

A PROJECT REPORT
On the Topic
“STUDY ON PACKAGED FOOD INDUSTRY”

By
Mr. MANJUNATHA M K
USN: 1CR18MBA20
MBA 4th Semester

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
In partial fulfillment of the requirements for the award of the degree of MASTER OF
BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE
Prof. Manjunatha S.
Assistant professor
MBA Department,
CMRIT

EXTERNAL GUIDE
Mr. Kiran Kumar.
Department manager
MTR Foods Pvt, Ltd.



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

CMR INSTITUTE OF TECHNOLOGY

#132, AECS Layout, ITPL Main Road, Kundalahalli.
BENGALURU- 560037

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Date : 20 / 02 / 2020
Bengaluru

To Whomsoever It May Concern

This is to certify that **Mr. Manjunatha M.K.** with USN No - **1CR18MBA20** studying MBA at **CMR Institute of Technoloy** has done project work in our company for six weeks duration from **January 2nd to February 16th**. The project report "**PACKAGED FOOD MARKETING**" is prepared by him under the guidance of Mr. Kiran Kumar in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvariah Technological University, Belagavi in Karnataka.

We wish him best of luck for his future. Thanking you

Thanking you

For MTR Foods Pvt. Ltd.

Kiran Kumar
Department Manager

Corporate Office : MTR Foods Pvt. Ltd., #4, 17th Cross, K. R. Road, BSK 2nd stage, Bangalore - 560070
Factory Office : MTR Foods Pvt. Ltd. #80, Bommasandra Industrial Area, Hebbagodi, Anekal, Bangalore -560099, India

DECLARATION

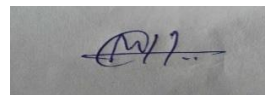
I, Mr. Manjunatha M K, hereby declare that the Project report entitled “**STUDY ON PACKAGED FOOD INDUSTRY**” prepared by me under the guidance of Prof. Manjunatha S faculty of MBA Department, CMR Institute of Technology and external assistance by Mr. Kiran Kumar department manager MTR Foods Pvt. Ltd. I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

Place:

Mr. MANJUNATHA MK

Date:

USN: 1CR18MBA20



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I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heart felt thanks to **Dr. Sanjay Jain**, Principal, CMR Institute of Technology, Bangalore, for his support and co-operation to undertake and complete the project work.

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It gives me immense pleasure to record my thanks to my Internal Guide Prof. **Manjunatha S** CMR Institute of Technology, Bangalore, for his valuable guidance and untiring support and cooperation in completing the project work.

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And finally, there is deepest of thanks for the patience and cooperation of the family and friends, without whom the endeavor would not have been possible.

Mr. MANJUNATHA M K

USN: 1CR18MBA20

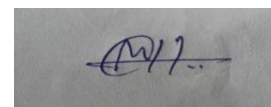


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EXECUTIVE SUMMARY

The company began with Mavalli Tiffin Room production (commonly known as MTR) Yagnanarayana Maiya's Bangalore Restaurant, 1924.

A Food Control Act was passed in 1975 when India was in an emergency, mandating the sale of food at very low prices. This move stopped MTR from maintaining high quality in its restaurant business and forced it to diversify into the immediate food market, selling ready-to - eat snacks like chutneys and rasams.

In 1984 MTR extended from Karnataka to Tamil Nadu and Andhra Pradesh in the southern states.

In 2007 the Norwegian conglomerate Orkla Group purchased MTR's packaged food company age.

THEORETICAL BACKGROUND OF THE STUDY

Regularly, nourishment specialists search for answers without posing the correct inquiries first. As a promoting advisor, you ought to consistently concentrate on the inquiries first — to pick up parity and viewpoint before prompting the entrepreneur on which bearing to take. Here is a far reaching rundown of inquiries and affections for any business that runs a showcasing individual test.

Brand mindfulness level

Do clients realize that your image exists? Twitter is an extraordinary companion of nourishment business people to ask what's on their brains. Directing in-store studies is one thing you can do. This can be joined with the nourishment demos you are as of now arranging. Another thought is to ask non- contending brands to decide on their site, with the guarantee of correspondence.

Client inclinations

Brand mindfulness isn't sufficient your You need a brand to turn into your image evangelist. Set a visually impaired trial in an unbiased area, and permit clients to test your item and your rivals. Discover what brand they like and, above all, why. Is it the taste, the bundling or do they trust you are sticking out?

Building up an item situating articulation is basic to assist you with pondering your whole image understanding. Ensure the open knows whether your procedure is "green" or on the off chance that you are supporting a most loved foundation. Every one of these elements add to improved item recognition.

Brand acknowledgment

A significant salt organization once changed its bundle without referencing the Hispanic socioeconomics of one of its significant client gatherings. Of course, they lost deals. Nourishment bundling needs to accomplish more than secure your item. The bundling imparts your image personality, which lifts the item off the racks.

Seen esteem

View of significant worth come in all shapes and sizes. Worth is a component of value, cost and amount. Make certain to tell clients that your item has a decent preparing process, a little carbon impression, or a bigger, more full compartment than your competitor's.

Item life cycle

Is it accurate to say that you are building up another item dispatch, a restart, a redone item, or a brand that has been trusted by ages? You can put every one of these as a positive brand advantage.

Conveying channels

On the off chance that you are selling a solitary assistance, in a hurry, youth-situated item, you would prefer not to disregard accommodation stores. Then again, if your item fits mass deals, make certain to move toward the distribution center club outlets. Keep in mind, given e-retail, conventional grocery stores presently represent not exactly 50% of all nourishment item deals.

Piece of the pie

For all intents and purposes nobody has a similar item classification, even the most predominant players. There is consistently space to develop. In any case, the size of the pie is restricted. The best way to get the pie more is to take it from another person. Things being what they are, how would you get your "uncalled for" portion of the pie?

You can do this by line expansions (eg, more things, more SKUs), you can do this by venturing into more deals channels, or, by cooperating with a perfect, non-serious player. This permits you to expand your volume. For instance, on the off chance that you sell nutty spread, make a joint advancement with the creators of jams and sticks.

Public exhibition

There is a need to build up a triumphant retail attempt to seal the deal for nourishment and drink items in retail since retailers are janitors on the racks. You can join your retailer or distributor's affiliations and serve on panels, go to public exhibitions, allude other nourishment business visionaries to retailers, and show up for the exchange press.

The entirety of the abovementioned

Basically, on the off chance that you don't pose the correct inquiries, how might you locate the correct answers? Not every person has the knowledge of Steve Jobs. Generally, individuals with their reality driving, thumb

Bundling your items with stand-up sacks ought to be a piece of any nourishment promoting technique. Stand Up Bags, otherwise called Stand Up Pouch, Mylar® Stand Bag and Barrier Bag, give the usefulness and look expected to pull in first time purchasers and make them rehash clients. For some customers, in some cases any item does. Be that as it may, when you create brand unwaveringness, just your item does.

Stand-up pockets made by overlaying various layers of extraordinary film together give extreme in item insurance and security. The sack obstruction holds dampness, fume, scent and creepy crawlies freshness, smell and aroma.

A fruitful nourishment advertising system crusade requires successful marking. Stand Up Pouches have a few credits to improve your image's introduction. As the name proposes, sacks stand apart on the racks, making them stand apart from your opposition. Accessible hang gaps (in round or sombrero-style) offer another choice for showing your product offering.

Obviously, since the greater part of all customers won't settle on which item to purchase until they remain on the rack, a nourishment showcasing technique should fuse how to mark your image's bundle. At the end of the day, you ought to pick bundling all the more frequently to draw in potential clients. Since they have wide front and back boards, stand-up pockets permit you to enhance your nourishment item bundling to your definite determinations. You can:

- 1) amass your own marks;
- 2) print content and illustrations custom in 10 hues straightforwardly in sacks;
- 3) include both; And
- 4) include a straightforward film "window" with the goal that clients can see your item.

When arranging your nourishment advertising system, make certain to cause bundling a point of convergence with the goal that you to have deals, not unsold stock.

Nourishment for Profit:

To be effective, you should initially set aside some effort to comprehend your item and find out about your market. In view of this information, you can begin making methodologies for where you sell your item, the amount you charge and how you advance it.

What's your item?

Ask yourself the accompanying inquiries: Is my item fundamentally not quite the same as what it presently is available? Would I like to give another contort to a set up item? What makes mine extraordinary or better than every other person out there? Is it an item that individuals eat each day or is it something they serve on exceptional events?

Visit two or three places that sell items like you. How does your item contend? What would you be able to improve? Take guidelines on how others are selling your sort of item. Would individuals like to purchase crisp, solidified, canned or dried products? Check the fixings, bundling and names of these items.

Who is your market?

Your objective market is a gathering of individuals ready to purchase your item. Find out about the individuals in the region where you need to sell your item. Take a gander at age, sex, training, business, salary level and family unit type. This data will assist you with understanding the purchasing behaviors of individuals in the zone. For instance, on the off chance that you are taking a gander at a zone where a few

occupants have little youngsters, do you anticipate more enthusiasm for infant nourishment items? Does a customary Pennsylvania item like salted ham birds of prey sell in a zone where youthful, rich experts live? Indeed, even with the correct promoting system, numerous things are still out of your control. Time, cost of market access, and rivalry from others are only a couple of the components that undermine the presentation of another nourishment item. It is imperative to "ascertain" as cautiously as could reasonably be expected.

Building up an advertising technique

Your whole advertising technique focuses on where you sell your item, what you charge for it, and how your clients profit by picking your item.

Where do you sell it?

Your item and your promoting are significant elements while thinking about the correct spot to sell your item. You will have the option to sell your item straightforwardly at a side of the road stand, ranchers market, reasonable or celebration, doorstep or on the web in the event that you adhere to all the proper guidelines. For instance, dried natural product can be sold securely and legitimately through the Internet; However, the U.S. Meat items can't be sold over the Internet except if they are introduced at the foundation assessed by the Department of Agriculture and shielded from waste. An option is to sell your item in a roundabout way through huge staple chains, little neighborhood stores, forte stores, dealers orcafés.

INDUSTRY PROFILE

The packaged food showcase scale is expected to hit 3 3.03 trillion by 2020, enlisting a 4.5 percent CAGR over the 2015-2020-gauge period. Health may be described as any material that is used to supply the body with wholesome support. Nutrition includes starches, minerals, carbohydrates, proteins, and nutrients to better grow the body. The concept of packaged nourishment stems, for example, from components that modify the ease of preparing, consuming, preserving and health from outside.

The creation of packaged diet ads has been improved by changing behaviors, ease of use and increased awareness of well-being. The bundling of food products used for conveying, viewing, opening and closing must be efficient. Water contamination, government mandates and the proliferation of local labels are a portion of the main obstacles to commercial development. Leading players in the packed wellness showcase are focused on mergers and acquisitions as critical procedures to expand their business proximity.

For instance, while Tyson Foods in India joined forces with Godrej Foods, Kraft Foods banded with ketchup monster Heinz to expand its business. The Asia-Pacific locale is believed to be the fastest growing packaged nourishment advertisements due to rising awareness and use of packaged nourishments; thus, it is one of the worthwhile investment and expansion markets.

The packed nourishment advertising worldwide is sectioned depending on the nature and geology of products. According to the item category, the packaged nutritious portion of the overall industry inquiry is divided into seventeen main nutritional categories-prepared to-eat, cooked food sources, breakfast oats, soups, baby foods, potato chips, almonds, fast noodles, pasta, bread rolls, chocolate candy shop, cheddar, cereal, ice creams, sauces, dressings, and alcoholic beverages.

Over the figure time period the child nutrition showcase is expected to grow at a CAGR of 6.4 percent. Progress is advancing due to changes in the number of active parents and healthy eating options for baby kids and little ones. Geologically, North America after Europe, APAC and Lamia is actually the main demand on the world.

Area Overview:

Breakfast is regarded as the most important feast of the day, and this far ranging accentuation on breakfast has spurred the growth of the packaged nourishment industry. Human services, accommodation and movability are expanding this interest. In any case, the primary main impetus of the gourmet nourishment showcase is customer interest for the items, which are increasingly normal. One of the variables pushing the development of the gourmet nourishment industry is advancement and improvement in the preparing business.

Inventive pressing

An assortment of bundling materials are accessible in the bundled nourishment showcase as paper parcels, wood bundling and stand-up pockets. Bundling is a necessary strategy embraced by driving makers to guarantee the total security of nourishment items without being tainted by the nearness of outer operators, for example, temperature, dampness and microorganisms. The bundling likewise guarantees that the nourishment isn't harmed by the shipment. Materials utilized for bundling nourishment ought not be responsive with the nourishment item and ought to be solid, ready to withstand the impacts of outside elements. As organizations look to address the issues of shoppers, the bundled nourishment showcase is set to observe an ascent in the coming years.

Various nourishment alternatives

Bundled nourishment organizations offer an assortment of alternatives going from breakfast answers for instant suppers. Breakfast arrangements incorporate a wide assortment of breakfast grains. Mindfulness among shoppers about the advantages and need of a solid breakfast is affecting numerous nourishment decisions. What's more, organizations are offering clients an assortment of snacks from general plants, for example, tortilla chips, which are promoted as sound snacks instead of treats. So the huge number of decisions for buyers has expanded the quantity of target buyers in the bundled nourishment showcase.

Internet based life

Another factor driving the bundled nourishment industry is the impact of internet based life. Online life likewise assumes a key job in the development of the bundled nourishment industry. Makers are putting vigorously in advanced showcasing to advance their items on the web. Computerized advertising monitors client inclinations and the kind of enthusiasm on the web. Through web based life, organizations are making a system of clients with comparative inclinations and tastes. This

assists organizations with building client base and increment item mindfulness.

