

Dummy Report

PRE - LAUNCH MARKET SURVEY

IN

KOLKATA

FOR PROPOSED BRAND OF

“ B R E A D ”

PREFACE

Alongside a host of Indian *rotis*, western breads have found their place on the Calcutta table in a big way. The ubiquitous *pau roti*, which today is standard breakfast fare and essential for the common sandwich, was an European introduction in the early 19th century which entered through the French and Portugese settlers in Bengal. *Pau* is the Portugese word for bread and this, in all likelihood, is the origin of *pau*. But one school of thought maintains that the term is derived from the earlier practice of kneading large quantities of bread dough with the feet (*pau*).

It is estimated that the size of the national bread market is Rs.1300 crores. An independent study conducted conducted in 1996 for the Ministry of Food Processing found that the bakery business in India would grow only at the rate of 5% per year.

INTRODUCTION

Pringle Agrotec has a ready infrastructure to manufacture Atta at its manufacturing plant in Narsingganj (West Bengal). The company by itself nor any of the Group companies have any consumer marketing experience. Pringle Agrotec, as part of an aggressive diversification plan felt that marketing of branded Bread would boost up the profitability of its operations and pave the way for launching other fast moving consumer good especially in the food sector viz packed and branded Atta, Maida and Suji to start with.

A detailed Market Survey was therefore commissioned by them to satisfy certain queries / objectives as listed in subsequent pages.

RESEARCH OBJECTIVES

Main objectives of conducting the study on bread among retailers in Kolkata were to know/ understand the following:

1. Types of retail outlets which stock and sell bread in Calcutta.
2. Profile of Bread consumers as perceived by retailers of bread & the former's frequency of Bread purchase.
3. Retailers' perception of the role/ preference of various members of a Household for purchase and usage of bread.
4. Timings of the day when maximum volume of bread gets sold.
5. Importance of attributes as perceived by retailers for bread in general and for specific brands stocked and sold by them.
6. Retail reach of prominent brands.
7. Market Share of prominent brands in the Plain/ White and Milk bread category.
8. Retail selling price of various bread brands in Calcutta.
9. Average margins made by retailers by selling each of the brands.
10. Payment/ credit terms.
11. Distribution logistics.

RESEARCH METHODOLOGY AND SAMPLE SIZE

Mode of survey :

Face to face interviews with the help of structured questionnaires for retailers during August - September '97. (Please refer to Appendix)

Interviews were conducted among :

Retailers of Fast Moving Consumer Goods viz Paan / Cigarette kiosks; General provision stores; Grocery stores; Packed food stores selling biscuit, namkeen, confectionary, ice-cream, etc.

Survey location :

Calcutta Pin Code areas comprising of -

- a) South of Park Street localities.
- b) Park Street & North of Park Street localities.

Sample size :

Sixty (60) retailers (comprising of 41 in the South of Park Street region and 19 in the North of Park Street region).

LIMITATIONS OF THE STUDY

1. For the purpose of the study popular pack sizes viz 400 gms and 200 gms only have been taken into account. Laurel has a pack size which is 450 gms - however, throughout the report the same has been mentioned as 400 gm packs for ease of analysis.
2. 100 gm pack sizes have also not been considered for the study.
3. Fruit breads have not been considered for the study.
4. As desired by the client, the total sample size was limited to 60 retailers in Calcutta only.

SURVEY FINDINGS

TYPE OF RETAIL OUTLETS

The types of retail outlets and the respective numbers of each contacted during the study are as follows :

(Figures in the table are absolute numbers)

(Base : 60 bread retailers contacted in Calcutta)

Location	Total number of outlets	Types of outlets and the respective numbers contacted			
		Paan / Cigarette kiosk	General provision store	Grocery store	Packed food store
North of Park Street	19	--	5	4	10
South of Park Street	41	3	7	17	14
CALCUTTA total	60	3	12	21	24

VOLUMEWISE SALES TO USER GROUPS

(Base : 60 bread retailers in Calcutta)

Location	User groups to whom retailers sell & the % volume of daily stocks sold by bread retailers to each user group		
	Actual consumers	Smaller outlets	Institutions viz. road side restaurants/hotels, nursing homes, etc
North of Park Street	96.58 %	1.84 %	1.58 %
South of Park Street	98.66 %	0.61 %	0.74 %
CALCUTTA	97.62 %	1.22 %	1.16 %

