

Nostalgic Foods

Nostalgic Foods Retail Pvt Ltd
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Bangalore - 560041, Ph. +91-9480512971
E mail - contact@nostalgicfoods.in

Dated: 06th April 2018

Sub: Internship Completion Letter.

It is to state that Mr. Sachin Yangi has been working with us at Nostalgic Foods Retail Pvt. Ltd, for a period starting from 15th January - 24th of March 2018.

During this period he was actively involved :

1. Worked as Sales Promoter during the term period mentioned above.
2. Created Sales report and Inventory management file.
3. Worked efficiently in improving our Brand awareness to potential customers.
4. Increased our Sales on daily bases.
5. Provided product analysis on bases of Customer survey.
6. Helped us train new sales representative during his internship

During his tenure of Internship, he was hard working and punctual. Was very eager to learn more and implement new ideas on work floor.

We wish him success for his future endeavors.

Thanking You,

For Nostalgic Foods Retail Pvt. Ltd.

Smita Kumar
Director





ACHARYA INSTITUTE OF TECHNOLOGY

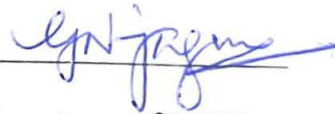
Affiliated to Visvesvaraya Technological University, Belgaum, Approved by AICTE, New Delhi and Accredited by NBA and NAAC
Date: 24/05/2018

CERTIFICATE

This is to certify that **Mr. Sachin M Y** bearing USN **1AY16MBA64** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Internship report on “**A Study on Brand Awareness of Delight Foods**” at **Nostagic Foods Ltd. Bangalore** is prepared by him under the guidance of **Prof. Suhas Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.


28/5/18

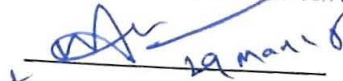
Signature of Internal Guide



Signature of HOD

Head of the Department
Department of MBA

Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107


29 May 18

Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107


DECLARATION

I SACHIN Y hereby declare that the internship report titled “ BRAND AWARENESS of Delightfoods with reference to NOSTAGIC FOODS pvt. Bengaluru, prepared by me under the guidance of NIJAGUNA HOD , MBA department, Acharya Institute of Technology and external assistance of Mr SUBRAT KUMAR manager ,

I also declare that this internship work towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by VISVESWARYA TECHNOLOGICAL UNIVERSITY , Belgaum.

I have undergone a summer project for a period of 10 weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/Diploma from any other university/institution .

Date: 29-05-2018


Signature of student

Place: BANGALORE

ACKNOWLEDGEMENT

A good start lead to fine end. The ideal way to begin document in this project work would be to extend my sincere gratitude to everyone who has encouraged , motivated and guided me to make a fine effort for the successful completion of this project.

At the very outset I am very thankful to reputed Visvesvaraya Technological University for giving me an opportunity to pursue my Master of Business Administration degree and allowed me to submit this work for the award of MBA degree.

I am very thankful to Dr Nijaguna the honourable HOD of acharya Institute of technology for encouraging me to do work .

I am grateful to Mr Subrat Kumar and all the other staff of “ NOSTAGIC FOODS “helping me to do this project work by providing all information throughout the organization study period.

I am very thankful to Mr Suhas Patel for guiding me throughout the project and final thanks to my parents ,friends and everyone.

Date:

Place:
student

signature of the

Name

(USN)

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Executive summary

This summer project “ A STUDY ON BRAND AWARENESS OF DELIGHTFOODS “ in NOSTALGIC FOODS deals to ascertain this efficiency of brand awareness of the company .

Brand awareness not only shows the market efficiency of business, be that as it may, it likewise a basic segment for the achievement of organizations pitching their items or administrations to buyers. While mark mindfulness is imperative for business to customer exchanges. The required information was collected though secondary as well primary data collection.

Surveys is the major tool for analyzing the brand awareness of delightfoods has been carried out using primary data collection method

This project contains 5 different chapter

The report begins with the introduction of company , its area of operation , its organization structure, its achievement , etc. The second chapter is about the conceptual background and literature review. The third chapter, methodology adopted in preparing this report is mentioned ,it covers the sample procedure, type of data used and data collection method. The forth chapter comprehensive coverage of forecasting concepts and techniques which shows the analysis of data though tabulation, computation and graphical representation of data collected from survey. The fifth chapter deals with the findings, suggestion and conclusion party which is very much important after analysis is made.

Chapter 1

CHAPTER 1

1.1 INTRODUCTION

The internship is an integral platform for anyone to gain experience in an actual workplace. Internship is a good opportunity for student too learn, to gain experience and also to make decisions.

By doing my internship is a real working environment, it encourages me to know and find myself from various point. It likewise encourages me to control and build up my disposition and conduct in managing diverse sort of individuals and circumstance.

Through the temporary position, I additionally have discovered that I am as yet missing as an individual and representative. Temporary job encourages me to recognize my shortcoming and furthermore my qualities. Immanuel Kant once said "Understanding without hypothesis is visually impaired, however hypothesis without encounter is unimportant scholarly play ". The other motivation behind why I take the temporary job course is as a readiness for all the more difficult workplace and circumstance.

1.2 INDUSTRY PROFILE

The Indian sustenance industry is balanced for enormous development, expanding its commitment to world nourishment exchange each year. In India, the sustenance division has risen as a high-development and high-benefit segment because of its huge potential for esteem expansion, especially inside the nourishment preparing industry.

Representing around 32 for every penny of the nation's aggregate nourishment showcase, The Government of India has been instrumental in the development and improvement of the sustenance handling industry. The legislature through the Ministry of Food Processing Industries is trying all endeavors to support interests in the business. It has affirmed recommendations for joint endeavors (JV), remote coordinated efforts, modern licenses, and 100 for each penny trade situated units.

the Indian support and staple market is the world's sixth greatest, with retail contributing 70 for each penny of the arrangements. The Indian support getting ready industry speaks to 32 for every penny of the country's total sustenance promote, one of the greatest ventures in India and is situated fifth to the extent creation, usage, exchange and expected advancement. It contributes around 8.80 and 8.39 for every penny of Gross Value Added (GVA) in Manufacturing and Agriculture independently, 13 for each penny of India's passages and six for each penny of total mechanical wander. The Indian gourmet sustenance grandstand is by and by regarded at US\$ 1.3 and is developing at a Compound Annual Growth Rate (CAGR) of 20 for every penny. India's natural sustenance showcase is relied upon to increment by three times by 2020.

The online sustenance requesting business in India is in its early stage, however seeing exponential development. With online nourishment conveyance players like FoodPanda, Zomato, TinyOwl and Swiggy building scale through associations, the composed sustenance business has an immense potential and a promising future. The online nourishment conveyance industry developed at 150 for each penny year-on-year with an expected Gross Merchandise Value (GMV) of US\$ 300 million out of 2016.

Hypotheses As demonstrated by the data gave by the Department of Industrial Policies and Promotion (DIPP), the sustenance getting ready division in India has gotten around US\$ 7.54 billion worth of Foreign Direct Investment (FDI) in the midst of the period April 2000-March 2017. The Confederation of Indian Industry (CII) measures that the sustenance taking care of divisions can possibly pull in as much as US\$ 33 billion of wander all through the accompanying 10 years and besides to make work of nine million man days.

A portion of the real interests in this part in the current past are:

Company profile

Delight was started by the IIM alumni Ramesh Krishnamurthy in the year 2015 the aim of delightfoods was to give authentic food products from every state to your doorstep it includes the food products that which are not available in your local supermarket .

It has the man force of 40 employees 10 are working as the delivery boy and 2 are handling the e marketing activities and 1 hr manger 10 for identifying the food products Its main business is operated through the online app that is delightfoods.com it has products like guggiya from Delhi strait from chandani chowk ,vadiyan from Amrtithsar ,thokkus from Chennai

Delight foods is a destination food store which carefully curates unique and authentic food products from each region of the country. These items are blend of notorious treats, predominant quality regular use4 sustenances and additionally the customer doen't approach in stores. In our enthusiastic hunt to offer nourishment that is special and brimming with flavors, amuse have gathering of just the best items that pass our "best taste guarantee measures. Deligdtfoods are an entire sustenance store and work in more than 16 classifications like masalas, blends, pickles, desserts, snacks, sound choice, bread shop, staple, items new inside 3-5 working days. Enjoyment is financed by fireside trust and R.B

Delight is funded by fireside trust and R.B Angle investor who helped to build a great brand through their experience and knowledge

Vision

To be leading , competitive company that serve authentic food and beverages from all part of India to customers door step and to be preferred by stakeholders and consumers across India .

Mission

To make available authentic regional tasty quality vegetarian food products made as per global standards .

To remain ahead of competitors and to provide friendly working environment that attracts best talent and offers opportunity to our employees to excel and build career

Provide growth opportunity to all stakeholders including stockists. Distributors, suppliers etc

To be debt free company as far as possible

Contribute for social causes

To help local food manufactures to gain global standards.

Values

Our value is to provide best quality and healthy food across India and to help best local food manufactures to get global recognition

Products of the delightfoods

Snacks

Sweets

Atta

Jam

Rice

Papad



Snacks from every part of India is available like soya sticks, rago masala mix , odia mixture ,many other snacks which are healthy and authentic taste is present .

