

**"A STUDY ON CUSTOMER BRAND AWARENESS AND BRAND PREFERENCE OF ROYAL RICH PRODUCTS, AT ROYAL RICH CONDIMENTS PVT.LTD"**

**Project Report**

Submitted in partial fulfilment of the requirements

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**MASTER OF BUSINESS ADMINISTRATION**



University of Calicut

**By**

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**(YPAWMBA045)**

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## **DECLARATION**

I, **AVINASH P B**, hereby declare that the Project Report entitled “**A STUDY ON CUSTOMERS BRAND AWARENESS AND BRAND PREFERENCE OF ROYAL RICH PRODUCTS AT ROYAL RICHCONDIMENTS PVT. LTD**” has been prepared by me and submitted to the University of Calicut in partial fulfilment of the requirement for the award of **Master of Business Administration** is a record of research done by me under the supervision and guidance of **Ms. NAYANA S, Assistant Professor**, Naipunnya Business School, Pongam, Koratty East, Thrissur

I also declare that this Project work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or recognition before any authority

Place: Koratty East, Thrissur

Date:

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**CHAPTER I**  
**INTRODUCTION**

## **1.1 INTRODUCTION**

This project, conducted over a period of 8 weeks at Royal Rich Condiments Pvt. Ltd. in Palissery, delves into the critical aspects of customer brand awareness and brand preference for Royal Rich products. The primary objective is to understand the extent of customer awareness regarding Royal Rich products and how this awareness influences their purchasing decisions. In today's competitive market, delivering products that provide value and customer satisfaction is paramount, and strong brands are essential for business performance and market prominence. A well-recognized and positively regarded brand can significantly enhance the value of a product in the minds of consumers. This study measures the levels of brand awareness and preference for Royal Rich Curry Masala products, aiming to highlight the effectiveness of the marketing tools used and identify the attributes that make customers prefer the brand. By focusing on key metrics such as awareness and preference, the study provides insights into the consumer's ability to recognize and recall the brand, which is crucial for making informed purchasing decisions. The research is highly relevant, given the importance of a strong brand image in today's market, where the goal is to win consumer preference. The ESSEN Group, with its experience in the oil industry and food products, has initiated efforts to cater to the evolving tastes and appetites of customers. This study aims to understand the level of brand awareness and customer preference for Royal Rich Curry Masala products and to analyze the impact of product quality on brand preference, providing valuable insights for enhancing brand strategies and customer satisfaction.

In today's competitive market, the importance of a strong brand cannot be overstated. Brands serve as a promise of quality and consistency, influencing consumer perceptions and purchasing behavior. For Royal Rich Condiments Pvt. Ltd., establishing a robust brand presence is crucial to differentiate itself from competitors and to build lasting relationships with customers. This project aims to investigate the current level of brand awareness among customers and to identify the factors that contribute to their preference for Royal Rich Curry Masala products. By understanding these elements, the company can develop targeted marketing strategies that not only increase brand recognition but also foster loyalty and repeat purchases.



Furthermore, the research explores how various marketing tools and campaigns have impacted consumer perceptions of the Royal Rich brand. It examines the effectiveness of these efforts in enhancing brand recall and preference, providing a comprehensive analysis of the brand's market position. The study also considers external factors such as market trends, consumer behavior, and competitive actions that may influence brand perception. By integrating these insights, Royal Rich Condiments Pvt. Ltd. can refine its marketing approaches, ensuring they resonate more effectively with their target audience and adapt to the dynamic market environment. This strategic approach is expected to drive sustained growth and solidify the brand's presence in the marketplace.

## **1.2 STATEMENT OF PROBLEM**

The primary challenge identified in this study was to analyze issues related to brand awareness among customers and determine the most preferred brands in the market. Specifically, the research focused on understanding customer awareness and preference for Royal Rich products, particularly their curry masala powders. It aimed to assess the level of brand loyalty customers exhibit towards Royal Rich and identify factors that influence their purchasing decisions. By evaluating these elements, the study sought to provide insights that could help Royal Rich Condiments Pvt. Ltd. enhance its brand.

## **1.3 OBJECTIVES**

- To Understand the awareness level of Consumers of Royal Rich Condiments Pvt Ltd
- To Understand the Demographic Profile of Consumers Using Royal Rich Products
- To identify the Attributes that results in brand preference of Royal Rich Condiment PVT LTD

## **1.4 SCOPE OF THE STUDY**

The study investigates the longevity of Royal Rich products' market penetration by focusing on strategies to maintain customer satisfaction and meet evolving demands in a competitive environment. It aims to understand how Royal Rich can continue to thrive and retain its market share amidst changing consumer preferences and economic conditions. The scope of the study encompasses several critical areas to provide a comprehensive analysis. Firstly, the study examines the effectiveness of Royal Rich's

current marketing strategies and their impact on brand awareness and customer loyalty. It seeks to identify how well customers recognize and prefer Royal Rich products compared to competitors, providing insights into potential areas for improvement. Secondly, the study evaluates customer satisfaction levels, focusing on the quality, variety, and value of Royal Rich products. By understanding customer expectations and experiences, the study aims to recommend strategies to enhance product offerings and customer service.

Additionally, the study analyzes the external factors influencing market penetration, such as economic conditions, market trends, and competitive actions. It considers how these factors affect consumer behavior and purchasing decisions, helping Royal Rich adapt its strategies accordingly. Moreover, the study investigates the internal factors within the company, such as employee satisfaction, work environment, and operational efficiency. It explores how these elements contribute to overall business performance and customer satisfaction.

In conclusion, the study aims to provide actionable insights and recommendations for Double Horse to maintain and enhance its market position by keeping customers happy and meeting their changing demands in a dynamic and competitive market landscape. strategies and strengthen customer loyalty. This comprehensive analysis is crucial for developing effective marketing approaches that resonate with the target audience and improve overall brand performance.

## **1.5 PURPOSE OF THE STUDY**

The project study focused on "Customers' Brand Awareness and Brand Preference of Royal Rich Products at Royal Rich Condiments Pvt Ltd." aimed to delve into how well customers recognize and choose Royal Rich products. The research sought to understand the extent of customers' awareness of the Royal Rich brand, identifying the factors that contribute to their knowledge and recognition of the brand. Additionally, it explored the reasons behind customers' preferences for Royal Rich products over competitors, examining aspects such as product quality, price, packaging, and marketing strategies. The study also investigated the effectiveness of Royal Rich's advertising campaigns and the role of word-of-mouth recommendations in shaping consumer preferences. By analyzing these elements, the study intended to provide comprehensive insights into customer behavior and preferences, helping Royal Rich

Condiments Pvt Ltd to enhance their brand positioning, improve customer engagement, and tailor their marketing efforts more effectively to meet consumer needs and expectations. Furthermore, the research aimed to identify potential gaps in the market that Royal Rich could exploit to increase its market share and customer loyalty.

## **1.6 RESEARCH METHODOLOGY**

Research methodology refers to the systematic approach and techniques utilized to conduct investigations, gather information, analyze data, and arrive at dependable conclusions. To ensure the accuracy and validity of study findings, researchers must carefully select and employ various research methods, tools, and procedures. The comprehensive framework and design of a research study encompass its objectives, inquiries, and hypotheses, as well as its data collection methods, sampling strategies, data analysis procedures, and ethical considerations. This methodology provides a well-structured approach to conducting research, guiding researchers in systematically exploring and analyzing a particular subject or issue.

The choice of research methodology employed depends on several factors, including the nature of the study, its objectives, the type of data required, and the available resources. Common research approaches include quantitative research, qualitative research, mixed methods research, experimental research, case study research, survey research, and action research. Each methodology has a distinct set of methods and resources that are utilized to systematically and comprehensively gather and examine data.

Quantitative research involves the collection and analysis of numerical data to identify patterns, relationships, and trends. It often employs statistical tools and techniques to test hypotheses and make predictions. Qualitative research, on the other hand, focuses on understanding human behavior, experiences, and social phenomena through non-numerical data such as interviews, observations, and textual analysis. Mixed methods research combines both quantitative and qualitative approaches to provide a more comprehensive understanding of the research problem.

Experimental research is characterized by the manipulation of variables to determine cause-and-effect relationships. It typically involves controlled environments and random assignment of participants to different conditions. Case study research involves

an in-depth investigation of a single case or a small number of cases within their real-life context. Survey research collects data from a large number of respondents using questionnaires or interviews to gather information about their attitudes, beliefs, and behaviors. Action research is a participatory approach where researchers and practitioners collaborate to solve a problem and improve practices within a specific context.

The validity, accuracy, and dependability of study conclusions are critically reliant upon the research methodology. A well-designed and executed research methodology enhances the authenticity and quality of research findings by providing a structured and transparent research process. This transparency allows other researchers to replicate or build upon the study, contributing to the cumulative knowledge in the field. Ethical considerations are also a crucial component of research methodology, ensuring that the study is conducted in a responsible and ethical manner, respecting the rights and well-being of participants. Research methodology is the backbone of any research study, providing the framework and tools necessary for systematically investigating and analyzing a particular subject or issue. By carefully selecting appropriate methods and procedures, researchers can ensure the accuracy, validity, and reliability of their findings, ultimately contributing valuable insights to their field of study.

## **RESEARCH DESIGN**

A research design offers a structure for the collection and analysis of information. A research design is also known as a framework or blueprint. Research plans establish a framework for the collection and analysis of data. As a result, the research plan serves as the basis for studying the problem once the hypothesis has been formulated. The methodology used in a study is crucial to the reliability and validity of the findings. Therefore, this section focuses on the research technique used for this study to achieve the research objectives. This section of the document also includes a description of the tools used to measure various constructs relevant to this study.

Descriptive research is used when studying a specific phenomenon and there is a need to describe, clarify, and explain its internal relationships and properties. Descriptive research aims to provide an accurate profile of the individuals, events, and situations being surveyed, as well as the method of analysis before data collection. In contrast to

exploratory research, descriptive research defines the questions, individuals surveyed, and method of analysis before data collection begins.

A research design is the blueprint for a research study. It is the framework that has been established to seek answers to research questions. The design of the study defines the type of study (descriptive, correlational, quasi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study), research question, hypotheses, independent and dependent variables, etc. The chosen methodology for this study is the "Descriptive Research Design". Explanatory research explains the characteristics of a population or phenomenon under investigation. It aims to depict the individuals involved in the study accurately. The focus is on providing a detailed description of the participants. This scientific approach involves observing and describing the behavior of a subject without exerting any influence.

I have used descriptive research design in this study. This approach is appropriate because it allows for a comprehensive description and understanding of the characteristics and behaviors of consumers who use the products of Royal Rich Condiments PVT. LTD. Descriptive research helps in identifying patterns, trends, and relationships within this specific consumer group, providing valuable insights that can inform business strategies and decision-making.

## **POPULATION OF THE STUDY**

The term "population" refers to the total set of individuals who, according to the researcher's sampling criteria, have a certain attribute. In this study, the population includes all the Consumers using curry powder products in Thrissur District.

## **SAMPLING**

The process of choosing a sample from the entire population is referred to as sampling. In this study, I have used Convenience Sampling. Convenience sampling, a type of non-probability sampling, involves collecting data from a population that is easily accessible to the researcher. Instead of employing random selection methods, participants are chosen based on their availability and willingness to participate. In this study, the sample comprises homemakers, Working Professionals, and self-employed individuals who use Curry powders

## **SAMPLE SIZE**

The number of observations that make up a statistical sample determines its size. Any empirical study that seeks to determine information about a population from a sample must consider the sample size as a key factor. The study of the sampling size includes the respondents. In this study, a total of 116 respondents, were selected for the project survey.

## **SCALING TECHNIQUE**

The measurement utilized for the investigation is 'Five Point Likert scale. Scaling is the area of measurement that involves the development of a tool that connects qualitative ideas with quantitative metric units. A Likert scale is a technique used to portray individuals' viewpoints toward a topic. It is the most frequently used technique for scaling responses in survey research. The Likert Scale is used to allow individuals to express the degree to which they agree or disagree with a specific statement.

The format of a five-point Likert scale, for example, could be:

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree

## **TOOLS USED FOR STUDY**

To accomplish the objective of the study, the researcher had to depend on the primary data. Primary data refers to information that is collected firsthand and for the first time using a questionnaire. To guarantee that respondents answered the questions candidly and truthfully, they were informed that there were no right or wrong answers to these questions and that their professional standing would be held in complete secrecy. The questionnaire was distributed through Google Forms.

### ➤ **Percentage Analysis**

The percentage method was used for data analysis. In percentage analysis, the information is condensed into a standardized format with a base of 100, making it easier to compare. The main purpose of percentage analysis is to standardize the participants' responses. This analysis is conducted on all the data collected through the survey, primarily to understand the distribution of respondents in each category. Percentage analysis utilizes percentages to process the data. This approach converts the numbers into a range of 0-100 using percentages.

The formula used is:

$$\text{Percentage of Respondent} = \frac{\text{No. of Respondent}}{\text{Total no. of respondent}} \times 100$$

Tools used for the presentation of data

Tables, graphs, and charts were used for the presentation of data.

### ➤ **Pie chart**

A pie chart shows data, information, and statistics in an easily readable pie slice format with various pie widths that indicate the number of instances of a certain data component. More of that particular data was acquired the larger the slice.

### ➤ **Bar chart**

A bar graph is a type of mathematical visualization of data. A bar graph is a chart that compares two categories of data using bars; there are two types of bar

graphs: vertical and horizontal

## **DATA COLLECTION**

Data collection involves the systematic recording and accounting of information gathered during an investigation. This study exclusively utilizes primary data, which refers to original materials that form the basis of research. Primary data consists of firsthand testimonies or direct evidence pertinent to the topic under study. Unlike secondary data, primary data is presented in its original form, without any interpretation, summarization, or assessment by other authors.

For this study, primary data is collected through surveys administered to participants. Feedback from respondents is obtained using questionnaires, which are designed to elicit specific information related to the research objectives. The participants are allowed to complete the questionnaires themselves, ensuring that the data collected reflects their insights and experiences directly.

In addition to primary data, this study also incorporates secondary data, which includes both published and unpublished information. Published data sources encompass technical and trade journals, books, magazines, newspapers, and reports, as well as publications from various business and industry associations. These sources provide a wealth of information that has been previously vetted and disseminated to a broader audience.

Unpublished secondary data is obtained from scholars, researchers, trade associations, labor bureaus, and other public or private individuals and organizations. This type of data can include internal reports, unpublished studies, and other forms of information that have not been made publicly available.

## **1.7 LIMITATIONS OF THE STUDY**

- The researcher had only a limited period of 8 weeks of study. So, the study was time-bound
- The researcher had limited experience in the field being a student
- Some of the respondents were reluctant to answer all the questions being collected from a sample of population, this view cannot be generalized to a large population
- Since the information is being collected from a sample of population, this view cannot be generalized to a large population

## **1.8 INDUSTRY PROFILE**

### **FOOD INDUSTRY**

The food industry is a vast and multifaceted domain that encompasses all stages of food production, from agricultural practices to retail and consumption. Within this industry, the seasonings and condiments sector, including curry powders and spices, plays a



crucial role. This sector begins with the cultivation of spice plants like turmeric, cumin, coriander, and chili peppers in suitable climates found in major spice-producing countries such as India, Sri Lanka, and Indonesia. After harvest, these spices undergo processing steps like drying, grinding, and blending to create consistent and unique flavor profiles for curry powders. Packaging is essential to preserve freshness, protect from contamination, and provide information such as ingredients and expiration dates. The distribution network, which includes wholesalers, retailers, and online platforms, ensures that these products are available globally, enhancing the interconnectedness of world cuisines. Safety and quality control are paramount, involving rigorous testing and adherence to food safety regulations to ensure consumer safety. Continuous research and development drive innovation in new spice blends and improved products, often highlighting health benefits. Marketing strategies emphasize authenticity, quality, and health benefits to meet consumer demand for diverse and health-conscious food options. The economic impact of the food industry is significant, providing employment, supporting agricultural livelihoods, and driving global trade, with spices playing a vital role in enriching global cuisine and fostering cultural exchange. This complexity and importance highlight the food industry's critical role in delivering safe, high-quality, and diverse food products worldwide.