Bundled Food Market Key Segment:

The market is portioned based on item type and geology.

Side-effect type

- Ready
- Cooked nourishments
- Breakfast oats
- Soups
- Infant taking care of
- Potato chips
- Seeds
- Dhidir noodles

- Spaghetti sauce
- Cookies
- Fudge with Cocoa
- Delicious cheese
- And tofu
- Glazed creams
- Dressings, sauces and fixings
- Alcoholic soft beverages

By geology

- América del Norte
- Europe-Europe
- Pacific Asia
- Lamer

Significant players

- Bunny S A
- Tyson Diet, Inc.

- Groupe Kraft Foods, Inc.
- Mills General, Inc.
- Inc. Conagra,
- Food from Smithfield, Inc
- Kellogg's

COMPANY PROFILE

MTR Foods was established in 1924. A custom that started in 1924 has become a great business today. A business that acquires quality and legitimacy Cuisine. An industry that joins business enterprise with creativity. This is the rich legacy of MTR Foods.

Legacy:

We are glad for our rich legacy at MTR.

With the establishment of the MTR café in Bangalore by the Miya family, our diet and neighborliness convention began in 1924. The café is as yet a milestone in the city and individuals are in line to make the most of its special, completely real dishes.

In 1975, at that time, Maias broadened into the matter of beneficial nourishments and fast blends. Modernization and specialized departments, including dedicated labs and printing and bundling facilities, were included as the company grew.

MTR's wide range of products include ready-to - eat curries and rice, ready-to - eat cook flavors, solidified meals, frozen yoghurt, fast blends, flavors, and a selection of pickles and papads and milk beverages.

All around the globe, MTR has its experiences. MTR turned its back to promote further growth
In 2007, it became a member of the Norwegian company Me / Orcla.

Culinary insider facts have been secured and passed on for ages and our nourishment depends on credible bona fide plans from their unique locale. Our excursion to India's chief, handled nourishment organization is set apart by development and the appropriation of new innovation.

Precisely, every MTR item consistently typifies our convention of unparalleled taste, immaculateness and quality.

Our Vision:

An imperative buddy in each kitchen to help make legitimate and flavorful Indian nourishment.

Our qualities are:

Continually center around building aptitude, accordingly expanding the capability of MTR for quantum development.

Energy:

- Create vitality and energy busy working
- Motivate by model
- Conviction and fortitude to lead

Development:

- Continually search for new and better approaches to satisfy clients

Incorporation:

- Ensure the poise of people in all interchanges by taking care of the issue and not the individual
- Support thoughts from individuals everything being equal

Transparency:

- React, acknowledge, and look for without preference (paying little heed to cause).

MTR Today:

In the event that its history is approaching the turn of the century, MTR Foods is as tall as the Indian legacy brand Today, MTR Foods, the iconic, quickly recognised brand, has assigned its business effort to the South and is planning for a clear proximity to Pan India with its entry into the North , West and East.

Reserved time, MTR Foods declared an official organization with Nordic aggregate Orkla (www.orkla.com) in February 2007. The Orkla Global Organization comprises of four specialty units: Orkla Foods Nordic, Orkla Brands Nordic, Orkla Foodstuffs and Orkla Brands International. While the Nordic locale is a local market for Orkla Brands, it has built up solid market positions in India, Russia and parts of Central and Eastern Europe.

Why MTR:

At MTR Foods, we are glad for our 85 years of rich legacy. We accept that our excursion mirrors our country; A heritage that ages have made together. Our achievements are a fragment of a rich Indian heritage, from our normal origins to the advanced capacity of the 21st century.

It is nothing unforeseen, with the right fixings, that we have faith in adhering to our genuine Planning.

We have faith in setting the future forward and the pace of innovation to arrive at our quick moving clients.

We place incredible accentuation on the wellbeing and wellbeing strategy of our representatives to convey the best outcomes.

With our guaranteed nourishment and wellbeing approach, we accept, yet additionally guarantee that quality starts things out.

Condition, Health and Safety Policy:

More prominent spotlight on work notwithstanding condition, wellbeing and security adds to more prominent productivity and solace and we accept this is a basic piece of our business.

We respect our work with the earth, wellbeing and security as fundamental to our long haul benefit and development. Through joint effort, we endeavor to make a work environment where we feel better, have a sense of security and assume liability for everybody. We look to guarantee that our business exercises decrease our effect on the earth, and we look for chances to improve the nearby condition and the networks in which we work. Our work on the earth, wellbeing and security will be directed in a proactive and arrangement situated way.

We'll:

Have a protected workplace through anticipation and persistent improvement, which is the base standard that wellbeing and security enactment and different prerequisites must meet.

Decrease natural effect by precaution measures and constant changes, including enactment and different necessities that satisfy least guidelines.

Wellness Encourage our associates and representatives to partake in wellness exercises that help improve wellbeing.

Ensure safe taking care of, capacity, use and removal everything being equal and materials named risky to wellbeing and the earth.

Reduce squander, preserve vitality by advancing asset usage and advance reusing of materials at every possible opportunity.

Prepare an activity plan dependent on our approach every year.

Define EHS objectives well.

Convey our work results inside and remotely in a straightforward and target way.

Purchas constantly regard the wellbeing, security and ecological effects of our buys, developments and speculations.

Through proper preparing, guarantee great aptitudes in the field of EHS

Sanitation Policy:**Greatness Guaranteed - ISO: 22000 and HACCP ensured**

In MTR a lifestyle is consistency. The Codex Alimentarius Commission has established the risk analysis and essential control point, or HACCP, as the worldwide sanitation standard. We have fulfilled the rigorous prerequisites for this statement successfully.

Our offices are furnished with the new architectures. Among all activities, we hold to global principles: from finding the right fixtures to organising and pressing to using the latest trend-setting creativity. Each MTR item has this value assurance and our customers follow our specific expectations.

Universal Business:

MTR Foods-With its wide variety of packaged products and plans that will lead you to order more, the official Indian nourishment word alludes to its global proximity. Nearly every kitchen in the USA, Canada , UK, Germany, Australia , New Zealand, the Middle East, Japan and Southeast Asia is currently home to the company.

Presently arrive at your preferred dish with MTR Foods any place you go.

Items:**Eat and eat:**

Meet a brisk cooking rundown with the MTR Foods Heat and Eat extend.

For the individuals who got it on schedule, MTR Foods is glad to present a particular classification that suits your requirements! So enjoy a reprieve from your kitchen and appreciate a delightful supper whenever.

Prepared to eat:

Appreciate the joined advantages of comfort, wellbeing and assorted variety - just with the MTR Foods Ready-To-Eat run.

Our product choice includes wonderful North Indian and South Indian plans that offer you a diet taste that offers a flavour like crisp home-prepared meal. It is your packed kitchen assistance for true flavour, different options of different Indian ingredients, and more convenience. Our range at present incorporates soups, vegetable curries, paneer sauce and different rice things.

Masala glues:

Make true rice supper for your family by including simply rice!

Our hot rice glue is produced using unadulterated normal fixings and is upheld by the culinary ability of serving solid rice servings more than 8 decades.

MTR Spicy Rice is a festival and delight for your family.

Soups:

MTR Soups is a 100% characteristic blend of solid, sound, painstakingly chose fixings that will cause you to feel more joyful. The soups are bundled in concentrated structure through an extraordinary reprisal process, which guarantees that the soup holds its flavor and characteristic flavor.

So feel free to attempt a hot cup of goodness today!

Tidbits:

MTR Ready to Munch snacks are produced using real plans utilizing top notch fixings and seared in great oils that hold the valid fragrance, taste and smell of hand crafted. We have a wide assortment of well known flavorful tidbits to look over

Flavors:

There is just a single method to make valid flavors ... the manner in which it was done in MTR!!!

Flavors are a basic piece of ordinary cooking and we comprehend this in MTR. So we take extraordinary consideration in making them. We follow the official procedure of making flavors. Unadulterated fixings are 'beat to flawlessness' to give you the correct blend of flavors and along these lines help your family get ready bona fide tasting dishes.

Sweet mixes:

Each festival, enormous or little, is sweet with MTR Foods now! Our menu incorporates a wide scope of treat mixes - a tribute to Indian family customs and extraordinary nourishment.

Improving up your uncommon events or normal dinners, presently takes no time.

Breakfast blends:

The scope of our morning meal blends is the consequence of long stretches of culinary ability. They are 100% vegetarian, but at the same time are exposed to thorough quality strategies to guarantee that you get delightfully steady outcomes at whatever point you use them.

Drinks:

MTR Foods accompanies a scope of premium quality beverages: brimming with valid and characteristic fixings in taste and on the edge. From blends to beverages and prepared to drink, the MTR menu has everything.

Vermicelli:

The MTR Vermicelli is made with an uncommon procedure that guarantees that it doesn't stick and structure protuberances.

Utilize the flavorful mtr vermicelli to make a delightful upma or hurl with the flame broiled vegetables for a solid pulo or velvety sweet kheer for the ideal pastry. Accessible in straightforward, broiled and rice-based assortments to meet all your culinary needs. So let your creative mind and inventiveness lose all sense of direction in the cut kitchen and be the ideal housewife with MTR Vermicelli.

Unadulterated Spices:

At MTR Foods, we accept that great quality joins the best of the two universes. What's more, this conviction doesn't talk much past the span of our unadulterated flavors. We consolidate the most recent innovation with antiquated fine-getting strategies.

Light Mixes:

At MTR Foods, we bring you 22 flavorful tidbit blends from various locales across India. They are exposed to extremely thorough quality methods to guarantee that you get scrumptiously steady outcomes at whatever point you use them.

Blend To Mixtures:

MTR Foods Alloys are a brilliant method to make your family's feast time progressively delectable! Follow our basic bit by bit guidelines on the pack to reproduce India's exemplary cooking! Plunk down with your friends and family to taste progressively scrumptious and bona fide blessings

Desserts:

Treat your taste buds with MTR Foods desserts. With no fake additives, consistently make certain to taste the mouth water to end your als on a sweet note.

Pickles:

At MTR Foods, we endeavor to be your confided in accomplice in the kitchen. Our wide scope of mark pickles are made with customary plans, served over ages. Painstakingly chose leafy foods are salted with the best oils and flavors under the most sound conditions.

Papad:

What's an Indian dinner without some papad? At MTR Foods, we utilize just the best fixings and one of a kind innovation to guarantee that the papods are crunchy, fresh and new. Appreciate poppads from MTR as a delicious bite or any.

RESEARCH DESIGN

REVIEW OF LITERATURE

Prepared to-eat nourishment is nourishment that is sold or uncovered without extra cooking or planning, stuffed into the premises it sells and prepared for use. Canned nourishments, comfort food sources, quick food sources, solidified food sources, quick food sources, dried nourishments, safeguarded food sources, and so forth completely go under Ready-to-Eat nourishments. (P. Selvaraj, 2012).

Segment factors and financial attributes of purchasers are additionally significant factors that decide the example of utilization of nourishment items in the family. Variables affecting shopper decision of RTE nourishment incorporate fragrance, surface, appearance, promoting, decrease in conventional cooking, family deterioration and different factors in nourishment request. (P. Selvaraj, 2012).

Nielsen, 2006 Preference for Ready-to-Eat Food Low expense of home readiness, contrasts in taste, inclination for Ready-to-Eat nourishment from other relatives, significant expenses, absence of mindfulness on the items accessible in the market and prepared to-eat nourishments.

Dr. C. Arjunan, 2012 The distinction in taste between home-made nourishment and the Ready-to-Eat item bought is one of the fundamental reasons not to utilize Ready-to-Eat nourishment. In any case, the purposes behind not purchasing Ready-to-Eat nourishment items are absence of attention to items, abhorrence of items, generally significant expenses and individuals' wellbeing awareness

Levi A.S. What's more, Stokes R.C. (1987): This examination explored the expansion in deals of Kellogg's high-fiber oat items because of a wellbeing message promoting effort propelled by Kellogg and endorsed by the National Cancer Institute, US information gathered from 209 mammoth nourishments, inks, markets in urban communities. Baltimore, Washington DC, and so forth. What's more, this incorporates modernized bought information

Kazmi SK (2012): This examination distinguishes factors that influence buyers 'view of pasta items and furthermore factors that advance a shopper's buy choice toward pasta. Mindfulness and accessibility are chosen as the fundamental factors that influence the buying model of the shopper

Lavanya M.S. Furthermore, others. (2012): This investigation tried to investigate buyers 'observations and recognitions about quality guaranteed items. Fundamental information were gathered from 120 respondents through a pre-trying meeting plan. Right now, mindfulness, inclination for confirmed items and their view of costs were dissected regarding three items: ghee, vegetable oils and flavors.

M. Vijayabaskar and Sundaram N. (2012): In this investigation the writer tried to investigate the disposition towards purchasing from wellbeing cognizant customers in South India towards prepared to eat/cook items. Wellbeing cognizant buyers are on the whole proficient and access various sources before settling on any choice.

Nirmararaj RJT (2012): This examination uncovers factors influencing the buying conduct of shoppers who are "prepared to eat nourishment in India". An enlightening report was directed to pick up knowledge into customers 'impression of what nourishment is prepared to eat. The discoveries of this investigation should concentrate on bringing issues to light that Indian organizations are prepared to eat nourishment items so makers can get ready for future development possibilities

TITLE OF THE STUDY

"A Study on Packaged Food Marketing at MTR Foods"

NEED FOR THE STUDY

Frequently, nourishment advisors search for answers without posing the correct inquiries first. As a showcasing advisor, we ought to consistently concentrate on the inquiries to pick up equalization and point of view first before prompting the entrepreneur on what course to take. This investigation is a thorough rundown of inquiries and sentiments of any business that behaviors showcasing self-assessment

Articulation of Problem.

