BUSINESS STUDIES PROJECT FILE ON MARKETING MANAGEMENT

Anjali Kumari

XII th

TEACHER'S NAME - Jaijita Dahiya

School - Government Girls Senior Secondary School.

MARKETING MANAGEMENT OF CHOCOLATES

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MARKETING MANAGEMENT

Intro.. Marketing management refers to planning, organising, directing and controlling activities which facilitate exchange of goods and services between producers and consumers or users of products and services. Thus, the focus of marketing management is on achieving desired exchange outcomes with the target markets.
Marketing management is not only concerned with creating demand but with managing the demand effectively as per the situation in market

Marketing management involves following activities.

1. Choosing a target market
2. Create demand for the product.
3. Create superior values.

PROMOTION
PRICE
MARKETING
PLACE
PRODUCT

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MARKETING IN 21st CENTURY

Marketing is every where. formally or informally people and organisations engage in vast number of activities that we could call marketing, Good marketing has become an increase vital ingredient for business success. And marketing profoundly affects our day-to-day lives. It is embedded in everything we do from the clothes we wear, to the website we click. on, to the advertisement we see. Good marketing is on accident, but a result of careful planning and execution.

financial success often depends on marketing ability. financial operations. accounting and other business functions will not really matter if there is not sufficient demand for product and services so, the company can make a profit.

TOPIC .... DATE.......................................

FEATURES

MARKET RESARCH	PACKAGING AND LABELLING	PROMOTION AND SELLING
MARKET PLANNING	BRANDING	PHYSICAL DISTRIBUTI- -ON
PRODUCT DESIGN AND DEVELOPMENT	CUSTOMER SUPPORT SERVICES	TRANSPORT- -ATION
STANDARDISA- -TION AND GRADING	PRICE OF PRODUCT	STOCK AND WAREHOUSIN- -G

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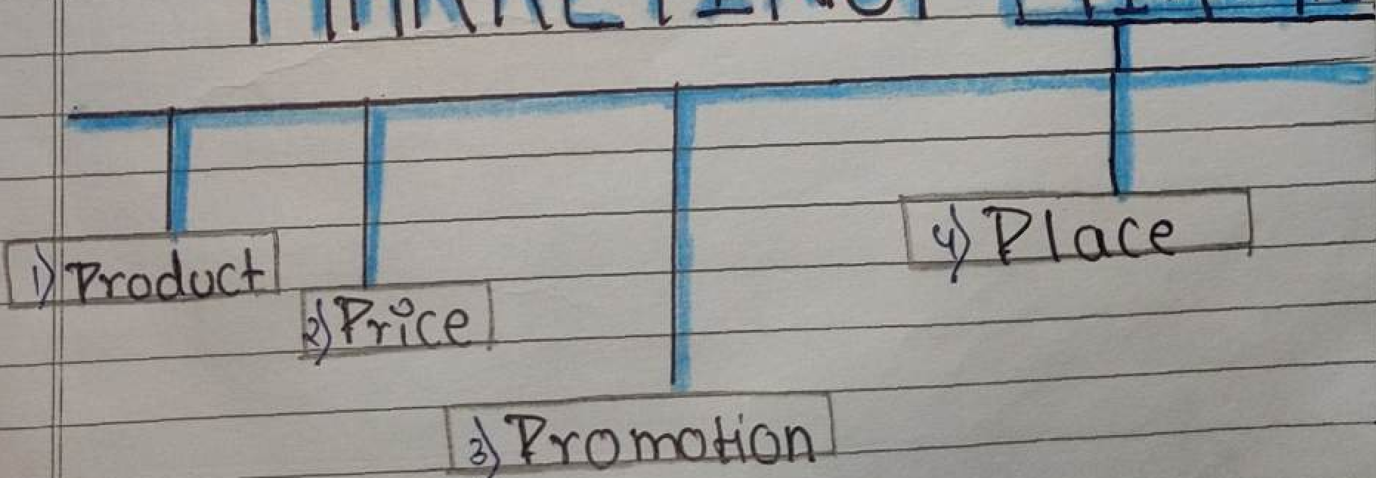
MARKETING MIX

Market mix refers to set of marketing tools that a firm uses to pursue its marketing objective in a target market.