The food industry is an expansive and multifaceted sector that encompasses a wide range of activities related to the production, processing, distribution, and consumption of food products. One of its significant segments is the seasonings and condiments sector, which includes curry powders and spices. This segment plays a crucial role in global cuisine, enhancing the flavor and nutritional value of dishes. The journey of spices and curry powders from farm to table involves several stages, each contributing to the overall complexity and economic impact of the food industry.

India's agribusiness sector has achieved remarkable progress over the last three and a half decades. Food processing is one of the biggest agribusiness Industries in India, it ranks fifth in terms of production, consumption, and export. Unprocessed foods are susceptible to spoilage by biochemical processes, microbial attack, and infestation. The right post-harvest practices such as good processing techniques and proper packaging, transportation, and storage can play a significant role in reducing spoilage and extending shelf life. Though India is one of the major producers of food globally, it accounts for only 1.7 percent of world trade in processed foods.

Food processing as such is a large sector that covers various economic works like agriculture, horticulture, plantation, animal husbandry, and fisheries. The food processing sector is a highly fragmented industry and has several segments like Dairy, fruits, and vegetable processing. Grain processing, Meat, and poultry processing, Fisheries, and Consumer foods include packaged foods, beverages, and packaged drinking water.

The global processed food market is estimated at \$3.2 trillion. The Indian food market is estimated at \$182 billion. In India, every year food processing industry is growing at a rate of 14 percent. The total food production in India is likely to double in the next ten years and there is an opportunity for large investment in food and food processing technologies especially in areas of canning, dairy and food processing, specialty processing, packaging, frozen food, or refrigeration and thermal processing. Fruits and vegetables, fisheries, milk and milk products, meat and poultry, packaged or convenience foods, alcoholic beverages, soft drinks, and grains are important sub-sectors of the food processing industry. Health food and its supplements are another rapidly rising segment of this industry that is gaining vast popularity amongst the health-conscious.

The Indian food production is estimated at 500 million tonnes and the processing industry has immense potential. India's food processing industry is expected to attain a growth to around \$ 260 billion from the present \$ 200- billion in the next six years, according to industry experts.

#### Agricultural Production

The food industry begins with agricultural production, where crops and livestock are cultivated. The seasonings and condiments sector involves growing a variety of spice plants such as turmeric, cumin, coriander, and chili peppers. These crops thrive in specific climatic conditions found in major spice-producing countries like India, Sri Lanka, Indonesia, and several others. These countries play a vital role in the global supply chain, contributing to the availability of a wide range of spices. The agricultural process involves not only cultivation but also harvesting techniques that ensure the quality and potency of the spices.

- Processing

Once harvested, spices undergo primary processing, which includes drying, grinding, and sometimes blending. This processing is crucial as it transforms raw agricultural products into forms that are suitable for consumption or further manufacturing. For curry powders, processing involves combining various spices in specific proportions to create unique and consistent flavor profiles. The art of blending spices requires expertise to balance flavors, ensure consistency, and meet consumer preferences. Advanced food technology and machinery are often used in this stage to maintain quality and enhance efficiency.

- Packaging

Packaging is a critical step in the food industry, especially for spices and curry powders. Effective packaging ensures that these products are preserved, protected from contamination, and provided with a longer shelf life. Packaging ranges from bulk containers used by restaurants and food service providers to smaller, consumer-friendly packets for retail sales. Packaging also plays a crucial role in marketing, as it includes labeling that provides essential information such as ingredients, nutritional facts, and expiration dates. Innovative packaging solutions can also improve the convenience of using spices and curry powders in everyday cooking.

- Distribution

Distribution networks are essential for moving products from producers to consumers. The food industry employs a variety of distribution channels, including wholesalers, retailers, and online platforms. Efficient distribution ensures that spices and other food products are available globally, contributing to the interconnectedness of world cuisines. This global distribution allows consumers to access a diverse range of spices, regardless of geographical location, enhancing culinary experiences worldwide. The logistics involved in distribution require careful planning and coordination to maintain product quality and meet consumer demand.

- Safety and Quality Control

Ensuring food safety and maintaining high quality are paramount in the food industry. This involves strict adherence to international and national food safety regulations. Regular testing for contaminants, proper handling practices, and compliance with

health standards are necessary to ensure that spices and curry powders are safe for consumption. Quality control measures are implemented at various stages of production, from raw material inspection to final product testing. These measures help maintain the integrity of the spices and build consumer trust.

- Research and Development

The food industry continually evolves through research and development (R&D). This includes innovating new spice blends, improving existing products, and exploring the health benefits of various spices. Advances in food technology and biotechnology contribute to the development of more efficient production methods and better-quality products. R&D efforts also focus on sustainability, aiming to reduce the environmental impact of spice cultivation and processing. By investing in R&D, companies can stay competitive and meet the changing preferences of consumers.

- Marketing and Consumer Trends

Marketing is a significant aspect of the food industry. Companies use various strategies to promote their products, emphasizing factors like authenticity, quality, health benefits, and sustainability. Consumer trends, such as a growing interest in diverse culinary experiences and organic products, drive the demand for spices and seasonings. The industry responds to these trends by offering products that meet consumer preferences for health and wellness. Marketing campaigns often highlight the traditional recipes and cultural heritage associated with spices, appealing to consumers' desire for authentic and exotic flavors.

- Economic Impact and Global Trade

The food industry, including the spices sector, is a major contributor to the global economy. It provides employment, supports livelihoods in agricultural regions, and drives economic growth through international trade. The global spice trade is a vital part of this, with spices being exported and imported across the world. This trade enriches global cuisine and fosters cultural exchange, as different regions incorporate foreign spices into their culinary traditions. The economic impact of the spice trade extends beyond producers to include distributors, retailers, and other stakeholders in the supply chain.

In conclusion, the food industry, with its vast and varied segments, plays a critical role in everyday life. The seasonings and condiments sector, specifically focusing on curry powders and spices, exemplifies the industry's complexity and importance. From agricultural production to the final consumer product, each step in the food industry chain is integral to delivering safe, high-quality, and diverse food products to consumers around the globe. The intricate processes involved in cultivating, processing, packaging, distributing, and marketing spices highlight the interconnectivity of global supply chains and the economic significance of this sector. As consumer preferences evolve and new trends emerge, the food industry continues to innovate and adapt, ensuring that spices and curry powders remain a staple in kitchens worldwide.

## **Indian Spices**

At present India produces around 2.5 million tons of different spices valued at approximately 3 million US dollars and holds the premier positioning in the world. Because of the varying climate suitable for spice cultivation, almost all spices are grown in this country. Almost all spices are grown in this country. In almost all the 28 states and six union territories of India, at least one spice is grown in abundance. No country in the world produces as much variety of spices as India.

Ground spices are extensively used in all types of curried dishes in India and abroad. Although spices are traded chiefly in an unprocessed form, a small yet significant quantity enters international trade as spice powders. Curry powder is the foremost of those blends or mixes and sometimes consists of 20 or more spices designed to add the characteristic flavor of an Indian curry, processed curry powder is becoming popular in the domestic market also. Hence the demand for unadulterated spices and curry powder in attractive handy packaging is fast emerging.

In terms of volume and value, India accounted for 46 percent and 23 percent in value of the global spice trade (Spices Board India, 2014). India accounts for 25- 30 percent of the world's pepper production, 35 percent of ginger, and about 90 percent of turmeric production. Among the Indian Federal states, Kerala tops in pepper (96 percent). Cardamom (53 percent) and ginger (25 percent) production in the country. Andhra Pradesh leads in chilly and turmeric production in the country with 49 percent and 57 percent. In coriander, cumin, and fenugreek production in the country, Rajasthan emerges as the largest producer with 63 percent, 56 percent, and 87 percent. The world

spice trade is estimated at US\$ 1.5-2 billion in terms of value and 500,000 tonnes in terms of quantity (Spices Board Statistics, 2014).

## **Curry powder**

The concept of the powder originated in the East (eventually finding its way to Western civilizations sometime during the 1700s). The exact country of origin has yet to be determined. Many food experts surmise that while curry powder seeks to emulate 'the taste of India', it is likely to be a Western invention based on a similar mix of spices, known as garam masala, which is used widely in the eastern portion of the globe. This theory came to life due to the fact that while curry powder is known for its Indian-sequel flavor, it does not actually reflect any specific food or cuisine from Asia.

As already mentioned, curry powder is a mix of ground spices; and its composition varies from brand to brand. Generally speaking, however, the most common spices used to make the powder include cumin, coriander, turmeric, chilli, and fenugreek, often with a few extra additions in the form garlic, cinnamon, nutmeg, etc. though Kerala represents only 2.75 percent of the total population of the country, it holds 10 percent of the total curry powder sales in India. In the 6,500 crore branded curry masala market in the country, the contribution of the state is 600 crore (Spices Board of India 2014). The potential for curry powder is huge in Kerala because the entry barriers in the segment are soft, local as well as major brands are trying their luck in the segment.

Curry powder is a blend of many spices, and comes in almost infinite varieties. Each curry powder can have different component spices, in differing amounts - making each curry blend unique. Curry Powder is one of a number of mixtures of spices used in Indian cooking and is specifically used for curry dishes.

## **Indian Scenario**

The Indian curry powder and spices market is a vibrant and diverse landscape that reflects the country's rich culinary heritage, cultural diversity, and deep-rooted connection to spices. India, often referred to as the "Land of Spices," boasts a centuries-old tradition of spice cultivation, trade, and culinary excellence, making it a global leader in the production and consumption of spices. At the heart of the Indian curry powder and spices market lies a vast array of brands catering to the diverse tastes and

preferences of consumers across the country. From household names like Everest, MDH, and Catch to smaller, local brands specializing in regional spice blends, the market is characterized by a mix of established players and emerging contenders. This diversity fosters a dynamic and competitive environment, driving innovation and ensuring a wide range of options for consumers.

One of the defining features of the Indian market is the sheer breadth and depth of spice varieties and blends available. Traditional spice mixes such as garam masala, curry powder, and chaat masala coexist alongside regional specialties like sambar powder from South India, pav bhaji masala from Maharashtra, and panch phoron from Bengal. Each blend is crafted with precision, combining a unique combination of spices to evoke the distinct flavors and aromas of different cuisines and culinary traditions across the country. The market's value is substantial, with estimates placing it at around INR 6,500 crore, reflecting the significant role spices play in Indian cuisine and daily life. Spices are not merely ingredients but integral components of cultural rituals, celebrations, and everyday meals, lending depth, complexity, and character to dishes ranging from street food staples to elaborate feasts.

Distribution channels in India are diverse and evolving, encompassing traditional brick-and-mortar stores, supermarkets, hypermarkets, specialty spice shops, and increasingly popular online platforms. This broad reach ensures accessibility and availability of curry powders and spices to consumers across urban and rural areas, driving market penetration and growth.

The Indian curry powder and spices market extends beyond domestic borders, with Indian spices renowned globally for their quality, flavor, and versatility. Indian brands export a significant portion of their products to international markets, catering to the demand for authentic Indian flavors and culinary experiences worldwide. The Indian curry powder and spices market encapsulates the essence of India's culinary heritage and cultural diversity. It is a vibrant ecosystem characterized by innovation, tradition, and a deep appreciation for the sensory pleasures of spices. As consumer tastes evolve and global demand for Indian flavors grows, the market is poised for continued expansion and prominence on the world stage.

The Indian curry powder and spices market is vibrant and diverse, led by major brands like Everest, MDH, Catch, Patanjali, and Eastern Condiments. These brands cater to

regional tastes with high-quality spice blends. Others, such as Aachi Masala, Mothers Recipe, Sakthi Masala, and Pushp Brand, offer specialized regional flavors, enhancing the market's richness. Their innovative and authentic products ensure the preservation of India's culinary heritage while meeting evolving consumer preferences. The market's robust domestic and international presence highlights the global demand for Indian spices, fostering continuous growth and innovation.

## **Kerala Scenario**

Even though Kerala represents only 2.75 percent of the total population of the country, it holds 10 percent of the total curry powder sales in India. In the 6,500 crore branded curry masala market in the country, the contribution of the state is 600 crores. The potential for curry powder is huge in Kerala because the entry barriers in the segment are soft, local as well as major brands are trying their luck in the segment. One key factor driving the substantial curry powder sales in Kerala is the soft entry barriers within the market segment. Unlike some industries where stringent regulations or high capital requirements may deter new entrants, the curry powder market in Kerala welcomes both local entrepreneurs and major brands alike to try their luck. This accessibility fosters a vibrant ecosystem of competition and innovation, where a diverse array of players can thrive and cater to the discerning tastes of Kerala's consumers.

Local brands, often deeply entrenched in Kerala's culinary landscape and intimately familiar with regional flavor preferences, vie for market share alongside established national brands. This competition fuels dynamism within the market, prompting brands to continually refine their product offerings, expand distribution networks, and invest in marketing strategies to capture consumer attention and loyalty. Moreover, Kerala's reputation as the spice capital of India further bolsters the appeal of curry powders within the state. With a rich bounty of locally sourced spices such as turmeric, cardamom, and black pepper, Kerala's curry powders are prized for their authenticity, aroma, and flavor complexity. This inherent advantage positions Kerala as a stronghold within the curry powder market, attracting both consumers seeking traditional flavors and manufacturers keen to capitalize on the state's culinary heritage.



As Kerala continues to assert its influence on the curry powder landscape, the market is poised for further growth and innovation. With a fertile environment conducive to experimentation and entrepreneurship, Kerala remains a beacon of opportunity for aspiring and established players alike, cementing its status as a powerhouse within India's vibrant spice industry. The state's soft entry barriers attract local brands like Eastern, Saras, Nirapara, Melam, and Double Horse, Kitchen Treasures fostering competition and innovation. Known as India's spice capital, Kerala's curry powders are prized for their authentic flavors, thanks to locally sourced spices like turmeric, cardamom, and black pepper. This vibrant market continues to grow, offering opportunities for both new and established players.

### **Current Scenario**

In the present, the Indian curry powders and spices market remains vibrant and dynamic, reflecting the enduring importance of spices in Indian cuisine. This market segment continues to experience robust growth driven by several key factors. Consumer preferences for authentic and high-quality spices persist, underpinned by a rich culinary heritage and a desire for flavorful dishes. Traditional spice blends such as garam masala and curry powder remain staples in Indian kitchens, while regional spice mixes add diversity to culinary creations. The market is characterized by a diverse range of product offerings, including traditional blends, specialty mixes, organic options, and innovative flavor combinations, catering to evolving consumer tastes. Competition among brands is intense, with established players and emerging brands vying for market share through innovative products and marketing strategies. Distribution channels have expanded to include traditional retail outlets, supermarkets, specialty stores, and online platforms, ensuring widespread accessibility for consumers. Additionally, Indian spices continue to enjoy a strong presence in the global market, contributing to India's reputation as a leading exporter of spices worldwide. Overall, the current scenario of the Indian curry powders and spices market is marked by growth, innovation, and a deep-rooted appreciation for the flavors and aromas that spices bring to Indian cuisine.

Despite the rapid pace of modernization, spices remain an integral part of the Indian culinary experience, infusing dishes with depth, complexity, and character. Consumer preferences play a pivotal role in shaping the trajectory of the market, driven by a deep-seated affinity for authentic and high-quality spices. From the bustling streets of

Mumbai to the serene villages of Kerala, spices form the bedrock of Indian cuisine, elevating humble ingredients to sublime culinary heights. Traditional spice blends like garam masala, with its warm, aromatic notes, and fiery curry powders, redolent with the essence of turmeric and cumin, hold sway over the nation's taste buds, anchoring recipes handed down from grandmothers and revered chefs alike. Yet, the market is not static but dynamic, continually evolving to meet the changing needs and desires of consumers. In response to shifting dietary preferences and wellness trends, brands have diversified their product offerings, introducing organic options, gluten-free blends, and low-sodium alternatives to cater to health-conscious consumers. This expansion of the product portfolio reflects a broader societal shift towards mindful eating and sustainability, as consumers seek out products that align with their values and beliefs.

