



BALAJI WAFERS

ALIYA FERNANDES

ROLL NO. 2



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INTRODUCTION

Balaji Potato Wafers is manufactured by one of India's leading snack-food manufacturers and distributors.

This report is made with the aim of collecting data on Balaji wafers by conducting a survey and analyzing the demand, supply, market conditions and the different elasticities of demand.



PRODUCT ANALYSIS

Balaji Wafers is a manufacturer of potato wafers and varieties of salted snacks and savouries in India.

Features

- Long shelf life
- Easily available
- Rich aroma
- Resonably priced
- Mouthwatering taste

Pricing

One of the reasons why Balaji potato wafers are attracted by consumers is its decent price. All of the products prices range from Rs. 5 to Rs. 35



Rs. 5



Rs. 10



Rs. 35

PRODUCT ANALYSIS

Availability

Balaji potato wafers are conveniently available in grocery stores. it's also available on almost every online grocery shopping platform like Big Basket, Amazon, Flipkart.

Utility

Apart from its mouthwatering taste, Balaji Wafers is reasonably priced and that's what makes it so appealing to the the customers.

81.4% of our targeted population consume this product and 92.7% find it reasonable.

PRODUCT ANALYSIS

SWOT Analysis

Strengths :

- High production capacity
- Local market knowledge
- Extensive distribution network
- Penetrative pricing



Weakness :

- Less diversification of products
- Restricted operations to few states



Opportunities :

- Expanding into new states
- Diversification of products
- New channels of sales- Internet sales and non-store retailing



Threats :