There are various elements. But '4Ps' popular-ised by MC Cartmy are universally accepted. This four elements are used by the management while formulating marketing plans.

ELEMENTS OF MARKETING MIX: 4Ps



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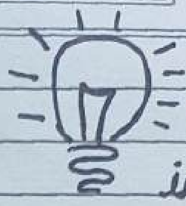
PRODUCT



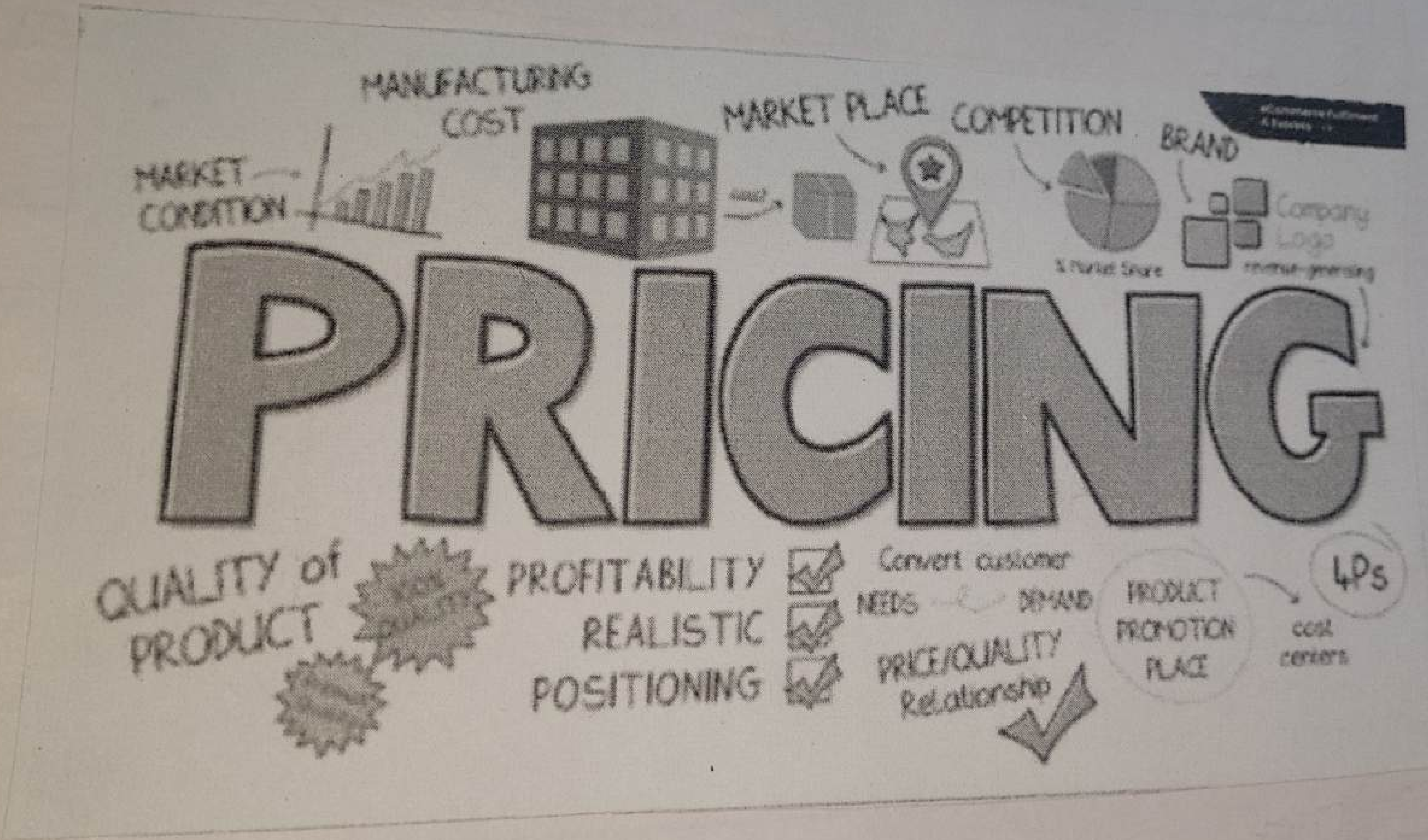
idea

Product means goods or Services or anything of value . which is offered to the market for exchange . product mix is the Combination of all products offered for exchange by a Companes. The product includes the following variables :-

(a) Product line and range
(b) Style , Shape, design , Colours, quality and physical features of a Product.
(c) Packaging and labelling of a product.
(d) Branding and trademark given to product
(e) Product innovation.
(f) Product Servicing.