Competition within the market is fierce, as established conglomerates and nimble startups vie for market share in an increasingly crowded landscape. Brand loyalty is hard-won, with consumers demanding not only exceptional quality but also transparency, authenticity, and ethical sourcing practices. In this fiercely competitive arena, brands must differentiate themselves through product innovation, marketing prowess, and a deep understanding of consumer preferences to carve out a niche and capture the hearts and palates of discerning consumers. Distribution channels have undergone a seismic shift in recent years, with the advent of e-commerce platforms revolutionizing the way spices are bought and sold. Traditional brick-and-mortar stores share shelf space with online marketplaces, offering consumers unparalleled convenience and choice. This democratization of access has democratized access to spices, allowing consumers from all walks of life to explore new flavors, experiment with different cuisines, and embark on culinary adventures from the comfort of their homes.

On the global stage, Indian spices continue to command attention and admiration, prized for their unparalleled flavor, quality, and versatility. From the bustling spice markets of Delhi to the bustling kitchens of Michelin-starred restaurants in Paris and New York, Indian spices are sought after by chefs and home cooks alike, who recognize their transformative power in elevating dishes to sublime heights of gastronomic excellence. The current scenario of the Indian curry powders and spices market is a captivating blend of tradition and innovation, rooted in a deep appreciation for the sensory pleasures of spices. As the market continues to evolve and adapt to changing

consumer preferences and global trends, one thing remains certain: the enduring allure of Indian spices will continue to captivate palates and inspire culinary creativity for generations to come.

## **1.9 COMPANY PROFILE**

The ESSEN group was started 30 years ago by Mr. E.N. Gopakumar and Mr. E.N. Baby, with the vision to bring quality oil into the traditional homes of Kerala. The venture which was started with the traditional method of processing, grew into one of the most modern oil processing in India. The group has plans to set up a food park with facilities to process and manufacture a wide range of food products like spices, curry powders, and other food products and is all set to become a name to reckon with in the food industry.

The factory of ESSEN group is located in Palissery, near Annamanada in the Thrissur District of Kerala. This factory is equipped with the latest technology in the world for every aspect of processing. The ESSEN Group, a renowned conglomerate based in the scenic landscapes of Kerala, India, has been a trailblazer in the edible oils and condiments industry for nearly three decades. The group's flagship company, Royal Rich Condiments Pvt Ltd, exemplifies their dedication to quality and innovation. Specializing in high-quality, pure edible oils, Royal Rich Condiments has built a formidable reputation both within India and on the global stage. Over the past three years, the company has expanded its footprint significantly by exporting its premium Roasted Coconut Oil to a diverse range of international markets, including the GCC nations, the USA, Western Europe, and Singapore. This international expansion underscores the company's commitment to excellence and its ability to meet stringent global quality standards.

ESSEN Group's journey is characterized by a steadfast commitment to quality, stringent hygienic practices, and unwavering customer satisfaction. Their expertise in manufacturing Roasted Coconut Oil has earned them widespread recognition, not just in Kerala but across various Indian states. To diversify and meet the varying preferences of its customers, Royal Rich Condiments is also venturing into the trading of other edible oils, thereby enriching its product portfolio.

The ESSEN Group's accolades and esteemed partnerships highlight their commitment to excellence. For over fifteen years, they have been a trusted partner of the Kerala State Civil Supply Corporation (Supplyco), supplying premium coconut oil under the prestigious Sabari brand. This enduring partnership reflects the group's reliability and consistent delivery of high-quality products. Additionally, the group has secured the trust of major entities such as Cochin Shipyard, Police Canteen, Telk, FACT, and Consumer Fed, all of whom have chosen ESSEN Group as their preferred supplier. The group's substantial manufacturing turnover, which exceeds 300 crores, is a testament to their industrial prowess and economic impact.

Royal Rich Condiments Pvt Ltd takes immense pride in its valuable associations with notable partners like Raidco and Kitchen Treasure. As a trusted supplier of rice powder, Royal Rich ensures that their products meet the highest standards of quality and purity. The satisfaction consistently expressed by these partners reinforces the company's reputation for excellence in the industry. These enduring relationships exemplify the group's commitment to delivering superior products and fostering mutually beneficial collaborations.

In addition to Royal Rich Condiments, the ESSEN Group's portfolio includes other significant ventures. Royale Edible, established three decades ago, has emerged as a prominent figure in the coconut oil production industry. With a steadfast commitment to excellence, Royale Edible has become synonymous with quality and reliability. The company has a long-standing association with the government sector, proudly supplying coconut oil under the Sabari brand to the Kerala government for over a decade. Moreover, Royale Edible is a leading exporter, distributing coconut oil to more than 21 countries worldwide.

Southern Foods and Oil represent another significant venture within the ESSEN Group, focusing on breakfast powder-based products such as puttu podi, rice powder, and rava. The company's ambition is to establish the Royal Rich Rice Powder brand as a premier choice in Kerala, offering consumers nutritious and delicious breakfast options.

Beyond the food industry, the ESSEN Group has diversified into logistics, tours and travels, and bus services across major cities in South India. Among their prestigious clients is WIPRO Enterprises Pvt Ltd, which speaks to the group's capability and reliability in various sectors. These diversified ventures reflect the ESSEN Group's

commitment to exploring new opportunities and serving its customers in multifaceted ways while maintaining the principles of quality, integrity, and customer satisfaction that define all their enterprises.

At the heart of the ESSEN Group's operations is their mission to deliver excellence in every aspect of their business, from product quality to customer service. They strive to innovate, adapt, and grow while upholding their values of integrity, reliability, and commitment to their customers and communities. With a relentless pursuit of excellence and unwavering dedication, the ESSEN Group aims to serve its customers and communities with distinction, continuously building on its legacy of trust and quality. The ESSEN Group, headquartered in the picturesque state of Kerala, India, has established itself as a prominent player in the edible oils and condiments industry over nearly three decades. With a legacy rooted in quality, hygiene, and customer satisfaction, ESSEN Group's flagship company, Royal Rich Condiments Pvt Ltd, has carved a niche in producing high-quality, pure edible oils. The company has gained widespread recognition, both domestically and internationally, for its premium Roasted Coconut Oil, which is now exported to various countries, including the GCC nations, the USA, Western European countries, and Singapore.

ESSEN Group's unwavering commitment to excellence is reflected in its long-standing partnerships with esteemed entities such as the Kerala State Civil Supplyco, Cochin Shipyard, Police Canteen, Telk, FACT, and Consumer Fed, all of which have chosen ESSEN as their preferred supplier. The group's significant manufacturing turnover, exceeding 300 crores, underscores its formidable presence in the industry. Furthermore, Royal Rich Condiments Pvt Ltd is diversifying into trading other edible oils, enhancing its product portfolio to cater to diverse consumer preferences.

Another key facet of the ESSEN Group's portfolio is Royale Edible, a company with a rich history in coconut oil production. For over a decade, Royale Edible has been a trusted supplier of coconut oil under the revered Sabari brand to the Kerala government. The company is also a leading exporter, distributing coconut oil to more than 21 countries worldwide.

Royal Rich Condiments Pvt Ltd has also ventured into the production of spices and condiments, forming strategic partnerships with major brands like Kitchen Treasure and

Raidco. These partnerships highlight the company's commitment to quality and its ability to meet exacting standards, particularly in the production of rice powder.

The ESSEN Group's diversified ventures extend beyond the food industry into logistics, tours and travels, and bus services across major cities in South India. Notably, the group counts WIPRO Enterprises Pvt Ltd among its esteemed clients. These ventures exemplify ESSEN Group's commitment to exploring new opportunities and serving its customers in diverse ways, all while maintaining the core values of quality, integrity, and customer satisfaction that define all its enterprises.

'Royal Rich' is the brand name under which ESSEN Group markets its edible oil, curry powders, and spices, and it has become the largest-selling brand in Kerala. Essen Group exports oil, spices, and curry powders, and food products are exported to the USA, Western European Countries, Singapore, etc.

Royal Rich Condiments Pvt Limited started in 2019 under the ESSEN Group Stands as a distinguished Manufacturer specializing in the production of high-quality curry powders and spices. With a rich heritage spanning years of expertise in the culinary realm, our company has garnered a reputation for excellence in crafting premium spice blends tailored to elevate the flavors of diverse cuisines. Committed to upholding the traditions of authentic spice blending while embracing innovation, Royal Rich Condiments is dedicated to delivering products that consistently meet the highest standards of quality, flavor, and freshness. From sourcing the finest raw ingredients to employing state-of-the-art manufacturing processes, every step of our production journey is meticulously curated to ensure the utmost satisfaction of our discerning customers. As a trusted name in the industry, we take pride in our role as purveyors of flavor, enriching culinary experiences across households and culinary establishments alike.

Since its inception, Royal Rich Condiments has carved a niche for itself in the competitive market by focusing on quality, innovation, and customer satisfaction. The founders' vision was to introduce premium condiment products that cater to the discerning tastes of consumers while adhering to stringent quality standards. This commitment to excellence has enabled the company to establish a robust presence in the culinary sector, particularly in regions where spices and condiments play a vital role in everyday cooking.

Operating as a private limited entity provides Royal Rich Condiments with several advantages, including limited liability for its shareholders and the ability to raise funds through equity shares. This corporate structure allows the company to make strategic decisions swiftly, respond to market dynamics effectively, and pursue growth opportunities without compromising on its core values of integrity and quality.

With a focus on sustainable business practices and ethical operations, Royal Rich Condiments continues to expand its product offerings and market reach. The company's dedication to innovation is reflected in its investment in state-of-the-art manufacturing facilities and research to develop new and exciting condiment blends that meet evolving consumer preferences.

As Royal Rich Condiments looks ahead, it remains committed to upholding the legacy of its founders by delivering exceptional condiment products that enrich culinary experiences and delight taste buds globally. The company's journey is marked by a relentless pursuit of excellence, fueled by a passion for quality and a deep understanding of the culinary traditions that inspire its products.

### **Companies Under the ESSEN Group**

The companies under the ESSEN Group are

1. Royal Rich Condiments PVT LTD
2. Royale Edible
3. Southern Foods and Oil
4. Royal Rich India Tourist Transporters

### **Management of the Company**

Managing Director- E N Gopakumar

Director - E N Baby

General Manager – Thankachan Joseph

Marketing General Manager -Ashik

H R Manager - Rahul

Account Manager - Sumesh

Purchase Managers -Thankachan

Production Manager -Thankachan

Research and Development -Shanty

Quality Control-Shanty

## **MISSION**

To deliver excellence in every aspect of our business, from product quality to customer service. We strive to innovate, adapt, and grow while upholding our values of integrity, reliability, and commitment to our customers and communities. With a relentless pursuit of excellence and unwavering dedication, we aim to serve our customers and communities with distinction.

## **VISION**

We look forward to an entirely new phase of volume business and to becoming a front-line player in the Market. We'll strive to attain a top-level position, especially in supply & marketing. Our ultimate aim is to achieve the No.1 spot among globally recognized brands in the market.

## **PRODUCTIONS LINE**

### **1. ROYAL RICH CHILLI POWDER**

Capsaicin, a potent compound found abundantly in chilli powder, offers a range of significant health benefits. Known for its ability to boost metabolism, reduce inflammation, and alleviate pain, capsaicin is a key component that makes Royal Rich Chilli Powder stand out in the market.

Royal Rich Chilli Powder is crafted meticulously using only the finest sun-dried chilies, ensuring superior quality and flavor. These chilies are hand-selected to guarantee optimal ripeness and taste, then ground to perfection using state-of-the-art technology. Our production facility employs stringent quality control measures, ensuring that each batch of chilli powder meets the highest standards before it reaches consumers.



The meticulous process from selection to production ensures that Royal Rich Chilli Powder retains maximum levels of capsaicin, thereby offering not only exceptional flavor but also the potential health benefits associated with this powerful compound. Whether used in culinary dishes or for its therapeutic properties, Royal Rich Chilli Powder delivers both quality and health advantages, making it a preferred choice for discerning consumers.

Royal Rich Chilli Powder is simply the highest quality chilli powder on the market today, made from the finest sun-dried chilies and ground to perfection using best-in-class technology. Hand-selected chilies are used in the production process at our state-of-the-art facility, and the finished product only makes it to the market after passing a series of rigorous quality checks.

Royal Rich Chilli Powder has different variety of products of different quantities with the same quality. Some of them are as follows.

- a. Royal rich Chilli Powder Premium 1000 g
- b. Royal rich Chilli Powder Premium 250 g
- c. Royal rich Chilli Powder Premium 500 g
- d. Royal rich Chilli Powder Premium 1kg
- e. Royal rich Chilli Powder Premium 5 kg

## **2. ROYAL RICH KASHMIRI CHILLI POWDER**

Kashmiri chilli powder holds a special place in Indian cuisine for its vibrant red color and unique flavor profile that adds depth without overwhelming dishes. It is derived from dried Kashmiri chilies, known for their mild to moderate heat levels compared to other varieties. This characteristic makes Kashmiri chilli powder particularly versatile, allowing it to enhance the taste of various dishes while imparting a rich, red hue.

Beyond its culinary appeal, Kashmiri chilli powder also boasts significant health benefits. It is rich in vitamins such as vitamin C and pro-vitamin A (beta-carotene), which are essential for immune function and overall health. These vitamins act as

antioxidants, helping to combat free radicals in the body that can cause cellular damage and contribute to aging and disease.

Moreover, Kashmiri chilli powder contains capsaicin, albeit in lower concentrations compared to spicier chilli varieties. Capsaicin is well-known for its anti-inflammatory properties, which can help alleviate pain and reduce inflammation in the body. This dual benefit of enhancing flavor while supporting health makes Kashmiri chilli powder a popular choice not only in Indian kitchens but also in global cuisine.

The process of producing Kashmiri chilli powder involves sun-drying ripe chillies and grinding them finely to preserve their flavor and nutritional content. This careful preparation ensures that the powder retains its characteristic mild heat and rich color, making it suitable for a wide range of dishes from curries and sauces to marinades and spice blends.

Kashmiri chilli powder offers a delightful combination of culinary versatility, vibrant color enhancement, and significant health benefits. Its mild heat, coupled with its rich nutritional profile, makes it a cherished ingredient that enhances both the flavor and nutritional value of dishes, contributing to a holistic approach to cooking and well-being.

Royal Rich Kashmiri Chilli Powder has different variety of products of different quantities with the same quality. Some of them are as follows.

- a. Royal Rich Kashmiri Chilli Powder Premium 100 g
- b. Royal Rich Kashmiri Chilli Powder Premium 250 g
- c. Royal Rich Kashmiri Chilli Powder Premium 500 g
- d. Royal Rich Kashmiri Chilli Powder Premium 1 kg

### **3. ROYAL RICH CORIANDER POWDER**

Coriander powder is highly valued not only for its distinctive aroma but also for its wide-ranging health benefits, establishing itself as a cornerstone in global cuisine and traditional medicine. Derived from the dried seeds of the coriander plant, this spice is a

treasure trove of essential nutrients essential for overall well-being. Vitamins A, C, and K found in coriander powder contribute significantly to health: vitamin A supports vision and immune function, vitamin C acts as a potent antioxidant, and vitamin K plays a crucial role in bone health and blood clotting. Complementing these vitamins are minerals such as iron, vital for oxygen transport in the blood, and magnesium, which supports muscle function and nerve transmission.

In culinary circles, coriander powder is celebrated for its ability to impart a citrusy and earthy flavor to a diverse array of dishes. It is a fundamental component in spice blends like curry powder, enhancing the complexity and depth of flavors in dishes ranging from Indian curries to Mexican salsas. Its versatility extends beyond savory dishes; coriander powder is also used in baking and confectionery, adding a unique twist to breads, cakes, and desserts.

Coriander powder has been revered for centuries for its digestive benefits. It aids in digestion and alleviates gastrointestinal discomfort, making it a common ingredient in remedies for digestive issues. Additionally, coriander powder is known for its ability to help regulate blood sugar levels, making it beneficial for individuals managing diabetes or insulin resistance. Its anti-inflammatory properties further enhance its medicinal value by reducing inflammation and supporting overall wellness.

As awareness grows regarding its nutritional richness and therapeutic properties, coriander powder continues to rise in popularity across cultures. Its dual role in enhancing the flavor profile of dishes while providing significant health benefits underscores its importance in both culinary arts and holistic health practices. Whether used in traditional remedies or innovative culinary creations, coriander powder remains a cherished spice that embodies the harmonious blend of flavor and well-being on a global scale.

Royal Rich Coriander Powder has different variety of products of different quantities with the same quality. Some of them are as follows.