Sweets



Sweets like seedai , doodh pedha , kashi halwa ,kashi halwa has the ingredients like white pumpkin , sugar ,nutmeg, ghee, saffron, cashew, raisins doodh pedha has ingredients like milk,cardamom powder , ghee a very good sweet yet simple to prepare



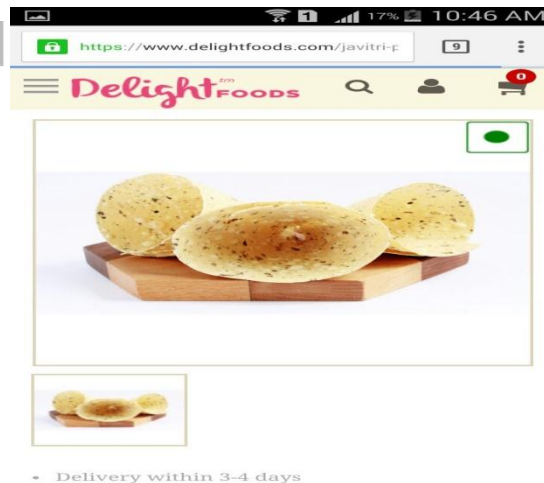
Atta makki kata ,bajra atta ,kuttu ka atta , singhade ka atta these atta have been bought from different parts of India the best part of these atta is that it does not contain any gluten which is bad for health it has been removed



Jam from Himachal such as black cherry , apple , bitter orange , strawberry, and mango these are the jams which are prepared without the use of any morden machinery these are hand made jams with Natural ingredients with preservatives or artificial coloure



Rice like gobindobog from west Bengal and red rice raw rice many other verity of rice from different part of India bamboo rice



Papad from Amritsar and Delhi and from Rajasthan delight gets urad dal papad from Amritsar and moong dal papad from chandani chowk and binkari papad from Rajasthan all these papad are hand made and gives the original taste of those region .

1.6 infrastructural facilities

- Restroom
- Canteen facility
- Wi-Fi facility for all employees
- 24 hours emergency facility

1.7 competitors information

- India mart
- One kirana
- Grofers
- Shopheathy
- Myshopp
- Baniyasupermarket
- Dilligrocery
- Giskaa

1.8 SWOT Analysis



Strength

- Indian market offer a high demand for food products
As India has a huge population it creates huge demand for the food industry so it becomes one the strength as there a ready market for the company
- One of the first brand to start the concept of foods of India
It is the first brand to start the concept of foods of India to offer the food products of each state through online shopping website
- Has the ability to offer the food products at lower price compared to other online app
It has the ability to offer the food products at lower price which can attract a lot of customer towards this brand
- has good relation with local food makers
delightfoods has always has maintained a good relation with local food producers which will help the company in long term prospective

weakness

- lack of funds
the major problem for any start ups is lack of funds which is weakness when they start competing with well established companies it will be a major setback for the company
- low market share
as in the beginning the company did not show a lot interest in advertising which is now becoming a problem compared to other comanyes the markert share of the company is bit low
- poor packaging
the packaging methods used by the company are of poor quality they have to make sure they use the innovative methods to pack the products
- advertising is only done in social medias
another major problem for the company is that it does only social media advertising which is giving a good response but when compared to other forms of advertising it has less growth

opportunities

- India has best market for the food products
Like I said before the Indian market offers a huge market for the food products which become advantage to this start up company with innovative idea
- Has the opportunities to enter other retail stores such as big bazaar , spar ,hyper city
In few days the company will enter all well established supermarkets which will be help the company to gain a lot of customers and increase its market share .

Threats :

- High completion from other related companies
There is high completion from other related companies which is becoming a threat as there is price wars between companies

- May not be able to adopt latest technology at same speed as competitors
The company has not adopted the latest technology like packaging and printing which will result in down of the company if not adopted
- high transportation cost for getting the food products from different states
the transportation for getting food products from other state is very high and which in return will increase the price of the products

1.9 Future growth and prospects & financial statement

While positive and negative possess large amounts of this area, in this day and age all sort of business have begun opening shops on the web. You can see even basic things like shoes are being sold online the income from offering nourishment online is expanding everywhere throughout the world to build the piece of the pie the organization's have focus on decreasing the cost of sustenance items and transportation cost needs to diminished too the .as it can been seen that the online sustenance industry is going to at a fast pace all through the world. Consistently the quantity of individuals who arrange sustenance online has gone up .amid most recent couple of years there have been numerous stars ups in India. The fascination that ordinary occupations have never again offers them the landmark of the online business division has been strong to the point that the shopping centers in India have been a colossal loss of this . there opening rate of 25% in shopping centers crosswise over India and rentals have dropped by more than 30%-in only 1 year. Its much more dreadful in nations with a further developed online retail industry, for example, the U.S and the U.K, where the opportunity rate in shopping centers is 46% and 32% individually. As quick broadband web moves toward becoming getting to more individuals India ,the online retail industry is just anticipated that would become facilitate in estimate. It is normal that throughout the following couple of years, more individuals in rustic India will approach the web. Rustic web clients will ascend from 29% of aggregate web clients in the nation in 2013 to around 40% to 50%by end of 2018.

Indiamart has 10lack web based purchasing client from 20000 out of 2014 every one of these episodes demonstrate the degree and development of the online sustenance buying industry the web based shopping application as of now administers the business sectors like US and UK yet in India it developing gradually.

Financial statement

Particulars	As at 31 mar - 2017	As at mar -2016	As at 31 mar - 2015	As at 31 mar- 2014
Equity and liabilities				
Shareholders fund				
Share capital	2500000	2500000	1000000	1000000
Reserve and surplus	212013	120230	54434	23595
	2712013	2620230	1054434	2078029
Non- current liabilities	542690	596735	295378	395470
Current liabilities				
Short-term borrowings	1534505	1537505	625616	59529
Trade payable	437145	363530	283474	323187
Other current liabilities	649583	490858	391902	52942
Short-term provisions	273934	270672	634365	438990
	2895167	2662565	1935357	874648
Total	6149870	5879530	3285169	3348147

Assets				
Non-current assets				
Fixed assets				
Tangible assets	1443165	1733258	669603	501921
Intangible assets	166398	106506	317797	471607
Long term loans and advances	583941	151821	96865	609308
Cash and bank balance	120450	145202	95325	23847
	2193504	2136787	1179590	1606683
Current assets				
Inventories	1313240	1310952	502352	203210
Trade receivables	1214525	1098540	895470	684217
Cash and bank balance	421562	321458	245740	157420
Short-term loans And advances	652572	789541	406201	200192
Other current assets	325134	222252	61254	26827
	3956366	3742743	2105579	1741464
Total	6149870	5879530	3285169	3348147

Profit and loss account of delightfoods

Particulars	As at 31 mar 2017	As at 31mar-2016	As at 31-mar 2015	As at 31-mar 2014
Incomes				
Reserve from operation	2177924	1954278	1900582	1775132
Other incomes	510570	346691	276780	174139
Total	2688849	2300969	2177362	1949271
Expenses				
Cost of material consumed	955463	831266	729580	715229
(increase)/decrease in inventories	56298	23103	40116	11411
Employee benefits expenses	344577	312570	287165	245453
Financial expenses	28374	73851	16116	48325
Depreciation and amortization expenses	47156	57322	36152	48321
Other expenses	45621	32548	52147	45383
Total	2408149	1730660	1561276	1414122
Profit before tax	280700	570309	616086	535149
Tax expenses				

Tax expenses	70175	142577	154021	133787
Current tax	-	-	-	-
Total	70175	142577	154021	133787
Profit	210525	427732	462065	401362

Chapter 2

Chapter 2

Conceptual background and literature review

2.1 theoretical background of the study

Brand mindfulness alludes to the degree to which client can perceive the brand and will have the capacity to review it when required. The brand mindfulness assumes an imperative part in deciding the shopper conduct and the making the methodology advancement . numerous buyers won't by a brand which they don't know about ,mindfulness does not really imply that shopper must have the capacity to review a particular brand name , yet he or she should have the capacity to review adequate recognizing highlight for obtaining to continue. For example, if a buyer requests that her companion get her some gum in a " blue pack", the companion would be required to know which gum to purchase ,despite the fact that neither one of the friends can review the exact brand name at time.

various measurements intended to quantify mark mindfulness and other measure of brands wellbeing. These measurements are all things considered know as mindfulness, state of mind and use measurements.

Two sorts of review test are use to gauge mark mindfulness.

Unaided review tests: where the respondents is given an item class and requested to select however many brands as could be allowed. Along these lines the unaided review test furnishes the respondent without any pieces of information or sign. Unaided review tests are utilized to test for mark review.

Other brand impacts test : what's more, to review tests ,mark explore frequently utilizes a battery of tests, mark mentality, mark affiliation tests, mark state of mind, mark picture,

mark predominance, mark esteem, mark striking nature and different measures of brand wellbeing. In spite of the fact that these tests don't expressly gauge mark mindfulness, they give general measure of brand wellbeing and regularly are utilized as a part of conjunction with mark review tests.

To quantify mark striking nature for instance analyst put items on a rack in a general store, giving each brand approach rack space.

