade between India and Europe is often cited as the main catalyst for Europe's Age of Discovery. The colonial period introduced European cooking styles to India adding to the flexibility and diversity of Indian cuisine. Indian cuisine has had a remarkable influence on cuisines across the world, especially those from Southeast Asia.



1.3 Elements

A typical assortment of spices and herbs used in Indian cuisine

The staples of Indian cuisine are rice, atta (whole wheat flour), and a variety of pulses, the most important of which are masoor (most often red lentil), channa (bengal gram), toor (pigeon pea or yellow gram), urad (black gram) and mung (green gram). Pulses may be used whole, dehusked, for example dhuli moong or dhuli urad, or split. Pulses are used extensively in the form of dal (split). Some of the pulses like channa and "Mung" are also processed into flour (besan).

Most Indian curries are cooked in vegetable oil. In North and West India, peanut oil has traditionally been most popular for cooking, while in Eastern India, mustard oil is more commonly used. Coconut oil is used widely along the western coast and South India, Gingerly oil is common in the South as well. In recent decades, sunflower oil and soybean oil have gained popularity all over India. Hydrogenated vegetable oil, known as Vanaspati ghee, is also a popular cooking medium that replaces Desi ghee, clarified butter (the milk solids have been removed).

The most important or frequently used spices in Indian cuisine are chilli pepper, black mustard seed (rai), cumin (jeera), turmeric (haldi, manjal),

fenugreek (methi), asafoetida (hing, perungayam), ginger (adrak, inji), coriander (dhania), and garlic (lassan, poondu). Popular spice mixes are garam masala, which is usually a powder of five or more dried spices, commonly including cardamom, cinnamon, and clove. Each region, and sometimes each individual chef, has a distinctive blend of garam masala. Goda masala is a popular sweet spice mix in Maharashtra. Some leaves are commonly used like tejpat, coriander leaf, fenugreek leaf and mint leaf. The common use of curry leaves, curry roots is typical of all South Indian cuisine. In sweet dishes, cardamom, saffron, nutmeg, and rose petal essences are seasoned.



1.4 Geographical varieties

Northern

North Indian food is distinguished by the proportionally high use of dairy products; milk, using the "tawa" (griddle) for baking flat breads like roti and paratha, and kulcha. Other breads like puri and bhatoora, which are deep fried in oil, are also common. The [samosa] is a popular North Indian snack, and now commonly found in other parts of India, Central Asia, North America, Britain, Africa and the Middle East. A common variety is filled with boiled, fried, or mashed potato. Other fillings include minced meat, cheese (paneer), mushroom (khumbi). The staple food of most of North India is a variety of lentils, vegetables, and roti (wheat based bread). The

varieties used and the method of preparation can vary from place to place. Popular snacks, side-dishes and drinks include pakoda, bhujiya, chaat, kachori, several types of pickles (known as achar), murabba, sharbat, aam panna.

Eastern

Traditional food of Assam, Bengal and Orissa delicately spiced. General ingredients used in Assamese, Bengali, and Oriya curries are mustard seeds, cumin seeds, nigella, green chillies, cumin paste and the spice mix panch phoron or panch phutana. Mustard paste, curd, nuts, poppy seed paste and cashew paste are preferably cooked in mustard oil. Curries are classified into Bata (paste), bhaja (fries), chochchoree (less spicy vaporized curries) and jhol (thin spicy curries). These are eaten with plain boiled rice or ghonto (spiced rice). Traditional breakfasts include pantabhat or pakhaal, as well as cereals such as puffed rice or pressed rice, in milk, often with fruits. The cuisine of Bangladesh is very similar to eastern Indian food, particularly that of West Bengal. The popular vegetable dishes of Orissa are Dalma and Santula. The most popular vegetable dish of Bengal is Sukto.. As in southern India, rice is the staple grain in Eastern India too. A regular meal consists of lentils, a primary non vegetarian side dish usually made of fish and a few other secondary side dishes made of vegetables.



Southern

Idlis with coconut chutney, a well-known dish from southern India.

South Indian food is distinguished by a greater emphasis on rice as the staple grain, the ubiquity of sambar and rasam (a dish in liquid form prepared with herbs and/or spices, tamarind paste, turmeric and/or tomato and/or dhaal, also called chaaru/saaru and rasam), a variety of pickles, and the liberal use of coconut and particularly coconut oil and curry leaves. Curries called Kozhambu are also popular and are typically vegetable stews cooked with spices, tamarind and other ingredients. The dosa, poori, idli, vada, bonda and bajji are typical South Indian favorites. These are generally consumed as part of breakfast. Other popular dishes include Kesaribath, Upma/Uppittu, Bisibele Bath, Rice Bath, Tomato Bath, Pongal, Poori & Saagu, Pulao, Puliogarai and Thengai Sadham. Reflects the diversity of south Indian cuisine. South Indian food obtains its distinct flavors by the use of tamarind, coconut, lentils, and a variety of vegetables. Udupi food is a popular cuisine of South India.

In south India, the usual lunch service is as follows: soup as an appetizer; a little rice with plain dhaal curry and ghee; rice mixed with a lean but spicy gravy for vegetarian meals or chicken/mutton/seafood gravy) or any variety rice; rice mixed with rasam; rice with curd (yoghurt); finally, fruit and betel leaves/nuts (beeda). Pappadams and pickles are served throughout.

Andhra, Chettinad, Tamil, Hyderabadi, Mangalorean, and Kerala cuisines each have distinct tastes and methods of cooking. In fact each of the South Indian states has a different way of preparing sambar; a connoisseur of South Indian food will very easily tell the difference between sambar from Kerala, sambar from Tamil food, Sambaru from Karnataka and pappu

chaaru in Andhra food. Some popular dishes include biryani, ghee rice with meat curry, seafood (prawns, mussels, mackerel) and paper thin pathiris from Malabar area.



Western

Ragada in a pani puri, a popular snack from Mumbai.

Western Indian cuisine has three major regions: Gujarati, Maharashtrian and Goan. Maharashtrian cuisine has mainly two sections defined by the geographical sections. The coastal regions, geographically similar to Goa depend more on rice, coconut, and fish. The hilly regions of the Western Ghats and Deccan plateau regions use groundnut in place of coconut and depend more on jowar (sorghum) and bajra (millet) as staples.. Maharashtrian fast food includes one of the most popular dishes called Pav Bhaji. For breakfast Maharashtrians eat various preparations of rice flakes called Pohe. It is becoming popular in Indian restaurants all around the world. Gujarati food is predominantly vegetarian. Many Gujarati dishes have a hint of sweetness due to use of sugar or brown sugar or gur (also called as jaggery). Goan cuisine is influenced by the Portuguese colonization of Goa. Use of Kokum, triphala is a unique feature of Goan and Konkani cuisine.

A vegetarian thali. Gujarati food offers a wide range of vegetarian delicacies because Hinduism, practiced by majority of Gujarat's populace, encourages vegetarian diet.



1.5 Indian fast food

The fast food industry in India has evolved with the changing lifestyles of the young Indian population. The sheer variety of gastronomic preferences across the regions, hereditary or acquired, has brought about different modules across the country. It may take some time for the local enterprise to mature to the level of international players in the field.

Many of the traditional dishes have been adapted to suit the emerging fast food outlets. The basic requirements kept in mind by the Indian fast food outlets is to decrease the processing and serving time and serve the customers faster. A number of indigenous methods have been developed by the Indians in this regard to achieve this. For example, the typical meal which called for being served by an ever alert attendant is now offered as a Mini-Meal across the counter. In its traditional version, a plate or a banana leaf was first laid down on the floor or table. Several helpers then waited on the diner, doling out different dishes and refilling as they got over in the plate.

In the fast food version, a plate already arranged with a variety of cooked vegetables and curries along with a fixed quantity of rice and Indian flatbreads is handed out across the counter against a prepaid coupon. The curries and breads vary depending on the region and local preferences. The

higher priced ones may add a sweet to the combination. Refills are generally not offered.

The diversity of Indian cuisine poses logistical problems when it comes to handling. Hence it is common to serve different cuisines at different counters within the same premises. Presence of a large vegetarian population, who eschew non-vegetarian food, has given rise to outlets which exclusively serve vegetarian fast food. Also, different variety of food may be served depending on the times of the day. Beverages such coffee, tea, soft drinks and fruit juices may also be served in such outlets. Some outlets may additionally have specially designed counters for ice-cream, chaats etc.

Popular formats of fast food business in India have the following features in common:

- Wide opening on the road side
- Easy to maintain and durable décor
- A cash counter where food coupons are sold
- A food delivery counter which invariably is granite topped
- Additional counters for Ice Creams, Chaats, Beverages etc.
- A well fitted kitchen located so as to be visible to the customers
- Tall tables, usually of stainless steel, where one can eat while standing
- A drinking water fountain adorned with a water filter
- Rust-proof and non-breakable crockery

Most of the fast food outlets in India are stand alone establishment, few of them having more than one branch.

It includes:-

- Aaloo chat



- Papri chaat



- Samosa



- Pav bhaji



- etc.

1.6 Indian sweets

Indian sweets, known as Mithai are a type of confectionery. Many are made with sugar, milk and condensed milk, and cooked by frying. The bases of the sweets and other ingredients vary by region. In the Eastern part of India, for example, milk is a staple, and most sweets from this region are based on milk products.

Varieties of Indian Sweet



Barfi

Barfi is a sweet made of dried milk with ground cashews or pistachios.

Chena Murki



Chena murki sweet made from milk and sugar available in Indian province of Orissa. The milk is boiled for a long time and condensed. Sugar is added and the sweet is given a round shape. It is also known by many Bangladeshi and Guyanese people as pera.



Chikki

Chikki A simple sweet made out of peanuts and molasses.

Gulab jamun



Gulab jamun is an Indian dessert made out of fried milk balls soaked in sweet syrup.



Jalebi or Imarti

Jalebi or Imarti, a popular sweet all over India.

Jalebi is made by deep-frying flour in a circular (coil-like) texture and then dipping in sugar syrup. Imarti is a variant of Jalebi, with a different flour mixture and has a more

coiled texture. Typically Jalebi is brown or yellow, while Imarti is reddish in color. Often taken with milk, tea or even yogurt (or Lassi)



Khaja

Khaja is a sweet food of Orissa and Bihar states in India. Refined wheat flour, sugar and oils are the chief ingredients of khaja.

Kulfi



Kulfis are Indian ice-cream, where the sweetened milk/cream is frozen in small metal cans to be served frozen. Usually it has a milky appearance, but additional colors may be applied for display. A summer-time favorite in most of India, especially in the northern India. It comes in variety of flavors such as mango kesar or cardamom. It is typically sold by street-side hawkers who carry around these frozen cans of kulfi in a big earthen pot. The street-side hawkers, called “kulfiwalla” (one who sells kulfi) are much awaited by school kids who savor kulfi’s during school lunch-times.



Laddu

Motichoor Ladoo is a popular variant.

Laddu (sometimes transliterated as laddoo) is made of flour and other ingredients formed into balls that are dipped in sugar syrup. The popularity of Laddu is due to its ease of preparation.

Variations in the preparation of Laddu result in a spectrum of tastes. Laddu is often made to celebrate festivals or household events such as weddings. You can get Laddoo’s which are famous in Bihar called as “Maner Ka Laddoo” in Maner Sweets – Maner and Patna.



Malpoa

Malpoa is one of the most ancient home made sweets of India. It is a form of pancake (made of what or rice flour) deep fried and sugar syrup. Several variations exist in different parts of India, especially popular in Bengal and Orissa.



Parwal Ki Mithai

Parwal Ki Mithai is a dry sweet made of parwal. The outer covering is made of parwal, and the filling is made of milk products. It is rather popular in Bihar, but also found in Uttar Pradesh and West Bengal.

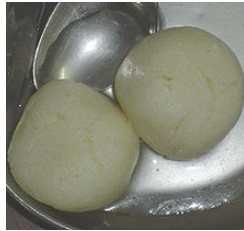


Payas or Kheer

Payas (or Kheer as it is called in Hindi)

A sweet rice pudding, payas has been a cultural dish throughout the history of India, being usually found at ceremonies, feasts and celebrations. In many parts of India, ancient traditions maintain that a wedding is not fully blessed if payas (or payasam as known in South India) is not served at the feast

during traditional ceremonies like marriage, child birth, annaprasan (first solid feed to child) etc.



Rasgulla

Rasgulla, a popular sweet dish made from cottage cheese.

Rasgulla is a popular relished sweetmeats in India, originated in Orissa, in the eastern region of the country, but was made known to the outside world by Nobin Chandra Das of Kolkata. Originally a dessert in Orissa for centuries, this dish made its way to West Bengal when the Oriya cooks started migrating to West Bengal in search of jobs, bringing along the recipe. It was only then that Nobin Chandra Das of Kolkata modified its recipe to give it its current form. This dish is produced by the boiling of small balls of casein in sugar syrup. This sweet dessert can be found in many eastern Indian households.



Sandesh

Sandesh is a sweet made from fine cheese made from cow's milk kneaded with fine ground sugar or molasses. This is a signature sweet from West Bengal in India. Revered for its delicate making, and appreciated by the connoisseur, this represents sweet making at its finest. Sandesh comes in two

varieties, “Norom Pak” (the softer version) and “Koda Pak” (the harder version). The softer version although more gentle and considered better, is fragile. The harder version is robust and often easier for storage. Molases made from dates can be used to make a special variation of Sandesh called “Noleen Gurher Sandesh” (a Sandesh made from “Noleen Gurh” or molases from dates) or simply “Noleen Sandesh” (as shown in the figure).