Expanding populace of working ladies, expanding millennial populace, occupied work routines and in a hurry utilization propensities are factors driving the development of the worldwide prepared to-eat items advertise. Expanding purchaser inclinations for discretionary cashflow and sound and helpful nourishments and expanding interest for tidbits and southern style food sources will additionally drive interest for prepared to-eat nourishments. Far reaching study is required to expand the development capability of the Food Industry Readers and the market size of MTR Foods with their rivals

Goals of the investigation

- Studying client recognition towards bundled nourishment organizations.
- To study the effect of advertising procedures on purchaser purchasing conduct corresponding to bundled nourishments of MTR Foods.
- Identifying the variables that decide the achievement of an advertising methodology.

- Giving recommendations to improve the advertising techniques of the merchants at T MTR Foods.

Test Plan:

Testing is done on arbitrary examining technique and comfort strategy.

- 1) Sampling Method: Convenient testing strategy
- 2) Model Units: Customers
- 3) Sample size: 100 respondents

Rates are utilized to think about between at least two arrangement of information

- 4) Research procedure: individual meeting, observational methodology
- 5) Research devices: Structured survey is utilized as a device to gather substantial essential information.

Wellsprings of information:

Essential information

Primer information are gathered through arbitrary meetings and poll system by arbitrarily choosing diverse client reactions.

Auxiliary information

Auxiliary information for the examination venture is gathered from information accessible from on the web and different diaries, reports and books.

Instruments for Data Collection:

The essential instrument for information assortment is to gather criticism from a decidedly ready poll and get input from MTR Foods clients.

Poll:

There are 20 inquiries in the N poll, with questions planned dependent on the targets of the investigation

The N survey comprises of shut inquiries as various decisions.

Plan of examination:

The information gathered is broke down, classified and determined in rates utilizing pie diagram and other graphical portrayals for simple comprehension.

Information are gathered utilizing an overview survey.

Analysis is introduced in graphical and forbidden structure.

The information are broke down utilizing detail measurable strategies and methods, for example, rate, normal, chart.

Definitions and ends will be given dependent on the examination of the information

CHAPTER SCHEME

CHAPTER 1: Introduction

CHAPTER 2: Review of Literature and research design

CHAPTER 3: Company Profile

CHAPTER 4: Data Analysis and interpretation

CHAPTER 5: Finding Conclusion and Suggestion Bibliography

DATA ANALYSIS AND INTERPRETATION

Part A (Personal Information)

1. Name _____

2. Age _____

3. Gender _____

4. Profession _____

5. Marital status _____

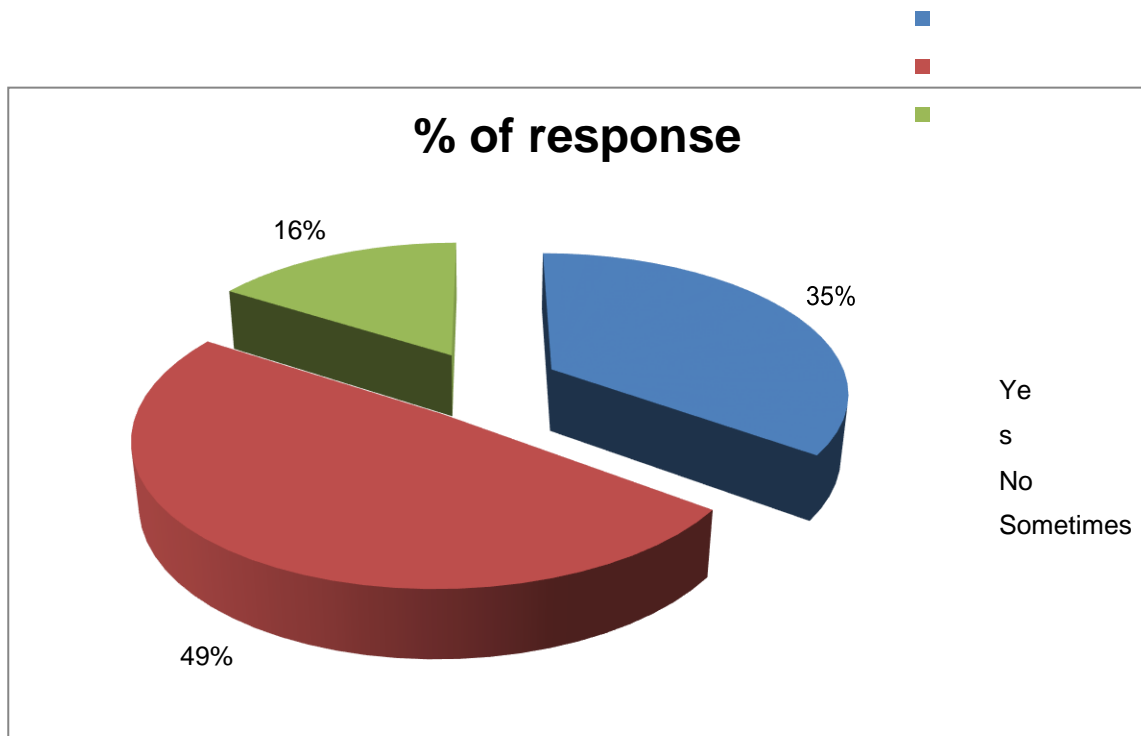
Part B

1. Do you always cook at home ?

| | % of response |
|-----------|---------------|
| Yes | 35% |
| No | 49% |
| Sometimes | 16% |

Analysis :

From the table above we can see that about 35 percent of the overall respondents said yes, about 49 percent said no and often about 16 percent said no.



Interpretation of these:

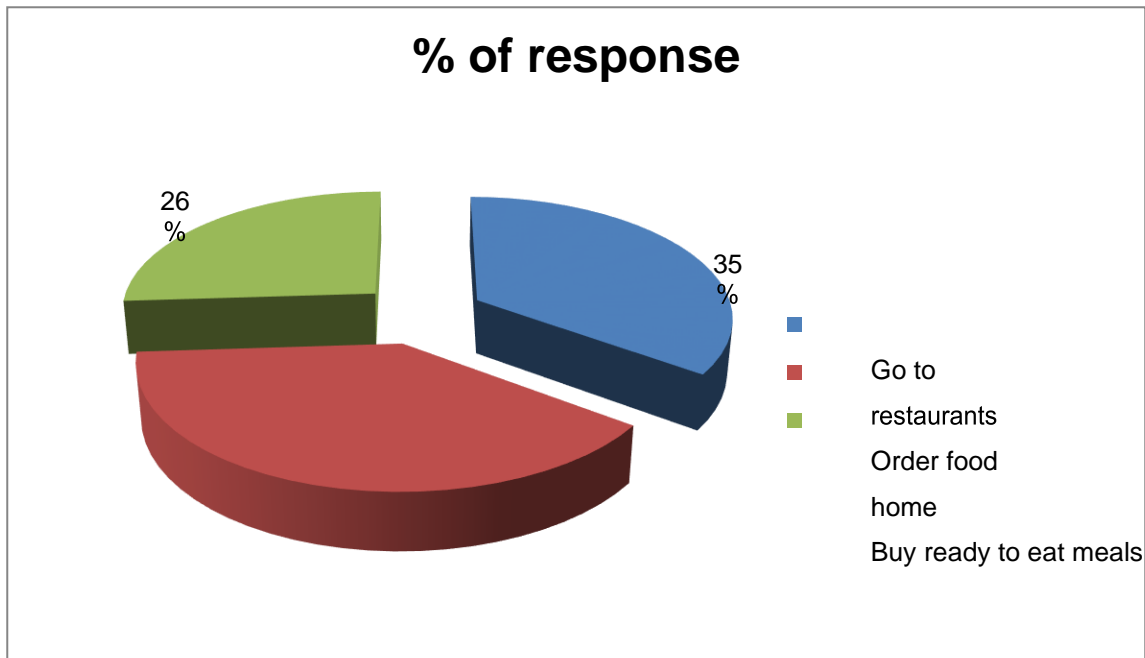
From the graph above we can see that most respondents stated they usually cook at home but also buy from hotels or use a meal box ready to eat.

2. When you do not cook at home, how do you manage ?

| | % of response |
|------------------------|---------------|
| Go to restaurants | 35% |
| Order food home | 39% |
| Buy ready to eat meals | 26% |

Analysis:

From the table above we can see that about 35 percent of the overall respondents say they go to restaurants, about 39 percent say they order food home and about 26 percent say they buy ready to eat meals.



Interpretation of these:

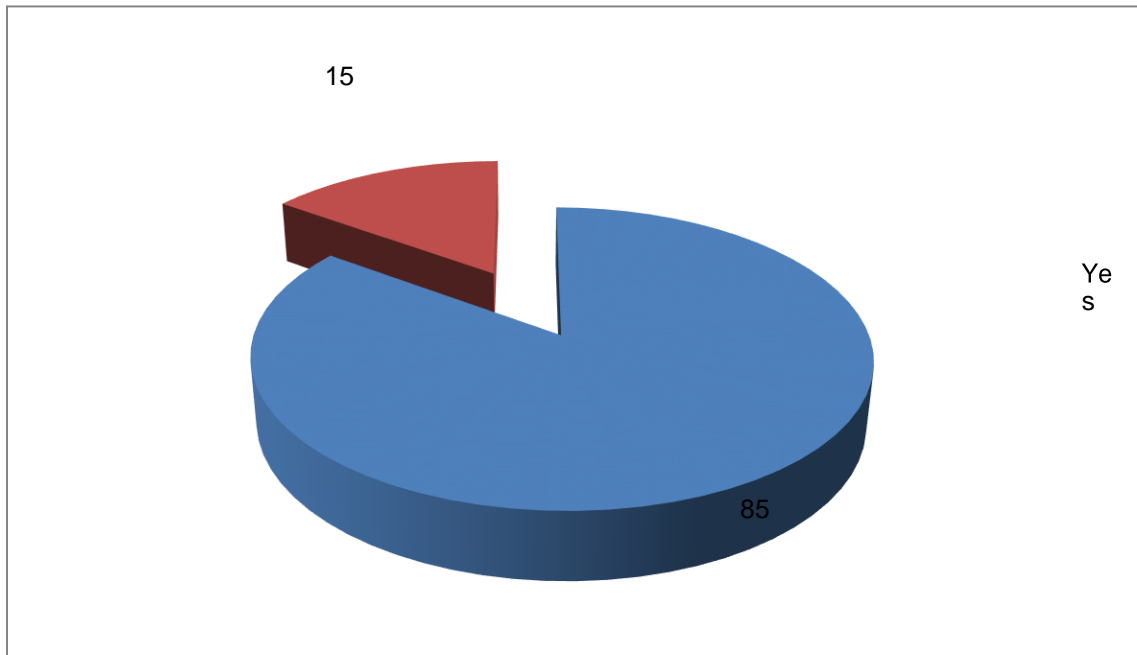
From the graph above, we can see that most respondents said they usually order food from the food ordering apps when they don't cook at home.

3. Have you ever tried ready to eat food ?

| | % of response |
|-----|---------------|
| Yes | 85% |
| No | 15% |

ANALYSis:

From the table above we can see that about 85 percent respondents said yes out of the total respondents, about 15 percent said no.



Interpretation of these:

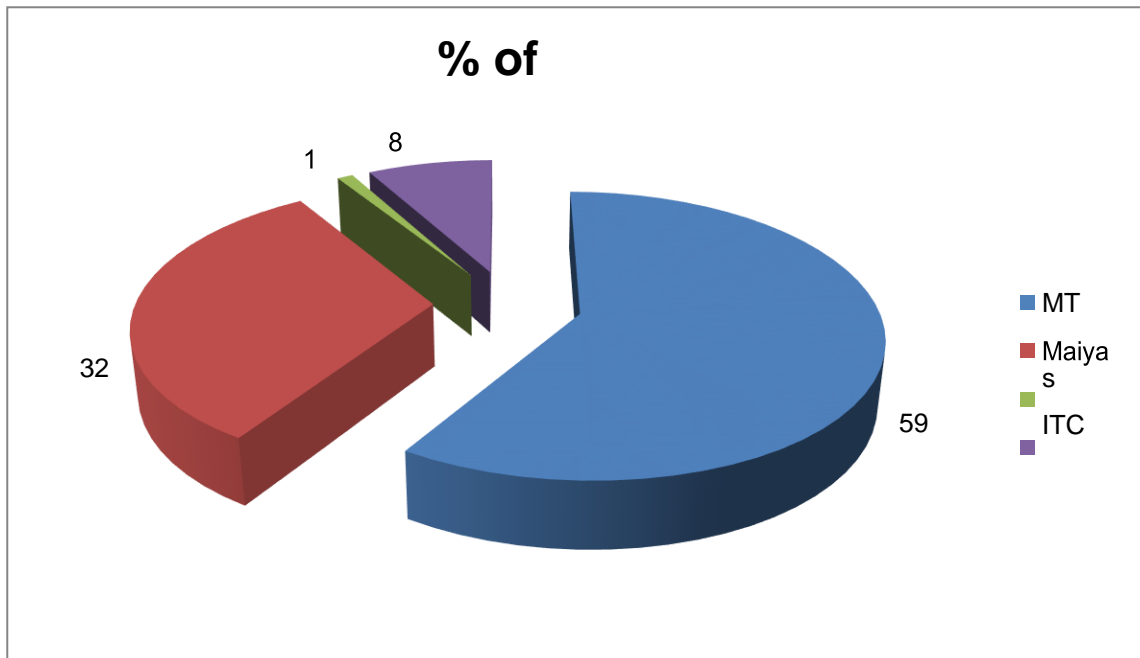
From the graph above, we can see that most of the respondents said they had tried the packets ready to eat.