- New Entrants
- Tough competition

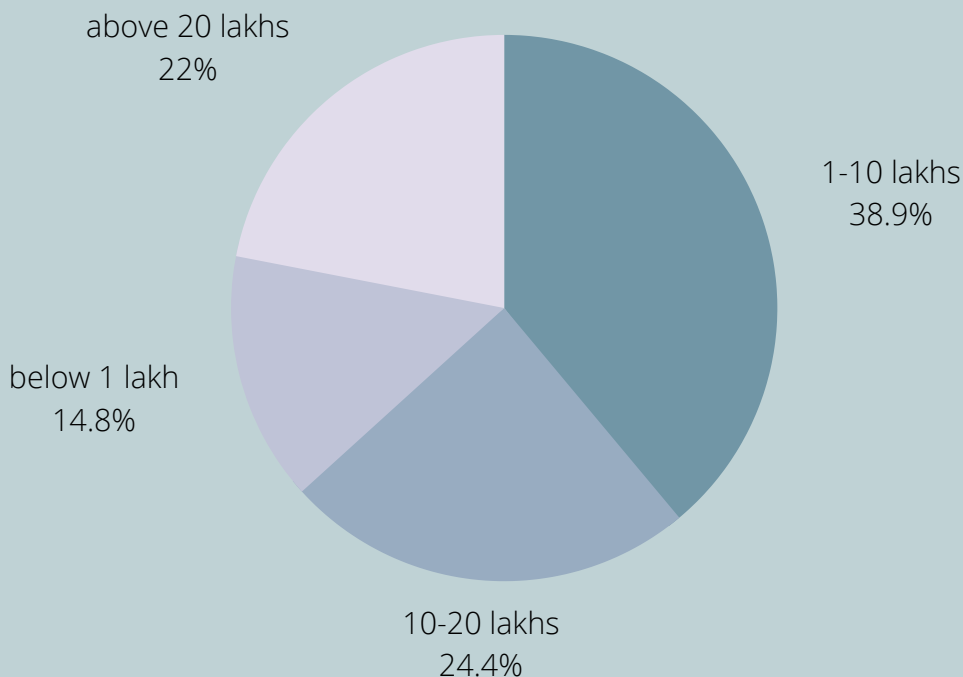


SURVEY ANALYSIS

AGE DISTRIBUTION

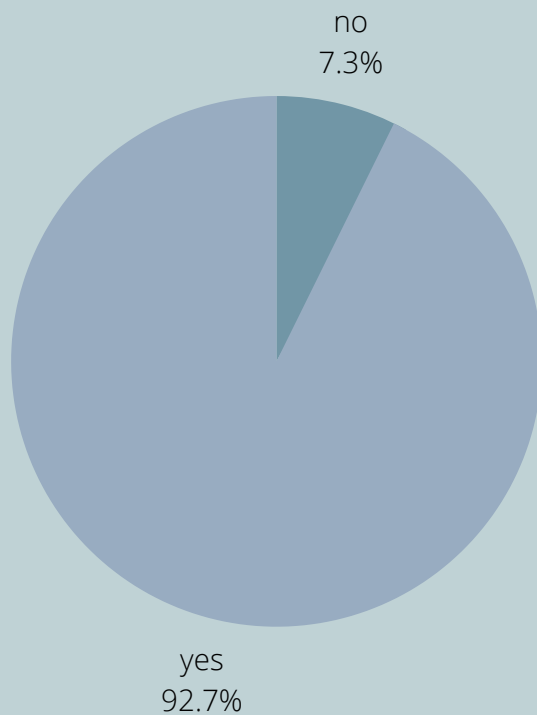


INCOME DISTRIBUTION



SURVEY ANALYSIS

PRICE REASONABLENESS



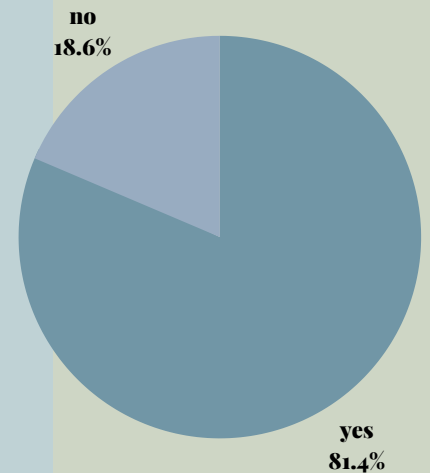
AVERAGE RATINGS



PRODUCT DEMAND

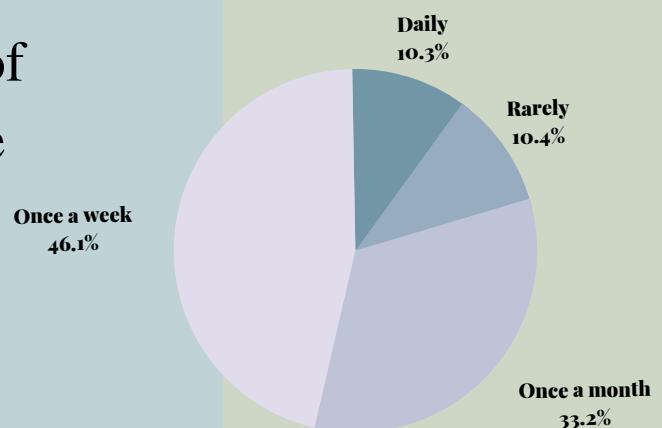
CONSUMERS OF THE PRODUCT

Through the survey that was conducted to analyze the demand for the product. We see that 81.4% of our population are consumers of Balaji wafers.