Shrikhand

Shrikhand is a creamy dessert made out of strained yogurt, from which all water is drained off, leaving the thick yogurt cream by itself. Adding dry fruits like mangoes enhances the Shrikhand’s taste. It is a Western India traditional dish, and it has ancient roots in the Indian cuisine.

Other Indian Sweets



Sohan papdi

Other traditional Indian sweets and desserts famous throughout the history of Indian food include:

- Mysore Pak (a dessert made out of ghee, sugar and chick pea flour), Halwa (Persian dessert or Halva in modern English spelling; made out of flour, butter and sugar)
- Halwa is a popular Indian dessert that have spread in every corner of the World)
- Jangiri

In Orissa, several chhena based confections, such as Chhena Kheeri, Chhena Jalebi, Rasaballi, and Chenna Poda are consumed. Badushah is a sweet popular in South India

2. COMPANY PROFILE

ABOUT THE COMPANY



HALDIRAMS PAST

Haldirams began as a tiny shop in Bikaner, the land as famed for its savories as for its leather-faced pipe players and fierce warriors. By 1982, Haldirams had set up shop in Delhi & the capital had begun to stop by & take note of the savories & sweets. It was word of mouth that grew the business manifold over the next decade till Haldirams came to stand for a good company that was synonymous with taste, hygiene and innovation.

U.S.A was the first market they started exporting to, thanks to the large Indian population there. Haldirams began with about 15 Products, all savories, because they are a favorite with Indians.

What began as a small-town enterprise in India is today a global phenomenon. Haldirams is a way of life for Indians no matter which country they live in and the countries they live in are also fast developing a penchant for these products.

HALDIRAMS PRESENT

Today, Haldirams is a 4 million dollar brand that is a familiar sight on shelves across the U.S.A, U.K. and the Middle East. Non-Resident Indians carry back packets of Haldirams along with the farewells and Nostalgia & it is this name that they cook for as they scan shops for familiar scents and sights.

For over sixty years now, they have been unifying the palate of India. It has not been the simplest of tasks; India speaks different tongues and has different taste buds to match. However, today, Haldirams is a name that has become synonymous with Taste and quality not only within India but the world over.

Haldirams products are exported to several countries worldwide including Pakistan, Canada, Australia, Srilanka, Singapore, Malaysia, South Africa, Indonesia, Qatar, Hong Kong, Japan, Kenya, Libya, South Korea, Nigeria, Mauritius, United Kingdom, Zambia and Bahrain. Their products are frequently sold in U.S. supermarkets in the foreign foods/import section.

In addition to these packaged products, Haldirams has its own outlets where it sells sweets and eatables. It also has a range of restaurants in and around Delhi, NCR and Nagpur.

Today Haldirams occupies considerable shelf space at prominent supermarkets over the world. From traditional Indian sweets & savories to the more international chips, cookies, nuts & sherbets, Haldirams products are fast capturing the imagination of people making it possible for them to aim for deep penetrations in the Middle East, East Europe and parts of North Africa.

HALDIRAMS FUTURE

Haldirams plan to leverage their equity in the domestic & international market to become a food corporation with not just branded products under their belt but also restaurants, retail chains & a wide portfolio that includes such diverse products as milk based food & noodles.

In the near future they hope to be in places such as Algeria, Jordan, Yemen, Taiwan, Columbia, Cyprus, Ukraine, Libya, Tunisia, Egypt, Armenia, West Indies, Sweden, Finland, and Trinidad & Tobago.

They have also invested considerably in an advanced processing and packaging unit, which enables them to marry tradition with technology. This is why, no matter whose shelf their products sits on, it always stands on its own.

GROWTH OF DEMANDS AND DEMANDING STANDARDS

Haldirams is growing at the rate of 40% in the international market and are confident of maintaining the pace for the next 5 yrs. This has not only been because of Indian living abroad but also because Indian food is finding a worldwide audience. To keep up with incessant demand they have increased their production capacities considerably. Presently they have four plants in and around Delhi that produce 50 tones of namkeens, 20 tones of chips & other fun food & 5 tones of tinned sweets & soan papdi, on a daily basis.

Two more production units are coming up which will not only increase capacity but also make it possible for them to introduce new product lines. When they started exporting in the year 2001, their figures stood at \$ 1.7 million. Today they export products to the tune of \$ 6.00 million.

QUALITY CHECKS

There is a strong emphasis on international standards of manufacturing & quality control. Their products taste like they have arrived fresh out of Granny's kitchen; they have the Indian Granny's proverbial fetish for hygiene. Their ethos may date back to vintage India, but their outlook is

every bit as a professional as that of a progressing modern day Indian company.

They have regular laboratory check to ensure that the quality parameters of FDA, USA & Safety Act, UK are met at every level-raw material to finished products. They also have advanced in-house testing facilities for aflataxion, pesticides, and sudden colures & others microbiological tests

OUTLETS & THEIR DELICIOUS FARES ONE COUNTRY, ONE TASTE

They have 19 Restaurants that are as popular with NRIs as they are with the locals. Situated in places that are seen as Meccas of street food they are always packed to the last inch; international food chains & street vendors not withstanding. Apart from their packed items for exports, Haldirams at these outlets sell 96 varieties of dishes & 77 varieties of sweets.

Cooked fresh everyday at each of their outlets, these serve their customers need for breakfast, lunch, snacks, dinner and celebrations. Haldirams plan to leverage their equity in the domestic & international market to become a food corporation with not just branded products under their belt but also diversifying into fast food retail chains all over the country.

AWARDS & ACHIEVEMENTS

- ❖ Haldirams is an ISO 9002 &-HACCP recognized company with several awards under their belt.
- ❖ **INTERNATIONAL AWARD** for food & beverages awarded by Trade Leaders club in Barcelona, Spain in 1994.

- ❖ **KASHALKAR MEMORIAL AWARD** presented by All India Food Preserves Association in 1996 at its Golden Jubilee Celebration for Manufacturing the best quality food products.
- ❖ **BRAND EQUITY AWARD** 1998 was awarded by Progress Harmony Development Chamber of Commerce & Industry in recognition of creating a successful Indian brand.
- ❖ **APEDA EXPORT AWARD** 2001 -2002 was awarded by Agricultural & Processed food Products Export Development Authority for Outstanding contribution to the promotion of Agricultural & processed Food Products during the year 2001-2002.

Haldirams System

Haldirams entry into the fast food restaurant business was merely a coincidence. They didn't focus on it in order to start a fast food restaurant in 1996-97. Their main expertise is in Indian sweets, namkeens, etc.

The other units are Mathura road, Lajpat Nagar and Chandni Chowk. They are all old units. The people have got used to working in particular fashion. So, it will be difficult for them to change.

Haldirams have not conducted any study to improve their existing systems. They are not a very old company with set systems in place. It is still a very small company according to international standards, it's a family owned company with almost none external intervention. So, professionalism is still missing. Everything is happening on traditional basis. There is no system as such. Mr.Pankaj is responsible for the Gurgaon project. They are implementing all the systems there which they could not implement fully at the Mathura Road facility. These systems include purchasing systems, maintenance system, quality systems, financial and production systems etc.

This focus on system is because of their perceived weakness in this area. They have some internal weaknesses that they want to overcome. They could do it in Gurgaon as it was a green field project. A little bit of experimentation is involved to get the best results. If those things are successful here then they can duplicate the same in other units because those units as well. They are not bringing any professional input yet to try and help with this system creation part because their job is more labor intensive and they know their people better than any external agency. Also they have to do it in their own way. They cannot hire any food technologist because that way they will be disclosing their recipes.

At present in Gurgaon they are looking more into:

- (1) Controlling their costs,
- (2) Focus and study more on customer's demands

Haldirams quest to become a global brand name

Mr.Pankaj thinks that the Indian fast food has not become global because of the characteristics of the product like Raj kachauri, as one have to have ten different kinds of inputs to add to make a Raj kachauri. For example, curd and then there are two or three different kinds of spices. There are also a couple of ingredients which don't have a long shelf life. The other reason could be the fact that none of the Indian companies have invested into packaging in order to increase the shelf life of a fast food product. In contrast; the western products like burgers, pizzas, chips etc are available in the western markets in a frozen form and has a good shelf life. There is no problem for the western companies to send their products from America to India. They package it, freeze it and send it across due to frozen technology and frozen supply chain.

Haldirams can be positioned as an Indian fast food restaurant. It's not a western fast food restaurant and does not compete with Pizza Hut or Dominos or even McDonald's.

There is a big market, world over in terms of Haldirams products to become a potential global brand name.

Everyday they get e-mails from businesses in many countries which are interested in opening up fast food restaurant and asking for obtaining franchisees.

The Ready to eat concept- Minute Khana

Haldirams has launched a range of packed ready to eat dishes. These dishes have a long shelf life. It is a new concept for Haldirams. They have launched this product keeping in mind the changing lifestyles of Indian people. As today mostly both husband and wife are working so this is the best thing for them. Haldirams focuses more on customers need and demand which helps them in innovating new products.

COMPETITORS

Today Lehar and Frito Lay are the main competitors of Haldirams in the namkeen and snacks segment. They both are the divisions of Pepsico and

apart from that there is no major competitor as such because the share of branded namkeen in India is not very big as a comparison of total sales of namkeen in the country. It is 20% or 30% at maximum of total namkeen sales all over India. If one goes to any city or village in India one will find dozens of local manufacturers who sell loose namkeen.

So, it's very difficult to compete with them in terms of pricing. Quality wise, they cannot compete with Haldirams but from the cost perspective it is difficult for Haldirams to compete with them with their whole supply chain cost, distribution cost, retailer margins etc. it is very difficult to compete with them. In smaller cities and villages the customers want good quality but they cannot afford it. They want something of cheaper price. Out there, Haldirams have a limited market share. According to Mr.Pankaj, namkeen is more than 90% of their total turnover and the fast food segment is only about 10%.

In namkeen segment, Haldirams are still the leader. Pepsi is not near them in the country, but as and when they diversify from namkeen to other kind of snacks like potato chips or extruded snacks, Pepsi has more know how and knowledge about it because they have been into that business for a long period. So, in that area it will be very difficult for Haldirams to compete with them in terms of technology and in terms of marketing.

Haldirams strategy is not to engage in a direct fight with Pepsi but build one of their own markets and that's the only way they can possibly capture a niche segment of the broader market. It will be a slow process but that will be the right one because if one goes out straight and fight with Pepsi then it's very difficult to survive, asserts Mr.Pankaj.

In terms of restaurant and sweets they have many competitors and major competitor of Haldirams is Bikanervala. Bikanervala offers almost same

variety of dishes etc. and the difference between the prices of these two is very less and at most of the places where Haldirams is having an outlet Bikanervala has also established its outlets there.



Director of Haldirams – Mr.Pankaj Aggarwal

Pankaj Agarwal is the fourth generation of the Haldirams family business. His great grandfather founded in 1940s.

Pankaj did his schooling partly from Delhi and Mussorie and completed his undergraduate studies in commerce discipline from Hansraj college, Delhi. He then went on to get his MBA, at Business School, Lausanne, Switzerland. After coming back to India, he joined his family business. He is currently the Director of Haldirams Manufacturing Company Limited (HMCL).

Pankaj intends to learn everything on his own. He is interested to see each and every product, how is it manufactured, what is the taste, what are the ingredients.

According to Pankaj, his strength lies in understanding the people he is working with and in understanding the needs of the customers in terms of taste preferences. He assesses the strengths and weaknesses of his company on continuous basis and has a clear vision for Haldirams. He says, “There is no chef on whom I can depend on who will control the quality of our products and since, it’s a manual work, there are chances of getting the

quality upside down. So, you have to have the knowledge otherwise they can fool you.”

Before implementing anything Pankaj first discusses it with his father as his father has a wealth of experience and practical knowledge. He has been in this business for more than 40 years.