4. Which company Ready to eat food have you tried ?

| | % of response |
|--------|---------------|
| MTR | 59% |
| Maiyas | 32% |
| ITC | 1% |
| Others | 8% |

ANALYSis:

From the above table, we can see that about 59 percent of the total respondents said MTR, about 32 percent said Maiyas, about 1 percent said ITC, and about 8 percent said other respondents.



Interpretation as follows:

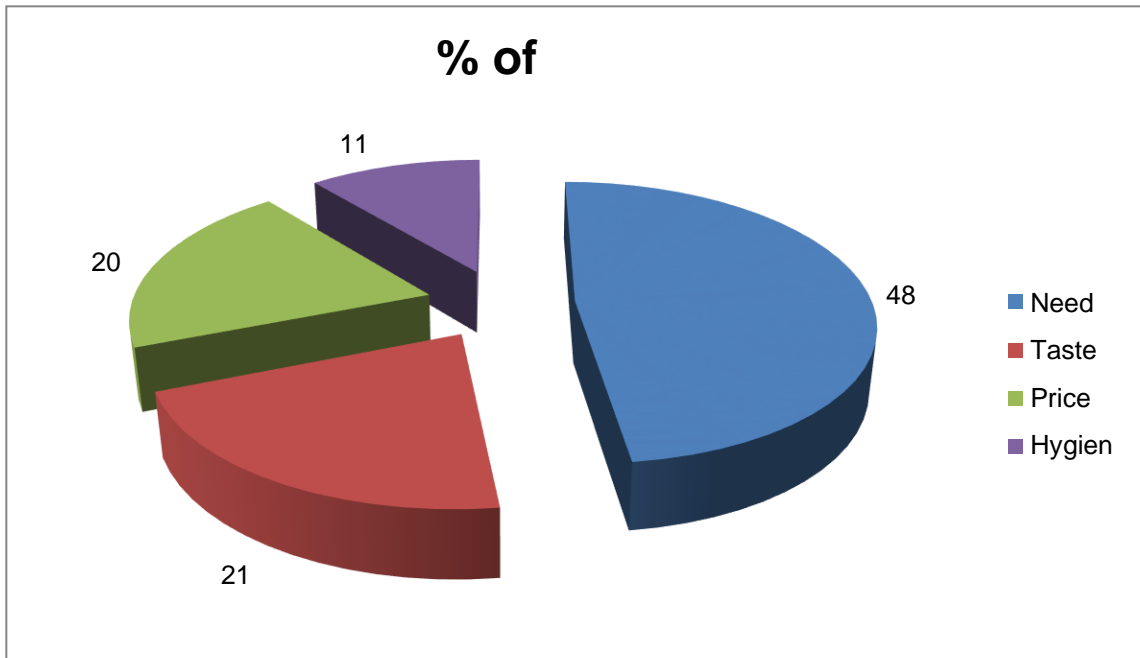
From the graph above we can see that most of the respondents said they've tried MTR company's Ready to eat food packages followed by Maiyas. That means that the MTR mark is a very famous brand ready to eat.

5. Why do you consume ready to eat food ?

| | % of response |
|---------|---------------|
| Need | 48% |
| Taste | 21% |
| Price | 20% |
| Hygiene | 11% |

ANALYSis:

We can see from the above table that about 48 percent of the total respondent respondents said need, about 20 percent said price, about 21 percent said taste, and about 11 percent said hygiene.



Interpretation of these:

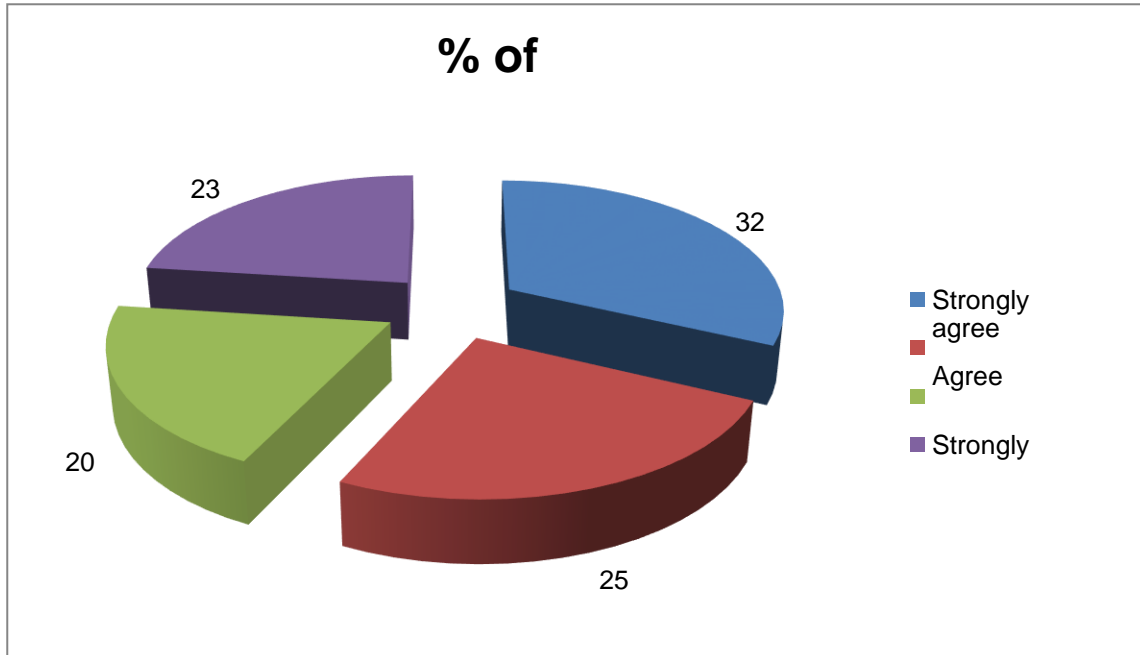
We can see from the above graph that most respondents said they use the ready to eat food mostly because, for some reason, they are unable to prepare and have little time to wait to eat an ordered food.

6. Do you think using ready to eat food saves a lot of time ?

| | % of response |
|-------------------|---------------|
| Strongly agree | 32% |
| Agree | 25% |
| Disagree | 20% |
| Strongly disagree | 23% |

ANALYSis:

From the table above, we can see that about 32 percent of the overall respondents said they strongly agree, about 25 percent said they agree, about 20 percent said they disagree, and about 23 percent said they strongly disagree.



Interpretation of these:

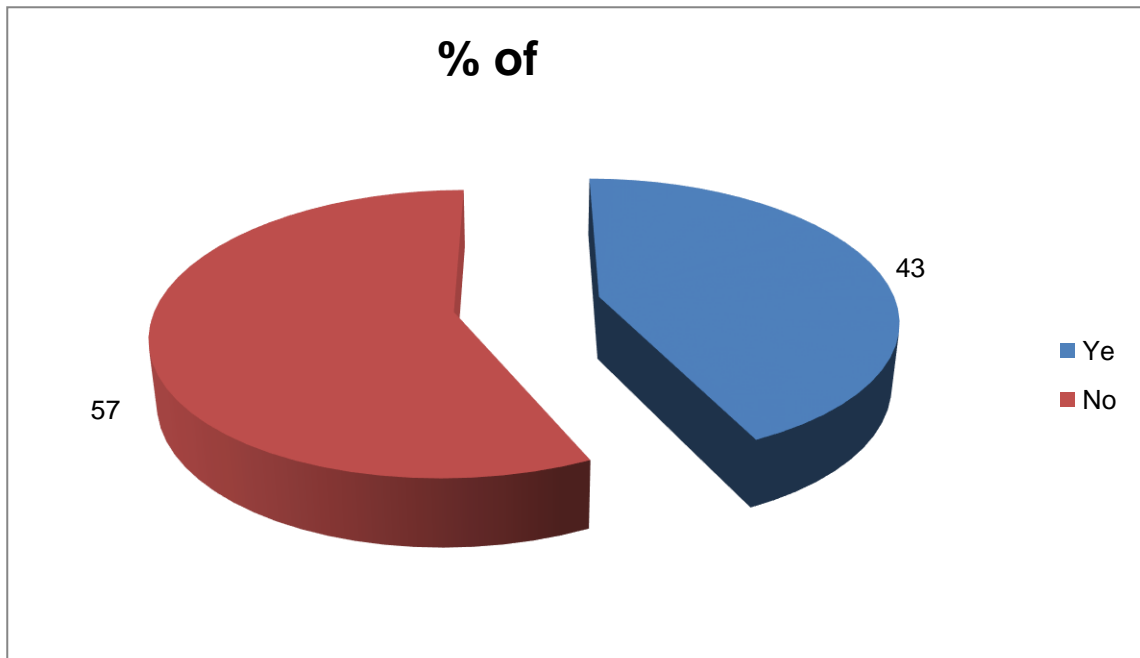
We can see from the above graph that most of the respondents said that using the food packets ready to eat saves a lot of time if nothing else.

7. Do you think the ready to eat food package is sufficient for the number of people as mention on the package ?

| | % of response |
|-----|---------------|
| Yes | 43% |
| No | 57% |

ANALYSis:

From the table above we can see that around 43 percent of the overall respondents said yes and about 57 percent said no.



Interpretation of these:

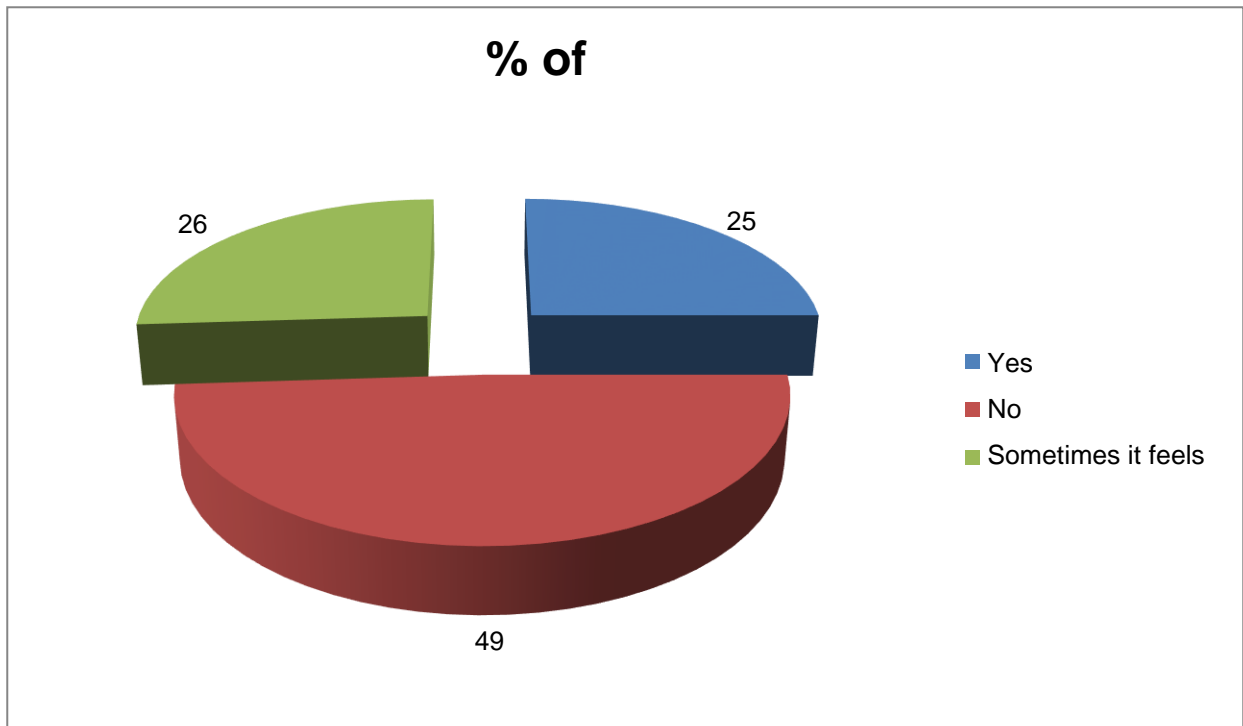
We can see from the above graph that most of the respondents said that the amount of food inside the packages ready to eat is not entirely appropriate for the number of people as stated in the packages.

8. Do you think ready to eat food packages are as fresh as freshly cooked food

| | % of response |
|-----------------------|---------------|
| Yes | 25% |
| No | 49% |
| Sometimes it feels so | 26% |

ANALYSis:

From the above table, we can see that about 25 percent of the overall respondents said yes, about 49 percent said no, and about 26 percent of respondents said it still feels like that.