RETAILER'S PERCEPTION OF THE ROLE OF DECISION MAKERS IN A HOUSEHOLD FOR PURCHASE AND USAGE OF BREAD

[Figures in the table are average ratings on a scale of 1 (Very low involvement) <=> 6 (Very high involvement) allotted to each of the possible decision makers in a household]

Decision makers	Locations		
	North of Park Street	South of Park Street	Calcutta
Non working/ working ladies	4.63	4.71	4.68
Male wage earners	3.21	3.15	3.12
Company executives	2.00	1.88	1.92
Businessmen / traders	2.31	2.12	2.18
Self employed professionals	2.21	2.07	2.12
Elders of the household	2.05	1.71	1.82
Children (upto 18 yrs)	2.63	2.88	2.80
Youths (Males 18 -25 yrs)	3.05	3.00	3.02
Youths (Females 18 -25 yrs)	2.31	2.32	2.32
Domestic help	1.47	1.90	1.77

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TIMINGS OF THE DAY

VIS-A-VIS

SALES VOLUME OF BREAD BY RETAILERS' OF NORTH OF PARK STREET LOCALITIES

Volume of bread sold within the respective time	% of retailers selling the respective volume of bread within a given time frame				
	in North Calcutta	Within 9 AM	9 AM- 12 Noon	12 Noon - 5 PM	After 5 PM
100 % Full stock	--	--	--	--	--
95 %	--	--	--	--	--
90 %	26.32 %	--	--	--	--
85 %	--	--	--	--	--
80 %	31.57 %	--	--	--	--
75 %	--	--	--	--	--
70 %	10.53 %	--	--	--	5.26 %
65 %	--	--	--	--	--
60 %	15.79 %	--	--	--	--
55 %	--	--	--	--	--
50 %	5.26 %	--	--	--	10.53 %
45 %	--	--	--	--	--
40 %	--	--	--	--	5.26 %
35 %	--	--	--	--	--
30 %	10.53 %	--	--	--	15.79 %
25 %	--	--	--	--	--
20 %	--	10.53 %	--	--	26.32 %
15 %	--	--	--	--	5.26 %
10 %	--	10.53 %	--	--	26.32 %
5 %	--	10.53 %	--	--	5.26 %
Nil sales	--	68.42 %	100.00 %	--	--
Total retailers ==>	100 %	100 %	100 %	100 %	100 %

TIMINGS OF THE DAY

VIS-A-VIS

SALES VOLUME OF BREAD BY RETAILERS' OF SOUTH OF PARK STREET LOCALITIES

Volume of bread sold within the respective time	% of retailers selling the respective volume of bread within a given time frame			
	Within 9 AM	9 AM- 12 Noon	12 Noon - 5 PM	After 5 PM
in South Calcutta				
100 % Full stock	--	--	--	--
95 %	--	--	--	--
90 %	17.07 %	--	--	2.44 %
85 %	--	--	--	--
80 %	26.83 %	--	--	--
75 %	9.76 %	--	--	2.44 %
70 %	9.76 %	--	--	2.44 %
65 %	--	--	--	--
60 %	9.76 %	--	--	4.88 %
55 %	--	--	--	--
50 %	4.88 %	--	--	4.88 %
45 %	2.44 %	--	--	2.44 %
40 %	9.76 %	--	--	9.76 %
35 %	--	--	--	2.44 %
30 %	4.88 %	--	--	4.88 %
25 %	--	--	--	7.32 %
20 %	2.44 %	2.44 %	--	29.27 %
15 %	--	2.44 %	--	4.88 %
10 %	--	7.32 %	4.88 %	21.95 %
5 %	--	36.59 %	21.95 %	--
Nil sales	2.44 %	53.66 %	73.17 %	--
Total retailers ==>	100 %	100 %	100 %	100 %