HALDIRAMS OUTLETS (DELHI, NCR)

1. Haldirams Kherki Daula Gurgaon

Operation Hours 9 am to 10 pm.
Address Village-Kherki Daula,
Delhi-Jaipur highway,
NH-8, Gurgaon (Haryana)
Phone No. 0124-4771400

2. Haldirams Sahara Mall Gurgaon

Operation Hours 9.30 am to 10 pm
Address Ground Floor, Sahara Mall,
M.G. Road, Gurgaon (Haryana)
Phone No. 9212667644

3. Haldirams MGF Mall Gurgaon

Operation Hours 11-30 am to 10-30 pm
Address 3rd Floor, MGF Mall, M.G. Road,
Gurgaon (Haryana)
Phone No. 9212667649

4. Haldirams DT Mega Mall, Gurgaon

Operation Hours 11.30 am to 10.30 pm.
Address Shop No. 11, Ground Floor, DT Mega
Mall, DLF, Phase1, Gurgaon
(Haryana)

Phone No. 9212667648

5. Haldirams Ambience Mall, Gurgaon

Operation Hours 11.30 Am to 11 Pm
Address 3rd Floor, Ambience Mall,
Delhi – Jaipur Highway, next
to Toll Plaza, Gurgaon (Haryana)
Phone No. 9650871115

6. Haldirams Moti Nagar, Delhi

Operation Hours 9.30 am to 11 pm
Address 19A, Shivaji Marg Najafgargh Road,
Moti Nagar, New Delhi
Phone No. 011 - 47685217

7. Haldirams Chandni Chowk, Delhi

Operation Hours 8.30 am to 10.30 pm
Address 1454 /2 Chandni Chowk Fountain,
Chandni Chowk, Delhi - 6
Phone No. 011 - 47685100

8. Haldirams Lajpat Nagar New Delhi

Operation Hours 9.00 am to 10.30 pm
Address 45, Ring Road, Lajpat Nagar-IV,
New Delhi-110024
Phone No. 011- 45204300

9. Haldirams Mathura Road, New Delhi

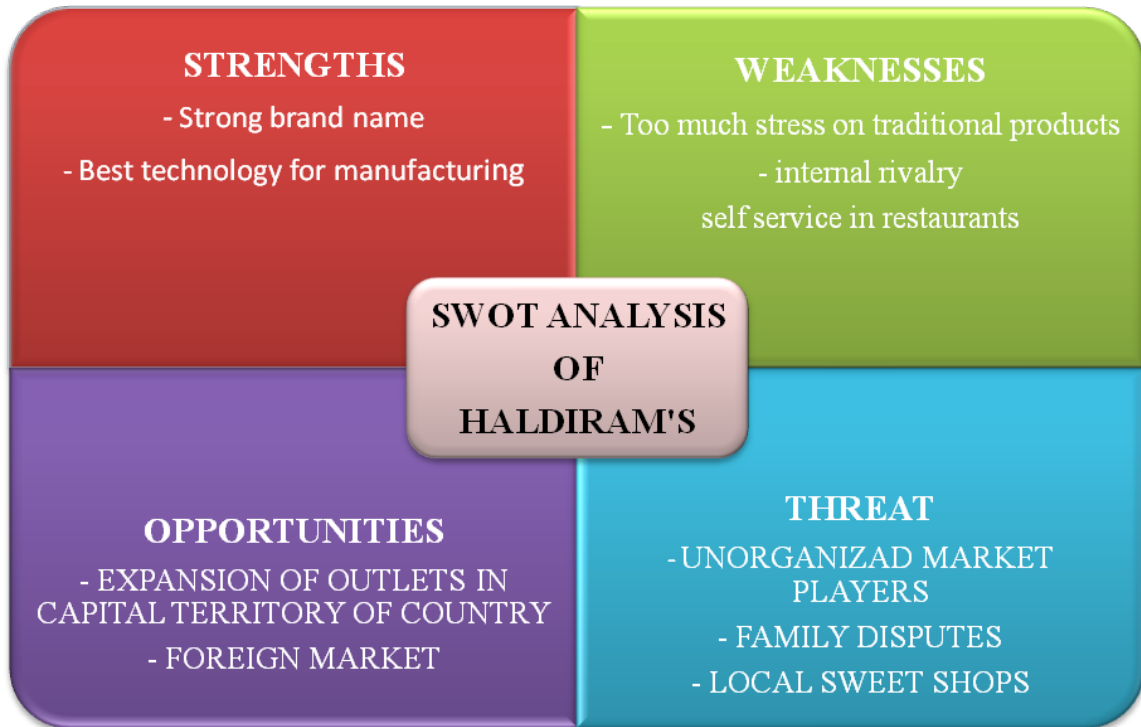
Operations Hours 9.00 am to 10.30 pm

Address B-1/H-8, M.C.I.E., Main Mathura Road,
New Delhi-110044
Phone No. 011- 45204200

10. Haldirams Spice Mall Noida

Operations Hours 10.00 am to 10.30 pm
Address 108-109, Ground Floor, Spice World,

SWOT ANALYSIS OF HALDIRAMS



2.2BIKANERVALA COMPANY PROFILE ABOUT THE COMPANY

HISTORY OF BIKANERVALA



Bikanervala is one of India's most prominent families in the business of traditional hospitality products like sweets and nankeens. Our forefathers devoted their lifetime in developing exclusive recipes which are now proud family secrets. To this wealth of inherited knowledge our new generation has now added another dimension- modern technology.

Today, BIKANERVALA FOODS PVT.LTD. is an ISO 9001:2000, HACCP and SQF 2000cm certified company with four modern manufacturing units in the national capital Region and the chain of 88 outlets in India abroad, serving vegetarian north India, south India, continental, Chinese cuisine and fast food along with a vast variety of traditional Indian sweets and snacks.

VISION



To savor and share the century old culinary heritage of Bikanervala with ultimate taste and relishing freshness and ensuring superior customer experience by providing highest standards of product quality and service

THEIR CONCEPTS

BIKANERVALA



The traditional Indian sweet shop cum restaurant is an experience in itself. Here one can find the pleasure and warmth of traditional Indian sweets, nankeens, chats and snacks and 100% pure vegetarian multi cuisine restaurant which is served and delivered with passion and celebration. Bikanervala concepts always has been to innovate and yet maintained the original flavor of traditional Indian food with primary focus on quality, hygiene affordability. Customer satisfaction is like a religion at Bikanervala and that is why they have been able to keep their century old tradition alive. Bikanervala showrooms are located in India, Nepal, UAE and New Zealand.

BIKANO



Bikano is their international brand of packaged sweets, nankeens, papad and sherbets, manufactured to the world standard of hygiene and quality. Bikano's packaged products have always been a big hit with the costumers in both India and abroad. Their food products like namkeens, cookies and syrups have made it the most preferred in between meal snacks all over the world. Bikano's concept of constant innovation through the of modern

technology for packing retains its original flavor for maximum time period with this vast variety of fines packaged products one can always ready to celebrate a sweet moment, any time, any where bikano products are available in Bikanervala and Bikano chat cafe show rooms and in leading super markets and retail stores in India and abroad.

BIKANO CHAT CAFE

Bikano chat café is a new age concept of Bikanervala aimed at establishing a strong network in the corporate and the retail segment. It is a chain of fast food restaurant's and tuck shop serving traditional Indian chat, combo meals, burger, pizza and snacks in a modern hygienic environment. Their main focus has been to provide exquisitely packaged traditional food at affordable to wherever their customers groups are located, be it corporate houses, malls or even exhibitions stalls. Their innovative menu and state-of-the-art manufacturing and delivery systems ensures original flavor from base-kitchen-to-customer.

Globalization

Bikanervala exports its products to many countries outside india and it also has many showrooms in other countries like- UAE, Nepal, New Zealand, etc. and it is also having plans to expand in other countries in the near future. Bikanervala's aim is to spread the Indian traditional sweets and Namkeens, snacks, food etc. to all parts of the world.

COMPETITORS

In the market of snacks, namkeens, etc. Bikanervala has many competitors like- Pepsi, Frito Lay, Haldirams etc. Because of so many market players offering same kind of product Bikanervala decides its strategies very carefully. Bikanervala's main competitor is Haldirams which has restaurants and sweet shops like Bikanervala and offers almost same type of product. The prices of products of Bikanervala are generally influenced by Haldirams.



DIRECTOR OF BIKANERVALA –MANISHAGGARWAL

HIS EXPERIENCE

- DIRECTOR

Bikanervala Foods Pvt. Ltd

(Privately Held; Food & Beverages industry)

January 2000 — Present (10 years 8 months)

Overseeing the entire gamut of operations and support functions of the Bikanervala group including HR, Sales and Marketing, Finance, Procurement and Overseas Operations.

Manish Aggarwal's Education

- **RMIT University**

Bachelor of Food Science , Hospitality Management , 1997 — 2000

- **Cambridge School**

High School , Commerce , 1986 — 1996

BIKANERVALA OUTLETS (Delhi, NCR)

1. CHANDINI CHOWK

Address 382,Kucha gachi ram,Fateh puri,
Chandini chowk
Delhi- 110006

Phone no. 011-23975341

2. KAROL BAGH

Address 82,ChowkGurudwararoad,Karol bagh,
New Delhi- 110005

Phone no. 011-28754419

3. RAJOURI GARDERN

Address A-2/43, Rajouri garden,
New Delhi-110027

Phone no. 011-25930633

4. LAJPAT NAGAR

Address I-93,Lajpat Nagar,
New Delhi-110024

Phone no. 011-29818820

5. PREET VIHAR

Address

30, Aditya arcade, Preet vihar,
New Delhi-110092

Phone no.

011-22024420

6. PUNJABI BAGH

Address

28, N.W.A, Punjabi bagh
New Delhi-110026

Phone no.

011-25228981

7. PITAMPURA

Address

Shop no.1 I.T.L tower
Netaji subhash palace
Pitampura,
New Delhi-110034

Phone no.

01127353426

8. NARAINA

Address

Naraina,

B-225, phase 1, industrial area,

New Delhi-110028

Phone no.

011-414110317

9. CHANAKYA PURI

Address

Yashwant place Chanakya puri,

Delhi-110021

Phone No.

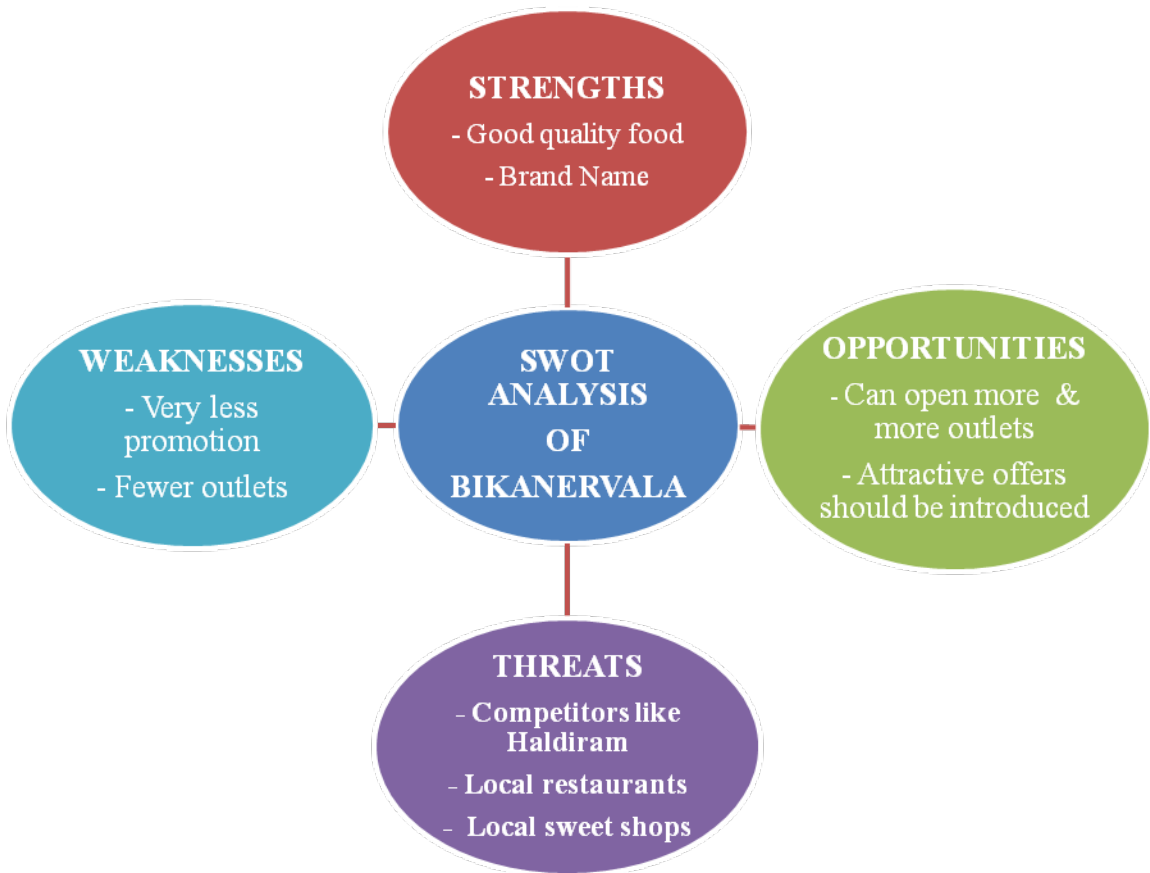
011-24100219

10. CONNAUGHT PLACE

Address

First floor, Rajiv Gandhi handicraft
Bhavan, Baba Kharak Singh Marg,
Connaught place,

SWOT ANALYSIS OF BIKANERVALA



3. CONCEPTUAL DISCUSSION

Comparative analysis of two companies means to understand the products, system, markets, customers, strengths, weaknesses, etc. of those companies. In this the two major companies dealing in Indian sweets and snacks are being compared i.e., Haldirams and Bikanervala. Both the companies offer almost same variety of products and have same target market. They both have restaurants in Delhi and NCR and also export their packed products outside India also.

Haldirams and Bikanervala are each others major competitors. This comparative analysis is being done to analyze the competitive market existing between the two companies. This is also done to find the preference of customers and the product knowledge they about the companies. The consumption habits of people are also being analyzed. By this comparative analysis Haldirams will get to know its strengths, weaknesses, opportunities, threats, etc. and will also get to know the steps by which it can increase its market share and become the market leader.

The comparative analysis is being done on various bases- people's preference in terms of Indian sweets and Indian snacks, product range, product quality, prices, taste, cleanliness and hygiene, ambience, advertising and promotion, etc. All these parameters will help to find out which of the two is better in which area which helps in analyzing which areas should be worked upon so as to increase its number of customers.