-> It is the first element of marketing. mix.

-> Product is the most powerful Competing element in hands of marketing manager.


MANUFACTURING COST
MARKET PLACE
COMPETITION
BRAND
MARKET CONDITION
Company Logo
% Market Share
revenue-generating
PRICING
QUALITY of PRODUCT
PROFITABILITY
REALISTIC
POSITIONING
Convert customer
NEEDS
DEMAND
PRICE/QUALITY Relationship
PRODUCT
PROMOTION
PLACE
4Ps
cost centers

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PRICE

Price may be defined as the amount of money paid by buyer (or received by a seller) in consideration of the purchase of product or a service eg. money paid for buying a chocolate. fare of the transport service etc.. price is an important factor affecting the success or failure of a product in the market price mix includes the following variable :-

(a) Discount and other concession offered for capturing market.

(b) Terms of the credit sales

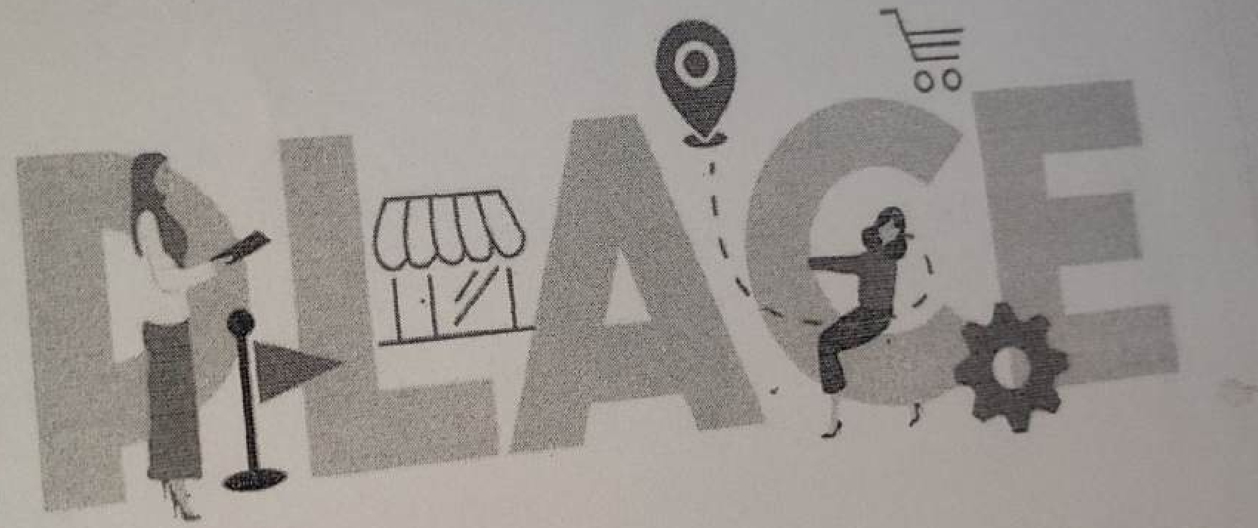
(c) Terms of delivery

(d) pricing strategy selected and used

-> Price is one more crucial component of marketing.

-> Pricing has an important bearing on the competitive position of a product.

MRP ₹


PLACE

TOPIC .... DATE ....

