



Hathi Masala

Brand Development Case Study

Author and Agency:

7th Sense Concepts
Films and Advertising

www.7thsense.in

Rajkot Office:

301- B, Silver Coin,
Opp. Crystal Mall,
Kalawad Road,
Rajkot, Gujarat, India 360005
Ph: 0281- 2561182

Ahmedabad Office:

614, Dev Prime, b/h Divya Bhaskar,
SG highway, Ahmedabad - 380 051.
Gujarat, India.

INDEX

Section 1: Introduction

1.1 Growth of the Tea House in India

1.2 Corporate Profile

Section 2: Case Study on Tea Post

2.1 Marketing Mix

2.2 SWOT Analysis

2.3 BUSINESS STRATEGIES SUGGESTIONS TO INCREASE MARKET SHARE

INTRODUCTION

Logo

Parent Company	Gandhi Spices Pvt Ltd
Category	Packaged Spices
Sector	FMCG
Tagline/ Slogan	Sat Pratishat Shuddh Swad
USP	Quality and Competitive prices
Target Group	Women above 30
Positioning	Women's favorite brand

1.1 Growth of the Hathi Masala in India

The business started as a humble start with strong vision, supplying freshly grounded spices in packs. The man who turned a question - answer session in to a business corporate was Mr. Muktilal M. Dubal. Since inception in 1952, Gandhi Spices have enjoyed continual growth year after year and generation after generation.

1.2 COPORATE PROFILE

"Why This Masala Doesn't Come in Pack?" - A simple most question from a house wife gave a spark to his husband's thought process which further gave birth to our Spices Business. The business started as a humble start with strong vision, supplying freshly grounded spices in packs. This innovative concept was introduced for the first time to the people in nearby localities and hence took a sharp increase in demand for packed masala. Soon it was felt by users that packed spices remain fresh and aromatic for a longer time, the small start up home business took shape of a company named "Gandhi Spices".

The man who turned a question - answer session in to a business corporate was Mr. Muktilal M. Dubal. Since inception in 1952, Gandhi Spices have enjoyed continual growth year after year and generation after generation. Today it is a family business where each member of the family is deeply engaged behind business, process and products.

In 1972, Gandhi Spices set its factory near Rajkot City, in the state of Gujarat. Today the facility is equipped with advance technologies including the Cryogenic Technology which has come for the first time in India.

VISION

We envision making Hathi Masala as one of the most intensely admired spices brand by global market. Supplying premium quality spices to our clients and adapting customer centric approach for our customers and consumers.

MISSION

- Advancement of Business Strategies & Technologies in order to achieve best product quality.
- Transparent business practices with all our vendors, suppliers, distributors and other stake holders.
- Supporting environment friendly business practice.
- Training and Nurturing of our employees.

2.1 MARKETING MIX

Product:

A product is seen as an item that satisfies what a consumer demands. It is a tangible good or an intangible service.

Price:

The amount a customer pays for the product. The price is very important as it determines the company's profit and hence, survival. Here it is much competitive and product has value for money .

Promotion:

All of the methods of communication that a marketer may use to provide information to different parties about the product. Promotion comprises elements such as: advertising, public relations, sales organisation and sales promotion.

Place:

Long chain of distributors, Dealers and agents across India and abroad

USP of the Brand:

Quality and Competitive prices

2.2 SWOT ANALYSIS:

STRENGTHS

- Excellent Quality and brand visibility
- State of the art technology for processing
- Long chain of distributors
- Giant production capacity

WEAKNESSES

- Still not presence in some parts of india

THREATS

- Duplication of brand name
- Masala mandi during the season
- Large unorganized market.

OPPORTUNITIES

- Introduce new versions range of masala mixes
- Tie ups with other hotels and catering institutions

2.3 BUSINESS STRATEGIES SUGGESTIONS TO INCREASE MARKET SHARE

OPENING THEIR OUTLETS IN THE REACH OF THE CUSTOMERES

- Customers can easily buy the products, the company is aiming to open a Brand stores in metro cities

CUSTOMER RETENTION POLICY

- Special discount t offer and giveaway its own merchandise as gifts.
- Discount vouchers and offer vouchers are launched throughout the year.
- Hathi Masala has also become the official sponsor for the Many cookery shows

MARKETING STRATEGIES

- Attracting Modern House wives
- Affordable
- Societal concept of marketing

PROMOTION STRATEGY

- Direct Marketing
- Free Sampling
- Print ads
- TV Ads
- Radio Ads
- OOH

COMPETITIVE INTELLIGENCE STRATEGY

- Discover unexplored market segment
- Hygienic Manufacturing process
- Affordable price tag image

STRATEGY GAPS:

- Lack of price affordability due to varied purchasing power.
- Home delivery service is unavailable-people staying at far off places cant get the goods
- Entering into new products bringing more competition