PRODUCT LIST OF HALDIRAM



NAMKEENS



- Aloo bhujia
- Plain bhujia
- Masala bhujia
- Nimbu masala
- Cornflakes mixture
- Kashmiri mixture
- Kaju mixture
- Pancha rattan
- Khatta metha
- Bombay mix
- Navratan
- All in one
- Hara chiwda
- Dal biji
- Shai mixture
- Chana jor garam

BENGALI SWEETS



- Anar bhog
- Chaka chak
- Fruit cup
- Kesar badam
- Malai king
- Mishti dahi
- Ras bhari
- Rasogolla
- Anarkalichena
- sandesh
- Cham cham
- Indrani
- Kesar sandesh
- Malai rasogolla
- Pakiza
- Ras kadam
- Badam
- Angoori petha
- Chhena toast
- Kesar anarkali
- Malai cup
- Malai rabid
- Pista king

- Moong dal
- Masala moong
- Chana dal
- Bombay chana
- Boondi
- Matri
- Samosa

KHOYA SWEETS



- Chhena murki
- Kesar peda kheer kadam
- Meva bati
- Safed peda
- Chocolate burfi
- Khoya burfi
- Khoya giloiri
- Milk burfi
- Sangam burfi
- Gulabjamun
- Kala jamun
- Khoya kesar

- Milk cake
- Shahi chocolate

COOKIES



- Ajwain
- Butter badam
- Choco chips
- Coconut
- Jeera
- Kaju pista
- Wholewheat

SHERBETS



- Badam kesaria
- Rose syrup
- Khus syrup
- Orange crush

PREMIUM SWEETS



- Anjeer chiki
- Badam tirangi
- Kaju samosa
- Pista launj
- Kaju burfi
- Kaju kesar
- Badam jalebi
- Dry fruit chakkar
- Kaju kalash
- Kaju roll
- Pista gul
- Csatta
- Kaju aapple
- Kashmiri burfi
- Badam burfi
- Kaju pan
- Kaju ghujia
- Honey dew
- Shahi chocolate

- Lemon crush
- Pineapple crush
- Mango panna

MINUTE KHANA

- Aloo muter
- Purani dilli ke chhole
- Haldirams dal makhani
- Punjabi khadi pakoda
- Lajwab mutter paneer
- Nawabi palak paneer
- Mughlai paneer makhani
- Rajma raseela
- Yellow dal tadka
- Kesari moong dal halwa
- Hyderabad biryani
- Punjabi sarson da saag
- Amchi pao bhaji
- Navrattan mix veg
- Khadai paneer
- Chawal tadka
- Aloo palak
- Bhindi masala

RESTAURANT

CHAAT



- Raj kachori
- Special dahi bhalla
- Papri chaat
- Pani puri
- Bhel puri

INDIAN SNACKS



- Puri sabji halwa
- Choley bhature
- Pao bhaji
- Matar kulcha
- Aloo tikki

CONTINENTAL

- One go salad
- Veg. burger
- Veg. grilled sandwich

CHINESE



- Veg. noodles
- Veg. fried rice
- Veg. manchurian+
fried rice
- Veg. Manchurian+
noodles
- Chinese platter

SOUTH INDIAN



- Idli sambhar
- Vada sambhar
- Plain dosa
- Plain rawa dosa
- Masala dosa
- Rawa masala dosa
- Uttapam
- SouthIndian
platter

- Veg sandwich
- Chese pizza
- Onion tom. Cap. Pizza
- Capsicum tom. Pizza
- Pasta

NORTH INDIAN



- Special thali
- Mini thali
- Paneer curry
- Dal makhani

TANDOORI



- Paneer tikka
- Lachha parantha
- Pudina parantha
- Butter naan
- Tandoori rooti
- Tandoori platter

BEVERAGES



- Badam milk
- Chaach'
- Sweet lassi
- Fresh lime soda
- Mineral water
- Diet coke
- Soft drink

ICE CREAM SODAS



- Chocolate/lime
- Straw berry
- Pineapple/ mango
- Mid night beauty

SMOOTHIES

- Mango/passion fruit
- Strawberry
- Banana caramel

HOT BEVERAGES



Coffees

- Espresso italiano
- Caffè Americano
- Cappuccino

Teas premium

- Assam
- Masala chai/Darjeeling
-

MOJITOS



- Green apple
- Watermelon
- Strawberry
- Banana
- Caramel

Cold Coffees

- Cold coffee
- Cold coffee + ice cream

DESERTS

SUPERSUNDAES

- Hot chocolate

ICE CREAMS

- Single scoop

SPECIALS

- Fruit salad with ice cream

KULFIS



- Rabri faluda
- Kesar kulfi faluda
- Pista kulfiuda
- Matka kulfi

PRODUCT LIST OF BIKANERVALA



SWEETS

TRADITIONAL SWEET



- Atta ladu
- Coconut burfi
- Gondh laddo
- Patisa
- Sohan halwa
- Ballu shahi
- Dal burfi
- Kesar coconut burfi
- Sev badam
- Special gujia
- Banarsi laddu
- Dhoda
- Kesar gujia
- Shahi laddu
- Special Karachi

KHOYA SWEETS



- Chhena murki
- Kesar peda kheer kadam
- Meva bati
- Safed peda
- Chocolate burfi
- Khoya burfi
- Khoya giloiri
- Milk burfi
- Sangam burfi
- Gulabjamun
- Kala jamun
- Khoya kesar
- Milk cake
- Shahi chocolate
- Kesar badam

BENGALI SWEETS

- Anar bhog
- Chaka chak
- Fruit cup
- Mishti dahi
- Ras bhari
- Rasogolla
- Anarkali chena sandesh
- Cham cham
- Indrani
- Kesar sandesh
- Malai rasogolla
- Pakiza
- Ras kadam
- Badam angoori petha
- Chhena toast
- Kesar anarkali
- Malai cup
- Malai rabid
- Pista king
- Ras madhuri

PREMIUM SWEETS

- Anjeer chiki
- Badam tirangi
- Honey dew
- Kaju ghujia
- Kaju pan
- Kashmiri burfi
- Badam burfi
- Csatta
- Kaju aapple
- Kaju kalash
- Kaju roll
- Pista gul
- Badam jalebi
- Dry fruit chakkar
- Kaju burfi



NAMKEENS



- Aloo bhujia
- Aloo lacha
- Badam lacha
- Bikaneri bhujia
- Boondi
- Chana masala
- Cornflakes mixture
- Dal moth
- Gathiya
- Kaju mixture
- Kashmiri mixture
- Khata meetha
- Khokha bhujia
- Matar masal
- Moong dal
- Navratan mixture
- Peanut masala

SNACKS



- Bhakar badi
- Bhel puri
- Chatax
- Crunchy munchy
- Mini kachuri
- Mini samosa
- Natkhat nimbu
- Panipuri
- Pudina mathi
- Punjabi punch

SYRUPS



- Aampannasyrup
- Badam syrup
- Jeera shikanjisyrup
- Khus syrup

BAKERY

- Ajwain cookies
- Jeera cookies
- Premium cookies
- Assorted cookies
- Kaju pista cookies
- Teen badam



RESTAURANT

VARIETY OF NORTH INDIAN CUISINE



- Shahi paneer
- Chana masala
- Daily special paneer
- Rajma masala

SPECIAL ECO MEAL

- Onion aloo kulcha
with dal raita
- Chana bhatura
- Paneer kulcha
with dal and raita

TANDOOR SE

- Tandoori platter
- Paneer/aloo kulcha
- Pudina parantha
- Papad
- Paneer nan
- Onion kulcha

VARIETY OF SOUTH INDIAN CUISINE



- Plain dosa
- Rawa masala dosa
- Masala dosa
- Plain uttapam
- Vada samber

VARIETY OF CHINESE CUISINE

- Tomato soup
- Veg chowmein
- Veg chopsey
- Sweet corn soup
- Veg fried rice
- Spring roll
- Hot and sour soup
- Veg Manchurian

- Tawa parantha

VARIETY OF CONTINENTAL CUISINE



- Veg burger
- Chinese platter
- Veg cheese burger
- French fries

PIZZA 'S



- Chinese pizza
- Onion capsicum pizza
- Garlic pizza
- Onion capsicum
tomato pizza
- Tomato pizza
- Onion capsicum
mushroom pizza

VARIETY OF SNACKS



- Chole bhature
- Paneer pakora
- Samosa
- Kachori
- Paneer cutlet
- Sandwich dhokla
- Khandvi dhokla
- Plain dhokla

VARIETY OF CHAAT



- Aloo tikki
- Kachori with sabzi
- Paneer tikka
- Raj kachori
- Bhalla papdi
- Lacha tokri
- Pani puri

VARIETY OF BEVRAGES



- Kesar pista badam milk
- Rose milk
- Tea
- Kesaria lassi
- Badam thandai
- Coffee
- Pepsi
- Sharbat
- Fresh lime

VARIETY OF SHAKES AND SODAS



- Vanilla
- Coffee
- Strawberry
- Mango
- Chocolate

COMPARISON BETWEEN HALDIRAMS & BIKANERVALA

HALDIRAMS	BIKANERVALA
<p>1. Haldirams has a total of 18 outlets in Delhi & NCR which makes it acquire a large market share.</p> <p>2. Haldirams is a major exporter of namkeens and snacks to countries outside India.</p> <p>3. Haldirams product range is very wide.</p> <p>4. Haldirams maintain a strong quality check system to keep a constant check on its products quality and their freshness.</p> <p>5. Haldirams product prices are higher than that of Bikanervala.</p> <p>6. Haldirams do the promotion and advertising of its products on a regular basis.</p>	<p>1. Bikanervala is having only 13 outlets in Delhi & NCR which is lesser than that of Haldirams.</p> <p>2. In terms of export Bikanervala is lagging far behind Haldirams.</p> <p>3. Bikanervala's product range is less as compared to Haldirams.</p> <p>4. Bikanervala does not conduct many quality checks for its products. Their quality tests are mainly for pesticides and microorganisms.</p> <p>5. Prices of products of Bikanervala are comparatively lesser.</p> <p>6. Bikanervala does not spend too much on promotional activities.</p>

4. RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Methodology is the pathway or an approach to get the needed information by locating the data from different sources which are primary & secondary. Marketing research is the systematic collection, analysis, interpretation and reporting of data and findings relevant to the company.

4.1 RESEARCH OBJECTIVES

The main objectives of this project are :-

1. To know customer perception of service quality variables

(Provider courtesy, Timely service, Competent and motivated employees, Convenient operating hours, Neat and clean place, Easy access to service, Parking facilities, Reasonable service costs, Quality of climate within the organization, Attractive building exteriors.)

2. To investigate customer perception of product quality variables

(Quality of specific products, Product range, Taste & look of products, Free extra quantity of supplementary items such as sanvar, chhole , onion etc., Price of products.)

3. To find out customer perception of their value satisfaction about their brand value satisfaction about the brand:-

(Wether organization delivers what it promises.)

4. To understand major points of difference between 2 restaurants in context of products & services.

5. To draw conclusions and results.

4.2 Research Design

The type of research is **exploratory cum descriptive research design**.

In this research various secondary sources of data are studied, individual surveys are being conducted and then the collected data is analyzed. The individuals who were being surveyed were the people who had practical experience of the area to be researched. The research also focuses on certain descriptive things like- age, sex composition, etc.

4.3 Data Sources

For this research study, primary data as well as secondary data was collected.

Primary Data is the first hand data collected by someone specifically for the purpose of facilitating the study. In this research data has been collected from the customers through questionnaire.

Secondary data has collected from company literature and websites.

4.4 Questionnaire Design/Formulation

A questionnaire is a set of questions presented to respondent for their answers.

Type of questions included-

The questionnaire includes **close ended questions** of various types in which the respondent has to choose from the given options. These options are given on the bases of the areas on which the research is being conducted so that the customer's preference could be easily found out. In order to find out which

of the two companies customer prefer they are given both the companies as option in the questions so as to know which company people go for. Questionnaire also contains some multiple choice questions to find out what age group people eat out more, on what occasions, with whom, etc.

4.5 SAMPLE DESIGN

Sample Element/ Sample Unit – The target population of this survey was the customers visiting the outlet of Haldirams

Extent – Delhi & NCR

Time Frame - 40 days

Sampling Technique - For this survey **Convenience Sampling** technique has been used.

Sample Size – It is the number of people surveyed. **The sample size is 100**

4.6 Limitations of the Research

1. The sample size may not adequately represent the total market as it is very less as compared to the total market size.
2. The study is conducted at Haldirams outlet only which can cause bias in responses.
3. This study has not been conducted over an extended period of time, it do not consider any changes due to changes in the sudden needs of the customer because of some seasonal change or any kind of festivals.

5.DATA ANALYSIS & INTERPRETATION

Q1. Which age group do you belong to?