- a. Royal Rich Coriander Powder 100 g
- b. Royal Rich Coriander Powder 250 g
- c. Royal Rich Coriander Powder 500 g

- d. Royal Rich Coriander Powder 1 kg
- e. Royal Rich Coriander Powder 5 kg

#### **4. ROYAL RICH TURMERIC POWDER**

Turmeric powder, derived from the dried rhizomes of the *Curcuma longa* plant, stands out for its remarkable preservation of natural goodness through careful processing. It contains a notably high concentration of curcumin, the active compound recognized for its potent anti-inflammatory and antioxidant properties. Beyond curcumin, turmeric powder is rich in vitamins, minerals, and various bioactive compounds that contribute to its profound health benefits. This spice is renowned not only for its vibrant yellow-orange hue, which enhances the visual appeal of dishes but also for its versatility in culinary applications. From enriching curries and stews to blending seamlessly into smoothies and teas, turmeric powder maintains its potency and flavor integrity across diverse culinary creations.

The global acclaim of turmeric powder extends beyond the kitchen, as it holds a revered place in traditional and natural medicine practices worldwide. Its therapeutic uses span centuries, with applications ranging from promoting digestive health and supporting immune function to aiding in the management of inflammatory conditions. Additionally, turmeric powder is valued in skincare for its potential to improve skin complexion and alleviate certain skin conditions, thanks to its anti-inflammatory and antimicrobial properties.

Turmeric's role in holistic wellness is underscored by its ability to address various aspects of health, from combating oxidative stress and promoting cardiovascular health to potentially contributing to cognitive function and joint health. Its inclusion in natural medicine cabinets reflects its status as a potent remedy with diverse applications. As awareness grows about the benefits of incorporating turmeric powder into daily routines, its popularity continues to rise, affirming its status not only as a culinary essential but also as a cornerstone of natural health and well-being practices globally.

Royal Rich Turmeric Powder has different variety of products of different quantities with the same quality. Some of them are as follows.

- a. Royal Rich Turmeric Powder 100 g
- b. Royal Rich Turmeric Powder 250 g
- c. Royal Rich Turmeric Powder 500 g
- d. Royal Rich Turmeric Powder 1 kg
- e. Royal Rich Turmeric Powder 5 kg

## **5. ROYAL RICH SAMBAR POWDER**

Sambar powder is prized for its ability to capture the authentic essence and aroma of freshly ground spices, replicating the delightful flavors found in homemade sambar. This versatile spice blend simplifies cooking with its convenient powder form, making it a perfect choice for busy kitchens and culinary enthusiasts alike. Its longer shelf life ensures no compromise on taste, maintaining the robust flavors essential to traditional South Indian dishes. Whether used by seasoned chefs or home cooks, sambar powder guarantees effortless integration into various culinary creations, from classic sambar to innovative dishes inspired by South Indian cuisine. Its balanced blend of spices, carefully curated to achieve the perfect flavor profile, enhances the depth and complexity of dishes, elevating them with every use. With its ease of use and consistent quality, sambar powder stands as an indispensable pantry staple, enriching meals with the distinctive taste that epitomizes the culinary heritage of South India.

Sambar powder is celebrated not just for its convenience but for its ability to authentically replicate the complex flavors of homemade sambar. Derived from a blend of meticulously selected spices, each carefully roasted and ground to perfection, this spice mix embodies the essence of South Indian culinary tradition. Its effortless incorporation into dishes makes it a favored choice in kitchens worldwide, offering a shortcut to achieving the robust flavors and aromatic nuances that define authentic sambar.

The appeal of sambar powder lies not only in its ease of use but also in its versatility. Whether you're preparing a traditional lentil-based sambar or experimenting with innovative recipes, this premium spice blend guarantees consistency and depth of flavor. Its balanced composition ensures that every spoonful delivers a harmonious

blend of spices, enhancing the taste profile of everything from vegetables to meats and grains.

Beyond its culinary prowess, sambar powder offers practical benefits such as a longer shelf life without compromising on quality. This makes it an essential pantry item for both occasional cooks and seasoned chefs who value convenience without sacrificing flavor authenticity. The rich aroma that wafts from dishes seasoned with sambar powder evokes a sense of comfort and familiarity, bringing the flavors of South India directly to your table.

In essence, sambar powder stands as a testament to the artistry of spice blending, encapsulating centuries-old culinary wisdom in a convenient package. Whether used to recreate cherished family recipes or to explore new culinary horizons, sambar powder enriches every dish with the distinctive taste and cultural heritage of South Indian cuisine, making it an indispensable ally in the kitchen and a beloved ingredient worldwide.

Royal Rich Sambar Powder has different variety of products of different quantities with the same quality. Some of them are as follows.

- a. Royal Rich Sambar Powder 100 g
- b. Royal Rich Sambar Powder 1 kg

## **6.ROYAL RICH CHICKEN MASALA**

Chicken Masala stands as a cornerstone in the realm of spice blends, renowned for its ability to transform ordinary chicken into culinary masterpieces bursting with flavor. Crafted with meticulous attention to detail, this premium blend combines a symphony of aromatic spices and herbs chosen for their complementary flavors and aromatic richness. Each component, from the warm earthiness of cumin and coriander to the subtle heat of chili peppers and the exotic notes of turmeric and cloves, is carefully balanced to create a harmonious fusion that enhances the natural taste of chicken.

The allure of Chicken Masala lies not only in its flavor-enhancing qualities but also in its versatility. Whether used in traditional Indian curries, spicy grilled dishes, hearty stews, or even fusion recipes, this spice blend effortlessly elevates every preparation to new heights of gastronomic delight. Its ability to impart depth and complexity to dishes

while maintaining a delicate balance of flavors makes it a favorite among chefs and home cooks alike.

Beyond its culinary prowess, Chicken Masala embodies a commitment to quality and authenticity. Each batch is crafted with precision to ensure consistency and excellence, allowing cooks to achieve restaurant-quality results in their kitchens. The tantalizing aroma that emanates from the pan as Chicken Masala blends with chicken during cooking serves as a testament to the sensory experience that awaits diners.

Whether you're a seasoned chef looking to create signature dishes or a home cook eager to impress, Chicken Masala promises to be your trusted ally in the pursuit of culinary excellence. Embrace the magic of this premium spice blend and discover how it can elevate your chicken dishes to a whole new level of flavor sophistication, making every meal a memorable culinary journey.

Royal Rich Chicken Masala has different variety of products of different quantities with the same quality. Some of them are as follows.

- a. Royal Rich Chicken Masala 100 g
- b. Royal Rich Chicken Masala 1 kg

## **7.ROYAL RICH MEAT MASALA**

Royal Rich Meat Masala is a premium spice blend crafted from the finest, hand-picked spices, ensuring a burst of authentic flavor in every bite. Unlike ordinary masalas, Royal Rich Meat Masala is enriched with an exquisite mix of aromatic spices, herbs, and exotic ingredients, offering superior taste, vibrant color, and an irresistible aroma. Its unique formulation enhances the natural flavors of meat dishes, making it perfect for grilling, roasting, and slow cooking. Highly prized for its culinary excellence, it is also celebrated for its ability to transform any meat preparation into a gourmet experience. Royal Rich Meat Masala is a must-have for discerning chefs and home cooks seeking to elevate their culinary creations to new heights.

- a. Royal Rich Meat Masala 100 g
- b. Royal Rich Meat Masala 1 kg

## **8.ROYAL RICH FISH MASALA**

Royal Rich Meat Masala stands out as a pinnacle of culinary refinement, meticulously crafted from hand-picked spices to ensure every dish bursts with authentic flavor. What sets this premium spice blend apart from ordinary masalas is its exceptional blend of aromatic spices, herbs, and exotic ingredients, meticulously selected to deliver not just superior taste but also vibrant color and an irresistible aroma. This unique formulation is designed specifically to elevate the natural flavors of meat dishes, whether you're grilling, roasting, or slow-cooking.

Coveted for its culinary excellence, Royal Rich Meat Masala transcends the ordinary by transforming any meat preparation into a gourmet delight. The careful balance of flavors in this blend ensures that each bite is infused with complexity and depth, enhancing the richness of meats such as lamb, chicken, or beef with every application. Whether used in traditional dishes or innovative culinary creations, Royal Rich Meat Masala promises to deliver a sophisticated dining experience that satisfies even the most discerning palates.

Beyond its taste-enhancing qualities, Royal Rich Meat Masala embodies a commitment to quality and premium ingredients. Each spice and herb is sourced with meticulous care, ensuring consistency and excellence in every batch. This attention to detail not only guarantees exceptional flavor but also inspires confidence in chefs and home cooks alike, enabling them to create restaurant-quality meals in the comfort of their own kitchens.

The aromatic allure of Royal Rich Meat Masala is matched only by its versatility. Whether you're preparing a classic curry, marinating meats for a barbecue, or experimenting with fusion cuisines, this spice blend seamlessly integrates into diverse culinary styles, enhancing each dish with its complex yet balanced flavor profile. Embrace the sophistication of Royal Rich Meat Masala and discover how it can elevate your cooking, turning every meal into a culinary masterpiece that leaves a lasting impression.

- a. Royal Rich Fish Masala 100 g
- b. Royal Rich Fish Masala 1 kg



## **9.ROYAL RICH GARAM MASALA**

Royal Rich Garam Masala stands as a pinnacle of excellence in the realm of spice blends, crafted to elevate culinary creations with its rich and aromatic flavor profile. This premium spice blend embodies the essence of traditional Indian cuisine, offering a harmonious blend of carefully selected spices that deliver an authentic and bold taste experience. Unlike ordinary masalas, Royal Rich Garam Masala is meticulously formulated to ensure every dish is infused with depth, complexity, and a distinctive aroma that evokes the vibrant spices of India.

What sets Royal Rich Garam Masala apart is its unique combination of spices, each chosen for their superior quality and ability to complement a wide range of dishes. From warming notes of cinnamon, cloves, and cardamom to the earthy tones of cumin and coriander, every element in this blend harmonizes to create a versatile seasoning solution. Whether used in curries, marinades, stews, or even sprinkled over snacks, Royal Rich Garam Masala promises to enhance the flavors of meats, vegetables, and grains with its bold yet balanced flavor profile.

Royal Rich Garam Masala symbolizes a commitment to excellence, authenticity, and culinary sophistication. Its meticulous preparation ensures consistency and quality in every batch, offering a reliable choice for those who seek to create memorable dining experiences. Whether preparing traditional Indian dishes or exploring new culinary frontiers, Royal Rich Garam Masala serves as a trusted companion in the kitchen, inspiring creativity and delighting taste buds with its robust and nuanced flavors.

Beyond its culinary prowess, Royal Rich Garam Masala represents more than just a spice blend; it embodies a cultural heritage and a passion for exceptional ingredients. Each spice is sourced with care, ensuring the blend maintains its integrity and distinctive character. The enticing aroma that fills the kitchen as Royal Rich Garam Masala is added to dishes is a testament to the craftsmanship and dedication behind this premium spice blend. Embrace the essence of Indian culinary tradition with Royal Rich Garam Masala and discover how it can elevate your cooking to new heights of flavor and authenticity.

- a. Royal Rich Garam Masala 100 g
- b. Royal Rich Garam Masala 1 kg

## **10.ROYAL RICH RASAM POWDER**

Rasam Powder stands as a quintessential spice blend that encapsulates the vibrant and robust flavors of South Indian cuisine, offering a journey through its tangy and spicy profiles with every sprinkle. Crafted meticulously to uphold the authenticity of traditional recipes, our premium Rasam Powder serves as the key ingredient for creating the iconic Rasam soup, renowned for its invigorating flavors and comforting warmth. Beyond its role in soup preparation, this versatile spice mix serves as a catalyst for elevating a wide array of dishes, adding a zesty kick that enhances the overall taste experience.

What distinguishes our Rasam Powder is its carefully curated blend of spices and herbs, each chosen to harmonize and accentuate the distinct South Indian flavors. From the piquant notes of tamarind and black pepper to the earthy undertones of coriander and cumin, every component is expertly combined to deliver a balanced and nuanced flavor profile. This ensures that whether you're preparing Rasam soup, incorporating the powder into marinades, or seasoning vegetables and meats, each dish benefits from the authentic taste of South Indian kitchens.

Embraced by culinary enthusiasts and professional chefs alike, our Rasam Powder embodies a commitment to quality, flavor, and cultural richness. It stands as a testament to the culinary heritage of South India, where spices are revered for their ability to enliven dishes and create memorable dining experiences. The aromatic allure of Rasam Powder as it blends with ingredients during cooking evokes a sense of tradition and authenticity, inviting you to savor every moment of your culinary journey.

Beyond its culinary applications, Rasam Powder represents more than just a spice blend; it symbolizes a connection to South Indian culture and a dedication to preserving its culinary traditions. Each batch is crafted with precision and care to ensure consistency and excellence, making it a trusted choice for those seeking to infuse their cooking with unmatched flavor and authenticity. Choose our Rasam Powder to embark on a flavorful adventure that celebrates the essence of South Indian cuisine, where every bite becomes a celebration of culinary excellence and cultural richness.

- a. Royal Rich Rasam Powder 100 g
- b. Royal Rich Rasam Powder 1 kg

## **11. ROYAL RICH MUSTARD SEEDS**

Mustard seeds are not just a kitchen staple but a flavorful cornerstone that enhances a wide range of dishes with their robust, pungent flavor and satisfying crunch. Our premium Mustard Seeds stand out for their ability to add an authentic touch to both traditional and modern recipes alike. Whether used for tempering spices, pickling vegetables, or seasoning meats and salads, these seeds promise to elevate your culinary creations with their rich and distinctive taste.

What sets our Mustard Seeds apart is their exceptional quality and freshness, ensuring that every dish benefits from the depth and character they impart. The seeds are carefully selected and processed to preserve their natural flavors and nutritional benefits, making them a preferred choice for discerning chefs and home cooks who prioritize excellence in their cooking.

Ideal for enhancing the flavors of Indian, European, and other global cuisines, our Mustard Seeds contribute not only flavor but also texture, adding a delightful crunch that enhances the overall dining experience. Whether used whole, crushed, or ground into mustard paste, they bring versatility to the kitchen, allowing for creative exploration in culinary preparations.

Beyond their culinary applications, Mustard Seeds symbolize a commitment to quality and tradition. They have been cherished for centuries in various cultures for their culinary and medicinal properties, embodying a rich culinary heritage that spans continents. The distinctive aroma that emanates when mustard seeds are tempered in hot oil or vinegar evokes a sense of anticipation and satisfaction, signaling the beginning of a flavorful meal.

Choose our brand of Mustard Seeds to experience the difference in freshness, flavor, and culinary excellence. Whether you're adding them to a classic mustard sauce, creating a unique spice blend, or experimenting with new recipes, our premium Mustard Seeds promise to elevate your dishes to new heights of taste and satisfaction. Embrace the robust essence of Mustard Seeds and discover how they can transform your cooking into a journey of flavors and culinary delights.

- a. Royal Rich Mustard Seeds 100 g
- b. Royal Rich Mustard Seeds 250 g

- c. Royal Rich Mustard Seeds 1 kg

## **MANUFACTURING OF CURRY POWDER**

The manufacturing process of curry powder typically begins with the selection of high-quality spices such as coriander, cumin, turmeric, fenugreek, mustard seeds, black pepper, cloves, cinnamon, and cardamom. These spices are then cleaned to remove any impurities or debris and dried to enhance their flavor and aroma. Next, the dried spices undergo grinding, either individually or as a blend, to create a fine powder. This grinding process is essential for ensuring that the spices are evenly mixed and that the curry powder has a consistent texture. Once ground, the spices are carefully mixed together in precise proportions to create the desired curry powder blend. This mixing process may be done manually or using automated mixing equipment to ensure uniformity. Finally, the curry powder is packaged in airtight containers or pouches to preserve its freshness and flavor, with labels containing information such as ingredients and expiration dates affixed to the packaging. Throughout the manufacturing process, strict quality control measures are implemented to ensure that the curry powder meets industry standards for taste, aroma, and safety. By following these steps, manufacturers can produce high-quality curry powder blends that enhance the flavor and aroma of dishes in kitchens around the world.