TIMINGS OF THE DAY
VIS-A-VIS
SALES VOLUME OF BREAD BY RETAILERS' OF
CALCUTTA

Volume of bread sold within the respective time	% of retailers selling the respective volume of bread within a given time frame			
	Within 9 AM	9 AM- 12 Noon	12 Noon - 5 PM	After 5 PM
in entire Calcutta				
100 % Full stock	--	--	--	--
95 %	--	--	--	--
90 %	20.00 %	--	--	1.67 %
85 %	--	--	--	--
80 %	28.32 %	--	--	--
75 %	6.67 %	--	--	1.67 %
70 %	10.00 %	--	--	3.33 %
65 %	--	--	--	--
60 %	11.66 %	--	--	3.33 %
55 %	--	--	--	--
50 %	5.00 %	--	--	6.67 %
45 %	1.67 %	--	--	1.67 %
40 %	6.67 %	--	--	8.33 %
35 %	--	--	--	1.67 %
30 %	6.67 %	--	--	8.33 %
25 %	--	--	--	5.00 %
20 %	1.67 %	5.00 %	--	28.33 %
15 %	--	1.67 %	--	5.00 %
10 %	--	8.33 %	3.33 %	23.33 %
5 %	--	26.67 %	15.00 %	1.67 %
Nil sales	1.67 %	58.33 %	81.67 %	--
Total retailers ==>	100 %	100 %	100 %	100 %

TIMINGS OF THE DAY
VIS-A-VIS
SALES VOLUME OF BREAD BY RETAILERS' OF
CALCUTTA

Volume of bread sold within the respective time	% of retailers selling the respective volume of bread within a given time frame			
	Within 9 AM	9 AM- 12 Noon	12 Noon - 5 PM	After 5 PM
in entire Calcutta				
100 % Full stock	--	--	--	--
95 %	--	--	--	--
90 %	20.00 %	--	--	1.67 %
85 %	--	--	--	--
80 %	28.32 %	--	--	--
75 %	6.67 %	--	--	1.67 %
70 %	10.00 %	--	--	3.33 %
65 %	--	--	--	--
60 %	11.66 %	--	--	3.33 %
55 %	--	--	--	--
50 %	5.00 %	--	--	6.67 %
45 %	1.67 %	--	--	1.67 %
40 %	6.67 %	--	--	8.33 %
35 %	--	--	--	1.67 %
30 %	6.67 %	--	--	8.33 %
25 %	--	--	--	5.00 %
20 %	1.67 %	5.00 %	--	28.33 %
15 %	--	1.67 %	--	5.00 %
10 %	--	8.33 %	3.33 %	23.33 %
5 %	--	26.67 %	15.00 %	1.67 %
Nil sales	1.67 %	58.33 %	81.67 %	--
Total retailers ==>	100 %	100 %	100 %	100 %

NUMBER OF BREAD BRANDS STOCKED & SOLD

(Figures in the table are % of retailers)

Number of Bread brands stocked & sold	% of retailers stocking & selling one or more brands of bread		
	North Calcutta	South Calcutta	Entire CALCUTTA
1	10.53 %	2.44 %	5.00 %
2 - 3	26.32 %	14.63 %	18.33 %
4 - 5	15.79 %	39.03 %	31.67 %
6 - 7	21.05 %	14.63 %	16.67 %
8 - 10	10.53 %	14.63 %	13.33 %
11 - 15	15.78 %	7.32 %	10.00 %
16 - 20	---	4.88 %	3.33 %
20+	---	2.44 %	1.67 %

RETAIL REACH OF BREAD BRANDS

Brands	% of retailers selling the respective brands		
	North Calcutta	South Calcutta	Entire CALCUTTA
Laurel	52.63 %	39.02 %	43.33 %
Flora	15.79 %	26.83 %	23.33 %
Philp	21.05 %	17.07 %	18.33 %
Anchor	26.32 %	24.39 %	25.00 %
Spencer	nil	46.34 %	31.67 %
Modern	63.16 %	53.66 %	56.67 %
Sree Ram Krishna	nil	34.15 %	23.33 %
Butter Lof - Farinni	42.11 %	56.10 %	51.67 %
Long Lof - Farinni	52.63 %	21.95 %	31.67 %
Hot Bread - Farini	31.58 %	17.07 %	21.67 %
Golden Harvest - Far	42.11 %	48.78 %	46.67 %
Maaza	5.26 %	4.88 %	5.00 %
Prince	15.79 %	9.76 %	11.67 %
Mother	21.05 %	17.07 %	18.33 %
Lords	nil	26.83 %	18.33 %
East India	nil	31.71 %	21.67 %
Other Brands	89.47	65.85 %	73.33 %

**AVERAGE DAILY SALES VOLUME TURNOVER i.e.
NO. OF PACKS SOLD PER RETAILER**

(BRANDWISE FOR 400 gms & 200 gms PACKS)