10 - 20 20 - 30 30 - 40 40 - 50 50 - 60

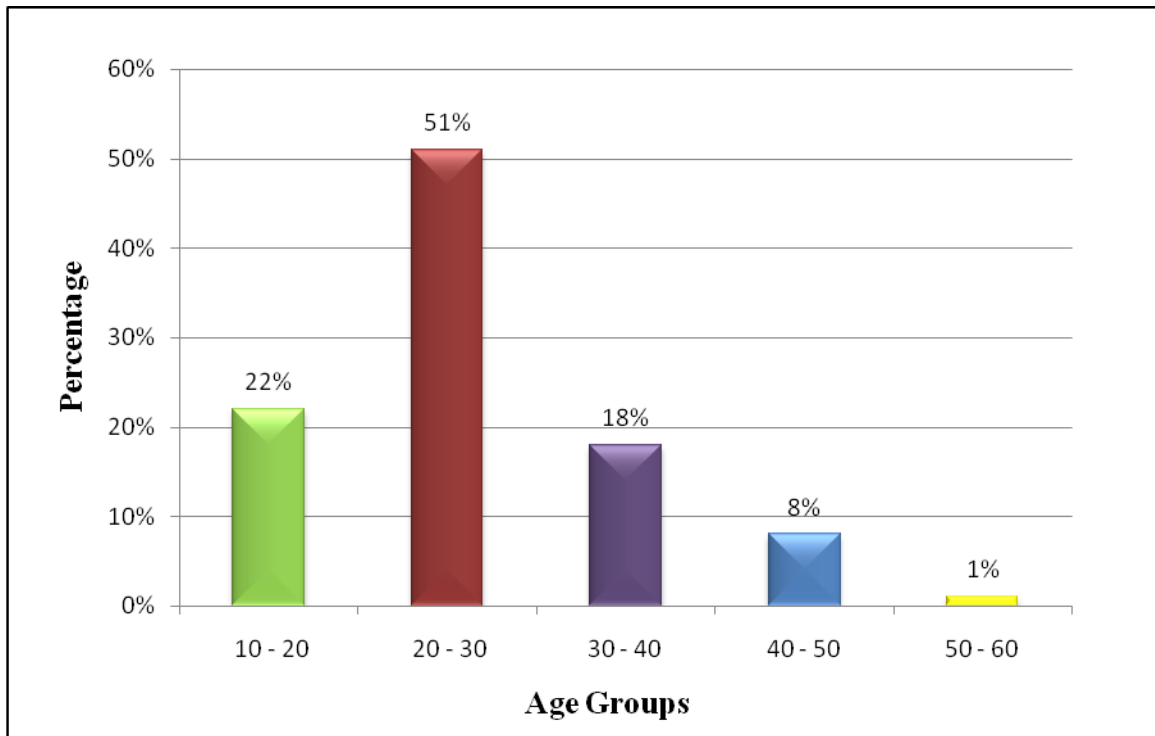


FIG. 1

Interpretation-

According to the survey conducted it has been found that the age group of 20 – 30 visits the outlet the most i.e. 51% of the total sample which is more than half of the sample thus it shows that the youth prefer to eat out the most. As the age grows people’s preference to eat out decreases and at the old age it diminishes as being shown in fig.1.

Q 2.How often do you visit restaurant?

Daily

Once or more in a week

Once or more in a month

Occasionally

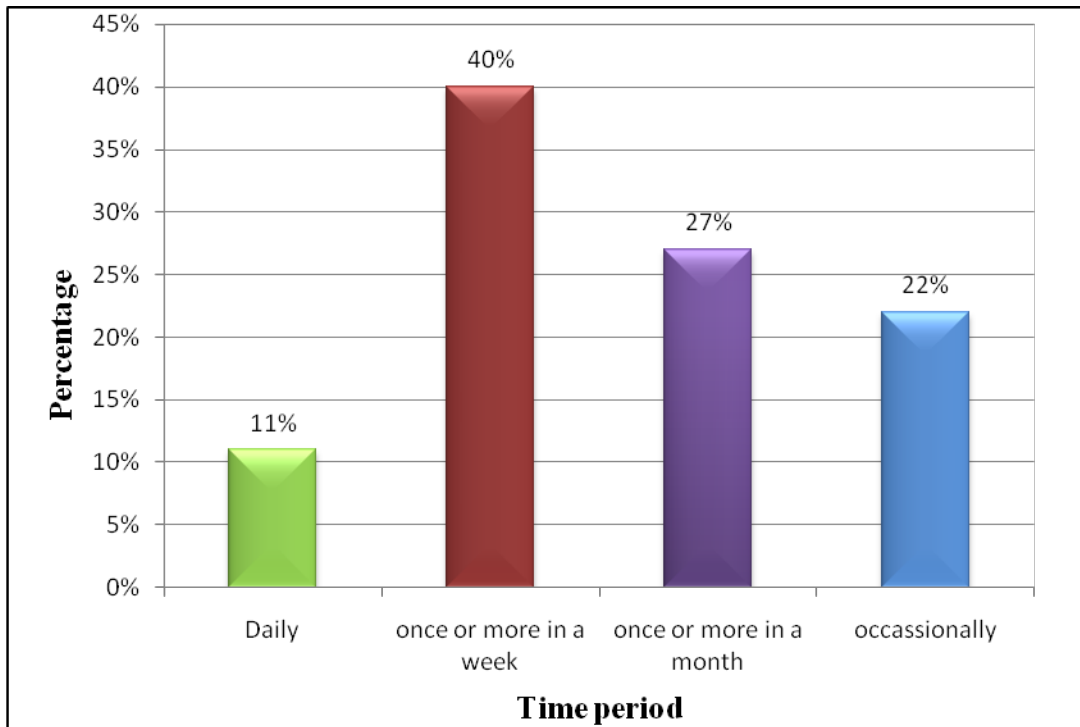


FIG. 2

Interpretation-

According to the survey conducted, around half of the people eat out at least once or more in a week, some of the people eat out once or more in a month, some of the people eat out occasionally and the remaining people eat out daily as shown in fig.2. So it tells that people prefer a change from home cooked food on regular bases.

Q 3.What is your restaurant visit budget usually?

□ Below Rs.100 □ Rs.100- 300 □ Rs.300- 500
□ Rs.500& above

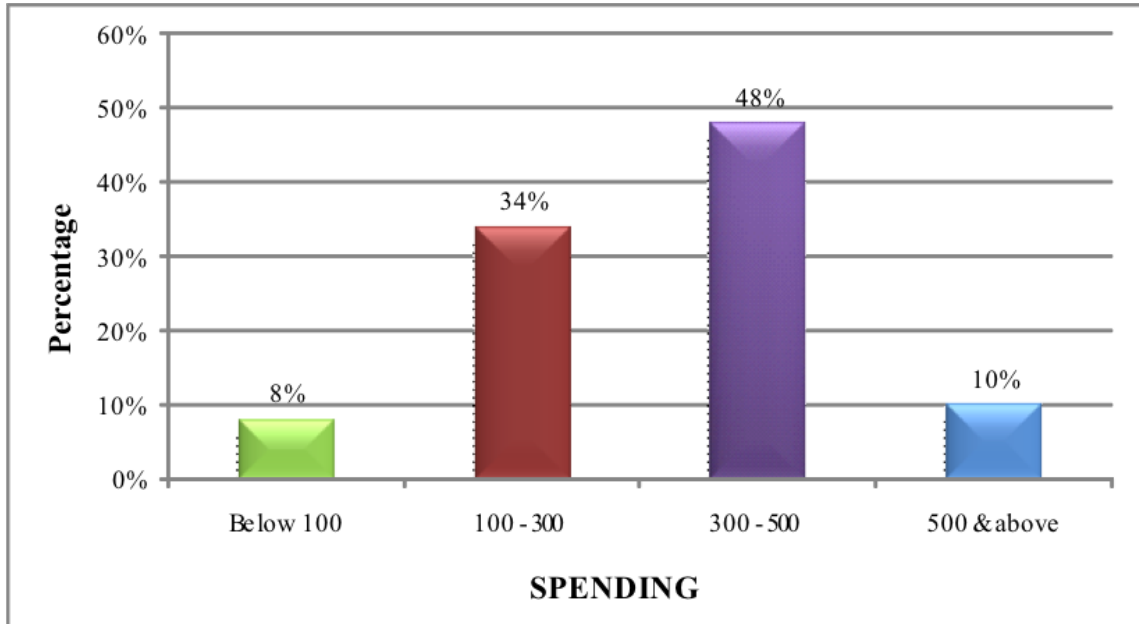


FIG. 3

Interpretation-

According to the survey conducted majority of people i.e. nearly half of the people spend between Rs.300 – 500 on per person per visit when they eat out, rest people spend between Rs.100 – 300, very few people spend below Rs.100 or Rs.500 & above which means that people in today’s time are ready to spend more for good food. It is shown in fig.3.

Q 4.What are the occasions when you like to have your meals in restaurants?

Birthday and other celebrations

Try something new

Hang out with friends

Combinations

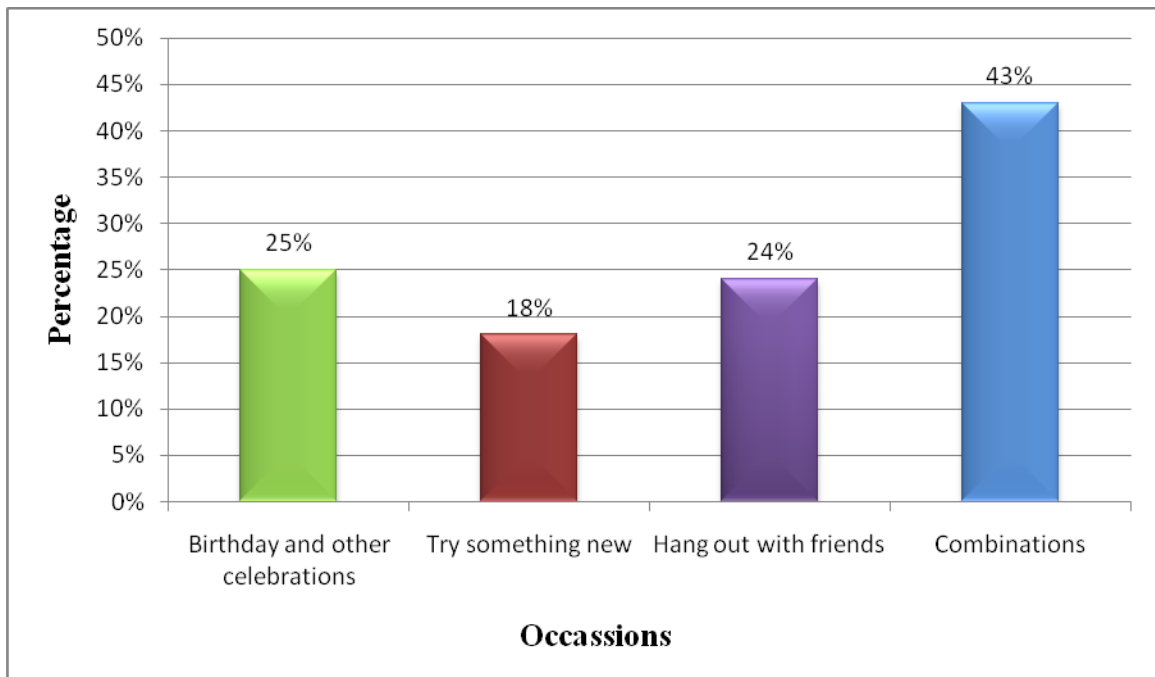


FIG.4

Interpretation-

According to the survey conducted, 1/4th of people eat out on birthdays and other celebrations, few people eat out just to try something new, nearly 1/4th people eat out when they hang out with friends and the remaining people say they eat out in combinations of these occasions as shown in fig.4. So it shows that mostly people eat out on celebrations or when they are out with there friends.

Q 5. With whom do you visit restaurant?

Colleagues

Friends

Family

Alone

Combinations

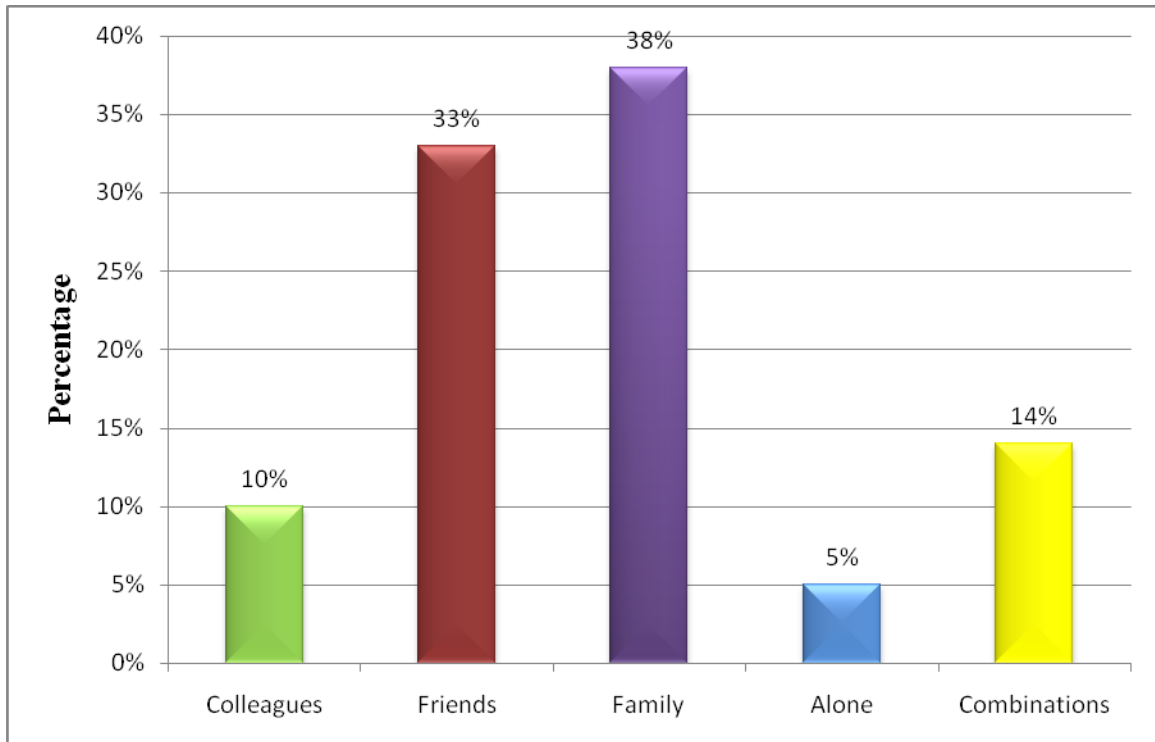


FIG. 5

Interpretation-

According to the survey some of the people prefer eating out with colleagues, maximum people prefer to eat out with friends or with their family, just very few people eat out alone and rest of the people eat out in combinations of these like- sometimes with friends, sometimes with family, etc this is shown in fig.5 which means most of the people don't prefer to eat out alone or with their colleagues rather they prefer eating out with their friends and families.