The quantity of curry powder obtained from the manufacturing process can vary depending on several factors, including the quantity and types of spices used, the efficiency of the grinding process, and the desired final product consistency. Generally, for every kilogram of raw spices used in the manufacturing process, the yield of curry powder can range from approximately 600 grams to 800 grams. This yield can fluctuate based on factors such as the moisture content of the spices, the grinding equipment used, and the sieving process to remove any coarse particles or impurities. Additionally, variations in the specific recipe and blending proportions can also impact the final quantity of curry powder produced. While it's challenging to provide an exact quantity due to the variability of factors involved, manufacturers aim to optimize their processes to maximize the yield of high-quality curry powder while minimizing waste.

The manufacturing process of curry powder is a meticulous and multi-step endeavor aimed at creating a flavorful blend that captures the essence of its constituent spices. It typically commences with a careful selection of high-quality spices, such as coriander,

cumin, turmeric, fenugreek, mustard seeds, black pepper, cloves, cinnamon, and cardamom. These spices are meticulously cleaned to remove any impurities or debris, ensuring the purity of the final product. Following this, the cleaned spices undergo a thorough drying process, either through sun drying, oven drying, or mechanical drying methods, to reduce moisture content and enhance their flavor and aroma.

Once dried, the spices are meticulously ground into a fine powder using specialized equipment like hammer mills, roller mills, or pin mills. This grinding process is crucial as it not only breaks down the spices into smaller particles but also releases their aromatic oils, intensifying their flavor profile. The ground spices are then sieved to remove any coarse particles or impurities, resulting in a smooth and consistent curry powder.

The next step involves blending the ground spices in precise proportions to achieve the desired flavor profile and consistency of the curry powder. This blending process may be conducted manually or using automated mixing equipment to ensure uniformity and consistency across batches. The proportions of each spice used in the blend are carefully calibrated to achieve the desired balance of flavors, with variations in recipes catering to regional preferences and culinary traditions.

After blending, the curry powder undergoes stringent quality control checks to ensure that it meets industry standards for taste, aroma, color, and safety. This involves sensory evaluation by trained professionals, as well as laboratory testing for factors such as moisture content, microbial contamination, and chemical composition.

Once the quality control checks are completed and the curry powder is deemed ready for packaging, it is carefully packaged in airtight containers or pouches to preserve its freshness and flavor. Labels containing essential information such as ingredients, nutritional content, and expiration dates are affixed to the packaging before it is dispatched to retailers or consumers.

Throughout the entire manufacturing process, from spice selection to packaging, strict hygiene and sanitation practices are adhered to to ensure the safety and quality of the final product. By following these meticulous steps, manufacturers can produce high-quality curry powder blends that elevate the flavor and aroma of dishes in kitchens around the world.

- Cleaning

This crucial step involves the removal of any dirt, debris, or foreign matter from the raw spices to ensure their purity and quality. At this stage, Royal Rich employs advanced cleaning methods such as mechanical sieves, air blowers, or water baths. Mechanical sieves efficiently sift through the spices, separating unwanted particles, while air blowers gently remove any loose debris. Water baths may also be used to wash the spices, ensuring they are free from contaminants. By thoroughly cleaning the spices, Royal Rich guarantees that only the finest ingredients are used in its products, maintaining the highest standards of quality and hygiene.

- Drying

Once cleaned, the spices undergo a drying process to reduce their moisture content and prevent spoilage. Royal Rich utilizes various drying methods such as sun drying, oven drying, or specialized mechanical drying equipment. Sun drying involves laying out the spices under the sun's rays, allowing natural evaporation to remove moisture. Alternatively, oven drying provides controlled heat to gently dry the spices without compromising their flavor or aroma. Mechanical drying equipment offers precise control over temperature and humidity, ensuring uniform drying across batches. Regardless of the method used, the goal is to preserve the spices' natural characteristics while extending their shelf life.

- Grading and Sorting

After drying, the spices are meticulously graded and sorted based on size, shape, colour, and other quality parameters. Royal Rich employs both manual and automated methods, using sieves and vibratory separators to achieve uniformity and consistency. Manual grading involves skilled workers inspecting each spice individually, while automated equipment streamlines the process for efficiency. This meticulous grading and sorting ensure that only spices of the highest quality make it into Royal Rich's products, guaranteeing a superior end product for consumers.

- Grinding

Once graded and sorted, the spices are ground into a fine powder using specialized equipment such as hammer mills, roller mills, or pin mills. Royal Rich's precision grinding process ensures that each spice is ground to the perfect consistency, unlocking

its full flavor potential. Hammer mills utilize rotating hammers to pulverize the spices, while roller mills crush them between rollers to create a smooth powder. Pin mills employ high-speed rotating pins to finely grind the spices, resulting in a consistent particle size. This expert grinding process is essential for enhancing the spices' aroma and flavor, creating a premium product that delights the senses.

- Sieving

After grinding, the spice powder undergoes sieving to remove any coarse particles or impurities. Royal Rich's high-quality sieves effectively separate out unwanted debris, ensuring that the final product is smooth and free from grit. This sieving process enhances the powder's texture and consistency, making it easy to incorporate into various recipes. By removing any impurities, Royal Rich maintains the purity and integrity of its spice powders, delivering a superior product that meets the highest standards of quality and excellence.

- Blending

Depending on the desired end product, Royal Rich may blend different spice powders to create custom spice blends or seasoning mixes. This blending process is carried out according to specific recipes and proportions, carefully calibrated to achieve the desired flavor profile and consistency. Skilled blenders meticulously combine the spices, ensuring that each blend is perfectly balanced and harmonious. Whether creating traditional curry powders or innovative seasoning blends, Royal Rich's expert blending techniques result in products that elevate the taste of any dish, adding depth and complexity to every bite.

- Packaging

The final step in the manufacturing process is packaging the spice powders for distribution and sale. Royal Rich takes great care to package its products in airtight containers or pouches to preserve their freshness and flavor. Labels containing essential information such as the spice name, ingredients, nutritional content, and expiration date are affixed to the packaging, providing consumers with important information about the product. With meticulous attention to detail at every stage of the manufacturing process, Royal Rich ensures that its spice powders are of the highest quality, delivering exceptional flavor and aroma to kitchens around the world.

## **COMPETITORS**

In the fiercely competitive curry powder market, competitors play a pivotal role in driving innovation, quality improvement, and customer engagement for companies like Royal Rich Condiments. This industry thrives particularly in regions with deep-rooted culinary traditions such as India, where the demand for diverse spices and curry powders is intrinsic to everyday cooking practices. The intense rivalry among businesses fuels continuous advancements in product offerings, ensuring that consumers have access to high-quality and flavorful options. Furthermore, competition in the curry powder industry fosters strong relationships with suppliers, as companies strive to secure the finest quality spices and ingredients to maintain product superiority. This emphasis on sourcing excellence contributes to the overall quality and reputation of curry powder brands in the market.

In the curry powder market, competitors are a strength for companies because competition drives the production of high-quality products and fosters strong relationships with customers and suppliers. The curry powder industry is highly competitive, especially in regions with rich culinary traditions like India. In India and many other countries, cooking with a variety of spices and curry powders is a staple, making business rivalry intense. However, the diverse marketing strategies employed by leading curry powder companies help them capture a significant portion of the market. Major competitors of Royal Rich Condiments include

- Kitchen Treasures
- Eastern
- Brahmins
- Nirapara
- Double Horse

## **CAPITAL OF COMPANY**

Royal Rich Condiments Pvt Ltd was established by EN Gopakumar and EN Baby in 2019. It is a private limited company that runs according to the Companies Act of 1956. The authorized capital is 50 Lakhs and paid up capital is 43 million one hundred thousand

## **DEPARTMENTS**



In Royal Rich Condiments there are mainly five departments

- Financial department
- Production department
- Purchase department
- Marketing department
- HR department

## **Finance Department**

The finance department serves as the backbone of any organization, playing a pivotal role in the management and optimization of financial resources to foster stability, growth, and long-term sustainability. This multifaceted department encompasses a wide array of critical functions that are essential for the effective operation and strategic decision-making of the entire organization.

One of the primary functions of the finance department is financial planning and analysis (FP&A). This involves forecasting future financial performance based on historical data and market trends. By developing comprehensive budgets and financial projections, the FP&A team provides valuable insights that guide strategic initiatives and resource allocation across various departments.

Accounting is another fundamental function within the finance department, responsible for recording, summarizing, and reporting the organization's financial transactions. This includes maintaining accurate books of accounts, preparing financial statements such as the balance sheet, income statement, and cash flow statement, and ensuring compliance with accounting standards and regulations.

Treasury management is crucial for managing the organization's cash flow, liquidity, and financial risks. This involves optimizing cash balances, overseeing banking relationships, managing investments, and securing financing as needed to support the organization's operational and strategic objectives.

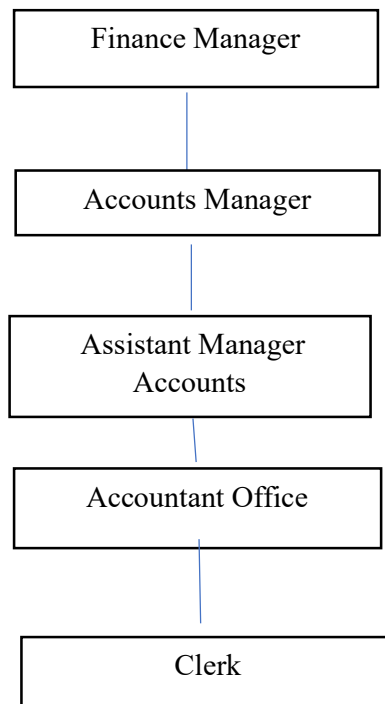
Risk management is an integral part of the finance department's responsibilities, involving the identification, assessment, mitigation, and monitoring of financial risks

that could impact the organization's financial stability and performance. This includes market risk, credit risk, liquidity risk, and operational risk, among others.

In addition to these core functions, the finance department plays a key role in strategic financial planning and decision support. This includes evaluating investment opportunities, conducting financial analysis of potential projects or acquisitions, and providing financial insights and recommendations to senior management and stakeholders.

Compliance with financial regulations and internal policies is another critical area of focus for the finance department. This involves ensuring adherence to local and international financial reporting standards, tax regulations, and other legal requirements. The department also conducts internal audits to assess the effectiveness of internal controls and verify the accuracy and integrity of financial records.

The finance department acts as a strategic partner to other departments within the organization, providing financial expertise, guidance, and support to help achieve organizational goals and objectives. By maintaining financial health, transparency, and accountability, the finance department contributes significantly to the overall success and sustainability of the organization in today's complex and dynamic business environment.



## **Production Department**

The production department stands as a vital pillar within any manufacturing or service-oriented organization, tasked with the fundamental responsibility of overseeing the transformation of raw materials or inputs into finished products or services. This process is essential not only for meeting customer demand and maintaining operational efficiency but also for upholding the organization's reputation for quality and reliability. At its core, the department's primary objective is to ensure that production processes are executed in a manner that is both cost-effective and timely while consistently meeting stringent quality standards.

Central to the production department's operations is the meticulous planning and scheduling of production activities. This entails developing comprehensive production plans that outline the sequence of manufacturing tasks, resource requirements, and timelines for completion. Effective planning enables the department to optimize the allocation of resources such as labor, equipment, and materials, thereby maximizing efficiency and minimizing production costs. By aligning production schedules with demand forecasts and market trends, the department strives to maintain a balance between supply and demand while avoiding overstocking or underproduction scenarios.

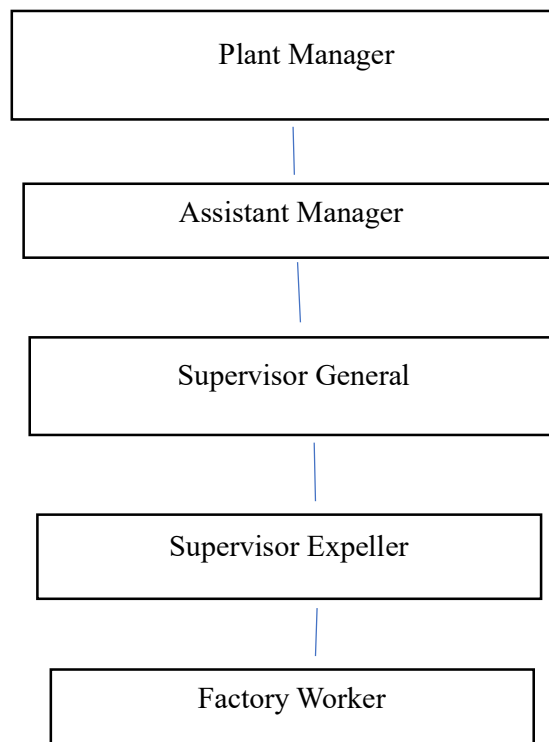
Resource management represents another critical function within the production department. This involves overseeing the deployment and utilization of labor resources, ensuring that skilled personnel are assigned to tasks that align with their expertise and optimizing workforce efficiency. Additionally, the department is responsible for managing equipment and machinery effectively, scheduling maintenance activities to minimize downtime and extend asset lifespan. Procurement and inventory management of raw materials and components are also integral to ensuring uninterrupted production operations, with a focus on maintaining adequate stock levels to support ongoing manufacturing activities.

Quality control is paramount throughout the production process, with the department implementing stringent measures to uphold product or service quality at every stage of production. This includes conducting regular inspections, tests, and audits to monitor adherence to quality standards and identify opportunities for improvement. By maintaining high standards of quality assurance, the production department enhances

customer satisfaction, builds brand credibility, and reduces the risk of product recalls or returns due to quality issues.

Continuous improvement lies at the heart of the production department's philosophy, driving ongoing efforts to optimize production techniques, streamline workflows, and enhance productivity. Through the implementation of lean manufacturing principles, process automation, and innovation in manufacturing technologies, the department seeks to minimize waste, reduce production cycle times, and increase output without compromising on quality. By fostering a culture of continuous improvement and innovation, the production department remains agile and adaptable to evolving market dynamics, technological advancements, and customer expectations.

The production department plays a pivotal role in the overall success and competitiveness of the organization by ensuring efficient production operations, maintaining high standards of quality, and driving continuous improvement in manufacturing processes. By executing its responsibilities with precision and foresight, the department contributes to achieving operational excellence, meeting customer demands, and sustaining long-term growth and profitability for the organization.



## **Purchase Department**

The purchase department, often referred to as the procurement department, plays a pivotal role within any organization by overseeing the acquisition of goods and services necessary for its operations. This department is essential for maintaining the smooth functioning of the organization's supply chain and ensuring that all departments have access to the resources they need in a timely and cost-effective manner.

At the heart of its responsibilities lies the identification and evaluation of suppliers. The purchase department meticulously assesses potential vendors based on criteria such as quality, reliability, pricing, and delivery capabilities. Negotiating contracts with selected suppliers is another crucial function, where the department strives to secure favorable terms and conditions that align with the organization's operational and financial objectives.

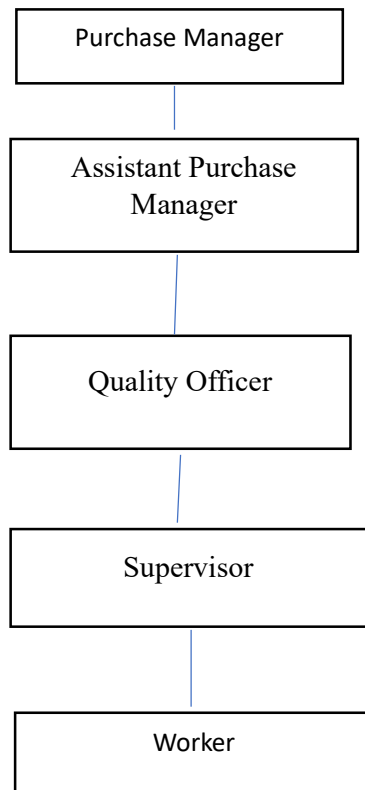
Procuring raw materials and supplies forms a significant part of the purchase department's daily activities. Whether it's sourcing essential components for manufacturing processes or acquiring office supplies for administrative functions, the department ensures that all purchases meet quality standards and are delivered promptly to avoid disruptions in production or service delivery.

Collaboration with other departments is essential for the purchasing department to fulfill its role effectively. By understanding the needs and requirements of departments such as production, finance, and marketing, the procurement team can accurately forecast future demand and plan procurement strategies accordingly. This collaborative approach not only enhances internal communication and coordination but also ensures that the organization operates efficiently and remains responsive to changing market conditions.