PLACE

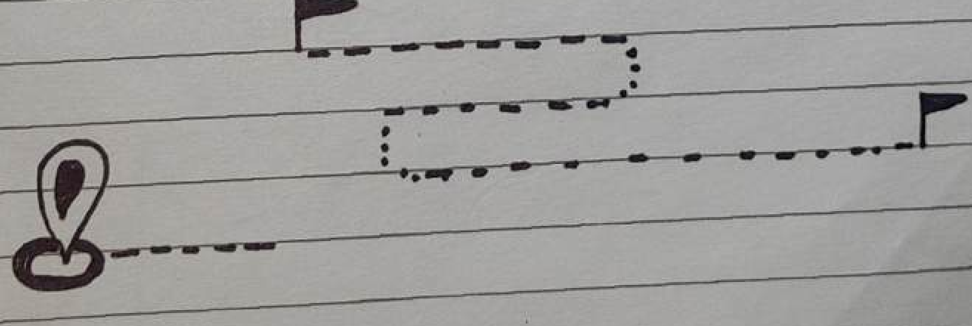
Physical distribution is the delivery of goods at the right time and at the right place to Consumers Physical distribution of product is Possible through channel of distributions which are many and various is character. place mix Includes following Varial

(a) Types of Intermediates awaitable are distribution

b) Distribution marketing Channels are availabl for distribution

(c) Transportations, warehousing and inventories Contral for making the product available to the Consumer easily.

→ for large Scale distribution. the service o wholeseller retailer, Consumer and other market intermediaries are required.




SOCIAL
SALES
RESEARCH
CUSTOMER
PLAN
STRATEGY
PRODUCT
ASSESSMENT
ASSESSMENT
IMPACT
PLANNING
COMMUNICATION
BUSINESS
TARGET
MANAGEMENT
RISK
RESEARCH
MEDIA
PROMOTION
ORGANIZATION
PLAN
STRATEGY
PROMOTION
TREATMENT
SOURCES
PLAN
STRATEGY
SOLUTION
ONLINE
IMPORTANT
RESEARCH
MANAGEMENT
SALES
ASSESSMENT
BUSINESS