Interpretation of these:

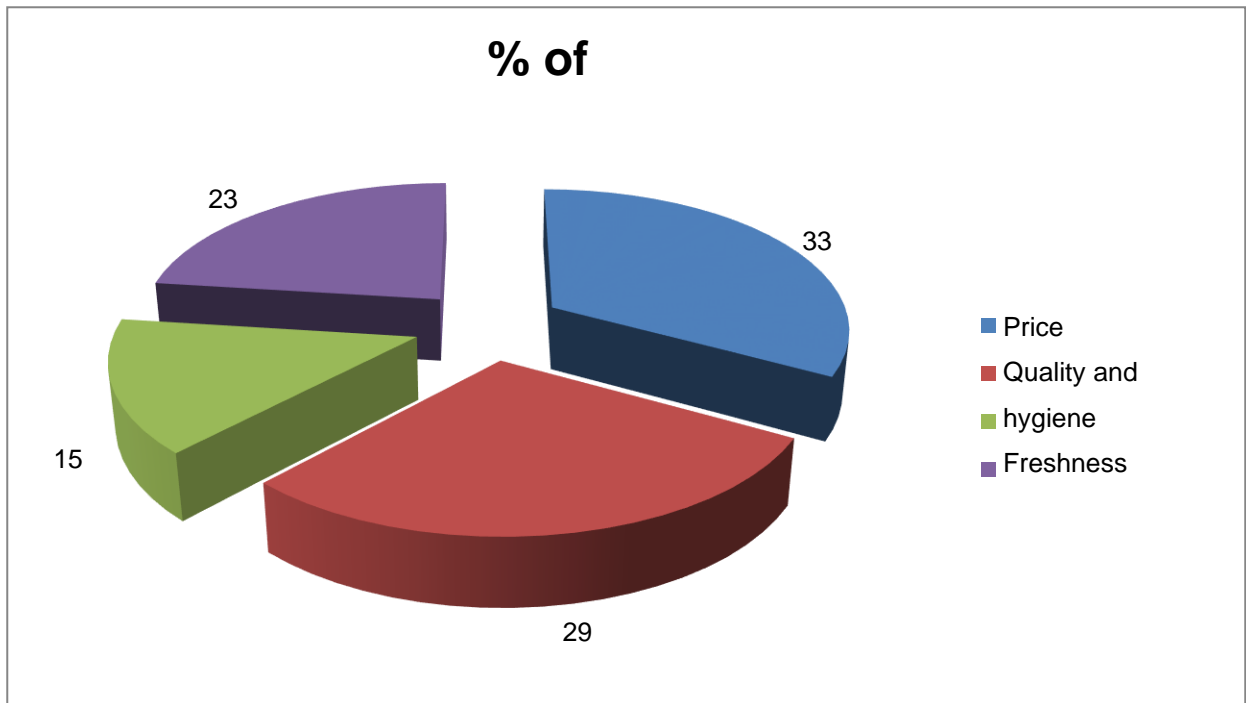
We can see from the above graph that most of the respondents said that they all know that the food ready to consume is surely not as healthy as the food that is freshly baked. It is only an alternative to hotel sales.

9. Which factors influence you to decrease the ready to eat food intake ?

| | % of response |
|---------------------|---------------|
| Price | 33% |
| Quality and hygiene | 29% |
| Freshness | 15% |
| Taste | 23% |

ANALYSis:

We can see from the above table that about 33 percent of the total respondents said price, about 29 percent said consistency and hygiene, about 15 percent said freshness, and about 23 percent said flavour.



Interpretation of these:

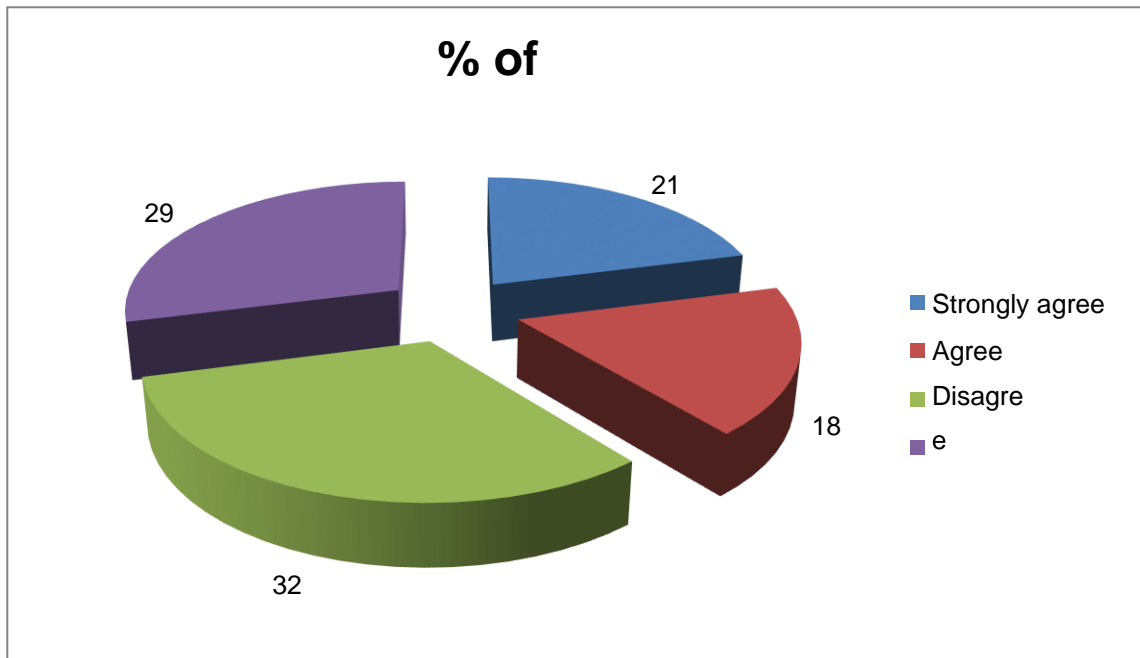
We can see from the above graph that most respondents said they were scared of the consistency and hygiene of the food ready to eat, followed by the pricing of the items, which typically prohibits them from purchasing the box of food ready to eat.

10. Do you think the ready to eat food packages are manufactured with food quality standards as claimed on the package ?

| | % of response |
|-------------------|---------------|
| Strongly agree | 21% |
| Agree | 18% |
| Disagree | 32% |
| Strongly disagree | 29% |

ANALYSis:

From the table above we can see that about 21 percent of the overall respondents said they were firmly in agreement, about 18 percent said they were in agreement, about 32 percent said they were in dispute and about 29 percent said they were firmly in dispute.



Interpretation of these:

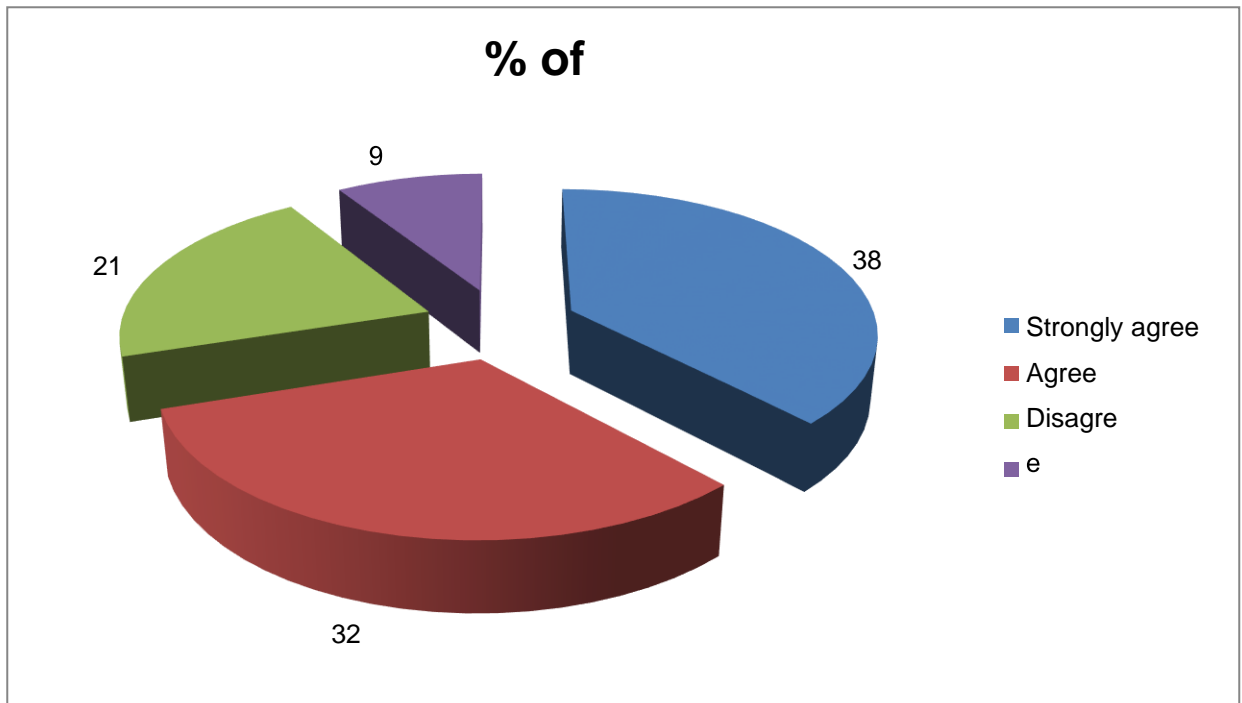
We can see from the above graph that most of the respondents said that they do not believe that all quality criteria are met when getting the food kit ready for consuming. Just a handful said they believed in the company.

11. Do you think using ready to eat food might be hazardous for health in long run?

| | % of response |
|-------------------|---------------|
| Strongly agree | 38% |
| Agree | 32% |
| Disagree | 21% |
| Strongly disagree | 9% |

ANALYSis:

From the table above we can see that out of the overall respondents approximately 38 percent said they were strongly in agreement, approximately 32 percent said they were in agreement, approximately 21 percent said they disagreed and approximately 9 percent said they disagreed strongly



Interpretation of these:

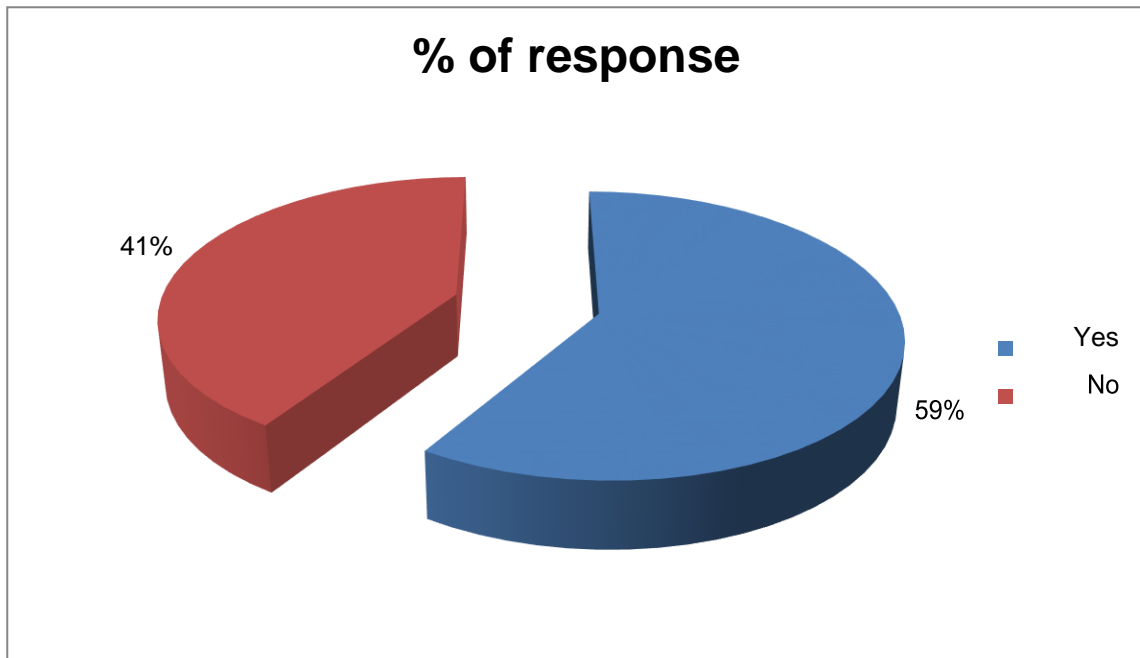
We can see from the above graph that most of the respondents said that eating ready to eat food packets on a regular basis could pose health risks. Therefore this kind of food is only once in a while when it's needed.

12. Will you use the ready to eat food if the health hazards are removed ?

| | % of response |
|-----|---------------|
| Yes | 59% |
| No | 41% |

ANALYSis:

We can see from the above table that about 59 percent of the overall respondents said yes, and about 41 percent of respondents said no.