REGULARITY OF CONSUMERS

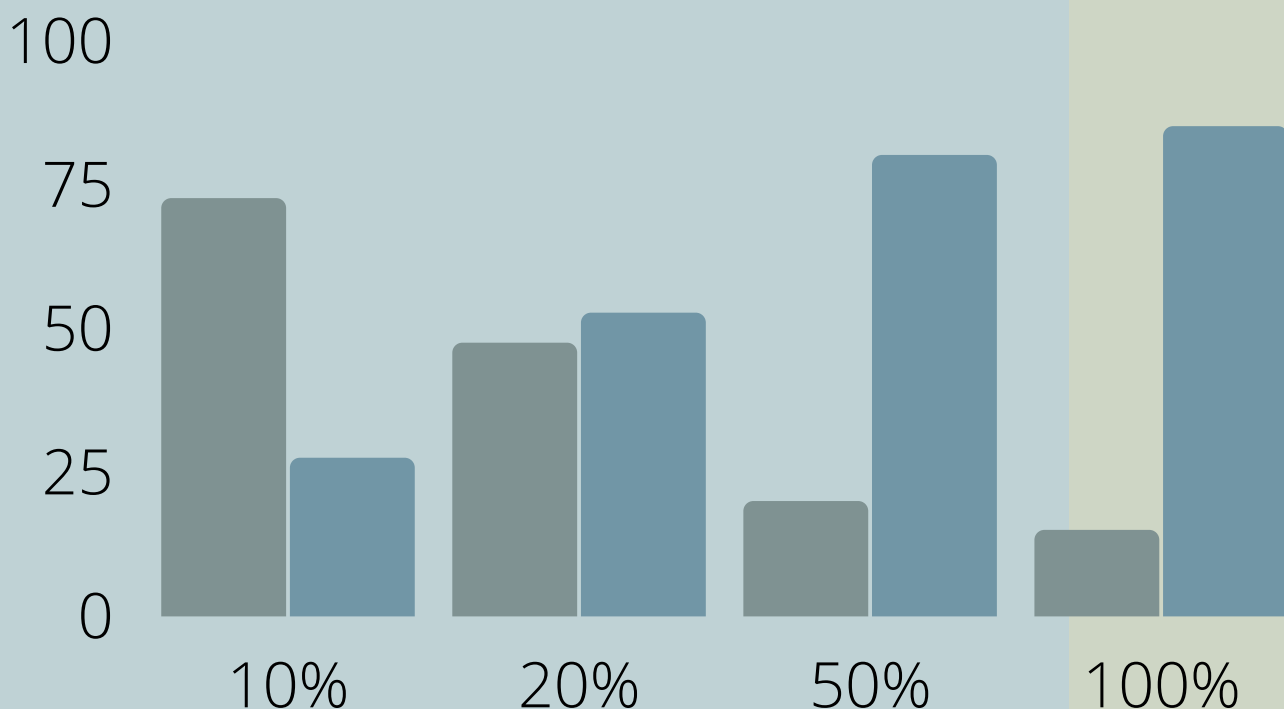
The consumers of Balaji wafers from our population were asked how often do they consume the product and majority (46.2%) of the population of consumers of Balaji wafers consume it once a week. 31.2% consume it once a month and 10.5 consume it daily and the rest consume it rarely. Balaji Wafers has a high demand in our targeted location.



PRODUCT DEMAND

Consumers of Balaji wafers were asked if they will continue consuming Balaji wafers if its price increased and we got the following responses.

As shown in the graph, 72.5% of our population would still continue consuming this product if its price increased by 10%. Almost 50% of the consumers won't find it worth continuing the consumption of Balaji wafers if its price increased by 20%. And 80% will discontinue the consumption of this product if its price increased by 50%. As we can see, the rise in the price of the product up to 100% would cause 85% of our population to discontinue consuming it.



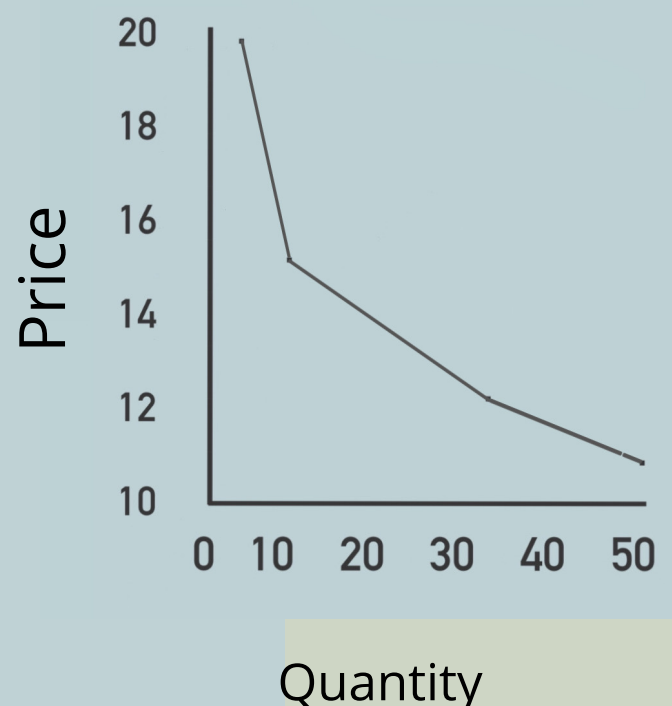
DEMAND CURVE

As per the data collected, we've found that 72.5% of our population would still consume the product if the price increases up to 10% i.e. Rs. 11. A slight increase to Rs. 12 would cause almost 50% to cease the consumption of this product. And an increase to 100% which would be Rs. 20 would cause 85% of the population to discontinue its consumption

From the survey conducted and responses recorded we can plot a demand curve for Balaji wafers.