Customers are demonstrated photos of the rack show and request that purchasers name the brands took note. the speed at which purchasers selected a given brand visual remarkable quality. This kind of research can give profitable bits of knowledge into the viability of bundling plan and brand logos

2.2 literature review with research gap

The motivation behind this to exhibit a survey of writing identifying with the brand mindfulness in spite of the fact that brand mindfulness is an essential fixing in the business administration. it has not fascination of researchers these examinations which spearheaded work here have been led look into ponders investigating different parts of brand mindfulness exceptional examinations have been attempted, for the most part showcase master to think about the elements of brand mindfulness

Studies receiving another approach towards working capital administration are explored here

The word mark is gotten from the old Norse word *brandr*, which signifies "to consume". Brands were and still are, the methods by which proprietors of the dairy cattle check their creatures to recognize them. The American market affiliation (AMA) characterizes mark as a "name, term, sign, image or plan, or a mix of them, planned to distinguish the

merchandise or administrations of one dealer or gathering of vender and to separate them from those of competition"(Keller,2003) Stephen King (WPP group< London) takes after this line of items is something that is made in a manufacturing plant; a brand is something that is purchased by a client . An items can be replicated by a contenders; a brand is one of a kind. An items can be immediately obsolete; a fruitful brand is timeless"(Aaker,1991)

In a more extensive imminent, a brand is the image of all data associated with an items or administration. A brand commonly incorporates a name , logo, and other visual components, for example, pictures or images . it additionally covers the arrangement of desire related with an item or administration which regularly emerge in people groups' brain (image Wikipedia, the free reference book)

One of the brand's motivation is to be a personality to the items and administrations so it can be isolated from different items and administrations in same class. In that route, just by observing the name or the logo, the client gets a specific sign of the items. The brand learning may fill in as an assurance both for the client and the manufacturer(Aaker,1991) Hankingson and Cowking (1996) likewise feature the way that the brand should recognize the item . they characterize as: "an item or administration which can be recognized from its rivals".

Assist , Keller (2003), express that there is a distinction between a " little brand" and a major brand". A little brand can be characterized as in the AMA definition prior; to make a brand is to make a name, logo or image for a little measure of mindfulness, notoriety , unmistakable quality and so on in the commercial center Keller expresses that it is essential to recognise this qualification since there are differences around the meaning of what a brand truly is

In business Administration, the best approach to characterize mark is to see it either as a positive esteem or a weight to the organization, contingent upon the notoriety. As per

Aaker (2002) "Brand value is an arrangement of advantages connected to a brand name and image that adds to the esteem given by an item or administration to a firm and additionally that organization's client".

There are no less than nine distinctive ways to deal with mark in the speculations the brand as a juridical insurance, diverse unit, organization, character framework, picture, identity, connection, additional esteem and developing sum. A few speculations are portraying how an organization makes importance around the brand while others clarify how the buyers see the brand. Brand personality is the manner by which the organization needs the market to see its image. The affiliations the organization tries to make in the market. Distinguish is the thing that the organization is conveying and picture is the customer's perspective of the brand in their brains. The organization can't simply have a picture just exists in purchaser's mind. There are alternate points of view of brand personality. Every one of them help to assemble vital importance and relationship around the brand. The alternate points of view are ; item, association, individual image .

It can be dangerous to assemble the brand around the item because of the way that numerous items have a short lifecycle. For instance ,if a telecom organization should assemble their image technique around the items, they would need to change the procedure with each new item age.

The association may express qualities and center to assemble the brand around the association is additionally thought to be hard. Harley Davidson is a brand with relationship around the association "the rider soul". Numerous pioneers in the association are given bikers.

The identity of the brand is fundamentally to give the brand a spirit and it is less demanding to control. The part of a promoting firm is frequently to make and keep up an identity.

On the off chance that the organization has manufactured its image around the image effectively, the image can remain solitary but purchaser interface the image with the brand. An illustration is nikes image " the swoos"(uggla,2001)

Aaker(1996) characterizes mark personality like after " mark personality is a novel arrangement of brand affiliation that the brand methodology tries to make or keep up. These affiliation speak to what the brand remains for and suggest a guarantee to the clients from the association individuals." Aaker (1996) clarifies that brand character is the thing that the brand needs to be, a bit much what it is . he depicts mark character from three viewpoints; center brand personality, broadened character and esteem guarantee. the center brand character is the brands exceptional and unchangeable characteristics the brands expanded Identity is the component in the personality that can be charged and changed in various markets. The character additionally contains an incentive with practical, passionate, and self expressive focal points. at the point when the organization has chosen what the brand to speak to and where in the incentive they need to put the concentration, they need to do the situating of the brand. The situating is the trademark removed from the personality and esteem guarantee

Chapter 3

Chapter3

“ A STUDY ON BRAND AWARENESS OF DELIGHTFOODS”. Using data analysis at delightfoods

3.1 S At introduce in this focused business world the nourishment business has all the more than million brands in the combat zone confronting immense fruition in each focused on fragments. Indeed, even enjoyment is likewise confronting colossal finishing . in this point it needs to distinguish its rivals in this market by bringing brand mindfulness in the brains of purchasers likewise it needs to adapt up to the shopper conduct and client recognition. In spite of the fact that this examination , the primary issue that will be concentrated to discover the brand attention to delightsoods among the buyers tatement of the problem

Scope of the study

The study aims to find the customer knowledge of the brand with reference to delightfoods. The study is restricted to information regarding the customers likes and dislikes, their, personal decisions and family decisions and loyalty of the customers. The study has been carried out for the period of 2 ½ months and has focused on all type of customers.

The study has been conducted Delightfoods Bangalore during the period 15th Jan to March 24th .the study focuses on gathering the information on the working of different department such as marketing, financing , human resource, operations in the organization,

Analysis of the brand awareness research is not something which you do it once it is continues process the study helps the company know about their strength and weakness ,and it helps the company to increase their market share as well as increase the sales it determines effect of sale promotional . As the methodology used for this research interviews of the targeted masses using the a set of questionnaires designed to get the response which would help in achieving the objectives of the research.

Objectives of the study

To know the awareness level of delightfoods

To know the how often customer interact with the brand

To know the number of regular purchase of the brand

To know the market share of the brand

Research methodology

The study of brand awareness mainly requires the data which is used is primary data. This chapter discusses on the research methodology adopted in the study which is included review of the research design, research frame work, type and source of data collection ,application of data analysis technique to analyze the data obtained and formulation of the research hypotheses.

Type of research:

The type of research is being conducted here is in the nature of descriptive .here the survey here the characteristic of a population is or phenomenon being studied. Descriptive research as its name itself suggest they describe the situations. Here the

Data collection

Primary data has been collected through questionnaires. The questionnaire was mostly Effectiveness of the brand.

Secondary data

Secondary data has been taken from bellow source:

1. report
2. pamphlets
3. advertisement

4. newspaper s
5. internet

tools used in analysis of data:

the tools and technique is used for the analyzing data , which includes table, pie-charts, bar-chart trends analysis, ratio analysis have been used for the purpose of analysis and presentation. Ratio analysis to know the performance and brand position of the company . for data analysis a subsequent interpretation has been interpreted.

2.4 hypothesis

The issue to be replied over the span of research is at last established, the specialist may , if possible continue to plan conditional arrangements or reply to it, these proposed arrangement or clarification are called speculations which the analyst is committed to test based on truth definitely known or which can be made known.

Data analysis and interpretation

4.1 Analysis and interpretation of the data collected with relevant table and graphs.

Data analysis : Data analysis is the process of critically examining in detail of the data collected for the purpose of supporting the management in decision making process for the best decision. Analysis is the process by which the whole body of gathered data facts, figures and ideas is converted into meaningful and helping information. The data is placed on its appropriate setting and consistent relationship drawing general inferences..

Data interpretation: data interpretation means the application of statistical procedure to analyze specific observed or assumed facts from a particular study is known as data interpretation. Interpretation is the relationship with the collected data. It is the mechanism through which the factor that appears to explain what has been observed by researcher during the course of research

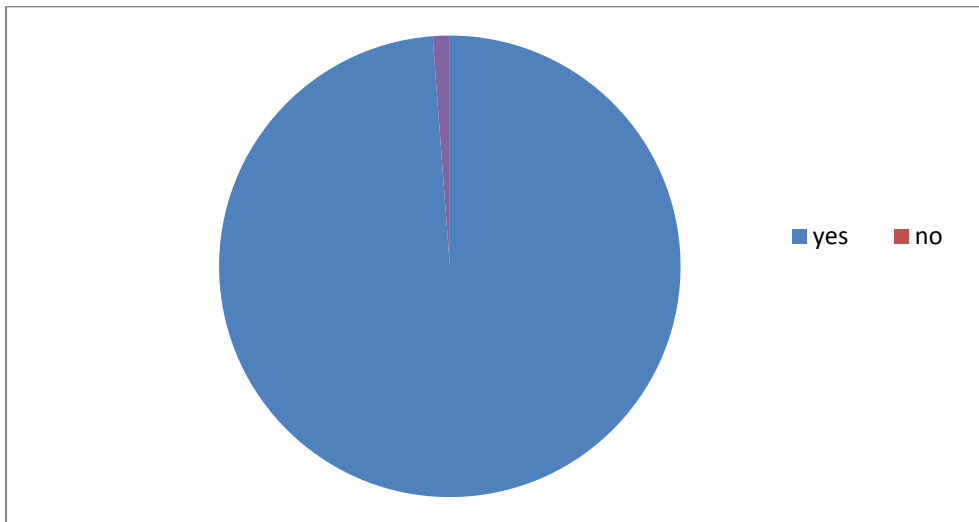
A common method of assessing numerical data is know as statistical analysis, and the activity of analyzing and interpreting data in order to make prediction is know as inferential statics. Informed consumers recognize the reasonableness of data interpretations and prediction by considering source of bias such as sampling procedures or misleading questions, margins of error, confidence intervals, and incomplete interpretation

Q1 Have you heard of Delightfoods ?

Table 1

Serial number	Particulars	No of respondent	Percentage of respondents
1	Yes	76	95%
2	No	04	5%
	Total	80	100

Chart 1 Heard about Delight Foods



Analysis: as you can see the pie chart that up to 95% of the customer who come to more to purchase from the foods of India bay know about the delightfoods.