(Figures in the table are average number of packs)

Brands	North Calcutta		South Calcutta		Entire CALCUTTA	
	400 gms	200 gms	400 gms	200 gms	400 gms	200 gms
Laurel	24.60	9.10	15.00	10.44	18.69	9.92
Flora	7.33	7.00	8.36	6.00	8.14	6.21
Philp	10.75	2.50	3.29	0.86	6.00	1.45
Anchor	14.20	---	21.30	1.00	18.93	0.67
Spencer	---	---	7.16	6.84	7.16	6.84
Modern	33.33	2.00	9.36	0.45	17.88	1.00
Sree Ram Krishna	---	---	11.64	5.71	11.64	5.71
Butter Lof - Farinni	8.12	---	5.96	---	6.52	---
Long Lof - Farinni	4.50	---	3.78	---	4.16	---
Hot Bread - Farinni	4.00	---	5.29	---	4.69	---
Golden Harvest - Far	7.63	---	5.45	---	6.07	---
Maaza	3.00	---	10.00	---	7.67	---
Prince	8.33	3.33	4.00	2.75	5.86	3.00
Mother	31.50	4.00	5.71	0.86	15.09	2.00
Lords	---	---	12.18	4.55	12.18	4.55
East India	---	---	18.92	6.54	18.92	6.54
Other Brands	56.65	13.47	20.93	7.85	34.73	10.02

MARKET SHARE OF NUMBER OF PACKS & VARIANTS OF BREAD BRANDS SOLD IN NORTH CALCUTTA

Bread Brands	Market Shares of packs & variants in North Calcutta			
	400 gm packs		200 gm packs	
	Plain/ White	Milk	Plain/ White	Milk
Laurel	7.15%	44.06%	20.90%	36.17%
Flora	1.20%	---	5.93%	---
Philip	1.20%	8.05%	2.82%	---
Anchor	1.64%	15.71%	---	---
Spencer	---	---	---	---
Modern	21.82%	---	6.78%	---
Sree Ram Krishna	---	---	---	---
Butter Lof - Farinni	3.55%	---	---	---
Long Lof - Farinni	2.45%	---	---	---
Hot Bread - Farini	1.31%	---	---	---
Golden Harvest - Farinni	3.33%	---	---	---
Maaza	0.16%	---	---	---
Prince	1.36%	---	2.83%	---
Mother	6.88%	---	4.53%	---
Lords	---	---	---	---
East India	---	---	---	---
Other Brands	47.95%	32.18%	56.21%	63.83%
T O T A L	100%	100%	100%	100%

MARKET SHARE OF NUMBER OF PACKS & VARIANTS OF BREAD BRANDS SOLD IN SOUTH CALCUTTA

Bread Brands	Market Shares of packs & variants in South Calcutta			
	400 gm packs		200 gm packs	
	Plain/ White	Milk	Plain/ White	Milk
Laurel	5.70%	35.88%	16.22%	62.32%
Flora	3.72%	4.41%	8.64%	---
Philip	0.82%	1.76%	0.78%	---
Anchor	7.39%	17.65%	1.31%	---
Spencer	6.57%	---	17.02%	---
Modern	9.95%	---	1.31%	---
Sree Ram Krishna	7.63%	1.48%	10.47%	---
Butter Lof - Farinni	6.62%	---	---	---
Long Lof - Farinni	1.63%	---	---	---
Hot Bread - Farini	1.79%	---	---	---
Golden Harvest - Farinni	5.26%	---	---	---
Maaza	0.97%	---	---	---
Prince	0.77%	---	1.44%	---
Mother	1.93%	---	0.79%	---
Lords	5.50%	5.88%	6.54%	---
East India	11.88%	---	11.13%	---
Other Brands	21.87%	32.94%	24.35%	37.68%
T O T A L	100%	100%	100%	100%