PROJECT
RISK
PERFORMANCE
TARGET
SOCIAL

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PROMOTION

Promotion of a goods and Services informing the customers about the firms product, its features, quality etc. and persuading them to purchase the .

Promotion mix' refers to Combination of promotional tools (or methods) used by an organisation to achieve its Communication objec these includes :-

1) Advertising
2) Personal Selling
3) Sales Promotion
4) Public Relation

what Combination of these elements is used by a firm to achieve the goals of promotion will depend upon the following factor Viz..

Nature of product
Nature of Market

The promotional budget and objectives of Promotion

CHOCOLATE

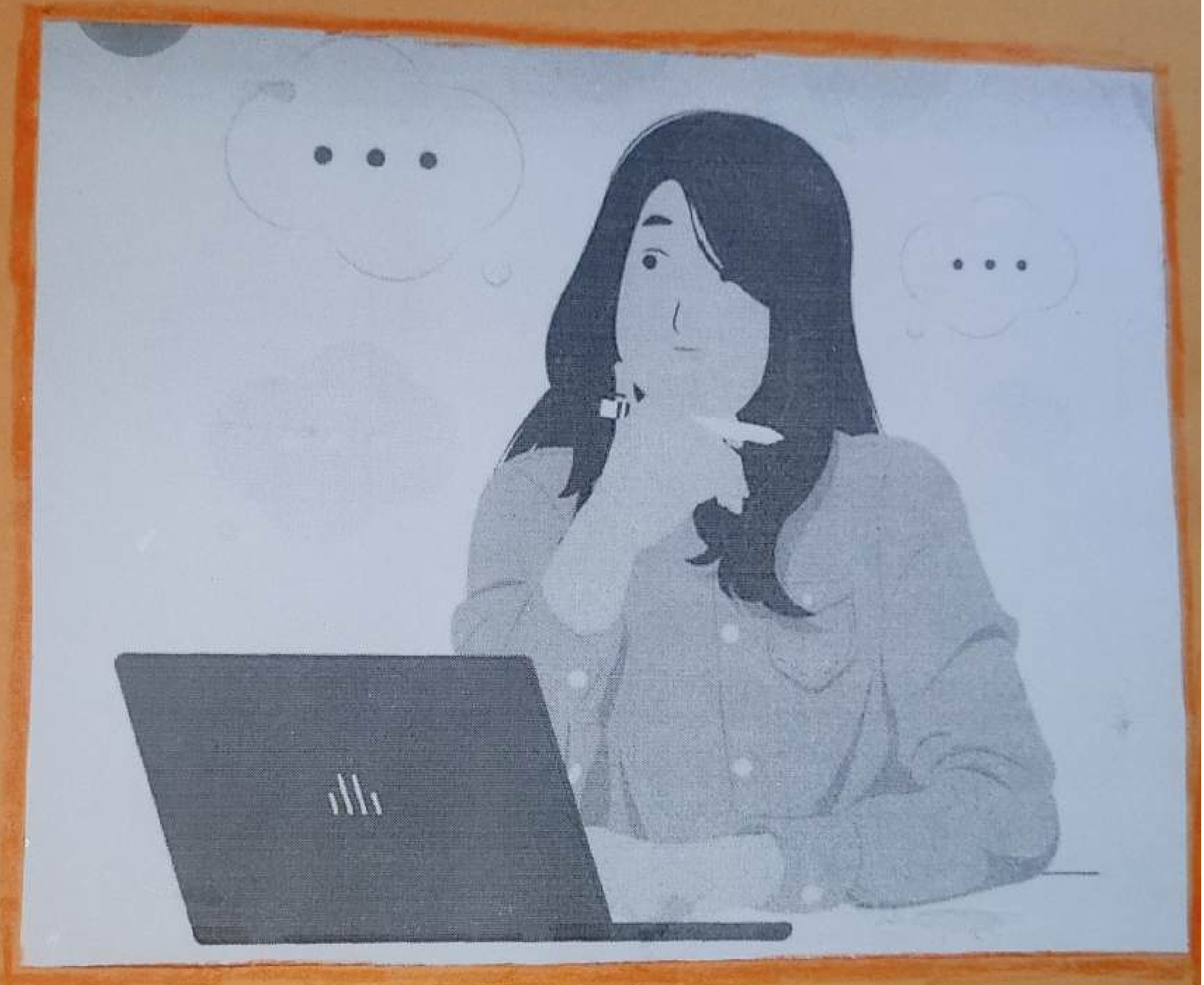
Introduction =• cholate is one of the most popular food of the world and a vast number of food stuff involving Chocolate have been Created, Particularly deserts Including Cakes, pudding, chocolate chip Cookies etc...