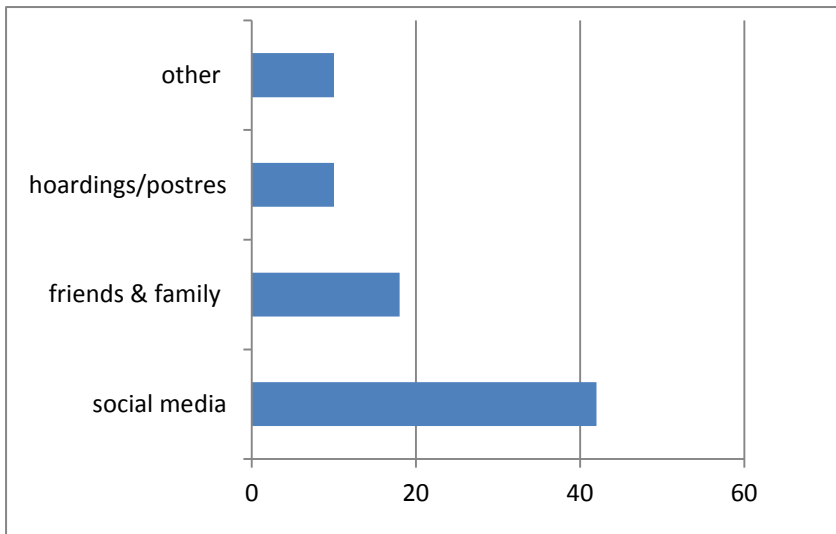
Interpretation: the customer who come buy from foods India bay know about delifgtfoods brand and they can identify the delightfoods products .

Q3 How did you get know about delightfoods?

Table 2

Serial number	Particulars	Number of respondents	Percentage of respondents
1	Social media	42	52.5%
2	Family and friends	18	22.5%
3	Hoarding	10	12.5%
4	Other	10	12.5%
	total	80	100

Chart 2 How did you get know about delightfoods?



Analysis: As we can see in the bar chart out of 80 respondents 42 chose social media and 18 chose friends and family and 10 got know about delightfoods from hoardings/poster and 10 from other source.

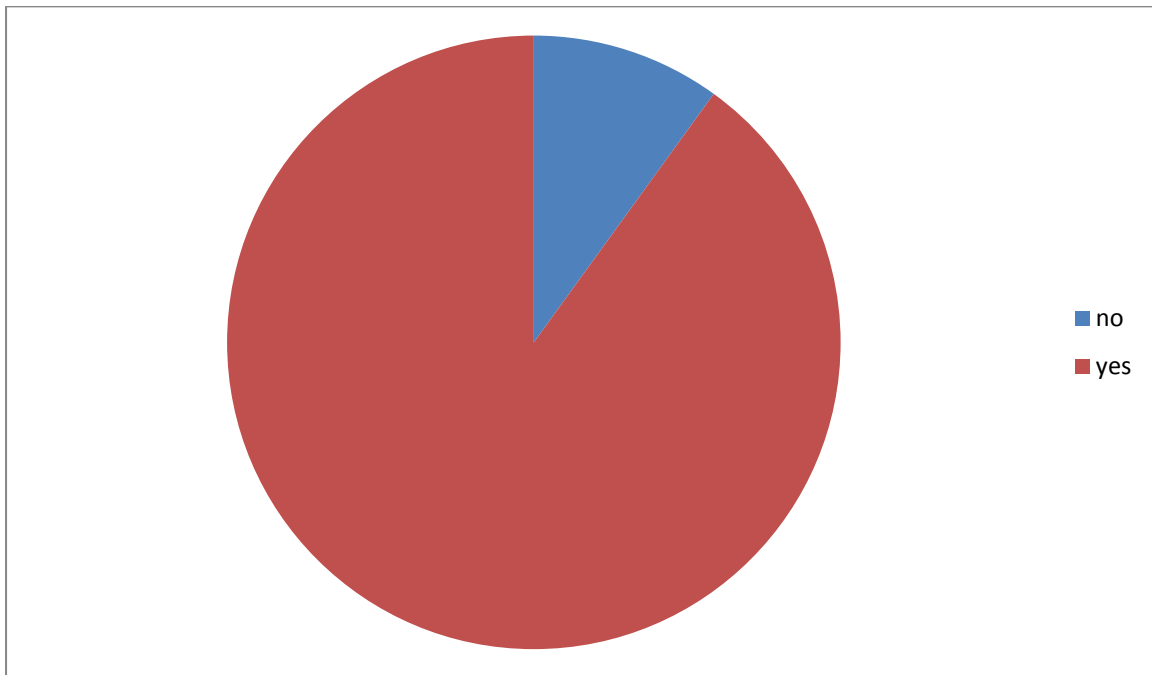
Interpretation: many people got about the brand from social media.

Q3 Have you ever purchased delightfoods products before?

Table 3

Serial number	Particulars	No of respondents	Percentage of respondents
1	no	6	7.5%
2	Yes	74	92.5%
	Total	80	100

Chart 3 Have you ever purchased delightfoods products before?



Analysis: in the pie chart you see 92.5% of the customers on whom the survey was conducted has purchased the delightfoods products before and out of 80 respondents only 4 have not purchased before

Interpretation:

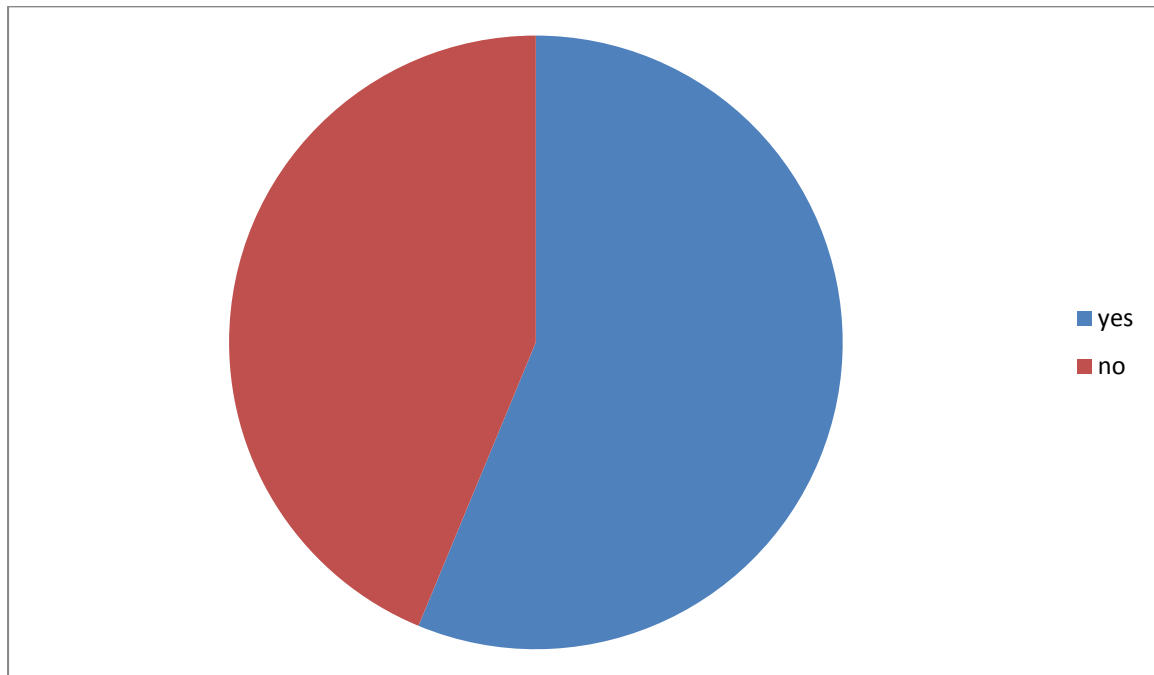
Many of the customers loyal to the brand (delightfoods) they like to purchase from delightfoods

Q4 Where do you usually buy delightfoods products?

Table 4

Serial number	Particulars	No of respondents	Percentage of respondents
1	Generic supermarket	27	33.3%
2	Online	53	66.6%
	total	80	100

Chart 4 Where do you usually buy delightfoods products?



Analysis: about 66.6% of the customer buy from the online and 33.3 from the supermarkets

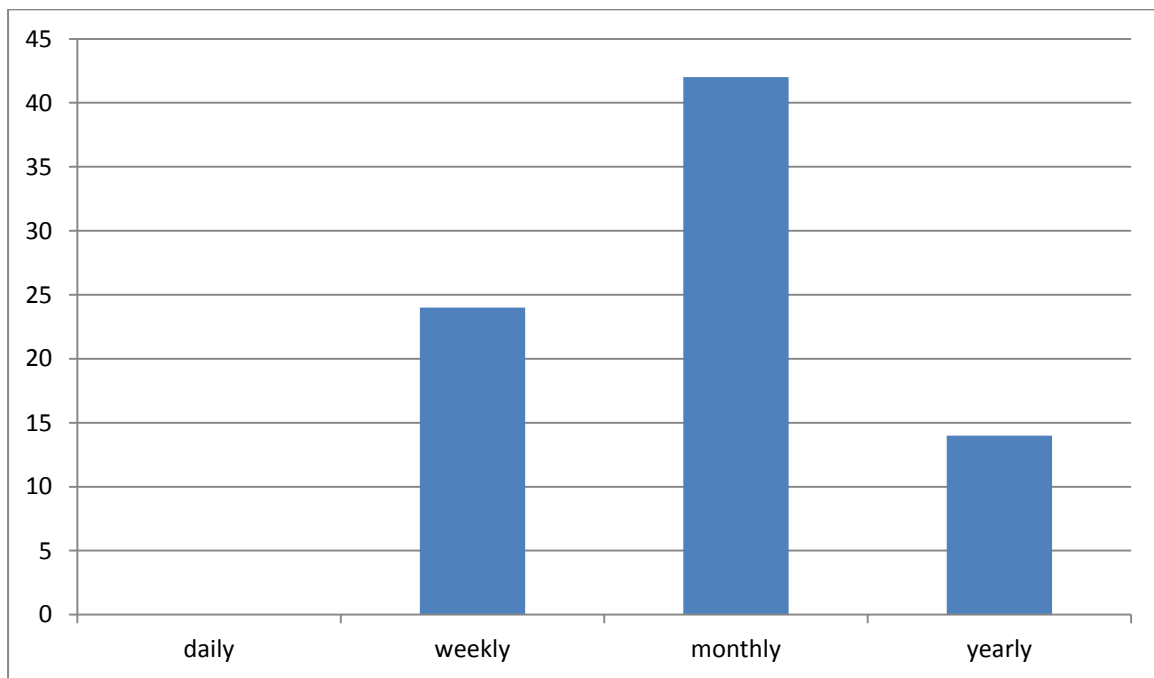
Interpretation: consumers buy from generic supermarket

Q6 How often do you buy delightfoods products?