Interpretation of these:

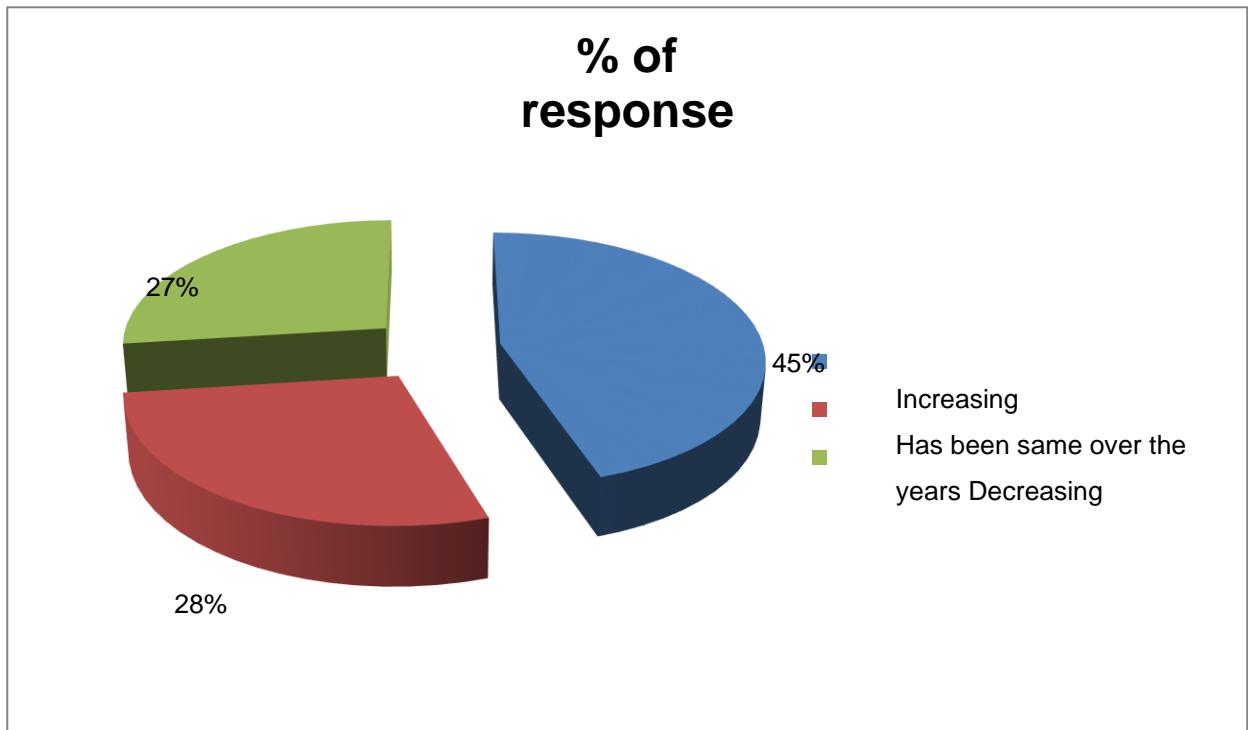
We can see from the above graph that most of the respondents said that if the health threats were totally eliminated, they could use the ready-to - eat food packets. An equivalent number of respondents, however, said that they do not think this is even remotely possible

13. What do you think is the market growth for ready to eat food ?

| | % of response |
|------------------------------|---------------|
| Increasing | 45% |
| Has been same over the years | 28% |
| Decreasing | 27% |

ANALYSis:

From the above table, we can see that about 45 percent of the total respondents said they were increasing, about 28 percent said they were the same over the years, and about 27 percent said they were declining.



Interpretation of these:

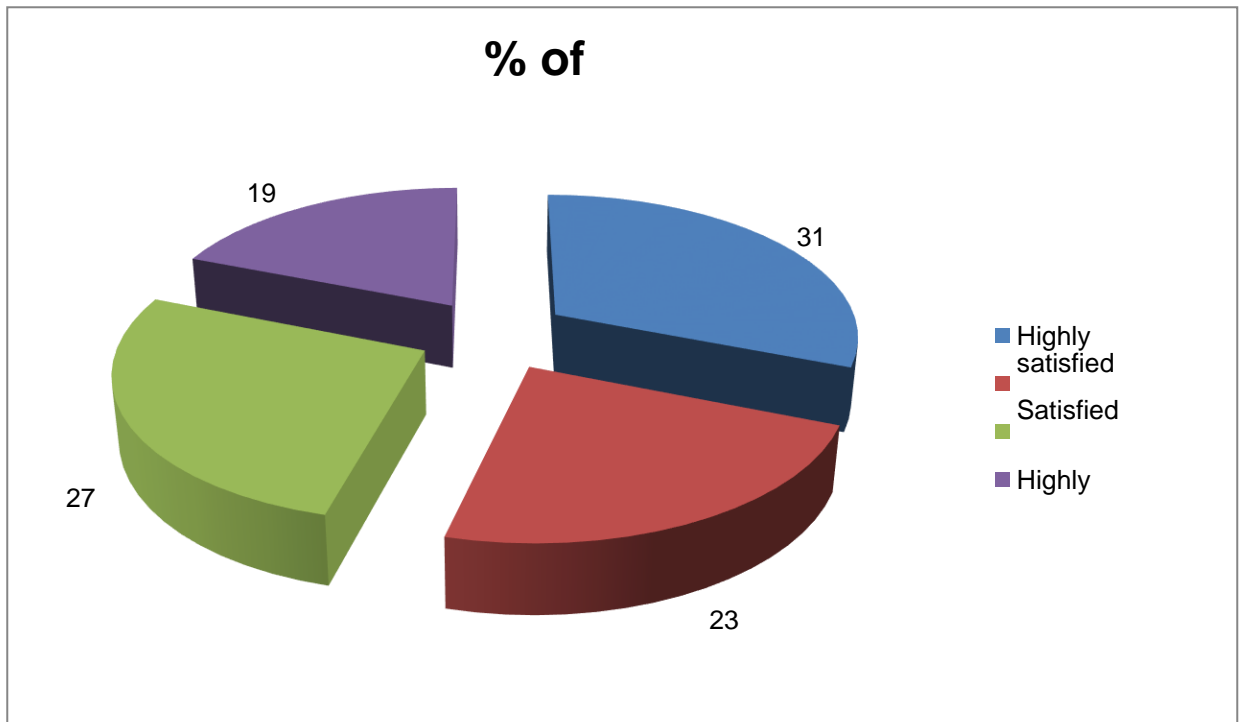
We can see from the above graph that most of the respondents said that there has been an growing increase over the years in demand growth for ready-to - eat food. This could be because people today have a busy life schedule.

14. What is your overall satisfaction with ready to eat food ?

| | % of response |
|---------------------|---------------|
| Highly satisfied | 31% |
| Satisfied | 23% |
| Dissatisfied | 27% |
| Highly dissatisfied | 19% |

ANALYSis:

From the above table, we can see that about 31 percent of the overall respondents said they were exceptionally pleased, about 23 percent said they were pleased, about 27 percent said they were dissatisfied, and about 19 percent said they were extremely dissatisfied.



Interpretation of these:

From the graph above we can see that most of the respondents said they were pleased if not quite happy with the ready to eat food packets. However, a decent number of respondents said they were not very happy using the products ready to eat

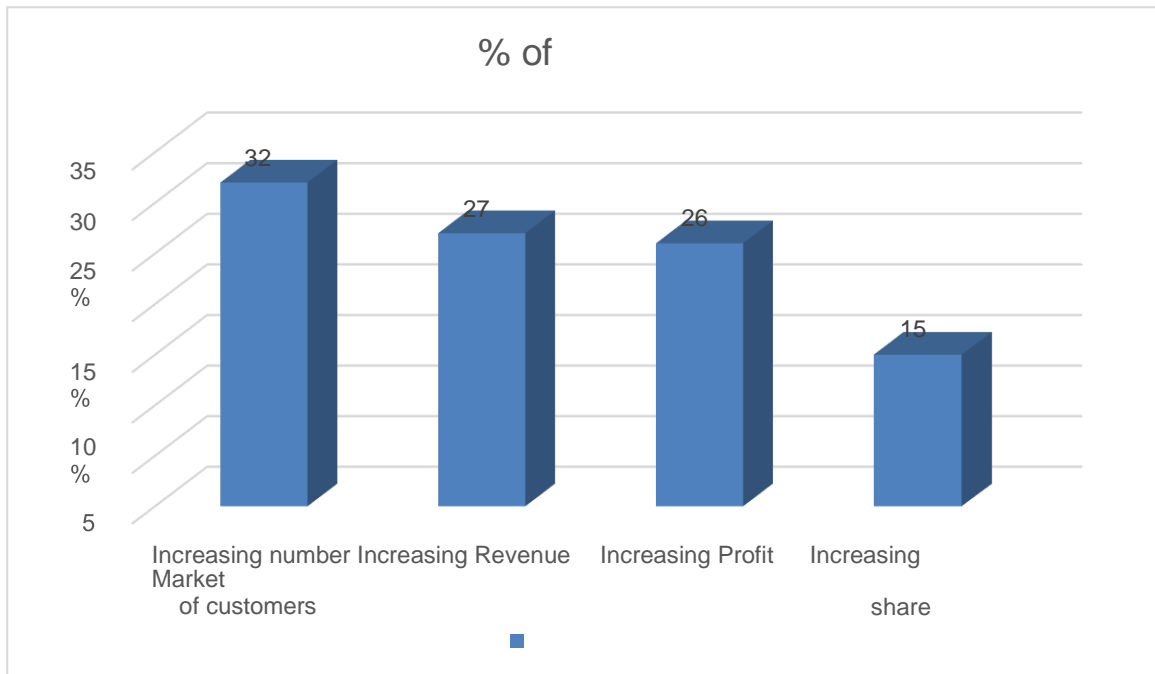
QUESTIONNAIRE TO THE COMPANY OFFICIALS

1. What is your job designation?
2. Total experience in years?
3. What is your business objective for the next 2 years?

| | % of response |
|--------------------------------|---------------|
| Increasing number of customers | 32% |
| Increasing Revenue | 27% |
| Increasing Profit | 26% |
| Increasing Market share | 15% |

ANALYSis:

From the above table, we can see that about 32 percent of 100 respondents said a growing number of clients, about 27 percent said sales rises, about 26 percent said benefit rises, and about 15 percent said market share increases.



Interpretation: Expression:

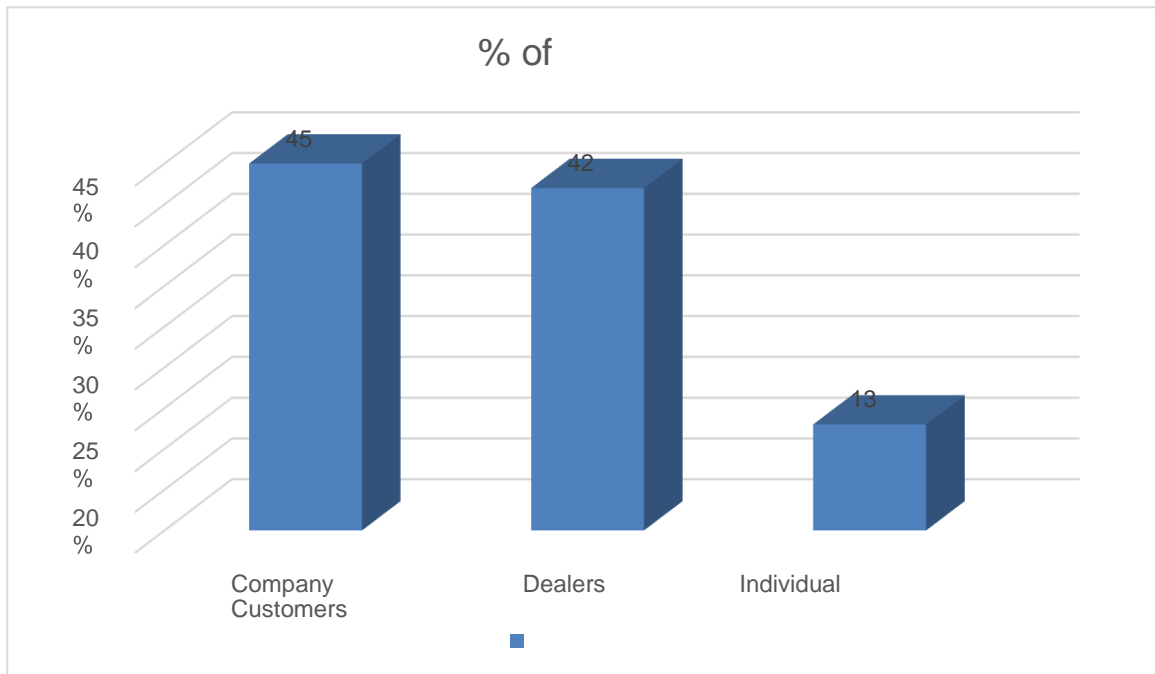
From the graph above we can see that most of the respondents said that the company's next market goal is to raise the number of clients accompanied by raising the company's sales

4. Whom do you sell your products to?

| | % of response |
|----------------------|---------------|
| Company | 45% |
| Dealers | 42% |
| Individual Customers | 13% |

ANALYSis:

From the table above we can see that out of 100 respondents about 45 per cent said business, about 42 per cent said dealers and about 13 per cent said individual clients



Interpretation of these:

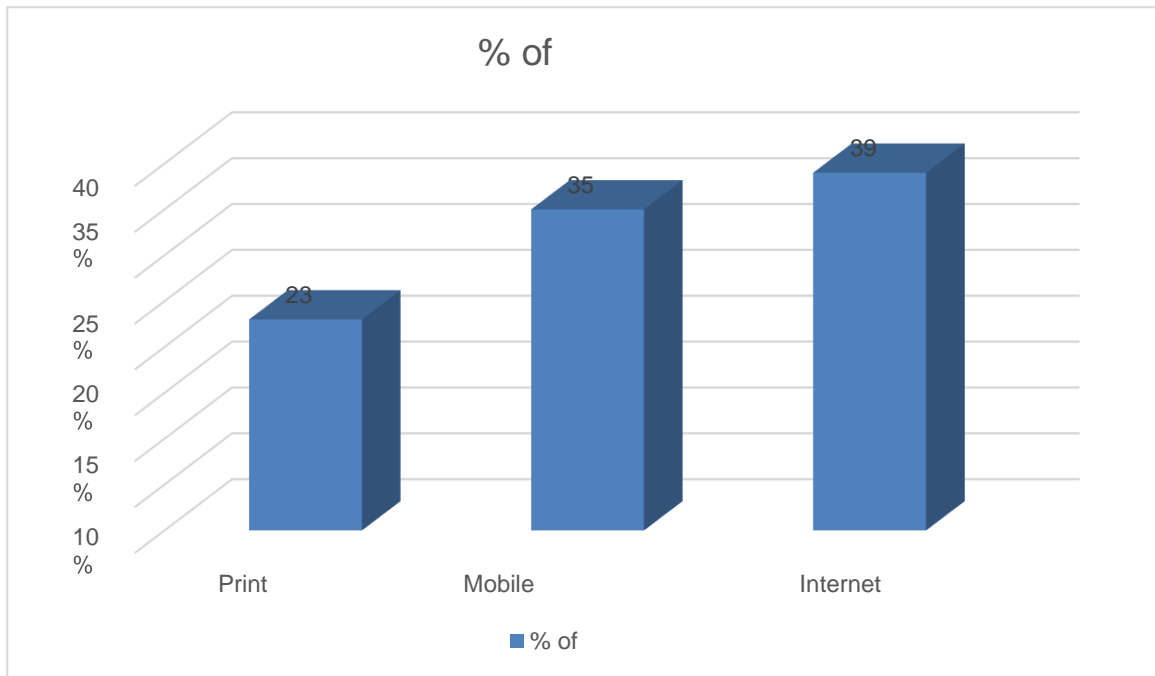
From the above graph we can see that most of the respondents said the firm was marketing the goods mainly to firms that had been closely pursued by dealers. The business sells very occasionally directly to the actual clients

5. Which of below media is effective to market your business?

| | % of response |
|---------------------|---------------|
| Print media | 23% |
| Mobile applications | 35% |
| Internet | 39% |
| Hoardings | 3% |

ANALYSis:

We can see from the above table that out of 100 respondents about 23 percent said print media, about 35 percent said smartphone apps, about 39 percent said internet and about 3 percent said hoardings



Interpretation of these:

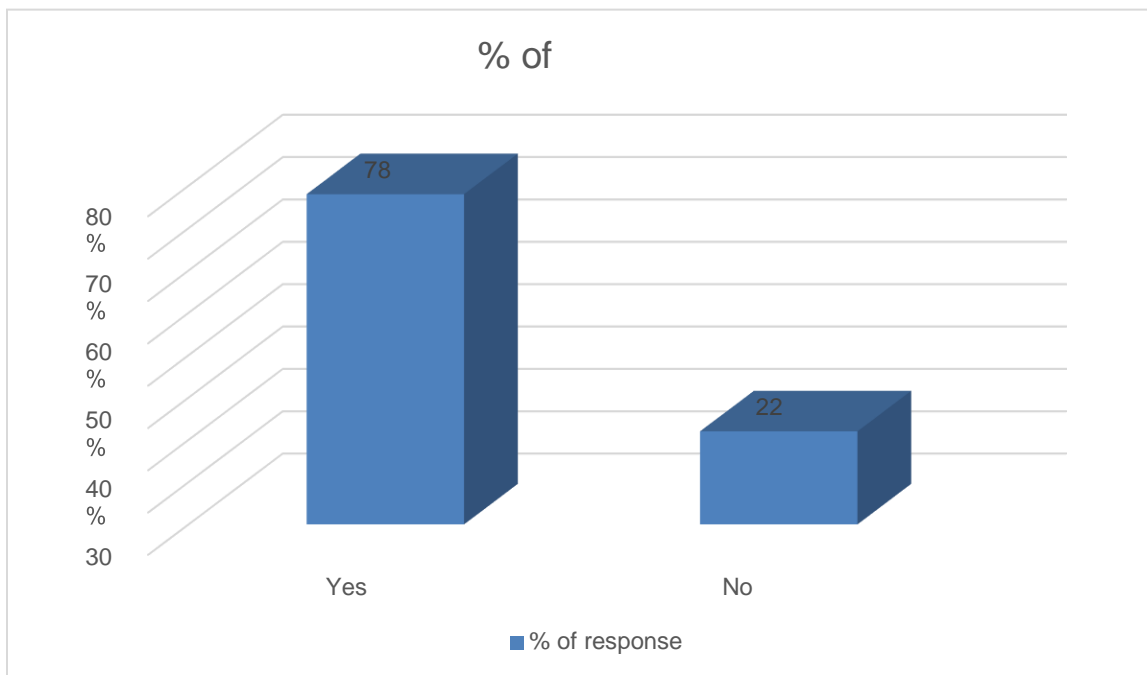
We can see from the above graph that most of the respondents said that marketing on the internet and social media is the easiest way to promote any company today. Creation of smartphone apps followed closely on this decision

6. Do you have set of key marketing messages that you're consistently delivering in all media?

| | % of response |
|-----|---------------|
| Yes | 78% |
| No | 22% |

ANALYSis:

We can see from the above table that about 78 percent of respondents said yes out of 100 respondents and about 22 percent respondents said no



Interpretation of these:

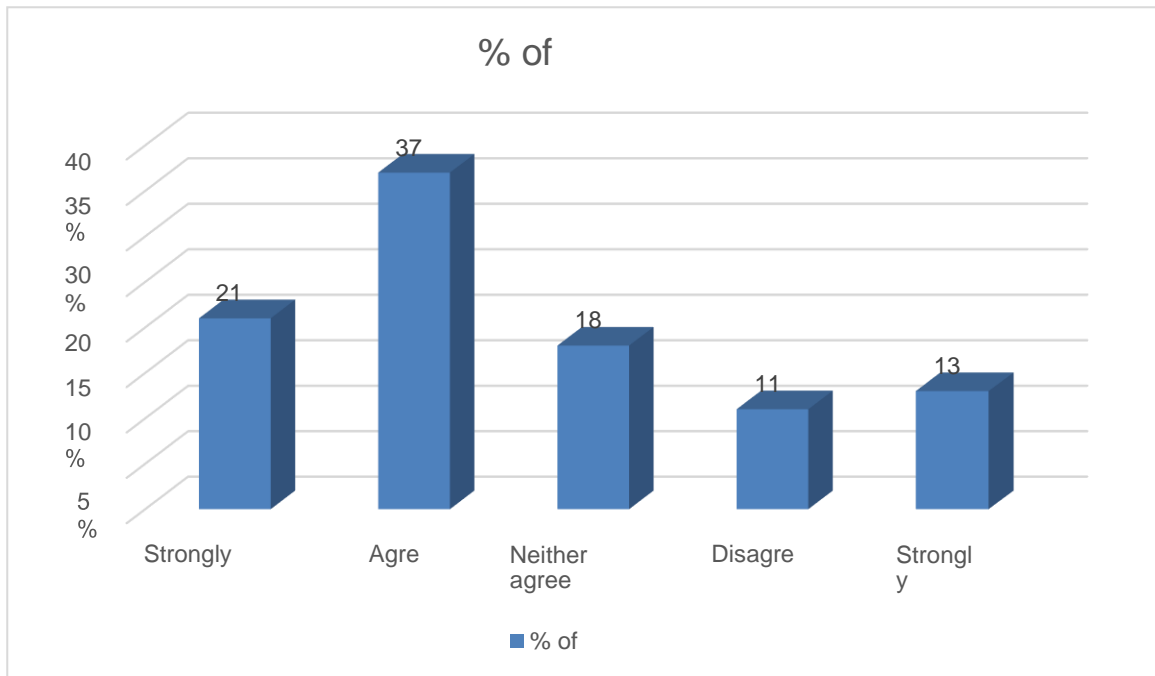
From the graph above, we can see that when asked about getting certain main marketing messages distributed via the chosen marketing channels, the company officials said they had messages that they were delivering constantly

7. Is company targeting prospects that look just like your best customers?

| | % of response |
|----------------------------|---------------|
| Strongly Agree | 21% |
| Agree | 37% |
| Neither agree nor disagree | 18% |
| Disagree | 11% |
| Strongly Disagree | 13% |

ANALYSIS:

From the table above we can see that about 21 percent of 100 respondents said they were firmly in agreement, about 37 percent said they were in agreement, about 18 percent said they did not agree or disagree, about 11 percent said they disagreed and about 13 percent said they disagreed firmly



Interpretation of these:

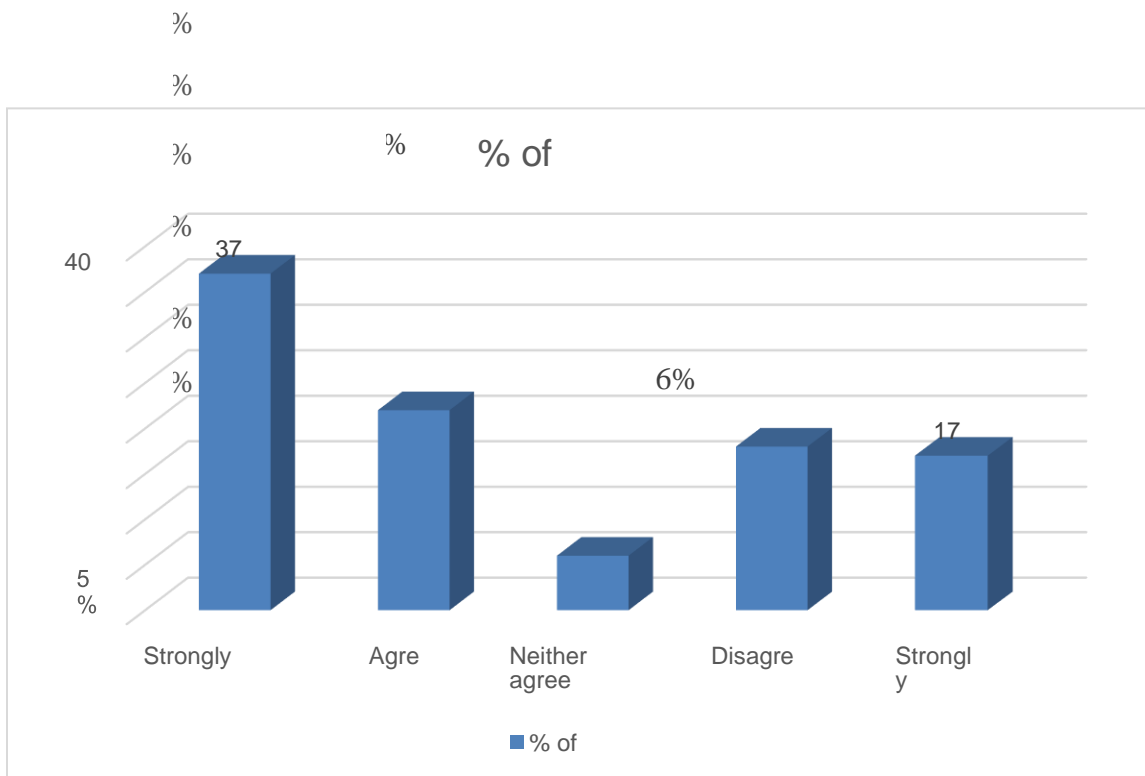
From the graph above we can see that our survey respondents said the firm is pursuing opportunities that look much like the best clients. Several respondents disagreed with this however.

8. Is your company focusing on marketing campaigns on those factors buyers consider?

| | % of response |
|----------------------------|---------------|
| Strongly Agree | 37% |
| Agree | 22% |
| Neither agree nor disagree | 6% |
| Disagree | 18% |
| Strongly Disagree | 17% |

ANALYSis:

From the table above, we can see that about 37% of 100 respondents said they were firmly in agreement, about 22% said they were in agreement, about 6% said they did not agree or disagree, about 18% said they disagreed and about 17% said they disagreed firmly.



Interpretation of these:

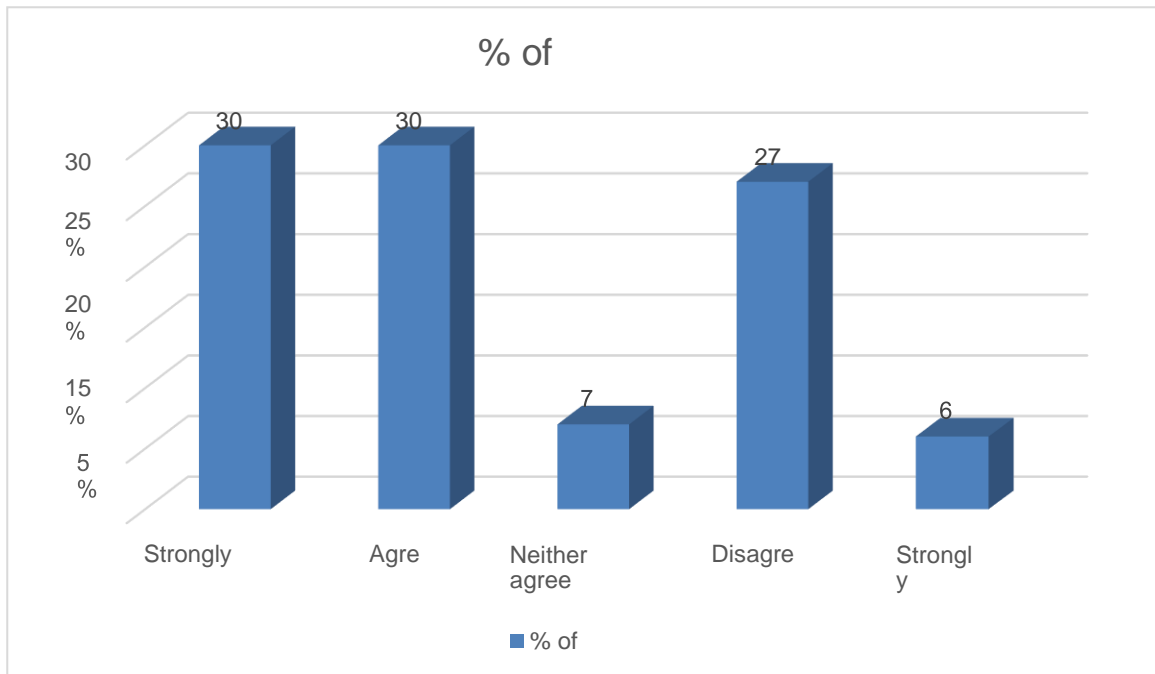
From the graph above we can see that most of the company officials said the company was certainly focused on marketing strategies on the advertisement promotions the company is seeking to bring to its target audience.