Managing supplier relationships is another critical aspect of the purchase department's mandate. Cultivating strong partnerships with suppliers fosters mutual trust and reliability, which is essential for maintaining a steady supply of goods and services. By monitoring supplier performance and addressing any issues proactively, the department mitigates risks associated with supply chain disruptions and maintains continuity in operations.

Moreover, the purchasing department plays a strategic role in cost management and quality assurance. By monitoring market trends and anticipating price fluctuations, the department can make informed purchasing decisions to optimize costs without compromising on product or service quality. This proactive approach not only helps in controlling expenses but also enhances the organization's competitiveness in the marketplace.

The purchase department serves as a linchpin in the organization's overall procurement strategy, ensuring that it has the necessary materials and resources to operate efficiently and effectively. Through its functions of supplier evaluation, contract negotiation, procurement planning, and supply chain management, the department contributes significantly to business continuity, cost control, and maintaining high standards of quality across all facets of the organization's operations.



## **Marketing Department**

The marketing department plays a pivotal and multifaceted role within any organization, serving as the driving force behind the promotion and sales of products or services. At its core, the department is responsible for understanding, anticipating, and satisfying customer needs through a variety of strategic initiatives.

Market research stands as one of the foundational functions of the marketing department. Through meticulous analysis and research, the team identifies target markets, demographic trends, consumer preferences, and competitive landscapes. These insights form the basis for informed decision-making and the development of effective marketing strategies tailored to resonate with specific audience segments.

Armed with comprehensive market intelligence, the marketing department devises and executes marketing campaigns aimed at both attracting new customers and nurturing existing relationships. This involves crafting compelling messages and creative content that highlight the unique value propositions of the organization's offerings. Channels utilized range from traditional media such as television, radio, and print advertising to digital platforms including websites, social media, email marketing, and search engine optimization (SEO).

In the realm of digital marketing, the department manages the organization's online presence to enhance visibility and engagement. This encompasses maintaining a dynamic website, creating impactful social media strategies, and leveraging content marketing to establish thought leadership and build brand authority. Engaging with consumers on social media platforms not only amplifies brand awareness but also facilitates direct interaction and feedback, fostering stronger customer relationships.

Public relations (PR) initiatives are also integral to the marketing department's mandate, encompassing activities such as media relations, press releases, and corporate communications. PR efforts aim to cultivate a positive public image, manage reputation, and effectively communicate the organization's key messages to external stakeholders.

Furthermore, the marketing team continually monitors and analyzes the performance of marketing campaigns and initiatives. By leveraging analytics tools and metrics, they assess the effectiveness of various marketing channels, measure return on investment

(ROI), and identify opportunities for optimization. This data-driven approach enables the department to refine strategies, allocate resources efficiently, and achieve measurable business outcomes.

In essence, the marketing department serves as a strategic linchpin in driving business growth, customer acquisition, and brand differentiation. By combining market insights with creative prowess and analytical rigor, the department plays a pivotal role in shaping perceptions, generating demand, and ultimately contributing to the organization's overall success and competitive edge in the marketplace.



## **HR Department**

The Human Resources (HR) department serves as a cornerstone in every organization, tasked with managing a spectrum of critical functions that directly impact the well-being and productivity of its workforce. Central to its role is the recruitment and staffing



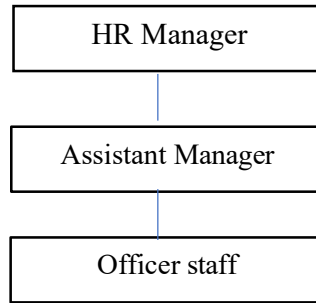
process, where HR meticulously identifies, attracts, and selects qualified individuals who align with the organization's objectives. Upon hiring, the department ensures a seamless onboarding experience, facilitating the integration of new hires and providing continuous training and development opportunities to enhance their skills and capabilities.

Beyond recruitment, HR undertakes the vital responsibility of performance management, conducting regular evaluations to assess employee contributions and align individual goals with organizational objectives. This includes fostering career development through personalized plans and support. Equally significant is HR's oversight of compensation and benefits administration, where it designs and maintains equitable pay structures and comprehensive benefits packages to attract and retain top talent while ensuring compliance with regulatory standards.

Moreover, the HR department plays a pivotal role in cultivating positive employee relations by promptly addressing grievances, promoting a respectful workplace culture, and upholding adherence to labor laws and company policies. It also champions diversity, equity, and inclusion initiatives to create a supportive and inclusive environment where every employee can thrive.

Additionally, HR takes proactive measures in policy development, establishing guidelines for health, safety, and ethical conduct to safeguard employee well-being and organizational integrity. By strategically planning for future workforce needs and anticipating industry trends, HR contributes to the organization's long-term success and sustainability.

In essence, the HR department's multifaceted efforts are indispensable in nurturing a motivated, efficient, and satisfied workforce, ultimately driving organizational growth and achievement of strategic goals. By focusing on these comprehensive functions, HR plays a pivotal role in shaping a positive workplace environment conducive to innovation, collaboration, and continuous improvement.



## **SWOT ANALYSIS**

SWOT analysis is conducted in a company to assess its internal strengths and weaknesses, as well as external opportunities and threats. This analysis helps in understanding the company's current position in the market, identifying areas for improvement, and making strategic decisions to capitalize on opportunities and mitigate threats. SWOT analysis provides valuable insights into the organization's current standing in the market. This process helps the company identify its competitive advantages, such as strong brand recognition or specialized expertise, while also pinpointing areas that require improvement, such as limited product diversification or scaling challenges. Furthermore, SWOT analysis enables the company to capitalize on emerging opportunities, such as new market expansions or evolving consumer trends in health and wellness. Additionally, it helps the company anticipate and prepare for potential threats, such as supply chain disruptions or increasing competition. SWOT analysis serves as a foundational tool for developing effective strategies to enhance competitiveness, drive growth, and navigate the dynamic business landscape.

It enables us to understand both the internal and external factors that impact a company's performance and prospects. Internally, it enables the company to leverage its strengths, such as specialized skills or resources, to capitalize on market opportunities and overcome weaknesses. For example, if a company has a skilled workforce but faces challenges in distribution, it can strategize to enhance its distribution network to reach new markets and expand its customer base. Similarly, by identifying weaknesses like limited product diversification, the company can prioritize

efforts to develop new product lines or improve existing offerings to better meet customer needs.

Externally, SWOT analysis helps the company stay attuned to market dynamics and competitive forces. By identifying opportunities such as emerging consumer trends or untapped market segments, the company can tailor its strategies to capitalize on these opportunities and gain a competitive edge. Conversely, by recognizing threats such as regulatory changes or intensifying competition, the company can proactively mitigate risks and adapt its strategies to maintain its market position.

### **Strengths:**

- Nearly three decades of industry experience in the production of curry powders and spices.
- Known for premium quality curry masala powder and spice blends.
- The Company is a Well-recognized brand locally and in key export markets.
- Royal Rich is Successful in export operations to GCC nations, the USA, Western Europe, Singapore, and more.
- Royal Rich Condiments Pvt. Limited maintains rigorous adherence to quality and hygiene standards.
- Royal Rich Condiments Pvt. Limited benefits from the backing of the esteemed ESSEN Group, bolstering its credibility and stability.
- Expertise in spice blending and manufacturing processes.

### **Weaknesses:**

- Reliant on consistent quality and availability of raw spices.
- Primary focus on curry powders and spices, with ongoing efforts to diversify.
- The Company Faces strong competition from both local and international spice brands.
- Potential difficulties in maintaining quality while scaling up production.

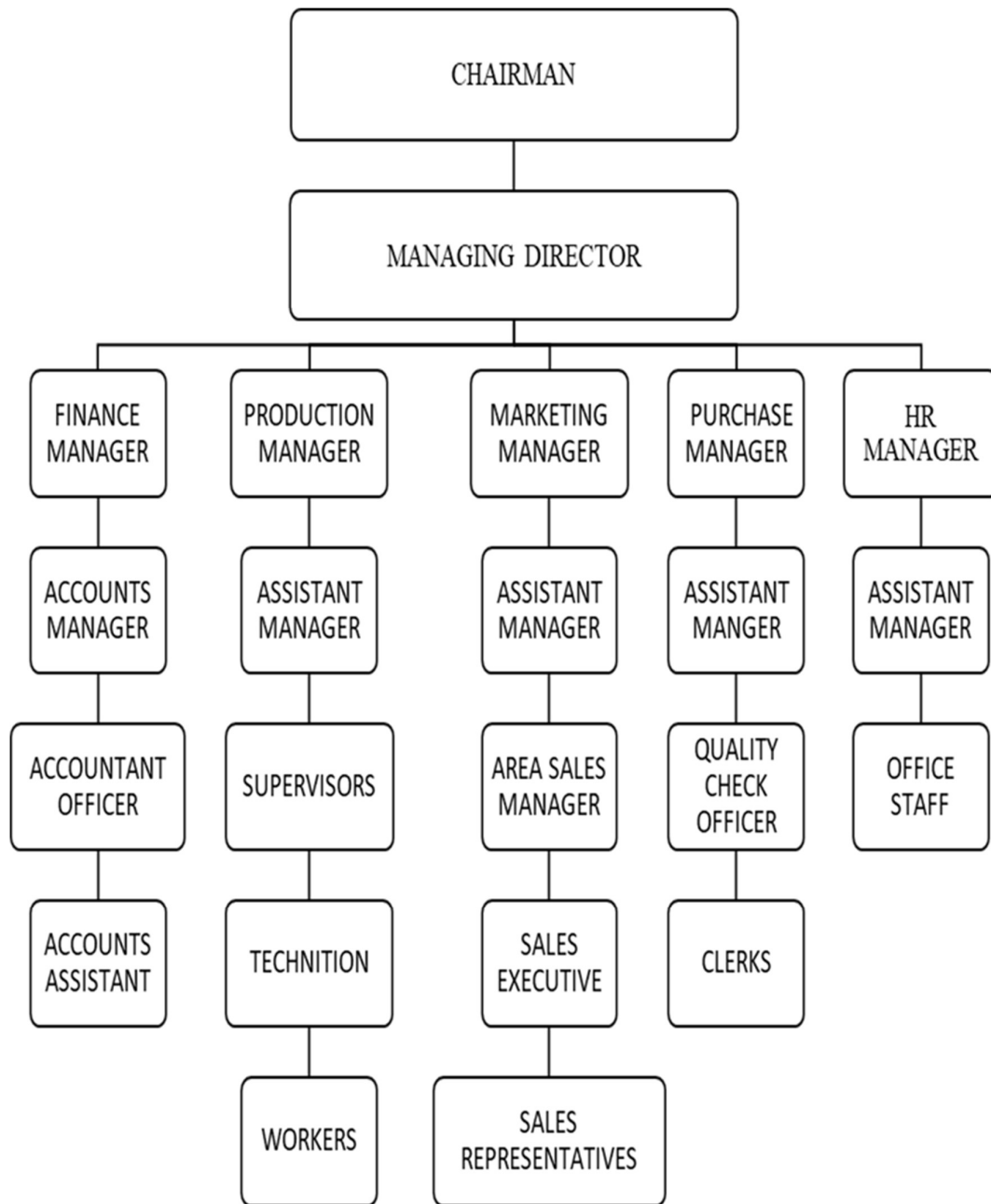
### **Opportunities:**

- Royal Rich has a Strong Potential to expand into new product lines such as ready-to-use spice mixes

- They have the Opportunities to capture new domestic and international markets.
- Royal Rich Condiments Pvt. Limited capitalizes on the rising interest in organic and health-oriented spices, aligning with health and wellness trends.
- They have the opportunity to develop new and innovative spice blends.
- The Company is Forming alliances with retailers, distributors, and food manufacturers to expand market reach.

**Threats:**

- Vulnerability to disruptions in the supply of raw spices due to factors like climate change or geopolitical issues.
- Potential impact of changing food safety, health regulations, and export laws.
- Economic downturns affect consumer purchasing power and spending habits.
- The Shifts in consumer preferences towards alternative spices and seasoning products.
- The Ongoing competition from established and emerging spice brands in both domestic and international markets.



**ORGANISATION STRUCTURE**

**CHAPTER II**  
**REVIEW OF LITERATURE**

## 2.1 LITERATURE REVIEW

1. According to Albert A. Barreda, Anil Bilgihan, Khaldoon Nusaird, and Fevzi Okumus (2015) The Study, explores how brands can effectively use online social networks to enhance their visibility. By employing a mixed-method approach, including surveys, interviews, and case studies, the researchers identified several key strategies. They found that active engagement and interaction with users, high-quality and visually appealing content, and partnerships with influencers significantly boost brand awareness. Regular posting and maintaining a consistent brand voice are crucial, as is tailoring content to fit the specific features of each social media platform. Encouraging user-generated content also enhances authenticity and trust. The study concludes that a strategic, multifaceted approach is necessary for brands to effectively increase their awareness and visibility in the digital landscape. This involves being proactive, and adaptive, and leveraging the unique aspects of each social network to engage with the audience meaningfully.

2. According to Natalia Rubio, Javier Oubina, and Nieves Villa Senor (2013) The study investigates the relationships between brand awareness, perceived quality, and risk perception among consumers of store-brand food products. The researchers found that higher brand awareness leads consumers to infer better quality, which in turn reduces their perception of risk associated with purchasing these products. The study emphasizes the importance for store brands to build strong brand awareness to positively influence consumer perceptions and mitigate any concerns about product quality and safety. This finding suggests that marketing efforts aimed at increasing brand visibility can effectively enhance consumer trust and confidence in store-brand food products.

3. According to Cathy J. Cobb-Walgren, Cynthia A. Ruble, and Naveen Donthu, (2013) The study explores the interrelationships between brand equity, brand preference, and consumer purchase intentions. The researchers demonstrate that higher brand equity, which encompasses elements such as brand awareness, perceived quality, and brand associations, significantly enhances consumers' preference for a brand. This heightened preference then translates into a stronger intention to purchase the brand's products. The study highlights the critical role of building and maintaining robust brand equity to positively influence consumer behavior, ultimately driving sales and fostering customer loyalty. The findings suggest that companies should invest in strategies that enhance brand equity to cultivate a loyal customer base and increase market share.

4. According to Malik M. E., Ghafoor M. M., Hafiz K. I., Riaz U., Hassan N. U., Mustafa M., and Shahbaz S (2013) Investigates the roles of brand awareness and brand loyalty in influencing consumer purchase decisions. The researchers found that both brand awareness and brand loyalty are critical factors in the purchasing process. Brand awareness, the extent to which consumers recognize and recall a brand, serves as the initial step in attracting potential buyers. Once awareness is established, brand loyalty, characterized by a consumer's consistent preference for a particular brand over others, becomes crucial in maintaining and increasing purchase frequency. The study underscores that a combination of strong brand awareness and loyalty not only attracts new customers but also retains existing ones, thereby enhancing overall sales and

market presence. Brands should therefore focus on strategies that build recognition and foster long-term loyalty to achieve sustained success in the market.

5. According to S. Banumathy and M Hemameena (2006) It examines the factors influencing consumer preferences for soft drink brands in a global context. The researchers analyze how various elements such as brand image, taste, advertising, price, and availability impact consumers' choice of soft drink brands. They found that brand image and advertising play significant roles in shaping consumer preferences, with well-known brands often being favored due to their perceived quality and extensive marketing efforts. Additionally, the study highlights the importance of taste and price competitiveness in attracting and retaining customers. The research concludes that understanding these factors can help soft drink companies tailor their strategies to meet consumer demands and enhance their market position globally.

6. According to Emma K. Macdonald and Byron M. Sharp (2000) explores how brand awareness influences consumer decision-making for frequently purchased products. The researchers replicate previous findings to confirm that brand awareness significantly impacts consumers' choices, even for common items bought regularly. They demonstrate that consumers are more likely to choose brands they recognize and remember, simplifying their decision-making process and reducing perceived risk. This preference for well-known brands highlights the importance of building and maintaining strong brand awareness to ensure repeated purchases and customer loyalty. The study emphasizes that consistent brand visibility and recognition are crucial for success in competitive markets with common, repeat-purchase products.