Q6. Which one do you prefer for sweets?

Haldiram's

Bikanervala

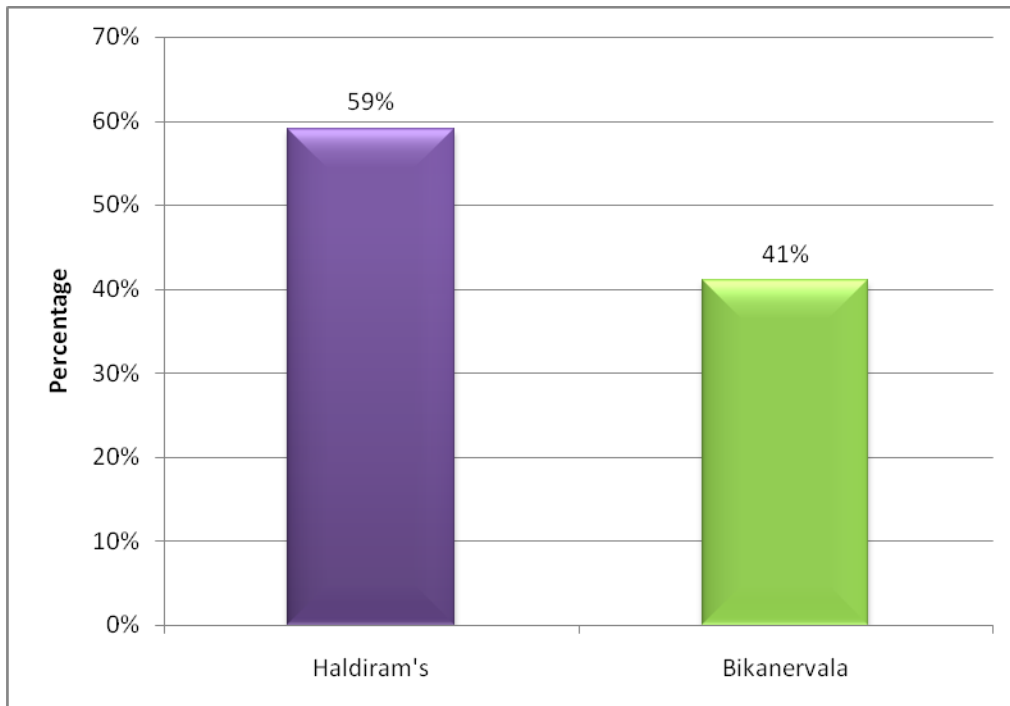


FIG. 6

Interpretation-

According to the survey conducted majority of the population prefers Haldiram's for sweets and the remaining prefer Bikanervala as shown in fig.6 which means Haldiram's is people's preference for sweets.

Q7. Which one do you prefer for snacks and fast food?

Haldiram's

Bikanervala

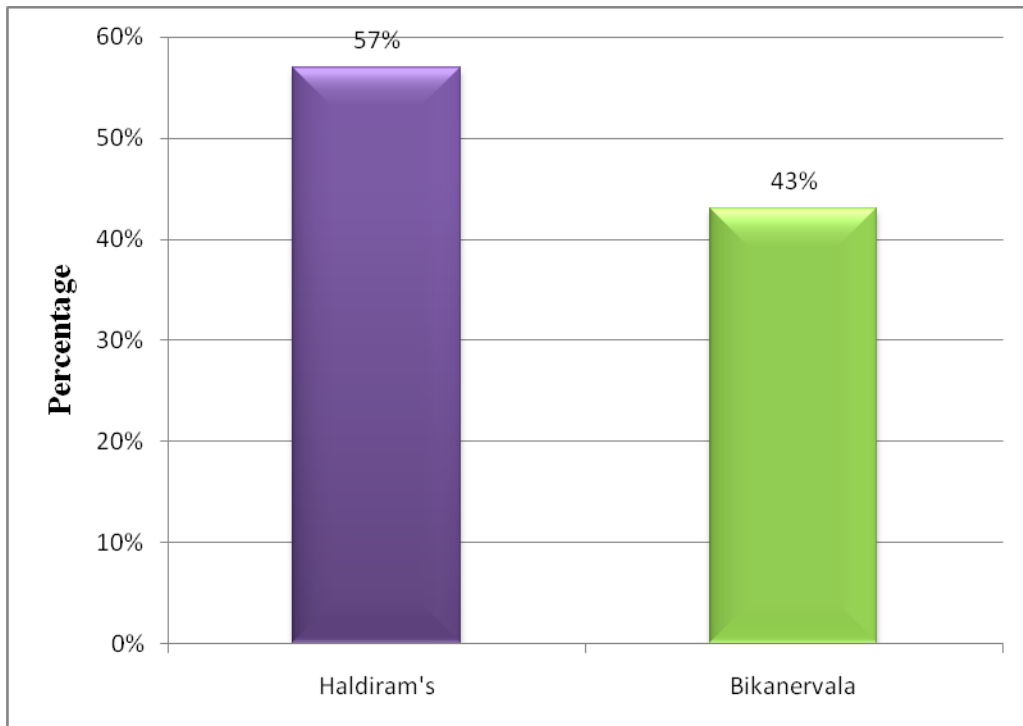


FIG. 7

Interpretation-

According to the survey more than half of the population prefers Haldiram's for Indian snacks and fast food and the remaining prefer Bikanervala for Indian snacks and fast food it is shown in fig.7 which means Haldiram's scores over Bikanervala.

Q8. Whose product quality you find better?

Haldiram's

Bikanervala

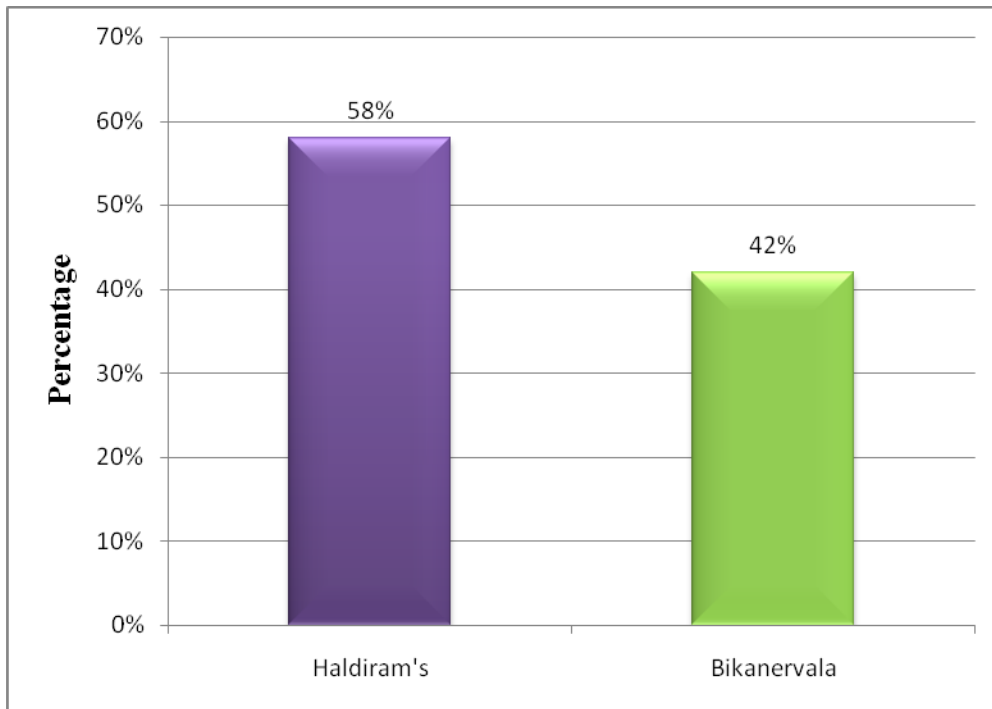


FIG. 8

Interpretation-

According to the survey conducted maximum people feel that Haldiram's product quality is better. Amongst the population surveyed majority of the people feel Haldiram's product quality is better and very few people feel Bikanervala offers better product quality. It can be seen in fig.8

Q9. Whose product range is wider?

Haldiram's

Bikanervala

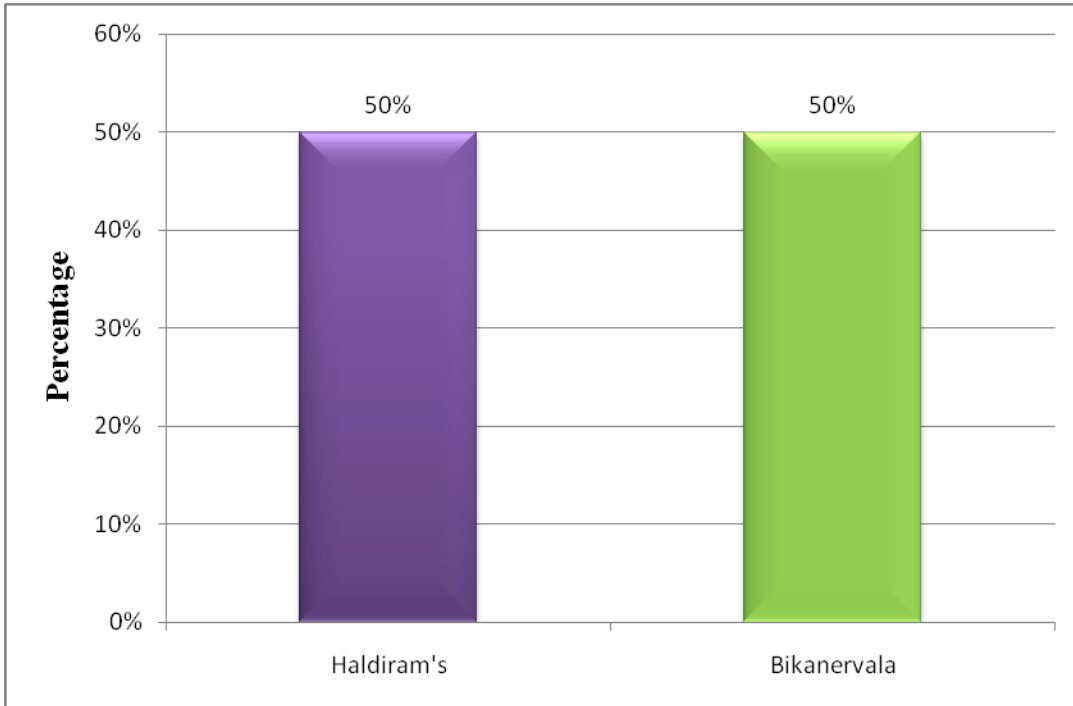


FIG. 9

Interpretation-

According to the survey conducted half of the population feels Haldiram's product range is wider and rest half feel Bikanervala's product range is wider as shown in fig.9 which means both of them are equal in terms of the product ranges offered by each of them.

Q10. Whose price range is more affordable?

Haldiram's

Bikanervala

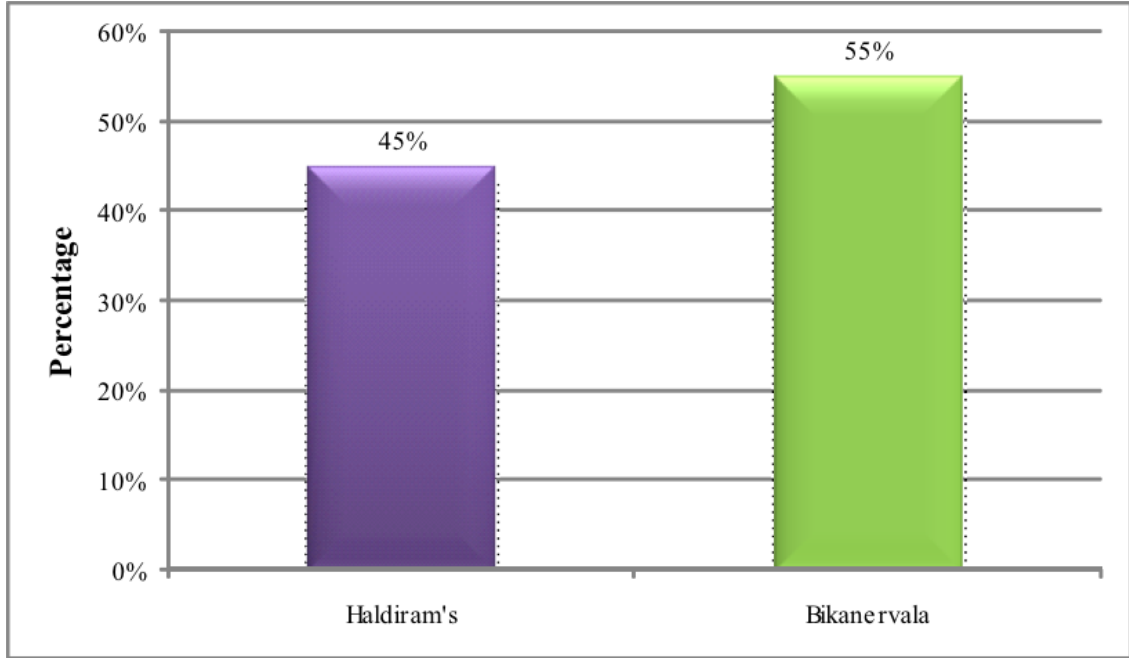


FIG. 10

Interpretation-

According to survey conducted more than half of the people i.e. 55% people feel Bikanervala's prices are more affordable. It is shown in fig.10 which means that people find Haldiram's products more expensive and feel it's out of their affordability.