Table 6

Serial number	Particulars	No of respondents	Percentage of responses
1	Daily	0	0
2	Weekly	24	30%
3	Monthly	42	52.5%
4	yearly	14	17.5%
	Total	80	100%

Chart 5 How often do you buy delightfoods products?



Analysis : no customer buy delightfood product daily and around 30% weekly and about 52.5% customers buy monthly and again 17.5 yearly

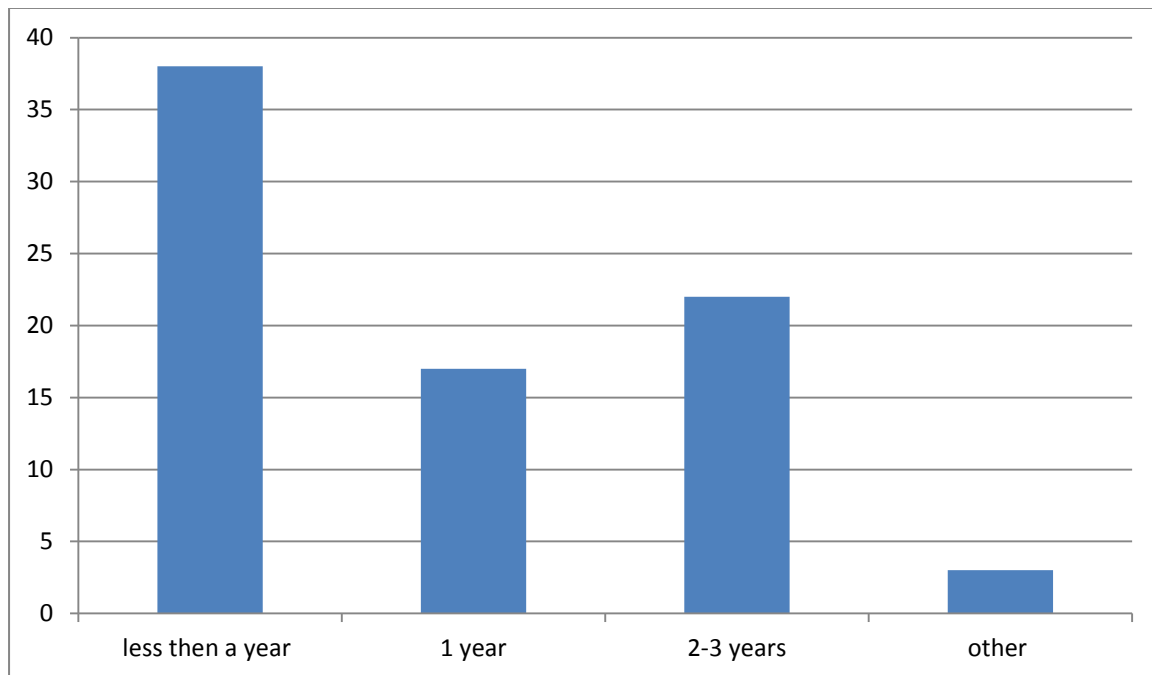
Interpretation: some consumers buy from delightfoods on monthly basis and few on weekly

Q6 For how long have , you been buying delightfoods products?

Table 6

Serial number	Particulars	No of respondents	Percentage of respondents
1	Less then a year	24	30%
2	1 year	21	26.25%
3	2-3 years	24	30%
4	Other	11	13.75%
	Total	80	100%

Chart 6 For how long you have been buying delightfoods products?



Analysis: about 24 customers got to know about delightfoods last year and the about 21 are using the brand from 1 year and 24 customers are using from past 2-3 years and 11 have using from the beginning

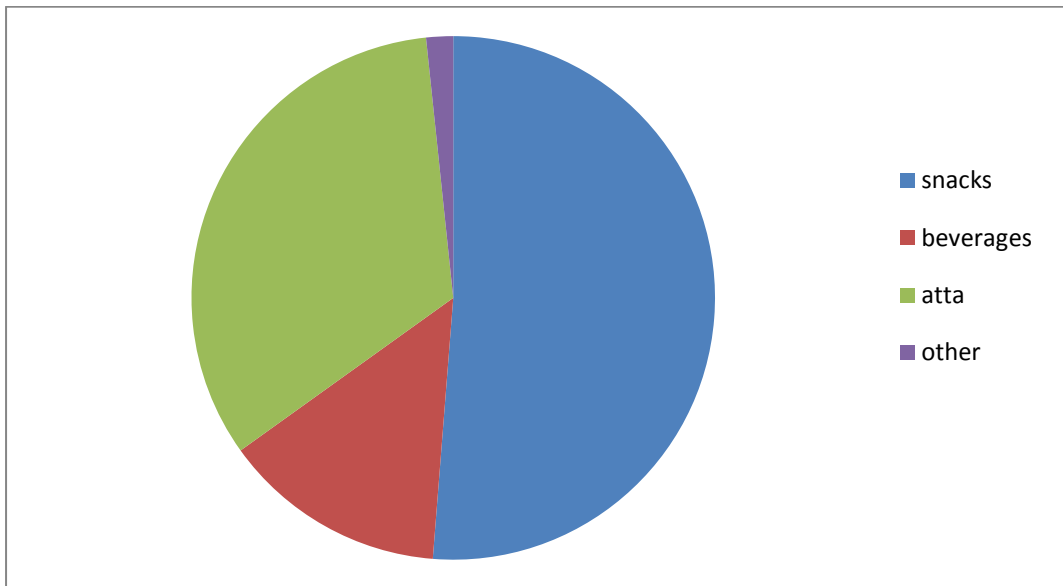
Interpretation: many consumers have started buying from the brand less a year

Q7 What you usually buy from delightfods?

Table 7

Serial number	Particulars	No of respondents	Percentage of respondents
1	Snacks	38	47.5%
2	Beverages	11	13.75%
3	atta	22	27.5%
4	Other	7	8.75%
	Total	80	100%

Chart 7 What you usually buy from delightfoods?



Analysis: as seen in the pie chart 47.5% of the customer buy the snacks from the brand and 10% of the customer buy the beverages and 13.75% buy the atta and rest other food products

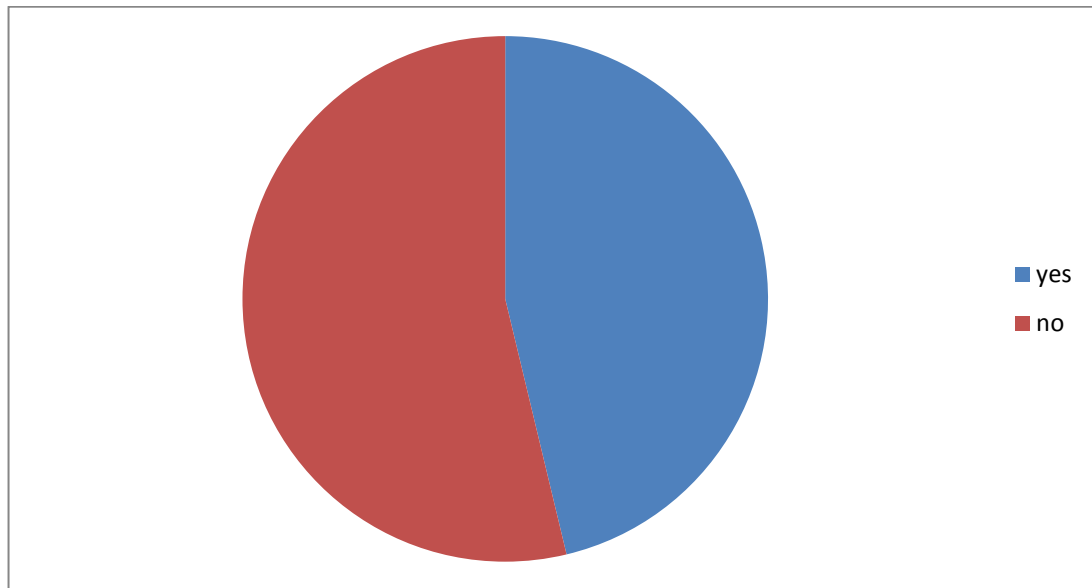
Interpretation: consumers prefer to buy snacks a lot

Q8 Are you a price sensitive customer?

Table 8

Serial number	Particulars	No of respondents	Percentage of respondents
1	No	37	46.25%
2	Yes	43	53.75%
	total	80	100%

Chart 8 Are you a price sensitive customer?