MARKET SHARE OF NUMBER OF PACKS & VARIANTS OF BREAD BRANDS SOLD IN ENTIRE CALCUTTA

Bread Brands	Market Shares of packs & variants in Entire Calcutta			
	400 gm packs		200 gm packs	
	Plain/ White	Milk	Plain/ White	Milk
Laurel	6.38%	39.43%	17.71%	51.72%
Flora	2.54%	2.50%	7.47%	---
Philip	1.00%	4.49%	0.64%	---
Anchor	4.69%	16.81%	0.89%	---
Spencer	3.49%	---	11.83%	---
Modern	15.52%	---	3.04%	---
Sree Ram Krishna	4.05%	0.83%	7.76%	---
Butter Lof - Farinni	5.17%	---	---	---
Long Lof - Farinni	2.02%	---	---	---
Hot Bread - Farini	1.56%	---	---	---
Golden Harvest - Farinni	4.35%	---	---	---
Maaza	0.59%	---	---	---
Prince	1.05%	---	1.88%	---
Mother	4.25%	---	1.97%	---
Lords	2.92%	3.33%	4.67%	---
East India	6.30%	---	7.70%	---
Other Brands	34.12%	32.61%	34.44%	48.28%
T O T A L	100%	100%	100%	100%

**SUMMARIZED MARKET SHARE OF
PACKS & VARIANTS FOR THE PROMINENT
BRANDS CUMULATIVELY AND THE LESSER
KNOWN / OTHER BRANDS IN ENTIRE CALCUTTA**

(Prominent brands are those which are specifically listed in previous pages)

	Summarized market share			
	400 gm packs		200 gm packs	
	Plain/ White	Milk	Plain/ White	Milk
Prominent brands	65.88%	67.39%	65.56%	51.72%
Other local/ lesser known brands	34.12%	32.61%	34.44%	48.28%
T O T A L	100%	100%	100%	100%

AVERAGE SELLING PRICE & RETAILER'S MARGIN OF BREAD BRANDS/ PACKS/ VARIANTS

(All figures in the table are in Rs.)

	400 gms				200 gms			
	Plain/ White		Milk		Plain/ White		Milk	
	Avg. selling price	Retailer margin	Avg. selling price	Retailer margin	Avg. selling price	Retailer margin	Avg. selling price	Retailer margin
Laurel	5.90 - 6.00	0.40 - 0.50	7.50 (450gm)	0.50 - 0.70	2.95 - 3.00	0.20 - 0.25	3.50	0.30
Flora	6.00	0.40 - 0.50	7.50	0.60	3.00	0.20 - 0.25	3.75	0.30
Philip	6.00	0.40 - 0.60	7.00	0.50 - 0.75	3.00	0.20 - 0.30	---	---
Anchor	6.00	0.40	7.50	0.50	---	---	---	---
Spencer	6.00	0.40 - 0.60	---	---	3.00	0.20 - 0.30	---	---
Modern	7.00	0.40 - 0.45	---	---	3.00	0.25	---	---
Sree Ram Krishna	6.00	0.40	---	---	3.00	0.20	---	---
Butter Lof - Farinni	8.50	0.50 - 0.70	---	---	---	---	---	---
Long Lof - Farinni	7.50	0.50 - 0.70	---	---	---	---	---	---
Hot Bread - Farini	8.50	0.50 - 0.70	---	---	---	---	---	---
Golden Harvest - Farinni	11.00	0.60 - 1.00	---	---	---	---	---	---
Maaza	6.00	0.40	7.50	0.70	---	---	---	---
Prince	6.00	0.40 - 0.50	---	---	3.00	0.20	---	---
Mother	6.50	0.50	---	---	3.25	0.25	---	---
Lords	6.00	0.40	---	---	3.00	0.20	---	---
East India	6.00	0.40 - 0.60	---	---	3.00	0.20 - 0.30	---	---
Other Brands	6.00	0.40 - 0.50	6.50 - 7.50	0.50 - 0.75	3.00 - 3.50	0.20 - 0.35	3.50	0.35

GROWTH OF BREAD MARKET

- Bread sales are estimated to have had an annual growth rate of approximately 4 - 5 % per annum in Calcutta for the past two years.
- Calcutta, according to retail sources is estimated to have enjoyed a better growth rate in volume terms in the premium breads priced at Rs.7.50 or above and is expected to be in the region of 6 - 7 % per annum.

OTHER FINDINGS

Credit / Payment terms :

- Credit, it appears are extended to retailers on a selective basis by the manually operated van salesmen at their own discretion and risk. The manufacturers themselves do not offer credit to retailers.
- In most cases for all the brands payment is collected by the van salesmen immediately upon delivery of the stock. However, it has been observed that in quite a few localities and for quite a few brands, stock delivery is made in the morning and payment collected in the evening or at best the following morning. Cases of payments being made by retailers after 2 - 3 days or more, although rare have nevertheless been observed.