We see that the quantity demanded decreases with an increase in price.

Price and Quantity demanded are inversely proportional.



INDUSTRY ANALYSIS

Gujarat Based Balaji Wafers Riding High On Successful Succession Planning is the second-largest business chain worldwide. There are around 13800 outlets of Gujarat Based Balaji Wafers Riding High On Successful Succession Planning around the world having sales profits of 2.47 billion.

MARKET CONDITIONS

Riding on an impressive growth rate of over 20 percent in the last few years, Balaji, which clocked a turnover of almost ₹2,400 crores in fiscal 2020, is now loading its plate with diverse new offerings.

It consists of all the external forces and opportunities which impact the organization favorably. Balaji Wafers plans to invest Rs 200 cr in next 2 years to expand to the south and north Indian markets by setting up local units.

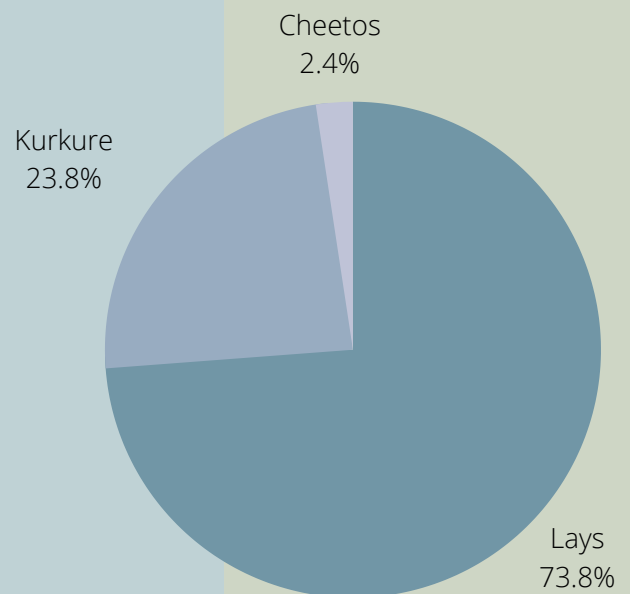
Balaji Potato chip makers are taxed at 12% under GST, up from the effective tax rate of 5% under the current VAT regime

SUPPLY OF THE PRODUCT

The providers of Gujarat Based Balaji Wafers Riding High On Successful Succession Planning are reliable and dependable. They supply the raw products and components to them on time which secures the supply chain management process.

As per the survey conducted, our population was asked if they prefer any substitute besides Balaji wafers and majority of them chose Lays and Kurkure considering the taste and quality.

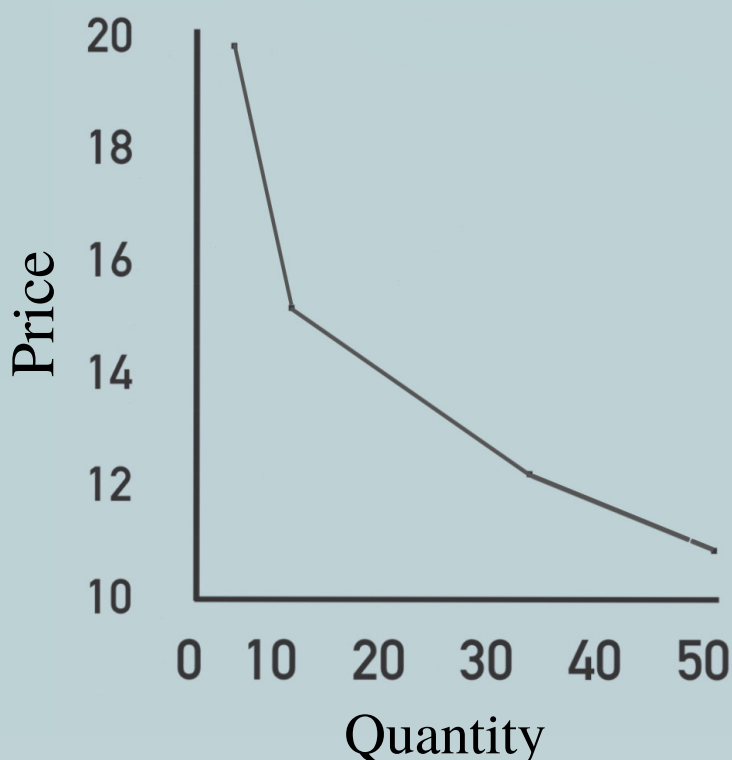
Beer and Balaji potato wafers are complementary products. An increase in the popularity of beer will increase the demand for potato wafers



PRICE ELASTICITY

From the data collected, we can calculate the price elasticity of the product assuming that all 40 people have equal demand.