Analysis:

To the question are you price sensitive customer the respondent respond was about 68% are price sensitive customers and 32% are not price sensitive customers

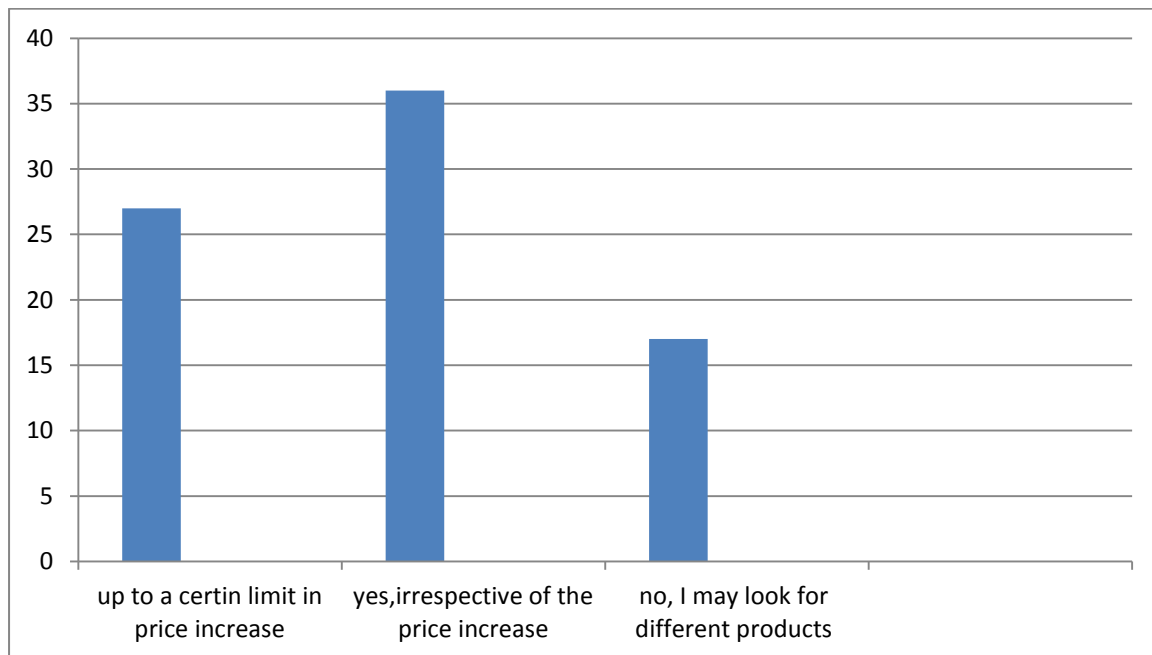
Interpretation : according to customer many are price sensitive who will change the brand if it become costly and 38% are wont change the brand if the price increases they are well loyal to the brand .

Q9 Will you stick to the same brand if their price is increased ?

Table 9

Serial number	Particulars	No of respondents	Percentage of respondents
1	Up to a certain limit in price increase	26	32.5%
2	Yes, irrespective of the price increase	36	45%
3	No, I may look for different products	18	22.5%
	Total	80	100%

Chart 9 Will you stick to the same brand if their price is increased ?



Analysis: to question 26 respondents said they will stick to the product if there a little change in the brand and 36 are saying that will stick to the brand if there is price change and 17 say they will look for a new brand.

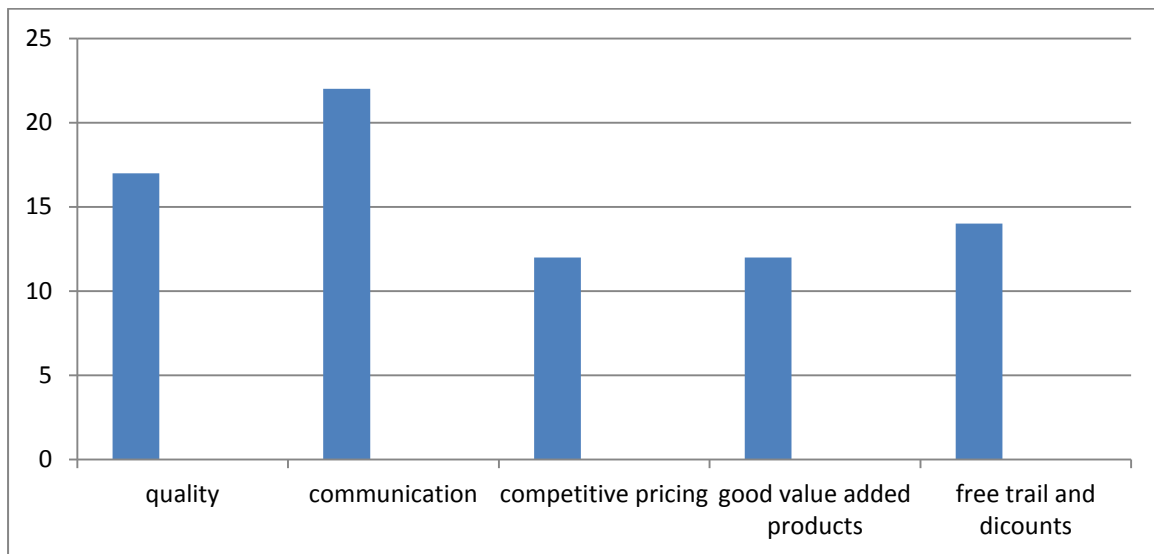
Interpretation : many customer say they will stick to the brand irrespective of the price change

Q10 Which of the following, according to you, help build a good brand image?

Table 10

Serial number	Particulars	No of respondents	Percentage of respondent
1	quality	17	21.255
2	Communication	22	27.5%
3	Competitive pricing	12	15%
4	Good value added products	15	18.75%
5	Free trail	14	17.5%
	total	80	100%

Chart 10 Which of the following, according to you, help build a good brand image?



Analysis: to the question 17 say quality and 22 respondents say communication and 12 say that competitive pricing and 15 say that good value added products and 14 say that free trail

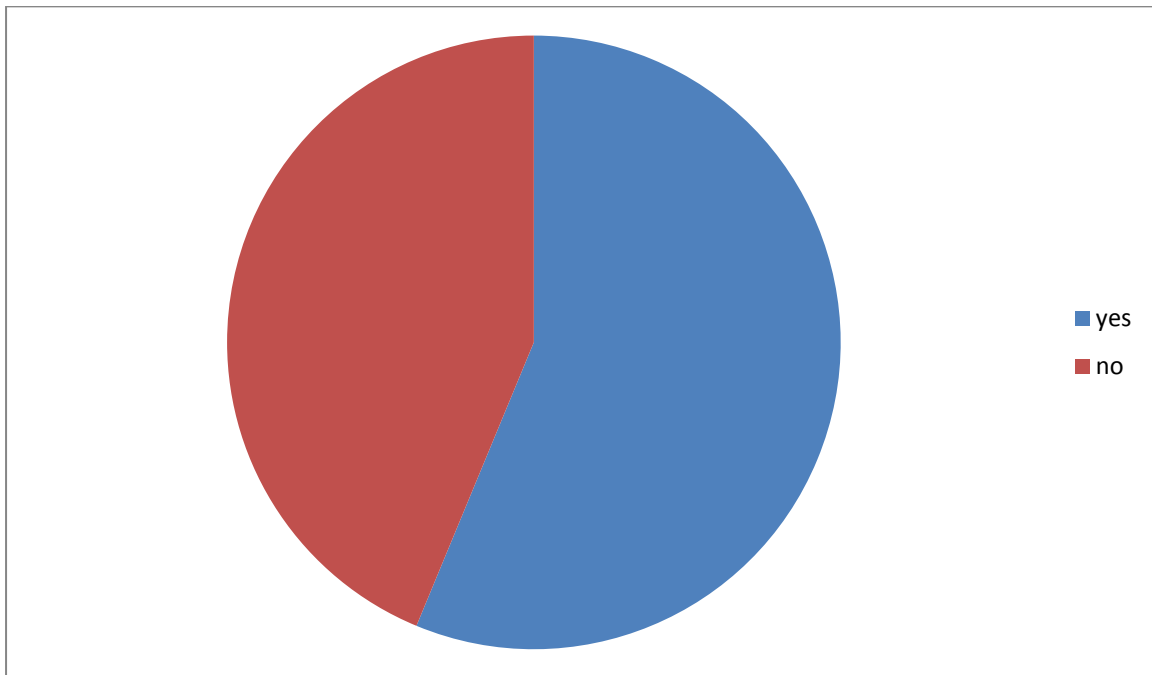
Interpretation: communication is the thing which help the company to build the brand awareness.

Q11 Are celebrities required for creating brand awareness?

Table 11

Serial number	Particulars	No of respondent	Percentage of respondents
1	yes	45	56.25%
2	No	35	43.75%
	Total	80	100%

Chart 11 Are celebrities required for creating brand awareness?



Analysis: to the question are celebrities required for creating brand awareness about 56% customers say no and 44% customers say that yes to the question .

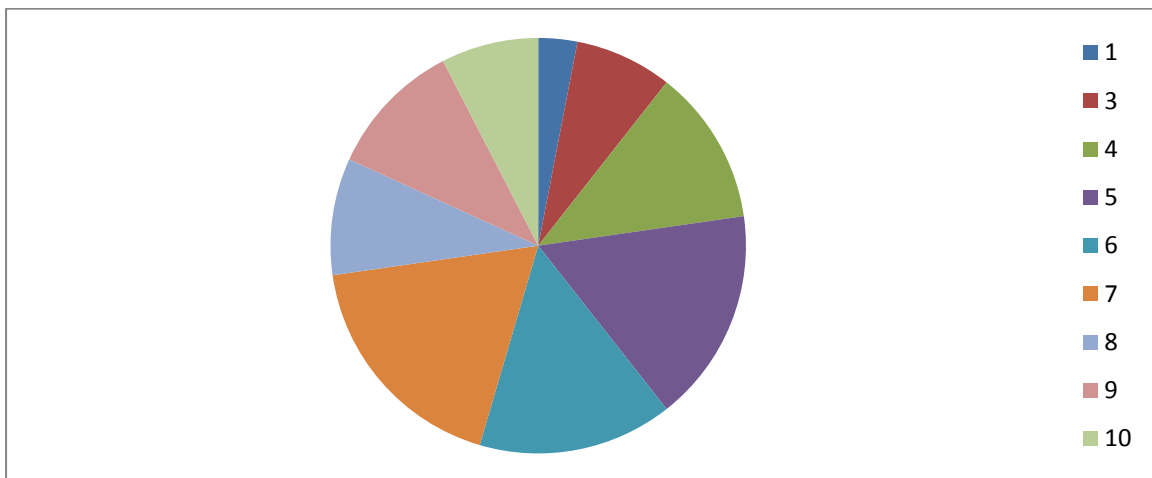
Interpretation: many customer believe that celebrities help in creating the brand awareness

Q12 On scale of one to ten how do you rate delightfoods?