Q11. Whose location and availability suits you more ?

Haldiram's

Bikanervala

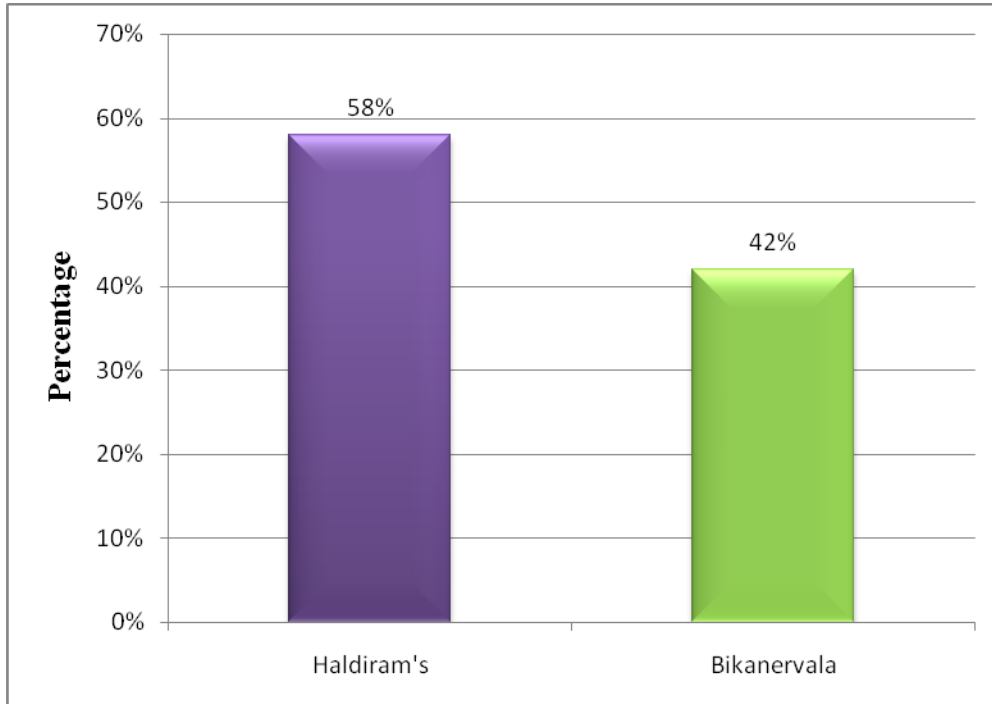


FIG. 11

Interpretation-

According to the survey conducted maximum people feel that Haldiram's restaurants distribution channels are properly channelized over the restaurants of Bikanervala restaurants. It can be seen in fig.11

Q12. Whose employees behavior seems better to you?

Haldiram's

Bikanervala

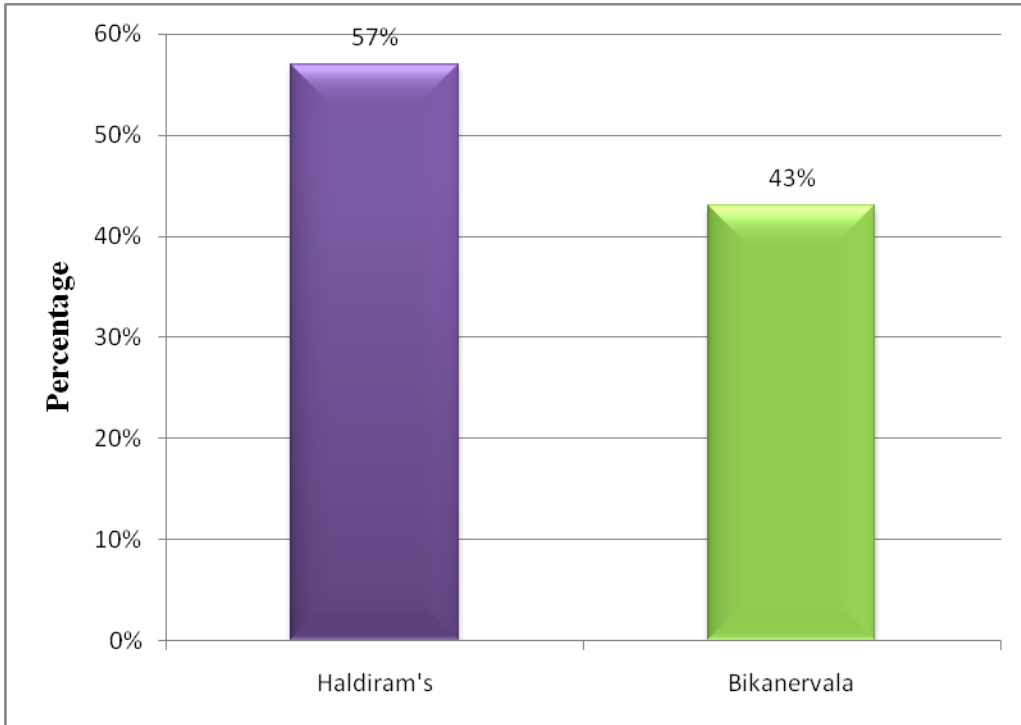


FIG. 12

Interpretation-

According to the survey more than half of the population prefers Haldiram's for its employees courtesy and the remaining prefer Bikanervala for employee behavior it is shown in fig.12 which means Haldiram's scores over Bikanervala.

Q13. Whose taste you like more?

Haldiram's

Bikanervala

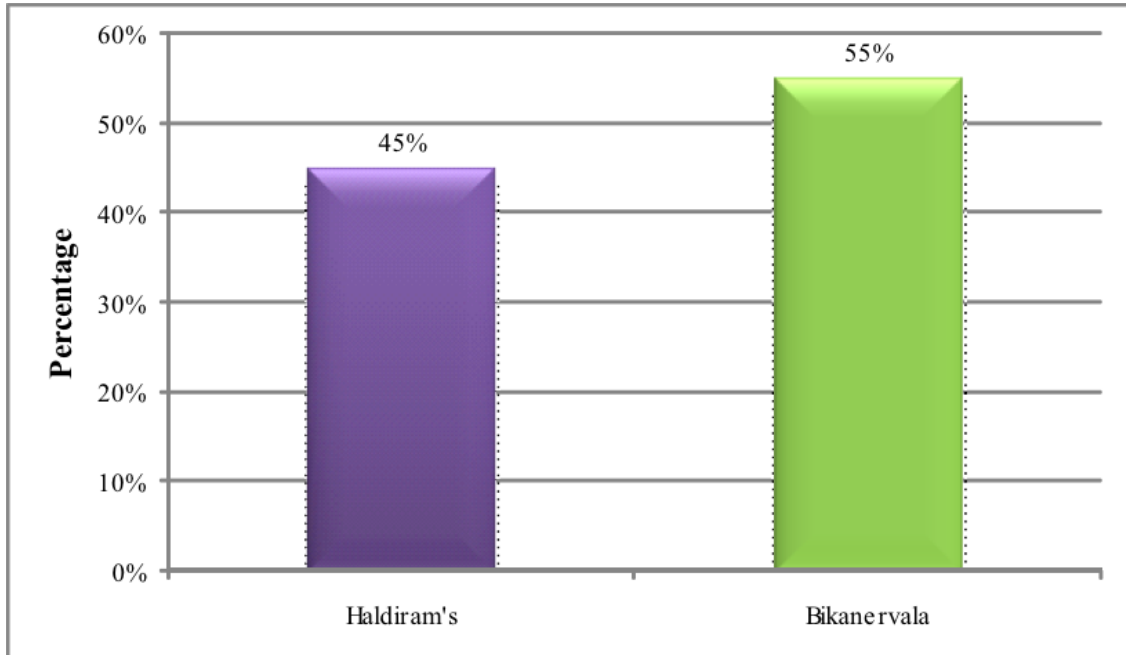


FIG. 13

Interpretation-

According to survey conducted more than half of the people i.e. 55% people feel Bikanervala's products tastes better. It is shown in fig.13 which means that people find Haldiram's products more tasty and relish its products.

Q14. Which restaurant took less time to serve your order?

Haldiram's

Bikanervala

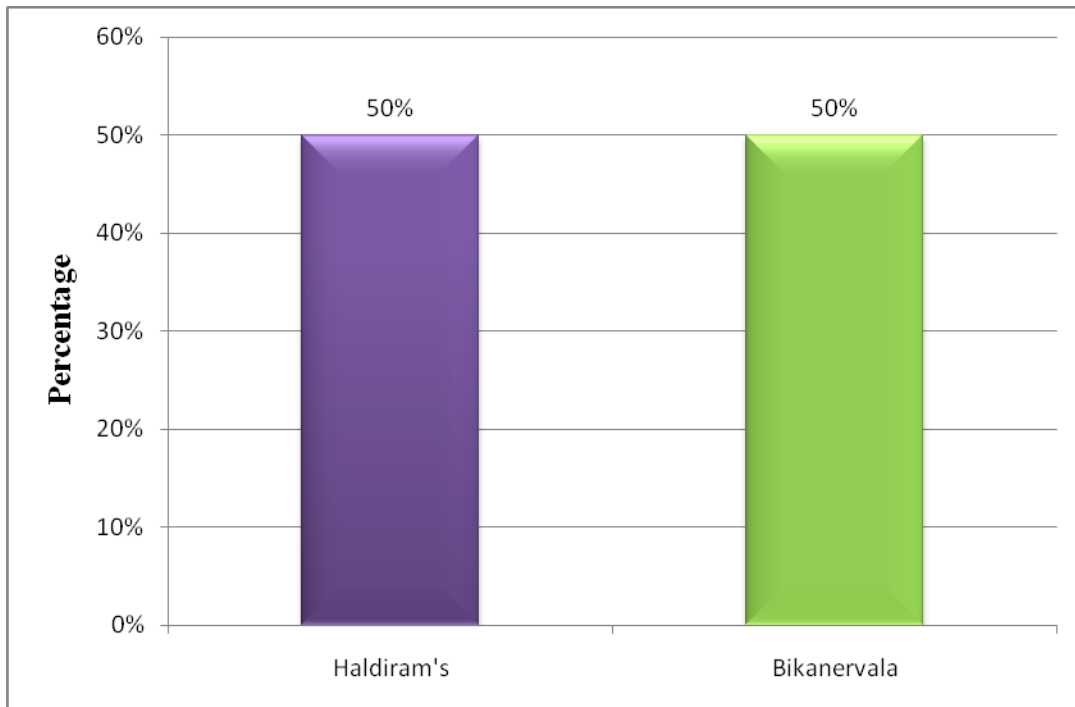


FIG. 14

Interpretation-

According to the survey conducted half of the population feels Haldiram's took less time to serve and rest half feel Bikanervala's is better in timely service as shown in fig.14 which means both of them are equal in terms of the timely services offered by each of them.

Q15. Whose promotional strategies seem better to you?

Haldiram's

Bikanervala

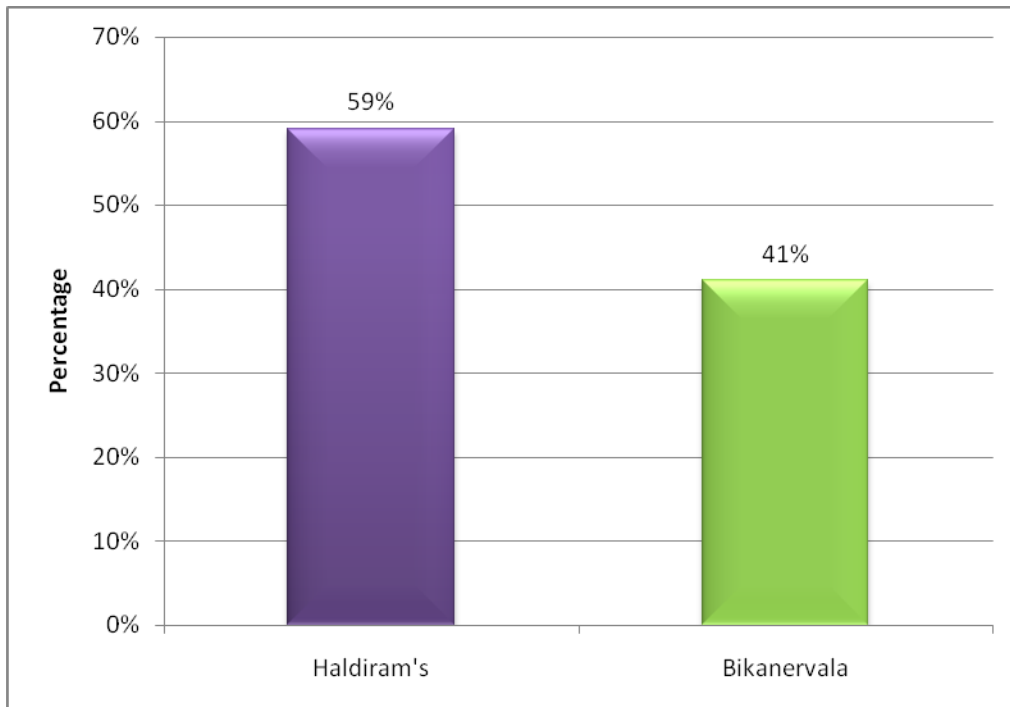


FIG. 15

Interpretation-

According to the survey conducted majority of the population believes Haldirams for scores more in advertising and the remaining prefer Bikanervala as shown in fig.15.