• It has been treated internationally for Centuries, Mostly from underdeveloped to developed world

• Chocolate is usally Sweet, brown food preparation of roosted and ground Coca Seeds that is made inform of a liquid, paste or in a black or used a a flavouring ingredient in other food

• chocolate has been prepared as a drink for nearly and its history The Chocolate Industry has growth to a world wide industry topping and 50 billions in retail sales world wide and Continues to Show healthy growth ♡


LATE



REASON FOR SELECTION

I chose chocolate as my product because in today's life from an old person to a two years old Child each and every person is in love with the taste of these flavoured chocolates. they give a real ~~taste~~ of Cocoa.

Everyone prefer chocolates both in winters and Summers. It is easy to buy. we can easily purchase from our nearly shopping chocolates from our Shops. we can also Store it for months it is available at a reasonable range of price.

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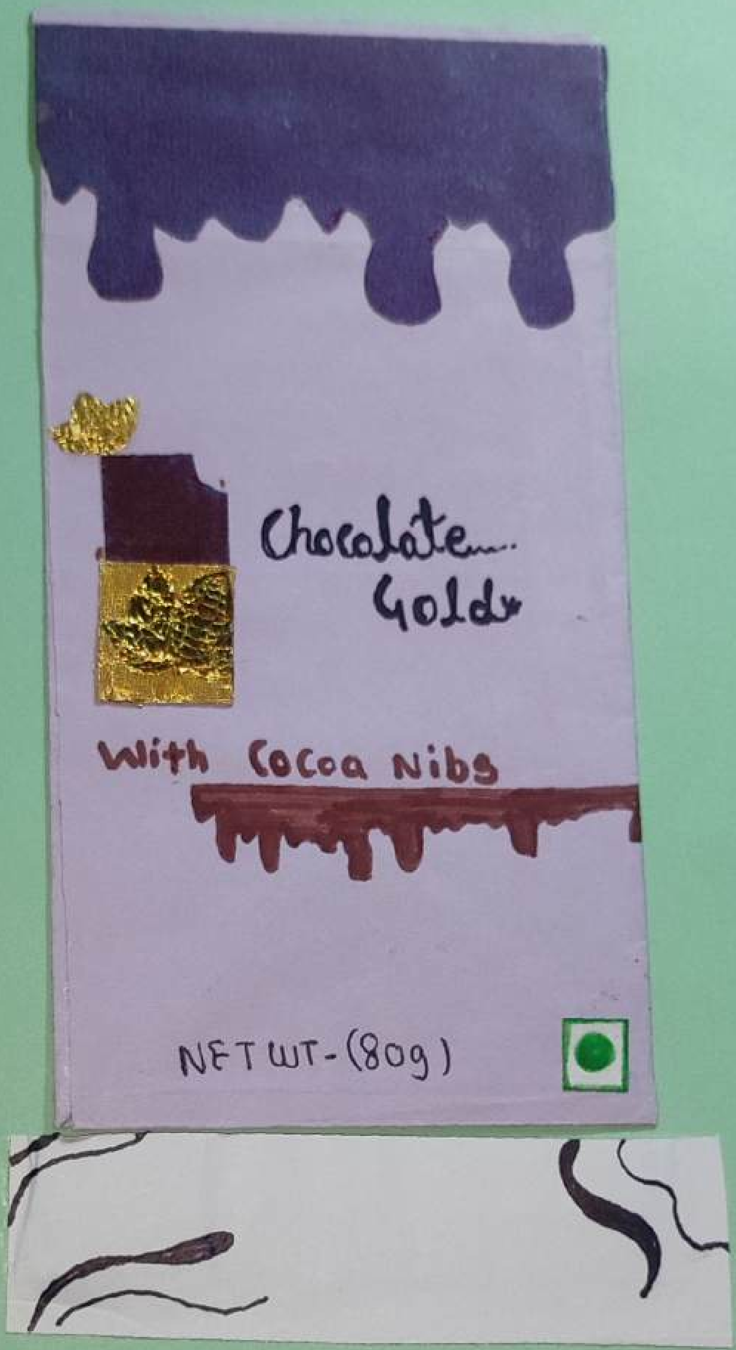
BENEFITS OF EATING CHOCOLATE

- It is a Common preception that Chocolate is a mood elevator.
- Chocolate have an antioxidant effect and thus helps to protect the body.
- Some people, when they are sad or depressed, express a Craving for Chocolate. an eating chocolate they report their mood is Chocolate they report that and they feel better.
- chocolate has amazing Complexities and levels of teste / flavour. Consumption of chocolate specially dark chocolate is growing rapidly because of reported health benefits.
- Chocolate is a big source of energy. A bar of 100 grams of milk chocolate provides approx 400 to 500 Calories
- Theobromine, found in Chocolate was found to treat Caugh better than Codeine


Chocolate....
Gold
With Cocoa Nibs
NET WT-(80g)

BEST BEFORE 12 MONTHS FROM MANUFACTURING

Ingredients :- Sugar, organic Cocoa Beans, Cocoa Butter and cocoa Nuts.

MRP ₹50

Batch No. 301725
Mfg. Date 01/10/24
EXP. Date 01/10/25

✓ Vegan ✓ Gluten Free ✓ Lactose Free

NUTRITIONAL INFO. PER 100g

Energy (K.Cal)	499.48
Protein (g)	5.83
Carbohydrate (g)	62.97
Total Sugar (g)	<1.0
Total Fat (g)	24.92
Saturated Fat (g)	14.58
Trans Fat (g)	<1.0

Manufactured by : Chocolate Industry

fssai

Logo

Brand

Chocolate....
Gold

Tag Line

A bite of Heaven

Taste meets Soul

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SWOT Analysis

- STRENGTHS

- Consumer are craving quality in their food
- Craft Chocolate matched popular trends.
- Many professional sustain the industry

- WEAKNESSES

- Competition is growing and the market is getting saturated.
- Profit margine are discouraging
- Craft Chocolate makes lack marketing skills.

- OPPORTUNITIES

There are new B2B opportunities to tap in.

- More distributors want to Carry craft chocolate.
- Social media can be used for great exposure.

- Threats

- Environment that could cause trouble for the business.
- Production of fine flavours coca might decrease in the next year..