Table 12

Serial number	Particulars	No of respondents	Percentage of responses
1	Bad	2	2.5%
2	Bad	5	6.25%
3	Bad	8	10%
4	Bad	11	13.75%
5	Good	10	12.5%
6	Good	12	15%
7	Good	6	7.5%
8	Very good	8	10%
9	Very good	7	8.75%
10	Very good	5	6.25%

Chart 12 On scale of one to ten how do you rate delightfoods?



Analysis: we asked how they rate our product as 1 as bad and 10 as good these are the responses

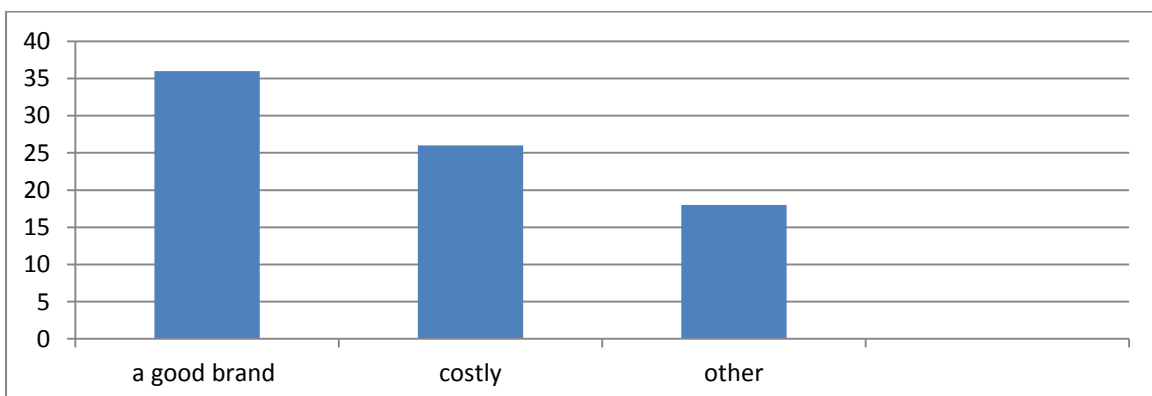
Interpretation: many say they think that its good product

Q13 What comes to your mind when you think of our brand?

Table 13

Serial number	Particulars	No respondents	Percentage of responses
1	A good brand	36	45%
2	Costly	26	32.5%
3	Other	18	22.5%
	total	80	100%

Chart 13 What comes to your mind when you think of our brand?



Analysis: according to the question what comes to your mind when you think of our brand 36 respondent has given that a good brand and costly and the other

Interpretation:

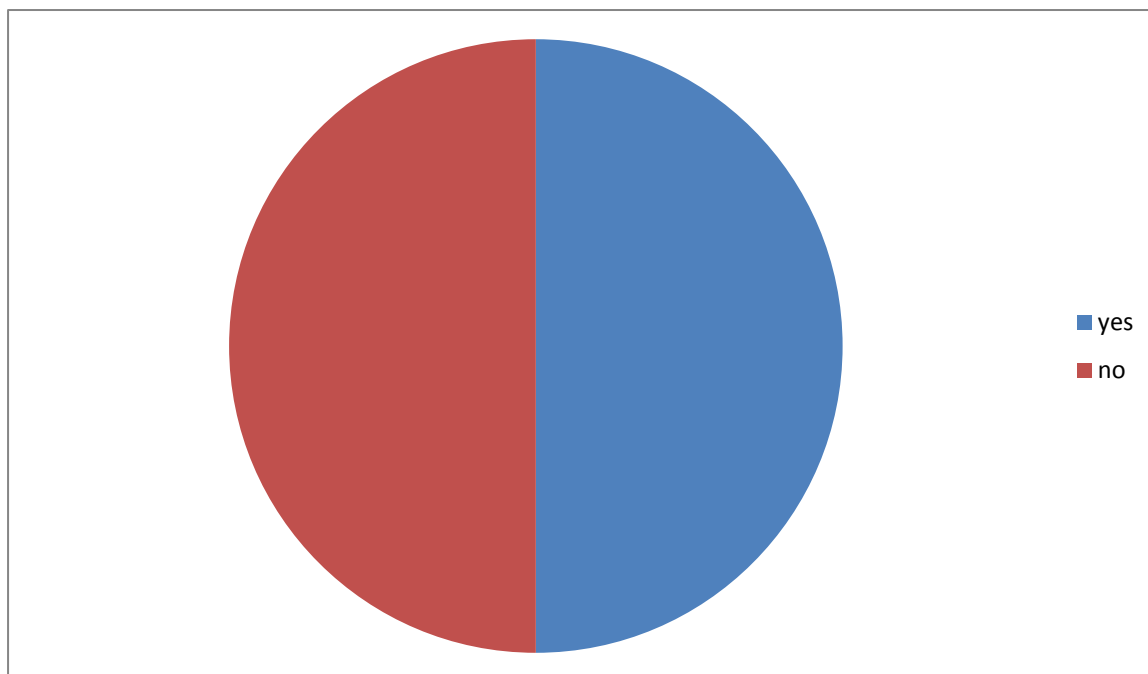
According to customers many think our brand as a good brand

Q14 Would you be interested In purchasing the products of other brand as well?

Table 14

Serial number	Particulars	Respondents	Percentage of responses
1	Yes	40	50%
2	no	40	50%
	Total	80	100%

Chart 14 Would you be interested In purchasing the products of other brand as well?



Analysis: to the question would you be interested in purchasing the other brand product 40 say yes and 40 say no they will not purchase the product of other brand Data

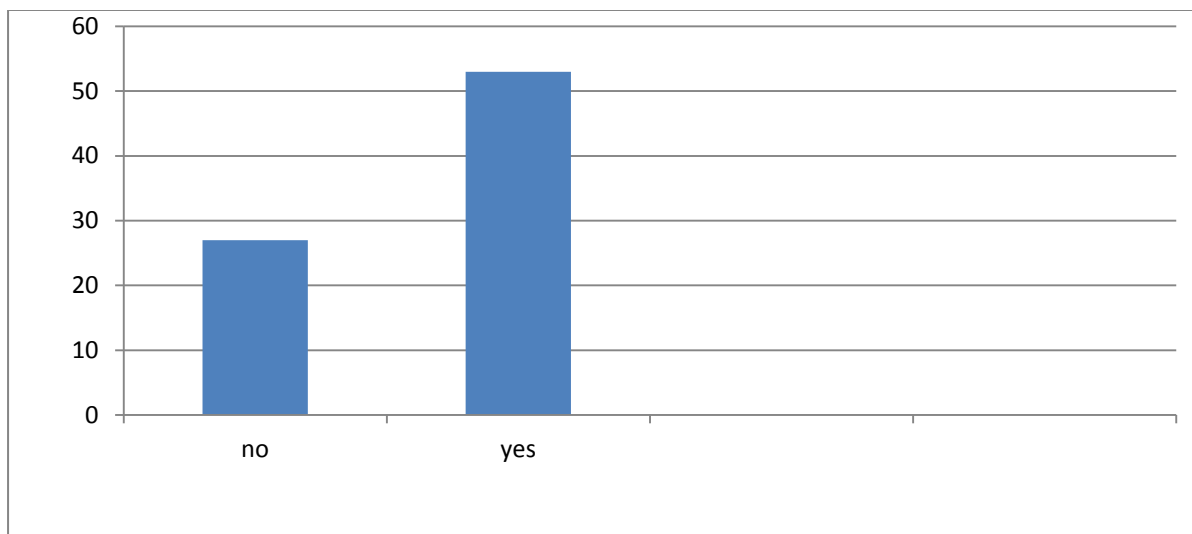
Interpretation: according to the question about 70% of the

Q15 Would you recommend our brand to others?

Table 15

Serial number	Particulars	Number of respondents	Percentage of responses
1	no	37	46.25%
2	yes	53	66.25%
	total	80	100%

Chart 15 Would you recommend our brand to others?