Q16. Which restaurants parking facilities you find more?

Haldirams

Bikanervala

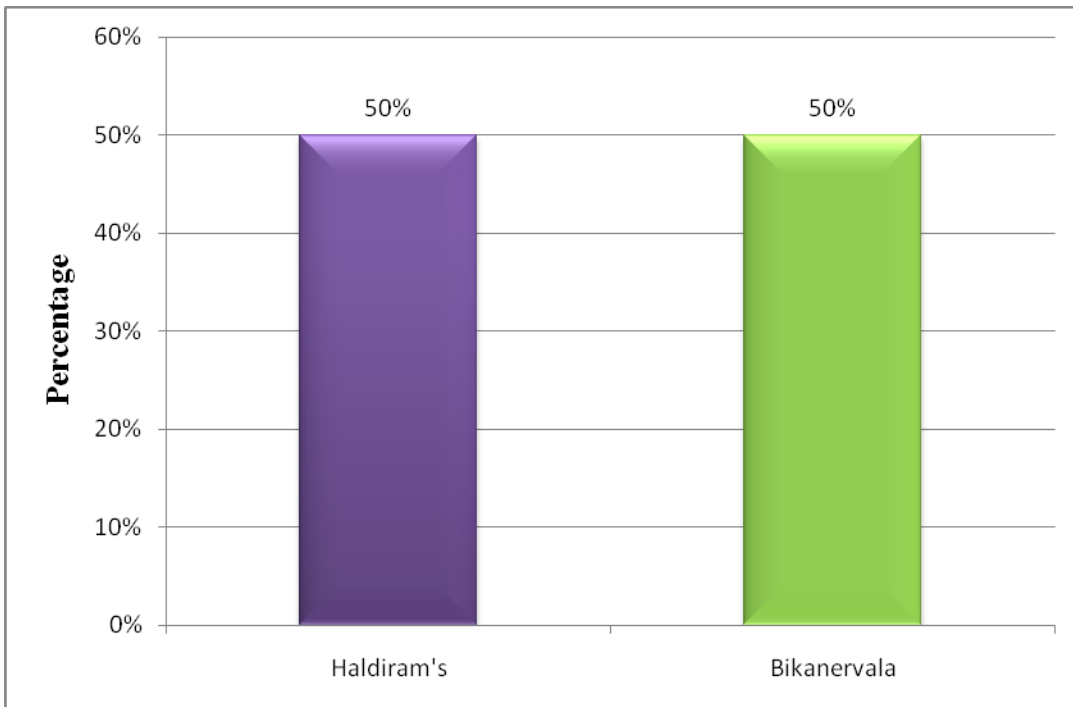


FIG. 16

Interpretation-

According to the survey conducted half of the population feels Haldiram's parking facilities are better and rest half feel Bikanervala's is better in parking facilities as shown in fig.16 which means both of them are equal in terms of the parking facilities offered by each of them.

Q17. Whose employees behavior seems better to you?

Haldiram's

Bikanervala

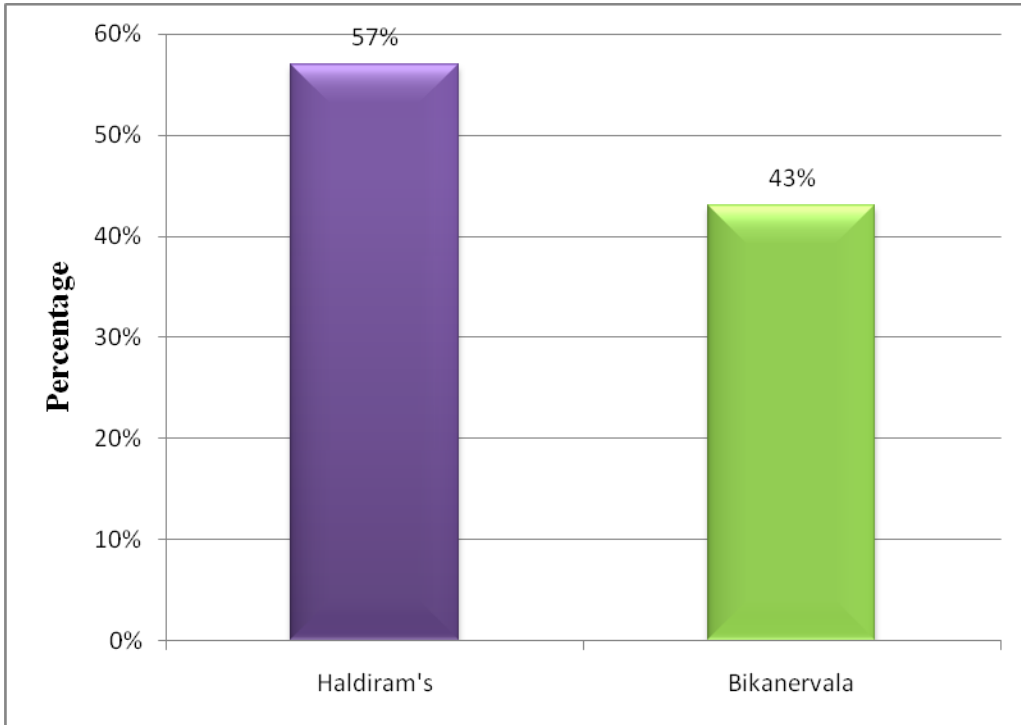


FIG. 17

Interpretation-

According to the survey more than half of the population believes Haldiram's delivers what it promises and the remaining prefer Bikanervala for its commitment to and promise fulfillments. It is shown in fig.17 which means Haldiram's scores over Bikanervala in keeping its promises to their customers at the value which they promise.

6. FINDINGS

- 1) According to age it has been found that maximum people eating out are the youth between the age group 20 – 30. As the people grow older and older they don't eat out much thus it shows people's preference to eat out diminishes in old age because it becomes difficult for them to eat heavy food offered by the restaurants etc. and old age health problems also do not allow them to go out and eat.
- 2) Most of the people prefer to eat out at least once or more than once in a week. 40% of the total population surveyed said they eat out once or more in a week. Some of the people said that they eat out once or more in a month, very few people said they eat out daily and remaining people said that they eat out occasionally. Thus this shows maximum number of people prefers to eat out as they get bored with the regular home cooked food and they feel like eating something different so as to have a changed taste.
- 3) Majority of people said they spend between Rs.300 – 500 on per person per visit when they eat out i.e. 48% of people. This shows that as the income levels of people are increasing and their purchasing power is also increasing so people are ready to spend more if they are getting good food.
- 4) Most of the people say that they eat out on birthdays and other celebrations, very few people say they eat out just to try something new as they get bored by the home cooked food, few people say that they eat out when they hang out with friends and maximum people eat out on combinations of these i.e. they eat out on birthdays and other celebrations

and they also eat on when they feel like trying something new, etc. So it has been found that generally people eat out on occasions only.

- 5) Most of the people i.e. 38% of people prefer to eat out only with their families, 33% of people prefer to eat out only with their friends which shows people prefer the company of friends and family the most when it comes to eating out.
- 6) More than half of the people prefer Haldirams for sweets i.e. 59% .Thus Haldirams is the choice of people for sweets which shows Haldirams is more famous for its traditional sweets.
- 7) For Indian snacks and food 57% of people say they prefer Haldirams So we can say that Haldirams is preferred over Bikanervala as Haldirams is having a strong brand image in the market.
- 8) 58% of the people surveyed say they feel Haldirams product quality is better than that of Bikanervala. So in terms of product quality also people like Haldirams as Haldirams conduct quality checks from time to time and focus more on serving the product fresh.
- 9) In terms of the product range there is a tie between Haldirams and Bikanervala as 50% of people say Haldirams offer a wider product range and remaining 50% say Bikanervala offers a wider product range so it shows both of them offer almost same variety of products and hence they should introduce new and different products.

- 10) People feel that Haldirams prices are higher than that of Bikanervala as 55% people say that Bikanervala's price range is more affordable so Haldirams should lower its prices in accordance with Bikanervala or else it may lose its customers
- 11) More than half of the people like the taste of Haldirams products more as compared to Bikanervala because of the good quality ingredients used by Haldirams so Haldirams should maintain the taste of its products in order to maintain its lead.
- 12) Maximum people feel that Bikanervala's outlets are more clean and hygienic i.e. 62% people so Haldirams will have to take steps to improve its cleanliness and hygiene as it is one of the most important areas to be maintained by a company dealing in food items.
- 13) 64% people say that they like Haldirams ambience more so it can be said that in case of ambience Haldirams is people's preference as people like Haldirams interiors and décor more.
- 14) In case of location and availability 67% people say Haldirams location and availability suits them more as Haldirams has more number of outlets in Delhi and NCR which makes it easily accessible by the people.

- 15) According to the population surveyed majority of people i.e. 82% people say Haldirams scores more in advertising and promotion as they regularly advertise in the national dailies and magazines and they also launch special menu in festive seasons, etc. So it can be said that Haldirams incur huge amounts on promotional activities.
- 16) According to the survey, Haldirams parking facilities are at par with Bikanerwala restaurants.
- 17) As per the population surveyed it is clear that the operating hours of Haldirams and service charges are better than those of Bikanerwala restaurants as population in favor of Haldirams is 20% in excess to that of Bikanerwala.
- 18) In case of employees behavior 57% people say Haldirams employees are more courteous whereas Bikanerwala scores 43% only.
- 19) In terms of the service delivery time there is a tie between Haldirams and Bikanerwala as 50% of people say Haldirams takes less service time and remaining 50% say Bikanerwala offers is better in timely service so it shows both of them offer timely delivery.
- 20) Around 57% of Haldirams restaurants are able to deliver the value what they promise whereas Bikanerwala scores just 43%.

RECOMMENDATIONS

In this research it has been found that as compared to Bikanervala, Haldirams has a strong brand image in front of its customers and people like their food and sweets over Bikanervala but there is a very close competition between the two Haldirams is ahead of Bikanervala by just few percents only. So if Bikanervala works towards improving its brand image and product quality it can easily capture Haldirams customers.

Haldirams should take steps to maintain its position in the market-

- Haldirams should continue to maintain its quality standards as people like them for there high quality products.
- Haldirams should keep its prices according to their customers affordability
- It should introduce new products from time to time so that its product range gets wider than its competitors.
- Haldirams management should keep a strong check on its cleanliness staff and should see that the hygiene is maintained at the outlets.
- Haldirams should focus more on advertising and promotion so that the target market gets to know about its latest offerings, seasonal products, festive offers, etc.
- Haldirams should also open more outlets in Delhi near main markets so that people could reach there outlets easily and there customers will increase and they can also start free home delivery services in areas nearby there outlets.

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WEBSITES

- www.Haldirams.com
- www.bikanervala.com
- www.wikipedia.com
- www.google.com
- www.encyclopedia.com

ANNEXURE
QUESTIONNAIRE

Personal Details:

Gender: M F

Marital Status: Married Unmarried

Profession:

Children:-.....

Note: - Please tick mark (✓) in the box

Q1. Which age group do you belong to?

- 10 - 20 20- 30 30 - 40 40 - 50
 50 - 60

Q 2. How often do you visit restaurant?

- Daily Once or more in
week
 Once or more in a month Occasionally

Q 3. What is your restaurant visit budget usually?

- Below Rs.100 Rs.100- 300 Rs.300-
500
 Rs.500-1000 Rs.1000 & above

Q 4. Name some special occasion when you like to have your meals in restaurant?

Birthday and other celebrations

Try something new

Hang out with friends

Combinations

Q 5. With whom do you visit restaurant?

Colleagues

Friends

Family

Alone

Combinations

Q6. Which one do you prefer for sweets?

Haldirams

Bikanervala

Q7. Which one do you prefer for snacks and foods?

Haldirams

Bikanervala

Q8. Whose parking facilities you find satisfactory?

Haldirams

Bikanervala

Q9. Whose product quality you find better?

Haldirams

Bikanervala

Q10. Whose product range is wider?

Haldirams

Bikanervala

Q11. Whose price range is more affordable?

Haldirams

Bikanervala

Q12. Whose taste you like more?

Haldirams

Bikanervala

Q13. In your opinion which one is more clean and hygienic?

Haldirams

Bikanervala

Q14. Whose ambience you like more?

Haldirams

Bikanervala

Q15. Whose location and availability suits you more?

Haldirams

Bikanervala

Q16. Whose promotional strategies you find better?

Haldirams

Bikanervala

Q17. Whose operating hours and service charges were convenient for you?

Haldirams

Bikanervala

Q18. Whose employee behavior seems better to you?

Haldirams

Bikanervala

Q19. Which restaurant took less time to serve your order?

Haldirams

Bikanervala

Q20. Which restaurant among the two you believe to deliver the value what it promises?

Haldirams

Bikanervala