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Permission And Licences

Fssai

Patent registration

Trademark

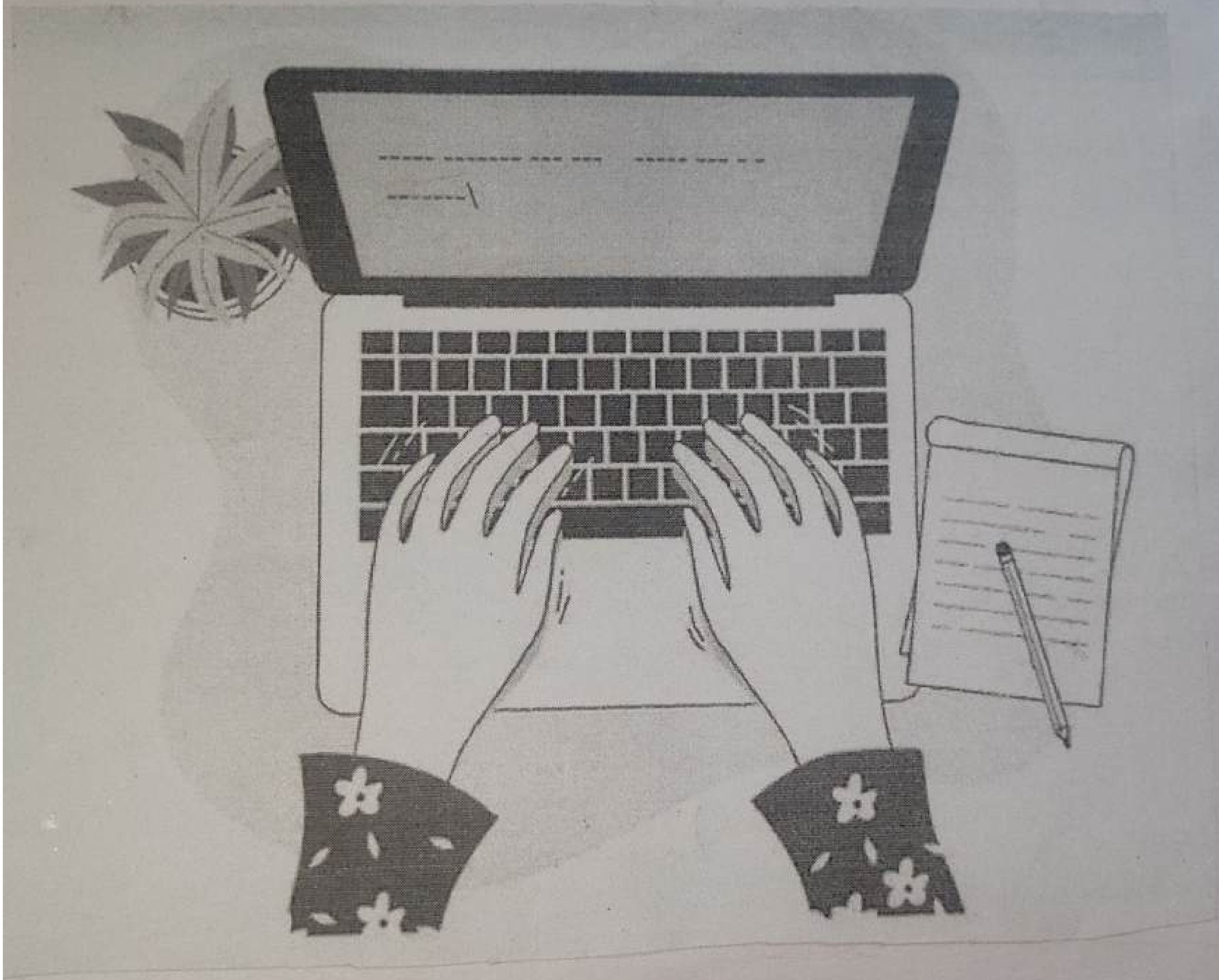
TOPIC .... DATE..................................

Permission

It enumerates the licensing Conditions for the food business operator whether for chocolate or any other food. there are licensing Rules and Regulations under the [illegible] 2006.

Patent right are given by government to the employes for having innovative product. No Company can Copy design, techoology, etc. If the Companies is protected through patent, Company has to pay fees to the regulator on timely basis till the Company wants the patent right.