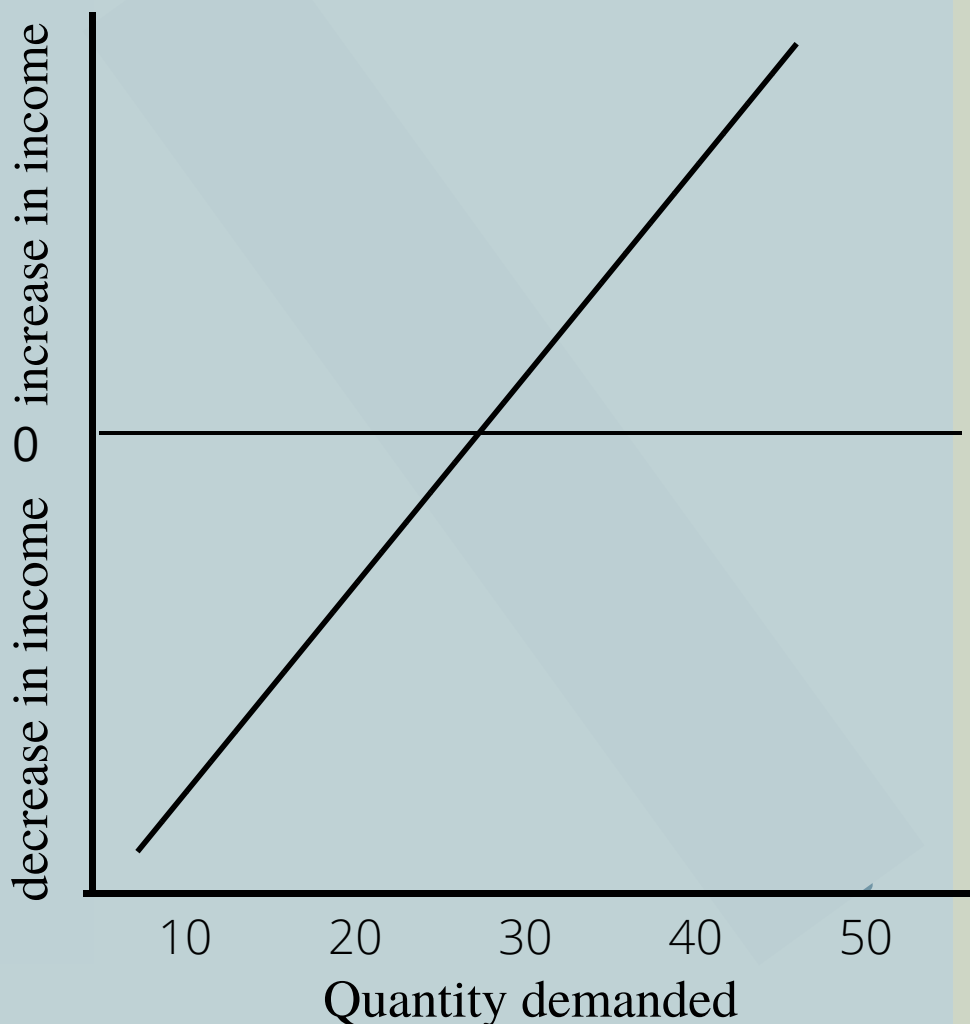
Price	People willing to consume
10 ₹	40 ($50 \times 100\% = 50$)
11 ₹	29 ($50 \times 72.5\% = 36.25$)
12 ₹	18 ($50 \times 47.4\% = 32.6$)
15 ₹	8 ($50 \times 20\% = 10$)
20 ₹	6 ($50 \times 15\% = 7.5$)



INCOME ELASTICITY

As per the conducted survey, we can calculate the income elasticity of the product.