Stock delivery timings :

- Most brands are delivered to retailers normally between 5-30 AM and 9-00 AM. However, a few brands including Modern (at quite a few localities) are delivered normally between 5-30 PM and 7-30 PM.
- Some of the lesser known brands have a practice of delivering stocks twice a day.
- None of the reputed brands make stock deliveries on Sunday.

Unsold bread stock :

- Unless very serious manufacturing and or packaging faults are detected, unsold bread stocks are never taken back by the manufacturers/ van salesmen.
- Retailers prefer to stock those brands which are exchanged without much hassles.

Distribution procedure :

- Bread stocks are invariably delivered to retailers by the manufacturers/ bakeries directly through the van salesmen. However, from unconfirmed sources it is understood that Mother is in the process of setting up a chain of area-wise distributors who in turn will cater to retailers and is also understood to be delivering bread in mechanized/ automated vans.
- Local brands have a pretty good existence in the local markets where they are manufactured (viz. Sun and Wonder in Beliaghata, Phulbagan area) . Some of

these local brand manufacturers even have their van salesmen visit the retail markets twice a day.

Visits by co. sales personnel :

- Surprisingly, in spite of immense competition, fast turnover and fast recovery of outstandings from the market, visits by company salesmen (other than that of the van salesmen) are unheard of. Modern is understood to have a couple of sales personnel but a few retailers have complained that in spite of a few of these salespeople living close to their shop, none have ever bothered to visit these retail outlets. Some retailers rue the fact that sales personnel of Hindustan Lever Ltd and even lesser known Fast Moving Consumer Goods companies regularly call on them to enquire about market conditions irrespective of the number of units of those companies products they sell. But Bread manufacturers take the retailers for granted.

Retailer & Van salesman's earnings :

- The van salesmen earn through commission on actual sales only. Depending on the rapport that a van salesman has with the retailer and also the sales pressure that the former has on himself, a higher margin is quite often passed on to a retailer to partly achieve the desired sales volume. Therefore, the margins of retailers by selling the same brand could vary from shop to shop.

Printing of manufacturing date on packaging :

- Unsold stocks are rarely taken back by the bakeries and therefore experienced retailers willingly or unwillingly pushes the somewhat older stocks to customers taking full benefit of the fact that his own assurance of the bread quality is a very important attribute for bread purchase. However, comparatively newer retailers want manufacturing date to be printed on the packaging since he is yet to attain the same degree of customer loyalty as his experienced counterpart.

Incentives for retailers :

- The brand Mother has announced a promotional scheme for retailers which is presently on. In lieu of bulk upliftment by retailers over a time span from 15.08.1997 to 14.10.1997 and subject to attainment of a pre set target (in terms of volumes i.e. in multiples of 400 gms equivalent to 1 unit point), gift in kind viz. silver coin (worth Rs.70/- for 300 unit points), calculator (Rs.125/- for 500 points), cooker (Rs.600/- for 2500 points), gold ring (Rs.2400/- for 10000 points), refrigerator (worth Rs.12,000/- for 50000 points) are offered to retailers. Top retail counters have been promised additional bonus gifts. At the lowest slab, the monetary value of the incentive works out to about Re.0.23 . The scheme however, lays down a precondition that no stock return would be permitted. The company has also assured the retailers that in

case of non supply on a particular day / days, the scheme will be extended by those many day / days.

- Spencer is understood to be preparing a promotional scheme for retailers. The details however, were not available.

Bun sales :

- Barely 15% of retailers stock buns which are primarily unbranded and manufactured by a host of local bakeries.
- Sales value of buns can not be quantified as a percentage of bread sales because no concrete pattern could be arrived at.
- The unit cost of a bun package vary between Rs.1.50 to Rs.8.00

Effect of value added high premium brands on local sales :

- Flury's, Kathleen, Hot Bread and Iskcon hardly has any effect on bread sales of the local retailers.

Maximum & Minimum sales period :

- Maximum sales take place on Saturdays and Mondays. There's a marked increase in sales of bread during the winter months.
- Sales drop during summer months and during school holidays.