9. Customers are happy with the price of your products?

| | % of response |
|----------------------------|---------------|
| Strongly Agree | 30% |
| Agree | 30% |
| Neither agree nor disagree | 7% |
| Disagree | 27% |
| Strongly Disagree | 6% |

ANALYSis:

From the table above we can see that about 30 percent of 100 respondents said they were firmly in agreement, about 30 percent said they were in agreement, about 7 percent said they did not agree or disagree, about 27 percent said they disagreed and about 6 percent said they disagreed firmly



Interpretation of these:

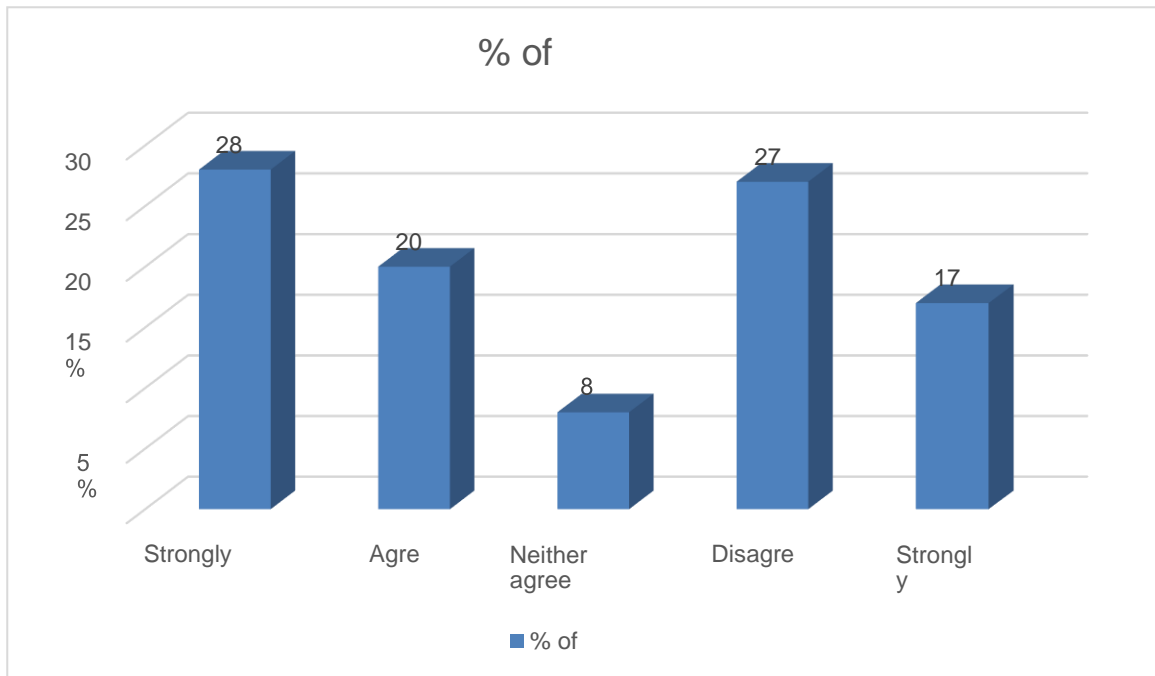
From the graph above we can see that in a significant number the company officials believe their customers are very satisfied with the pricing part. A decent number of respondents said otherwise, however.

10. Company creates enough of offer/discount in pricing?

| | % of response |
|----------------------------|---------------|
| Strongly Agree | 28% |
| Agree | 20% |
| Neither agree nor disagree | 8% |
| Disagree | 27% |
| Strongly Disagree | 17% |

ANALYSis:

From the above table we can see that about 28% of 100 respondents said they were firmly in agreement, about 20% said they were in agreement, about 8% said they did not agree or disagree, about 27% said they disagreed and about 17% said they disagreed firmly.



Interpretation of these:

We can see from the above graph that the highest number of company officials said that the company provides reasonable incentives and other forms of deals to keep its clients.

FINDINGS SUGGESTION AND CONCLUSION

FIDNINGS

1. A large portion of the respondents said they ordinarily cook at home however once in a while purchase from inns or are prepared to eat a nourishment bundle
2. A large portion of the respondents said they ordinarily request nourishment from nourishment requesting applications when they are not cooking at home
3. A large portion of the respondents said they were prepared to eat nourishment bundles
4. The vast majority of the respondents said they were prepared to eat the nourishment bundles of the MTR Company, trailed by Myas. This implies the MTR brand is the most famous prepared to eat
5. The vast majority of the respondents said that for reasons unknown they couldn't prepare on the grounds that the nourishment was prepared to eat and there was no opportunity to pause and eat the nourishment requested
6. The vast majority of the respondents said utilizing prepared to-eat nourishment bundles spares time if nothing else
7. The vast majority of the respondents expressed that the amount of nourishment prepared to eat bundles isn't adequate for the quantity of individuals as indicated in the bundles
8. The vast majority of the respondents said that they all realize that being set up to eat nourishment is unquestionably not as new as crisply prepared nourishment. This is only an

option in contrast to purchasing from lodgings

9. The greater part of the respondents are stressed over the quality and cleanliness they are prepared to eat and for the most part evade the nourishment bundle prepared to eat by following the cost of the bundles

10. The vast majority of the respondents expressed that they don't feel that they follow all the wellbeing rs when getting ready to eat a nourishment bundle. Just a bunch said they trust the organization

11. The majority of the respondents expressed that eating prepared to eat nourishment bundles all the time is a wellbeing risk. So this sort of nourishment is just once required

12. The majority of the respondents expressed that they might be prepared to eat nourishment bundles if wellbeing dangers are totally wiped out. Anyway an equivalent number of respondents said they don't accept this is even remotely conceivable

13. The greater part of the respondents said that they are happy with being prepared to eat nourishment bundles in the event that they are disturbed. In any case, an enormous number of respondents said they were not open to utilizing nourishment bundles to be prepared.

14. The greater part of the respondents said that the organization's next business objective is to expand the quantity of clients and increment the organization's income

15. The greater part of the respondents said that the organization generally offers items to organizations that follow vendors. The organization infrequently sells straightforwardly to singular clients

16. The vast majority of the respondents expressed that web and internet based life advertising is better for selling any business these days. This alternative was firmly trailed by the

improvement of portable applications

17. When gotten some information about having some key promoting messages conveyed through particular advertising media, organization authorities said that they reliably convey messages

18. The respondents of our review said that the organization is focusing on possibilities that resemble great clients. Anyway there were a few respondents who couldn't help contradicting this.

19. Most administrators of the organization said that the organization is unquestionably concentrating on showcasing messages promoting efforts that they are attempting to convey to their intended interest group.

20. Organization authorities in significant numbers imagine that their clients are content with the value part. Anyway a decent number of respondents said something else

21. Organization authorities said they are offering extraordinary limits and other comparable ideas to keep their clients

SUGGESTIONS

1. Realize your objective market. Portray geographic and segment parameters. Many promoting experts center around their "best clients" on a business premise. This makes it simple to follow buys and designs. So as to construct new client connections, others may decide to consider clients who have surrendered trucks or are totally lost in action.

2. Compute your Net Promoter Score. Great clients are a certain something; Brand advocates add to the arrangement. An amazing measurement dependent on a 11-point scale, your Net Promoter Score will assist you with distinguishing brand champions, measure dependability and drive change. This score will give you a superior knowledge into what your clients consider you, however it will institutionalize the client experience. The review respondents ought to be isolated into three

classifications: rivals, uninvolved and advertisers. The Customer Satisfaction Survey gives you progressively powerful information, however it is likewise a decent client commitment wellbeing checker.

3. Utilize an institutionalized layout. A group of expert study methodologists will assist you with getting the most valuable input on all promoting review layout questions. Altered to suit your necessities, online review formats can be custom-made to your organization's hues and subjects. Brand your review layouts by including your logo, including pictures and then some.

4. Keep it short and straightforward. By restricting the quantity of inquiries you have, you improve the probability that every surveyor will address each address. Keeping the language straightforward, the questions are easily short and spread over numerous little pages (instead of separating them all) to forestall drop-outs. Remembering the length will assist you with concentrating on what is essential to you. Our statistical surveying item reaction overview format sneaks up suddenly in ten amazing inquiries.

5. Sharing is a worry. Be straightforward with your clients, mention to them what you've realized, and share your arrangements for activity dependent on the outcomes you've accumulated. Send follow up statistical surveying overviews in the event that you need more data. You can consider demonstrating your outcomes in limited time materials and show what you've done to

improve.

CONCLUSION

The organization centers around gathering the items that its clients need, just as offering novel or extraordinary evaluations that must be bought in our organization. This, joined with the selection of its procedures to position and position the brand, has prompted critical development for the business.

By particularly understanding and assessing clients, our organization keeps on developing in an extreme budgetary and serious market. By ceaselessly adjusting and changing its showcasing blend by concentrating on clients, it has adequately had the option to remain in front of the opposition.

This examination shows that there is a popularity for prepared to-eat nourishments classes and the primary fascination of these items is comfort, accessibility and less time to cook. Because of way of life changes and long working hours individuals are picking these items and are all set with it. The accessibility of crude materials for making certain flavors is one of only a handful barely any elements in deciding these

items. Accessibility and accommodation of procurement at the entryway step majorly affect the acquisition of these items.

Be that as it may, there is no unmistakable outcome for how much interest for these items, since we did exclude different urban communities for this examination. These items will in general mushroom because of the impact of local and MNC players. Most respectable brands need to sell their items by changing our way of life and discovering dangers in the current eating routine

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ANNEXURE QUESTIONNAIRE

Part A (Personal Information)

1. Name _____
2. Age _____
3. Gender _____
4. Profession _____
5. Marital status _____

Part B

1. Do you always cook at home ?
 - a) Yes
 - b) no
 - c) Sometimes
2. When you do not cook at home, how do you manage ?
 - a) Go to restaurants
 - b) Order Food home
 - c) buy ready to eat meals

3. Have you ever tried ready to eat food ?

a) Yes

b) No

4. Which company Ready to eat food have you tried ?

a) MTR

b) Maiyas

c) ITC

d) Others

5. Why do you consume ready to eat food ?

- a) Need
- b) Taste
- c) Price
- d) Hygiene

6. Do you think using ready to eat food saves a lot of time ?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

7. Do you think the ready to eat food package is sufficient for the number of people as

mention on the package ?

a) Yes

b) No

8. Do you think ready to eat food packages are as fresh as freshly cooked food

a) Yes

b) No

c) Sometimes it feels so

9. Which factors influence you to decrease the ready to eat food intake ?

- a) Price
- b) Quality and Hygiene
- c) Freshness
- d) Taste

10. Do you think the ready to eat food packages are manufactured with food quality standards as claimed on the package ?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

11. Do you think using ready to eat food might be hazardous for health in long run ?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

12. Will you use the ready to eat food if the health hazards are removed ?

- a) Yes
- b) No

13. What do you think is the market growth for ready to eat food ?

a) Increasing

b) Has been same over the years

c) Decreasing

14. What is your overall satisfaction with ready to eat food ?

a) Highly satisfied

b) Satisfied

c) dissatisfied

d) Highly dissatisfied

QUESTIONNAIRE TO THE COMPANY OFFICIALS

1. What is your job designation?

2. Total experience in years?

3. What is your business objective for the next 2 years?
- a) Increasing number of customers
 - b) Increasing Revenue
 - c) Increasing Profit
 - d) Increasing Market share

4. Whom do you sell your products to?

a) Company

b) Dealers

c) Individual Customers

5. Which of below media is effective to market your business?

a) Print media

b) Mobile applications

c) Internet

d) Hoardings

6. Do you have set of key marketing messages that you're consistently delivering in all media?

a) Yes

b) No

7. Is company targeting prospects that look just like your best customers?

a) Strongly agree

- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

8. Is your company focusing on marketing campaigns on those factors buyers consider?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

9. Customers are happy with the price of your products?

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

10. Company creates enough of offer/discount in pricing?

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

ACTIVITY CHART

| Sl. No. | Activity | Activity Details | Duration |
|---------|-------------------|---|---|
| 1 | Activity-1 | Understanding Structure, Culture and functions of organization/identification of business problem from industry from the literature study | Week-1 [02/01/2020 To 08/01/2020] |
| 2 | Activity-2 | Discussion with the guide for finalization of research design and instrument and presenting the same to the guide. | Week-2 [09/01/2020 To 15/01/2020] |
| 3 | Activity-3 | Collection of data, editing of the collected data, coding, tabulation and presenting to the guide for suggestions for analysis. | Week-3 [16/01/2020 To 22/01/2020] |
| 4 | Activity-4 | Analysis and finalization of report and making presentation to the guide | Week-4 [23/01/2020 To 29/01/2020] |
| 5 | Activity-5 | Submission of final Report to the University before one week before commencement of theory examination | Week-5 [30/01/2020 To 05/02/2020] |