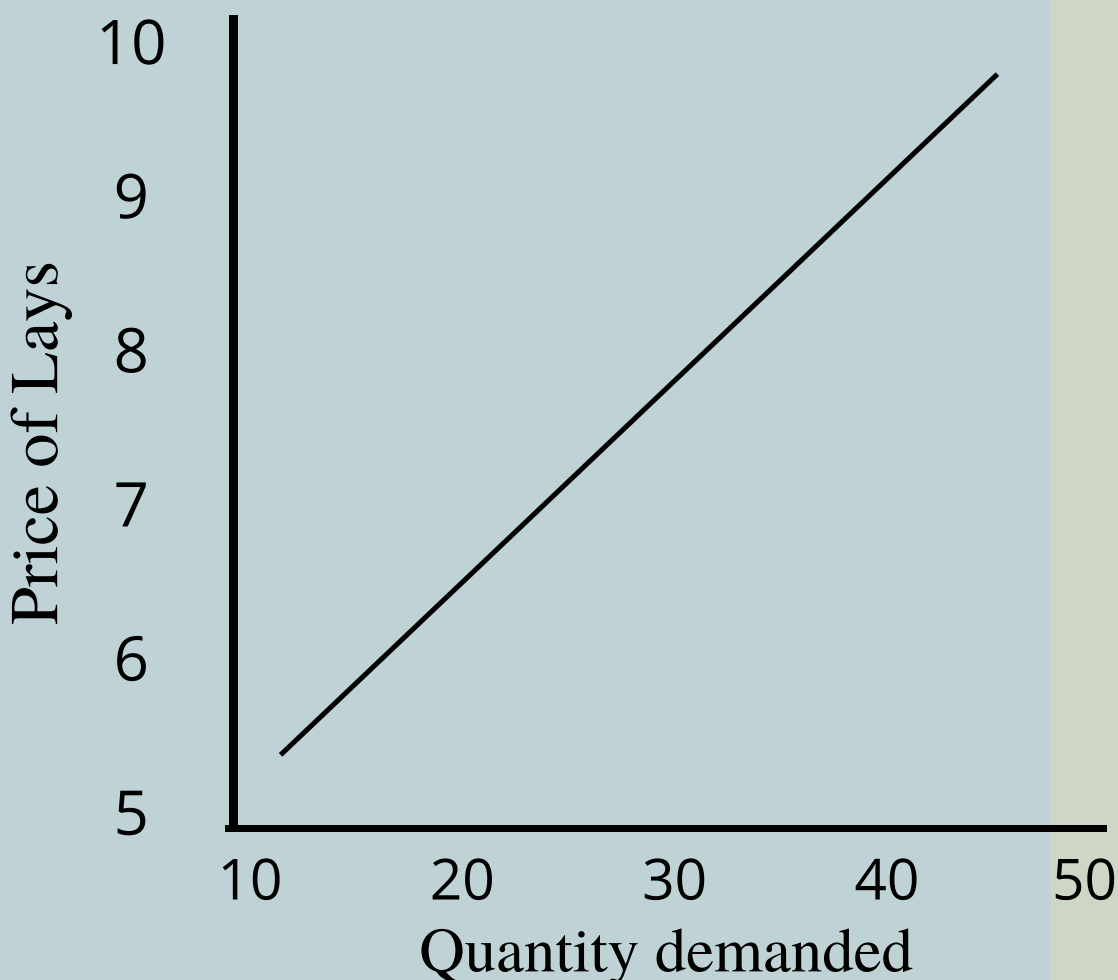
Our population was asked if they will continue consuming the product if their income increased or decreased and here is what we can conclude.



CROSS ELASTICITY

Cross elasticity of the product can be calculated from the responses collected through the survey.

Our population was asked if they will cease the consumption of the product if the price of their preferable substitute decreased and here is what we can conclude.



CONCLUSION

After analyzing the demand, supply and various other factors, we can conclude that Balaji potato wafers has a high demand among children and teenagers. The consumers are very satisfied with its price, taste and availability.

Balaji wafers has many opportunities to grow and expand their business as it has a good consumer base.

Consumers also prefer its substitutes and a drop in the prices of substitutes would cause the demand to drop as well.

We've also calculated the different elasticities of demand and seen how different factors affect demand.



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