7. Mridanish Jha (2013) The study examines the impact of brand awareness on consumer preferences for fast-moving consumer goods (FMCGs) in rural areas of Bihar, India. The research highlights how brand awareness affects the buying behavior of rural consumers, who often rely on brand recognition due to limited information and resources. It reveals that even in rural markets, well-known brands have a significant advantage, as consumers tend to prefer products from brands they recognize and trust. The study underscores the importance for FMCG companies to invest in building strong brand awareness and visibility in rural regions to influence consumer preferences and increase market share. Effective marketing strategies tailored to rural consumers, including local advertising and community engagement, are crucial for achieving success in these markets.

8. Dr. Sushil Kumar and M. Parmar (2019) investigate how social media marketing influences brand awareness, brand preference, and purchase intentions among young consumers. The research highlights that social media platforms are powerful tools for reaching and engaging with younger demographics. It demonstrates that effective social media marketing significantly enhances brand awareness, making brands more recognizable and memorable to young consumers. This increased awareness subsequently influences brand preference, as young consumers are more likely to favor brands they encounter frequently on social media. Moreover, the study finds that heightened brand awareness and preference positively impact purchase intentions, leading young consumers to be more inclined to buy the products of brands they follow and engage with on social media. The study concludes that businesses should



strategically leverage social media marketing to build brand awareness and foster loyalty among young consumers, ultimately driving sales and growth.

9. Patti M. Valkenburg and Moniek Buijzen (2005) The study, explores the factors influencing brand awareness among young children. The research focuses on how exposure to television, parental influence, and peer interactions shape children's awareness of brands at a young age. It reveals that television plays a significant role in introducing children to brands through advertisements and program sponsorships. Furthermore, parental discussions and endorsements of brands contribute to children's understanding and recognition of different products. Additionally, interactions with peers and social environments also influence brand awareness among children, as they share and discuss their preferences and experiences. The study underscores the importance of these environmental factors in shaping early brand perceptions and suggests that marketers and parents alike should consider these influences when targeting or guiding children's brand awareness and preferences.

10. According to Christian Homburg, Martin Klarmann, and Jens Schmitt (2012) It identifies that brand awareness significantly enhances firm performance under specific conditions. These conditions include scenarios where a firm's brand is perceived as distinctive or superior in comparison to competitors, thereby contributing to market differentiation. Moreover, strong brand awareness fosters deeper relationships with existing customers, promoting loyalty and repeat business. In terms of attracting new customers, effective brand awareness strategies signal reliability and quality, crucial attributes in B2B decision-making processes. The study underscores that the impact of brand awareness on firm performance varies with industry dynamics and competitive pressures, highlighting the strategic importance of investing in brand-building activities tailored to enhance visibility and reputation in B2B markets. By leveraging brand awareness effectively, firms can gain a competitive edge, drive revenue growth, and strengthen their market position in business markets.

## **2.2 THEORETICAL FRAMEWORK**

### **BRAND AWARENESS**

#### **IMPORTANCE OF BRAND AWARENESS**

##### **1. Recognition and Recall**

Brand awareness helps consumers easily recognize and recall a brand among competitors, increasing the likelihood of consideration during purchase decisions. When consumers encounter a product or service they are familiar with due to strong brand awareness, it triggers a sense of familiarity and trust. This familiarity can be crucial in a crowded marketplace where consumers are bombarded with choices. Brands with high recognition benefit from being top-of-mind when consumers are making purchasing decisions, which can lead to increased sales and market share.

## 2. Trust and Credibility

Familiar brands are perceived as more trustworthy and credible. Consumers often associate well-known brands with reliability, quality, and consistency in delivering on their promises. This perception of trustworthiness is built over time through positive experiences, effective customer service, and a strong brand reputation. As a result, consumers are more likely to choose brands they trust, leading to higher levels of consumer confidence and loyalty. Trust also plays a role in repeat purchases and recommendations to others, further solidifying the brand's market position.

## 3. Supports Marketing Efforts

High brand awareness enhances the effectiveness of marketing and advertising campaigns. When consumers are already familiar with a brand, marketing messages are more likely to resonate and capture their attention. This facilitates consumer engagement and message retention, as consumers are more receptive to communications from brands they recognize. Effective marketing campaigns can leverage brand awareness to influence consumer behavior, drive sales, and reinforce brand positioning in the minds of target audiences.

## 4. Competitive Advantage

Brands with strong awareness enjoy a competitive edge by standing out in crowded markets. In competitive industries, where numerous brands offer similar products or services, strong brand awareness helps differentiate a brand from its competitors. Consumers often perceive well-known brands as more reliable and preferable, which influences their purchasing decisions. This competitive advantage allows brands to attract more customers, retain market share, and potentially expand their customer base through effective brand positioning strategies.

## 5. Price Premium

Consumers often associate well-known brands with higher quality and are willing to pay a premium for them. Strong brand awareness enhances perceived value in the minds of consumers, making them more willing to pay extra for products or services from recognized brands. This ability to command a price premium can lead to increased profitability and improved market positioning. Brands that successfully build and maintain strong awareness levels can leverage this advantage to justify higher prices and achieve sustainable profitability.

## 6. Long-Term Success

Building brand awareness contributes to long-term business success by fostering brand equity. Brand equity represents the overall value and strength of a brand in the

marketplace. Brands with high brand equity are more resilient in economic downturns as consumers tend to remain loyal to brands they trust and value. Moreover, strong brand awareness opens up opportunities for expansion into new markets or product categories, leveraging existing brand equity to attract new customers and sustain growth over time.

## 7. Customer Loyalty

Awareness builds customer loyalty as consumers tend to stick with brands they know and trust. Repeat purchases from loyal customers contribute significantly to a brand's revenue and profitability. Loyal customers are also more likely to recommend the brand to others, leading to positive word-of-mouth and organic growth. By fostering strong relationships with customers through consistent brand experiences and effective communication, brands can cultivate long-term loyalty and increase lifetime customer value.

## 8. Market Expansion

Established brand awareness facilitates entry into new markets or product categories. Brands with strong awareness levels have already established a foundation of trust and familiarity among consumers, making it easier to introduce new products or expand into different geographic regions. This expansion is supported by the brand's existing reputation and consumer perception, which can accelerate the acceptance and adoption of new offerings. Effective market expansion strategies leverage brand awareness to attract new customers and capture market share in diverse segments.

## 9. Brand Differentiation

Brands with high awareness levels can differentiate themselves more effectively. Strong brand awareness helps create a distinct identity that resonates with target audiences, distinguishing the brand from competitors. Differentiation can be based on unique brand values, product features, customer service, or a combination of these factors. By emphasizing what sets them apart in the minds of consumers, brands can strengthen their competitive position and build a loyal customer base that values their unique offerings.

## 10. Overall Business Growth

Investing in brand awareness strategies supports overall business growth by driving sales, enhancing market share, and securing a sustainable competitive position. Brands that prioritize building and maintaining strong awareness levels are better positioned to capitalize on expansion opportunities, respond to market challenges, and adapt to changing consumer preferences. The cumulative effect of increased brand visibility,

consumer trust, and market differentiation contributes to sustained growth and profitability over the long term.

## **DETERMINANTS OF BRAND AWARENESS**

- **Marketing and Advertising:**

Effective marketing and advertising efforts are crucial in building brand awareness. Brands invest in various promotional activities such as television commercials, radio ads, print advertisements, digital marketing, and social media campaigns to reach their target audience. These efforts aim to increase brand visibility and recognition among consumers. Consistent and targeted advertising strategies help create top-of-mind awareness, ensuring that consumers think of the brand first when making purchasing decisions. The frequency and reach of these campaigns play a significant role in shaping consumer perceptions and fostering brand recall.

- **Brand Visibility:**

Brand visibility refers to the presence and exposure of a brand in the marketplace. Brands achieve visibility through product placements in movies, TV shows, and events, as well as sponsorships of sports teams or cultural events. Visibility also includes prominent placement on shelves in retail stores and online platforms. The more consumers encounter a brand across different channels and contexts, the more likely they are to become aware of it. Consistent visibility reinforces brand presence in consumers' minds, making the brand familiar and recognizable.

- **Brand Reputation and Image:**

A brand's reputation and image are fundamental in shaping its awareness levels. Consumers associate brands with specific attributes such as quality, reliability, innovation, and customer service based on their experiences and perceptions. Positive experiences lead to a strong reputation, while negative experiences can tarnish a brand's image. Brands with a positive reputation are more likely to be remembered favorably by consumers and recommended to others. Maintaining a consistent and positive brand image through transparent communication, ethical practices, and delivering on brand promises enhances brand awareness over time.

- **Product Quality and Performance:**

The perceived quality and performance of a brand's products or services significantly impact brand awareness. Brands that consistently deliver high-quality products that meet or exceed consumer expectations are more likely to be recognized and recommended. Positive experiences with a brand's offerings contribute to word-of-mouth recommendations and repeat purchases, which in turn enhance brand awareness. Brands invest in product development and quality control to ensure that their offerings

maintain high standards, thereby reinforcing positive perceptions and increasing awareness among consumers.

- **Word-of-Mouth and Recommendations:**

Word-of-mouth communication from satisfied customers plays a pivotal role in building brand awareness. Consumers trust recommendations from friends, family, and peers more than traditional advertising messages. Positive word-of-mouth endorsements amplify brand visibility and credibility, as satisfied customers share their experiences with others. Brands can stimulate positive word-of-mouth by delivering exceptional customer experiences, encouraging customer reviews and testimonials, and fostering a community of brand advocates. Engaging with influencers and opinion leaders who endorse the brand further amplifies its reach and awareness among its followers.

- **Brand Associations and Identity:**

Brand associations encompass visual elements such as logos, colors, typography, and symbols, as well as intangible aspects like brand values, personality, and positioning. Consistent brand identity across all communication channels reinforces brand recognition and recall. Brands create memorable associations through storytelling, unique brand positioning, and emotional connections with consumers. Strong brand associations help differentiate the brand from competitors and strengthen its identity in consumers' minds. Brands continuously manage and evolve their identity to resonate with changing consumer preferences and market trends, thereby maintaining and increasing brand awareness.

- **Market Presence and Distribution:**

The availability and accessibility of a brand's products or services influence brand awareness. Brands with extensive distribution networks and strategic placement in retail outlets, e-commerce platforms, and other sales channels increase their visibility among consumers. Being present where consumers shop or search for products enhances the likelihood of brand discovery and consideration. Brands leverage distribution partnerships and logistics capabilities to ensure products are readily available to meet consumer demand. A strong market presence ensures that the brand is visible and accessible, contributing to higher levels of brand awareness and consideration.

- **Customer Engagement and Interaction:**

Brands that actively engage with consumers through various touchpoints such as social media, customer service interactions, events, and loyalty programs foster deeper connections and increase brand awareness. Engaging content, interactive campaigns,

and personalized communication resonate with consumers, encouraging brand interaction and loyalty. Brands listen to customer feedback, respond promptly to inquiries and issues, and prioritize customer satisfaction to build trust and loyalty. Positive interactions create memorable experiences that strengthen brand affinity and advocacy, driving word-of-mouth recommendations and expanding brand awareness organically.

- **Competitive Environment:**

The competitive landscape influences brand awareness as brands vie for consumers' attention and preferences. Brands in highly competitive industries must differentiate themselves through unique value propositions, innovative products, and compelling marketing strategies. Understanding competitors' strengths and weaknesses helps brands position themselves effectively to stand out in the market. Brands invest in market research to identify gaps and opportunities, refine their messaging, and enhance their visibility relative to competitors. Effective differentiation and competitive positioning contribute to higher brand awareness and market share in competitive environments.

- **Cultural and Social Influences:**

Cultural factors, societal trends, and social influences impact brand awareness. Brands that align with cultural values, social movements, and emerging trends resonate more deeply with consumers. Cultural relevance enhances brand authenticity and appeal among diverse demographic groups. Brands adapt their messaging and campaigns to reflect cultural sensitivities and consumer preferences, ensuring relevance and engagement. Social media platforms amplify cultural conversations and allow brands to participate in relevant discussions, increasing visibility and fostering connections with consumers. Brands that embrace cultural diversity and social responsibility enhance their brand awareness and relevance in evolving societal landscapes.

## **ACHIEVING BRAND AWARENESS**

1. **Define Your Brand Identity:**

Start by clearly defining your brand identity, which includes understanding your brand's mission, values, unique selling propositions (USPs), and personality. Your brand identity serves as the foundation for all your marketing efforts. It should be authentic, compelling, and differentiated from competitors. Clearly articulate what your brand stands for and what sets it apart in the marketplace.

## 2. Know Your Target Audience:

Understanding your target audience is crucial for crafting effective brand awareness strategies. Conduct market research to identify demographics (age, gender, income level), psychographics (lifestyle, values, interests), and behavior patterns of your ideal customers. This insight helps tailor your messaging, channels, and content to resonate with their preferences and needs.

## 3. Develop a Consistent Branding Strategy:

Consistency in branding is key to building recognition and recall. Develop and maintain consistent visual and verbal elements that reflect your brand identity across all touchpoints. This includes your logo, colors, typography, taglines, and brand voice. Consistency reinforces brand familiarity and makes it easier for consumers to identify and remember your brand.

## 4. Invest in Marketing and Advertising:

Allocate resources to strategic marketing and advertising campaigns that reach your target audience effectively. Consider a mix of channels such as digital marketing (social media, email, content marketing, PPC advertising), traditional advertising (TV, radio, print), outdoor advertising (billboards, signage), and public relations (media coverage, influencer partnerships). Tailor your messaging and creativity to align with your brand identity and resonate with your audience.

## 5. Utilize Content Marketing:

Content marketing plays a vital role in educating, entertaining, and engaging your target audience. Create valuable and relevant content that addresses their pain points, provides solutions, or entertains them. Content formats can include blogs, videos, infographics, podcasts, eBooks, and more. Publish consistently and optimize content for search engines (SEO) to increase visibility and attract organic traffic to your website.

## 6. Harness the Power of Social Media:

Social media platforms are invaluable for building brand awareness and engaging with your audience directly. Develop a social media strategy that aligns with your brand voice and objectives. Regularly share content, interact with followers, respond to comments and messages, and participate in relevant conversations. Leverage social media advertising to amplify your reach and target specific audience segments based on demographics, interests, and behaviors.

#### 7. Implement SEO Strategies:

Search engine optimization (SEO) is essential for improving your website's visibility in search engine results pages (SERPs). Optimize your website and content with relevant keywords, meta tags, and descriptions. Create high-quality content that addresses user intent and provides value to visitors. Focus on mobile optimization, page load speed, and secure HTTPS protocol to enhance user experience and SEO performance.

#### 8. Engage in Influencer Marketing:

Collaborate with influencers and industry experts who have a strong following and influence within your target market. Influencer marketing can help amplify your brand's message, increase credibility, and reach new audiences. Choose influencers whose values align with your brand and whose audience matches your target demographics. Track campaign performance and ROI to ensure effective partnership outcomes.

#### 9. Participate in Events and Sponsorships:

Sponsorship of events, trade shows, conferences, or community initiatives provides opportunities for direct interaction with your target audience. Choose events that align with your brand values and target demographics. Showcase your brand through booth displays, presentations, and networking opportunities. Engage attendees through product demonstrations, giveaways, and promotional activities to increase brand visibility and foster meaningful connections.

#### 10. Monitor and Measure Results:

Use analytics tools and metrics to monitor the performance of your brand awareness campaigns. Track key performance indicators (KPIs) such as website traffic, social media engagement (likes, shares, comments), brand mentions, sentiment analysis, and conversion rates. Analyse data insights to understand what strategies are working well and where adjustments are needed. Continuously optimize your campaigns based on data-driven decisions to maximize effectiveness and ROI.

#### 11. Stay Agile and Adapt:

Stay informed about industry trends, consumer behavior shifts, and competitive landscape changes. Adapt your brand awareness strategies and messaging to remain relevant and resonate with evolving audience preferences. Embrace innovation and experiment with new technologies, platforms, and communication channels to stay ahead of the curve and maintain a competitive edge.