Analysis: many customer say they would recommend our brand to others 53 customer say they would recommend our brand to others and 27 customers that they wont

Interpretation: delightfoods is recommend by the customers to other

Q16 Demographic questions:

Table 16

Serial number	Particulars	Number of respondents	Percentage of responses
1	17-24	16	20%
2	24-31	23	28.75%
3	31-38	21	26.25%
4	Above 38	20	25%
	Total	80	100%

Table 17

Serial number	Particulars	Number of respondent	Percentage of responses
1	Male	26	32.5%
2	Female	54	67.5%
	Total	80	100%

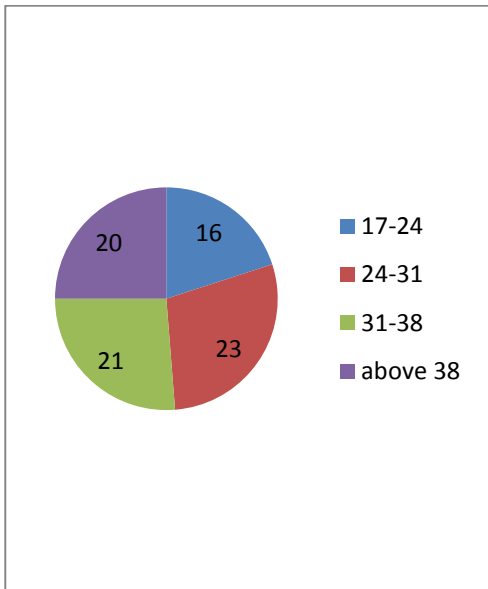
Table 18

Serial number	Particulars	No of respondents	Percentage of responses
1	Students	17	21.25%
2	Business	22	27.5%
3	Service	24	30%
4	Other	17	21.25%
	Total	80	100%

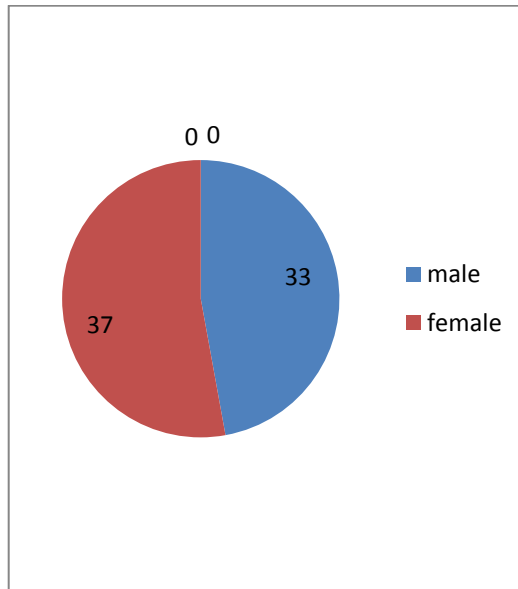
Table 19

Serial number	Particulars	No of respondents	Percentage of responses
1	0-35000	30	37.5
2	35000-50000	19	23.75
3	50000-100000	12	15%
4	Above100000	19	23.75%
	Total	80	100%

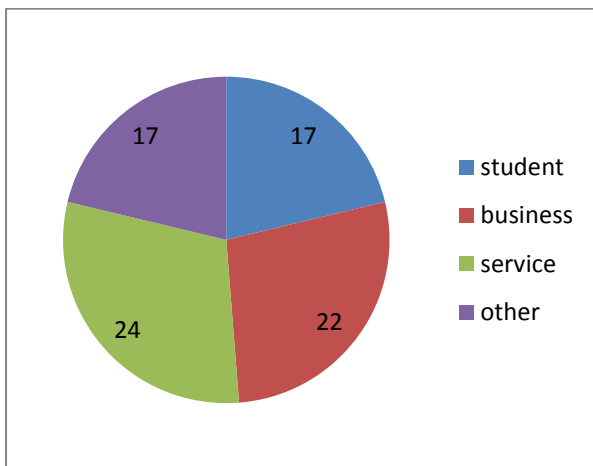
Age



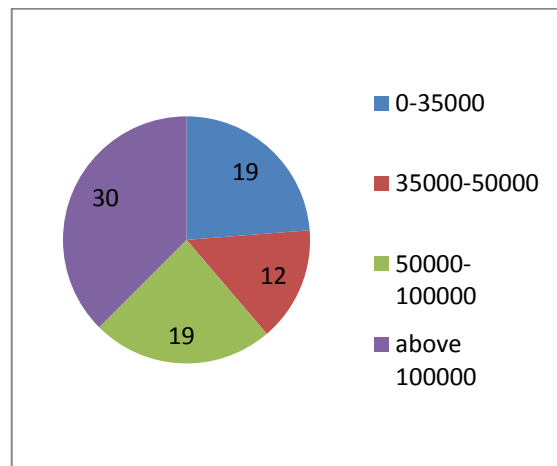
gender



Occupation:



monthly income:



Analysis: almost all customer have knowledge about the delightfoods and it serves almost all kinds of customers like students people with low income and of both gender and of all occupation and it is a company that takes care of all the kind .

Interpretation: customer are in age group of 24-31, and are many female customers and many are in business with 22 responses and 30 responses are above 1000000 of salary.

Findings

- Many of the customers are still not clear with how to do the online shopping and the app has many flaws in it which can be difficult for the consumers to use the app
- Products of the delightfoods of premium quality many premium customers are ready to buy
- The people who know about delightfoods are regular buyers
- Availability problem

Another major hurdle was lack of availability and doubt about origin. Supermarket chains were the most preferred place for buyers. Consumers were keen to have more availability delightfoods in their area and to see more products of delightfoods products in their local supermarket.

- High price
The major problem that inhibited people from buying delightfoods was the price. It was the major barrier to increase purchasing among those who bought delightfoods product on a limited scale. It also prevent those who didn't buy at all from taking that first step
- Many people would purchase delightfoods product if they were affordable
- To some an extent the social media advertisement done by the company is effective as the consumers who have seen the advertisement in the social media have been buying the products
- Celebrities were not used buy the company for advertisement
- No sampling is done by the company till and no discounts are given
- Some customers may not stick to the brand if the price is increased
-

Suggestion

- The company needs to work on its online app it should be made easy for the consumers to use
- More products have to be kept in the supermarkets and regular inventory have to be checked by the company it better to hire a merchandiser by the company so that the company can maintain its stock
- The company has to do newspaper , magazine, outdoor advertisement so that the brand gets recognised by the customers
- stores in which delightfoods products are kept sampling has to be done so that many customers can get know about the quality of the products
- A promoter has to be hired by the company so that they can show the delightfoods products in supermarket and help the company to push the sales
- The price of the products has to be kept according to the competitors pricing the firm has to have some packaging policy which can reduce the cost of the products so that they are kept at the affordable price
- During festival offers and discounts have to be given to the customers
- Regular coupons has to be given to the customers who buy from online app
- Innovative packaging methods has to be adopted by the firm so that it catches consumers eyes

Conclusion

Accomplishing this project on the brand awareness was an excellent and knowledge gaining experience for me. despite small sample size for questionnaire this project helped me to know the view of customers and common people towards the brand awareness of delightfoods

Bibliography

Some of the websites and magazines referred by me to complete this project.

Websites:

www.degihthfoods.com

www.scribd.com

www.questionpro.com

www.google.com

ANNXURE

QUESTIONIRE ON

BRAND AWARENESS OF DELIGHTFOODS

I , the student of ACHARY INSTITUTE of Technology, VISVESVARAYA technological university , I am conducting brief survey to find out the awareness level of delightfoods . I would be highly grateful to you if you would provide your genuine response by putting a tick mark in a relevant box

I sincerely thank you for your humble co-operation .

Student

AIT ,Bengalore

VTU Belagavi

Have you heard of delightfoods?(if you choose no. please skip to demographic question)

- YES
- NO

How did you get know about delightfoods?

- Social media
- Friends & family
- Hoarding /poster
- Other_____

Have you ever purchased delightfoods products before?

- YES
- NO

Where do you usually buy delifgtfoods products?

- Generic supermarket
- Online

How often do you buy delightfoods products?

- Daily
- Weekly
- Twice in a week
- Monthly
- Other _____

For how long have you been buying delightfoods products?

- Less than a year
- 1 year
- 2-3 year
- Others _____

What you usually buy from delightfoods?

- Snack
- Beverages
- Atta
- Other _____

Are you a price sensitive customer?

- Yes
- No

Will you stick to the same brand if their price is increased?

- Up to a certain limit in price increase
- Yes, irrespective of the price increase
- No ,I may look for different products

Which of the following, according to you, help build a good brand image?

- Quality
- Communication
- Competitive pricing
- Good value added products
- Free trail and discount

Are celebrities required for creating brand awareness?

- Yes
- No

on scale of one to ten how do you rate delightfoods?

1 2 3 4 5 6 7 8 9 10

Bad good

What comes to your mind when you think of our brand?

- A good brand
- Costly
- Other _____

Would you be interested in purchasing the products of other brand as well?

- Yes
- No

Would you recommend our brand to other people?

- Yes
- No

If yes why?



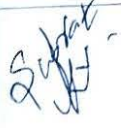







If no why?

ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Project : Brand awareness of Delightfoods
 Internal guide : Prof. Suhas patel
 External guide. : Subrath Kumar
 USN No : 1AY16MBA64
 Specialization : Finance & Marketing
 Company name : Delightfoods
 Company Address : East End C main Road, near Masjid-E-Eidgah 39th cross, 9th Block, Jayanagar, Bengalure, karnataka 5600069.

Week	Work undertaken	External guide signature	Internal guide signature
15-1-2018 To 20-1-2018	Understanding structure, culture, function of the organisation		
22-1-18 To 27-1-18	Understood the products/services of the company		
29-1-18 To 3-2-18	Gathering information about the growth of the company		
5-2-18 To 10-2-18	Analysing the Market position of the company		
12-2-18 To 17-2-18	Research Problem Identification		

19-2-18 To 24-2-18	Preparation of research instrument for data collection	Subhat	*
26-2-18 To 3-3-18	Theoretical Background of the study	Subhat	*
5-3-18 To 10-3-18	Data Collection and Analysis	Subhat	*
12-3-18 To 17-3-18	Interpretation of data gathering during the survey	Subhat	*
19-3-18 To 24-03-18	Final Report preparation and Submission	Subhat	*



Subhat
Company seal and sign

[Signature]
HOD seal and sign



Head of the Department
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