RECOMMENDATION

RECOMMENDATION

- The bread brand proposed to be launch should not be positioned as another *me too* brand.
- A high retail reach is very important. However, the quality of retail outlet should have parity with the exclusive USPs of the proposed brand.
- It is suggested that areawise distributors with mechanized autovans be selected for a greater retail reach in the shortest possible time frame, while keeping the overheads to the bare minimum.
- Stock deliveries to retail outlets should not be suspended unless absolutely required.
- Shops inside or in the immediate vicinity of bazars should be very well covered. Bread purchase takes place mainly during the daily household marketing chores.
- Retailers should be paid a slightly higher commission than any of the competing brands.
- Company sales people must make regular visits to retail outlets without fail.
- Promotional schemes for consumers and retailers will have to be devised and implemented at regular intervals for a *top of the mind* brand recall.
- Point of purchase promotional materials will have to be generously distributed to retailers and means will have to be devised to ensure that the POP materials are properly displayed.
- Plastic carry-bags with the bread inside and prepacked from the bakery itself will be a good idea.
- Bread in general is a very price sensitive product. Therefore, it is suggested that the proposed brand be priced in the premium segment and targetted towards such class of people who are less sensitive to the higher price.
- However, while on the subject of pricing, it is advisable that not 1 but 2 -4 brands be launched in different price segments to cater to almost all categories of consumers and have a USP in each of the price segments.

**QUESTIONNAIRE
FOR
RETAILERS**

Project : FAST (Retailers)

1. Respondent: a) _____ Designation : a) _____
b) _____ b) _____

2. Name of outlet : _____

3. Address : _____

Phone : _____

4. Type of outlet (please circle) : (i) Paan / Cigarette kiosk (ii) General provision store (iii) Grocery store (iv) Packed food store selling biscuit, namkeen, confectionary, ice-cream, etc.

5. Shop category (interviewer to mark A/ B/ C by virtue of the perception developed during the course of the interview taking into consideration the following : customer traffic, customer handling, housekeeping, variety of products sold, sales volume of study products, overall size of shop, strategic location, etc.) : _____

6. Sales pattern ratio (volumewise) : _____ % actual consumers : _____ % other small outlets : _____ % instn.

7. Customer profile : (a) Volumewise proportion of Daily bread buyers _____ % : Every 2-4 days buyers _____ % : Occasional buyers _____ %

(b) How important is the role/ preference of the following decision makers for purchase & usage of the study product among your clients : (please rate on a scale of 1 - Low <=> 6 - High)

Non working / working ladies _____ ; Male wage earners _____ ; Company executives _____ ; Businessmen/ Traders _____ ; Self employed professionals _____ ; Elders / retired members of HH _____ ; Children (upto 18 yrs) _____ ; Youths (Males 18-25 years) _____ ; Youths (Females 18-25 years) _____ ; Domestic help _____

8. On a normal working day, volumewise when does sales take place : Within 9 AM _____ % ; 9 AM - 12 noon _____ % ; 12 noon - 5 PM _____ % ; After 5 PM _____ %

9. Which of the following bread manufacturers affect the bread sales volume of your outlet (please circle) :
FLURY'S / KATHLEEN / HOT BREAD / ISKCON / None

10.(a) Other than Breads, do you sell Buns also (Pls. circe): Y E S / N O (If YES, ask question 10.b)

10.(b)(i) Valuewise what is the average daily sales of Buns : Rs. _____ /- AND (ii) _____ % (as %age of total value of bread + buns sold daily)

11. Importance of attributes as perceived by the retailer separately (a) for BREADS in general and also (b) for only the specific brands stocked and sold , to ascertain the reason for the success of the study products :

[Perceptions to be rated on a scale of 1 - Unimportant <=> 10 - Extremely Important. Retailers should first be asked to give their perception as HIGH or MEDIUM or LOW (which may not be jotted down in the questionnaire) and then asked to give an appropriate rating as follows : HIGH has arange of ≥ 7 ; MEDIUM has a range of 4-6 ; LOW has arange of ≤ 3]

- Farinni																
HotBread-Farimi																
Golden Harvest-F																
Maaza																
Prince																

13. What was your **avg. daily sales volume** of (i) 400gms _____ (Calendar Yr **1995**); 200gms _____ (C.Y. **1995**) / (ii) 400gms _____ (C.Y. **1996**); 200gms _____ (C.Y. **1996**)

14. Which **days of the week / months of the year** do you have the **maximum and minimum sales** of bread :

15. **Remarks** (viz. what about incentives offered by mnfrs., etc.)