A part of brand that is given by legal protection is Called trademark. They Company has to give list of trandname for which it needs trademark. Only one of the name is selected out of the list..



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Pricing

Price may be defined as the amount of money paid by a buyer in Consideration of a product or a services, money paid for buying a chocolate,

Varieties.

Chocolate
₹10

Milk Chocolate
₹30

Dark Chocolate
₹50

Material for

Packaging

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Packaging

→ Packing plays an important role in determining customer attraction to the product. Sometimes by looking at the packaging, the customer tries to access the product quality. Good packaging is one of the important factors in the success of the product.

Labelling

→ labelling is Concerned with
label.
label perform a number of imp
related to Communication with
buyer and also promotes

TOPIC .... DATE..............................

USP

Healthy
for
Diabetic
Person

100 %
Chocolate..

Hand Craft
Chocolate
MADE SOME OF THE
WORLD'S
Rarest Cocow

Low
Calories

Life is like A
BOX OF
Chocolates-
YOU ~~N~~EVER KNOW
WHAT YOU'RE
GONNA
Get...

TOPIC .... DATE..........................

Cadbury

Competitive Brands

TOPIC .... DATE ....

Cadbury

Cadbury India Ltd. began its operation way
back in 1948 by importing chocolate. Today
they are the unbeatble leader in the Indian
chocolate market with some of the famous
brands like Cadbury dairy milk, 5 star,
Perk celebrations, Gems, etc.... They have always
succeded in Conveying the right spirit to
the audience with their "Always celebrating
brand image, which helped them to acquire
10% of the market share in India.

Brand Ambassador = Amitabh Bachchan

Tagline = Kuch Meetha Ho Jaye

USP = Biggest Brand name in the world of Chocolate

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Amul

Amul is an Indian dairy Coperative, based at Anand in the sstate of Gujarat. India. The Coorative was initially referred to as 'Anand Milk federation union Ltd.' Hence the name Amul formed in 1946. and its brand managed by the Coperative body Amul become the largest food brand in India and has ventured into the market overseas.

Parent Company : Amul (GCMMP)
Tagline : Taste of India
USP : A quality of affordabili

TOPIC .... DATE..............................

Nestlē

→ Nestle is the biggest Competitor of Cadbury in the India chocolate market. Orignalty from switzerland, the Company first started selling its product in India in 1860. The brand holds 18% of the market share the wafers crispy for kitkat is the most popular variant for Nestle.

Brand Ambassador ÷ Rani Mukharjee

Tagline ÷ Good food, Good Life

USP ÷ Biggest health and wellness.

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Warehousing

It refers to the art of storing and assorting products in order to create time utility in them I have found that warehousing is important to create time utility in the product. It is neccessary because those are in difference between product and time as it is required for consumption.

I have selected a difference location of warehousing, which is very near to market so that less time is taken to store that product to the consumer and easily available also.

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CHANNELS OF DISTRIBUTION

One LEVEL CHANNEL

Manufacturer
Retailer
Customer

Two LEVEL CHANNEL

Manufacturer
wholesaler
Retailer
Customer

Three LEVEL CHANNEL

Manufacturer
Agent
wholesaler
Retailer
Customer

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Transportation

It means of Carrying goods and raw material from the point of production to the point of sale It Is important because unless the goods are not physically made available , the sales Cannot be Completed.

The basic problem that was may face in transporting Chocolate in truck is its low melting point.

Keeping in the mind that the weather Condition are prevalent i India, standard trucks. may not offer protection against heat. Therefore refrigerated trucks are more suitable. Insulated walls of the truck will protect the product from heat and it will also help in maintaining the temperature.

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Conclusion →

By way of this project, we came to understand the importance of the 4P's of marketing mix for the success of any business. Knowledge of marketing decisions. Eg → while deciding the brand name of the product, it is important to know the features of a good brand name. A right mix of the 4Ps can lead its success of a product.

Introduction of a new product in the market is a tedious process. the government must simplify the process for obtaining licenses as it is currently a very expensive and time-consuming process. After detailed analysis, it can be concluded that the marketing of chocolate is very profitable in India. But to stay above the competition, a brand must have it's own USP.

Since it is a consumer good, a second promotion policy would prove very effective in promoting sales. A good quality products with right pricing will capture a huge market share.