## **KEY FACTORS INFLUENCING BRAND AWARENESS**

### **1. Marketing and Advertising**

Effective marketing and advertising campaigns are pivotal in elevating brand awareness for any business. These campaigns leverage multiple channels to ensure broad audience reach and engagement. Traditional channels like television, radio, and print media allow brands to connect with diverse demographics through scheduled broadcasts, print publications, and targeted placements. These mediums remain influential due to their widespread accessibility and ability to deliver impactful messaging to mass audiences. In tandem with traditional channels, digital platforms have revolutionized brand promotion. Online marketing strategies such as Search Engine Optimization (SEO) optimize a brand's website content to enhance visibility in search engine results, ensuring the brand appears prominently when consumers search for relevant keywords. Pay-per-click (PPC) advertising enables brands to target specific demographics through targeted ads displayed on search engines and other platforms, paying only when users click on their ads.

Social media marketing has become indispensable for modern brands. Platforms like Facebook, Instagram, Twitter, and LinkedIn allow brands to engage directly with their audience, fostering relationships through interactive content, customer support, and community management. Content marketing complements these efforts by creating valuable, relevant, and consistent content that attracts and retains a clearly defined audience, ultimately driving profitable customer action.

### **2. Public Relations**

Positive media coverage plays a crucial role in enhancing brand awareness and credibility through strategic communication and relationship-building with media outlets. Press releases serve as formal announcements to inform journalists and the public about significant brand developments such as product launches, corporate milestones, or partnerships. They effectively capture media attention across various channels including newspapers, magazines, online platforms, and broadcast media, ensuring widespread visibility and recognition for the brand. This coverage not only increases brand exposure but also enhances credibility as it is perceived as unbiased validation by third-party sources.

Similarly, media events like press conferences, product launches, or exclusive previews provide direct engagement opportunities with journalists and influencers. These events enable brands to deliver key messages in a controlled environment, generating focused media coverage that highlights the brand's initiatives and values. By organizing such events, brands can cultivate stronger relationships with media professionals, fostering ongoing coverage and advocacy that bolsters brand visibility and authority in the market. Collaborations with influencers and journalists further amplify brand visibility by leveraging their established audiences and credibility. Influencers endorse products or share brand experiences with their followers, while journalists provide in-depth coverage that showcases the brand's unique strengths and offerings. These collaborations generate diverse content formats—such as reviews, interviews, and

features—that resonate with different audience segments, reinforcing brand messages and enhancing consumer trust.

Building and maintaining strong relationships with media outlets are essential for securing regular and favorable mentions of the brand. This involves proactive communication, providing timely and relevant information, and offering exclusive opportunities for media coverage. Strong media relationships not only ensure consistent positive coverage but also enable brands to capitalize on timely opportunities and industry trends, further strengthening their reputation and market presence. Ultimately, positive media coverage through press releases, media events, and collaborations contributes significantly to building brand awareness, credibility, and lasting relationships with consumers and stakeholders alike.

### 3. Social Media Presence

Maintaining an active presence on social media platforms is crucial for modern brands looking to establish meaningful connections with their audience and cultivate a loyal community. Beyond just posting content, active engagement involves consistently responding to comments and messages promptly, and demonstrating attentiveness and care towards followers' inquiries and feedback. This two-way communication not only enhances customer satisfaction but also builds trust and loyalty as customers feel valued and heard by the brand.

Moreover, brands can leverage social media as a platform for customer support, providing real-time assistance and resolving issues publicly when necessary. This transparent approach not only resolves individual concerns but also showcases the brand's commitment to customer service excellence, which can significantly enhance brand reputation and perception.

In addition to direct interaction, brands can foster engagement by creating interactive and participatory content such as polls, contests, quizzes, and live sessions. These initiatives encourage active participation from followers, thereby increasing organic reach as content is shared and discussed among their networks. User-generated content (UGC) also plays a pivotal role in building brand authenticity and community spirit, as satisfied customers voluntarily share their experiences and testimonials, amplifying the brand's reach and credibility. Furthermore, social media platforms provide valuable insights into audience preferences, behaviors, and trends through analytics tools. Brands can utilize these insights to refine their content strategy, optimize engagement tactics, and tailor their messaging to better resonate with their target demographics. By staying informed and adaptive to audience interests and feedback, brands can continuously evolve their social media presence to maintain relevance and sustain long-term engagement and advocacy from their community.

### 4. Events and Sponsorships

Participating in or sponsoring events that align with the brand's values and target audience offers numerous strategic advantages beyond mere visibility. These events provide a platform for face-to-face interactions, allowing brands to forge personal connections and build relationships with potential customers, stakeholders, and industry peers. Direct engagement at events enables brands to showcase their products

or services in a tangible way, providing demonstrations, samples, or interactive experiences that leave a lasting impression on attendees. Furthermore, sponsorships not only increase brand visibility during the event itself but also extend reach through branding opportunities in promotional materials, signage, and digital platforms associated with the event. By aligning with events that resonate with their values, brands can leverage the event's existing credibility and audience trust to enhance their own reputation and perceived authority within the industry.

Engaging in community events and initiatives is particularly impactful for strengthening local presence and fostering goodwill. Brands that actively participate in community activities demonstrate a commitment to supporting local causes and engaging with their immediate environment. This involvement can lead to positive word-of-mouth endorsements and strengthen relationships with local businesses, influencers, and residents, thereby solidifying the brand's roots within the community. Moreover, participating in industry-specific conferences, trade shows, and seminars allows brands to stay current with market trends, network with industry professionals, and gain insights into competitors and emerging opportunities. These events provide valuable learning and collaboration opportunities that can inform strategic decisions and innovation within the organization.

## 5. Brand Identity and Positioning

Establishing a clear and compelling brand identity is foundational for any brand aiming to cultivate strong brand awareness and recognition in the market. This involves defining a unique selling proposition (USP) that succinctly communicates what sets the brand apart from its competitors. A USP should highlight the brand's distinctive features, benefits, or values that resonate with the target audience's desires and aspirations. By clearly articulating its USP, a brand can effectively differentiate itself in a crowded marketplace, making it easier for consumers to understand and remember what makes the brand special.

Consistency in brand positioning is equally essential to reinforce this identity across all touchpoints and communication channels. This consistency ensures that the brand's message remains coherent and aligned with its core values and promises. It involves maintaining uniformity in visual elements such as logos, colors, typography, and imagery, as well as in tone of voice and messaging style. A cohesive brand presence not only strengthens brand recognition but also builds trust and familiarity with consumers over time. Moreover, beyond defining a USP and maintaining consistency, brands can further enhance their brand identity by actively engaging with their audience. This engagement involves listening to customer feedback, adapting to changing preferences, and continuously innovating to meet evolving needs. Brands can foster deeper connections by creating meaningful brand experiences through interactive campaigns, personalized customer interactions, and community-building initiatives. By aligning their brand identity with ongoing consumer insights and market trends, brands can effectively build a robust and enduring presence that resonates with their target audience.

## 6. Customer Experience

Providing high-quality products or services that consistently meet or exceed customer expectations forms the cornerstone of fostering positive customer experiences. When customers receive products or services that are reliable, effective, and of superior quality, it not only satisfies their immediate needs but also builds trust and confidence in the brand. This positive experience establishes a strong foundation for customer satisfaction and loyalty, as customers are more likely to return for future purchases and recommend the brand to others through positive word of mouth.

In addition to delivering exceptional products or services, excellent customer service and support play a crucial role in enhancing the overall customer experience. Prompt and effective customer support addresses any issues or concerns that may arise, demonstrating responsiveness and dedication to customer satisfaction. Whether through responsive communication channels, knowledgeable support staff, or efficient problem-solving processes, brands that prioritize customer service create a positive impression and foster long-term relationships with their customers.

Moreover, positive customer experiences driven by high-quality offerings and exceptional service contribute to increased brand visibility and awareness. Satisfied customers are more inclined to share their positive experiences with friends, family, and peers, both offline and on social media platforms. This organic word of mouth serves as a powerful endorsement for the brand, reaching potential customers and enhancing the brand's reputation in the marketplace. Ultimately, by consistently delivering on customer expectations and providing outstanding support, brands not only retain loyal customers but also attract new ones, driving sustained growth and success in a competitive business landscape.

## 7. Partnerships and Collaborations

Collaborating with complementary brands, influencers, or organizations on co-branded campaigns or initiatives presents a myriad of benefits beyond expanding reach and exposure. By forging strategic alliances, brands can tap into synergies that amplify their marketing impact and consumer engagement. Such collaborations allow brands to combine strengths in product innovation, market expertise, or creative storytelling, leading to more compelling campaigns that resonate with a wider audience.

These partnerships not only extend brand visibility but also facilitate entry into new markets or customer segments that may be challenging to reach independently. By leveraging partner networks and audiences, brands can accelerate their growth trajectory and attract a diverse range of consumers who share common interests or preferences. This diversified exposure helps in building brand equity and fostering stronger brand recall among potential customers who may encounter the brand through trusted partners. Co-branded initiatives often generate heightened excitement and interest among consumers. The association with well-regarded brands or influencers can enhance brand perception, positioning the brand as innovative and aligned with current trends. This positive association can translate into increased customer trust and loyalty, as consumers perceive the brand as endorsed by credible and influential entities within the industry.

Strategic alliances enable brands to access valuable resources and capabilities that may not be readily available internally. Whether it's leveraging partner expertise in a specific market segment or accessing new distribution channels, collaborations can provide strategic advantages that drive business growth and market expansion. This exchange of resources and knowledge can also spark creativity and inspire new approaches to marketing and product development, leading to continuous innovation and competitive differentiation.

## 8. Consistency and Persistence

Consistency in messaging and branding across all communication channels forms the bedrock of a strong brand identity and recognition strategy. By maintaining uniformity in visual elements such as logos, colors, typography, and tone of voice, brands create a cohesive and recognizable brand image that resonates with their target audience. This consistency not only fosters brand trust and credibility but also reinforces key brand values and attributes in the minds of consumers. Whether through digital platforms, print media, social media channels, or in-person interactions, consistent branding ensures that every touchpoint reinforces the same brand promise and reinforces brand recall.

Persistently investing in brand awareness efforts over time is crucial for staying competitive and relevant in the marketplace. Consistent brand visibility through strategic marketing campaigns, advertising initiatives, and public relations activities helps keep the brand top-of-mind among consumers, even amidst evolving market trends and competitive pressures. This ongoing investment in brand awareness not only maintains current customer relationships but also attracts new prospects who resonate with the brand's values and offerings. By continually reinforcing its presence through targeted messaging and engaging content, a brand can cultivate a loyal customer base and strengthen its position as a market leader. Continuous engagement with the target audience plays a pivotal role in sustaining and enhancing brand awareness. Active participation in industry events, community initiatives, and online forums allows brands to interact directly with consumers, gather feedback, and build relationships based on trust and authenticity. By listening to customer needs and preferences and responding promptly to inquiries and feedback, brands demonstrate their commitment to customer satisfaction and deepen brand loyalty. This proactive approach not only solidifies brand awareness but also positions the brand as responsive and customer-centric, distinguishing it from competitors and fostering long-term success in a competitive marketplace.

Consistency in messaging and branding, coupled with ongoing investment in brand awareness and proactive engagement with consumers, forms a comprehensive strategy for building and maintaining a strong brand presence and recognition. By staying true to its values, consistently communicating its unique selling propositions, and actively engaging with its audience, a brand can navigate the complexities of the market landscape with confidence and establish itself as a trusted and respected entity in the hearts and minds of consumers.

## **BRAND PREFERENCE**

### **FACTORS INFLUENCING BRAND PREFERENCE**

#### ➤ Product Quality and Performance:

Product quality refers to the standard and reliability of a brand's offerings. Consumers prefer brands that consistently deliver products or services that meet or exceed their expectations. High-quality products contribute to customer satisfaction, repeat purchases, and positive word-of-mouth. Brands invest in research and development to maintain product standards, innovate, and address consumer feedback, thereby enhancing brand preference over time.

#### ➤ Brand Reputation and Trustworthiness:

A brand's reputation is built on its track record, reliability, and integrity. Consumers are more inclined to prefer brands with a positive reputation for delivering on promises, ethical practices, and transparency. Trustworthy brands inspire confidence and loyalty among consumers, who perceive them as dependable and credible. Reputation management involves maintaining consistent brand messaging, addressing customer concerns promptly, and fostering positive relationships to strengthen brand preference.

#### ➤ Brand Awareness and Familiarity:

Brand awareness refers to how well consumers recognize and recall a brand. Brands with high awareness levels benefit from increased consideration during purchase decisions. Effective marketing strategies, including advertising campaigns across various channels (TV, digital, print), sponsorships, and public relations efforts, contribute to building brand visibility. Familiarity with a brand makes it easier for consumers to trust and choose it over lesser-known alternatives, thereby influencing brand preference.

#### ➤ Brand Image and Perception:

Brand image encompasses the overall impression and associations consumers have with a brand. It includes factors such as brand personality, values, positioning, and emotional appeal. A positive brand image resonates with consumers who identify with the brand's values and aspirations. Brands cultivate a favorable image through consistent messaging, storytelling, and engagement that aligns with consumer preferences. A strong brand image enhances consumer affinity and preference for the brand over competitors.

#### ➤ Price and Value Proposition:

Price and value proposition influence consumer decisions and brand preference. Consumers evaluate whether a brand offers products or services that justify their cost. Brands that offer perceived value, such as superior quality, unique features, or exceptional customer service, can command premium pricing. Value-based pricing strategies that align with consumer expectations and competitive positioning help

maintain price competitiveness while maximizing perceived benefits and enhancing brand preference.

➤ Customer Experience and Service:

Customer experience encompasses every interaction a consumer has with a brand, from pre-purchase research to post-purchase support. Brands that prioritize seamless, personalized, and memorable customer experiences foster loyalty and advocacy. Positive experiences, including responsive customer service, hassle-free returns, and personalized recommendations, contribute to building strong emotional connections with consumers. Exceptional customer service enhances brand preference by reinforcing trust and satisfaction.

➤ Innovation and Differentiation:

Innovation distinguishes brands by offering unique products, features, or solutions that meet evolving consumer needs. Brands that invest in research, development, and innovation create competitive advantages and strengthen brand preference. Innovation can involve technological advancements, sustainable practices, design improvements, or new product categories that resonate with consumer preferences. Differentiation through innovation helps brands stand out in competitive markets and attract consumers seeking distinctive offerings.

➤ Social Proof and Recommendations:

Social proof refers to the influence of others' opinions and recommendations on consumer behavior. Positive reviews, testimonials, and endorsements from satisfied customers, influencers, or industry experts build credibility and trust. Brands actively encourage and leverage social proof through customer testimonials, case studies, and user-generated content on social media platforms. Consumer recommendations validate brand quality and reliability, influencing others to choose the brand and enhancing overall brand preference.

➤ Promotional Activities and Marketing Efforts:

Effective marketing activities play a pivotal role in shaping brand preference. Brands use integrated marketing communication strategies to engage consumers, build awareness, and communicate brand benefits. Promotional activities such as discounts, promotions, loyalty programs, and partnerships with influencers or organizations amplify brand visibility and attract consumer attention. Well-executed marketing campaigns that resonate with target audiences reinforce brand messaging and increase preference among consumers.

➤ Cultural and Social Influences:

Cultural and social factors impact consumer preferences and brand choices. Brands that align with cultural trends, societal values, or emerging social movements resonate more deeply with consumers. Understanding cultural nuances and societal shifts allows brands to tailor their messaging and campaigns to reflect relevant issues and values. Brands that demonstrate social responsibility, inclusivity, and sustainability initiatives

appeal to consumers who prioritize ethical considerations, enhancing brand preference in diverse markets.

## **FACTORS INFLUENCING CONSUMER PREFERENCE OF A BRAND**

- Promotion:

Promotion plays a crucial role in influencing consumer preference, especially for non-durable goods like food products or magazines. Advertising campaigns inform consumers about available products and services while shaping their perceptions and preferences. Effective promotions create demand by highlighting product benefits or addressing consumer needs, even prompting impulse purchases. For example, seeing a flashy new smartphone on TV may prompt a consumer to consider purchasing it, illustrating how promotion can directly impact consumer choice and preference.

- Social Institutions:

Social institutions such as family, friends, schools, religious affiliations, and community influence consumer preferences significantly. Children, for instance, may desire toys that their classmates have due to peer influence and social acceptance. Similarly, young adults may choose products similar to those their parents used, influenced by familial norms and traditions. These social influences shape consumer behaviors and purchasing decisions, reflecting the role of social institutions in establishing and reinforcing brand preferences.

- Available Substitutes:

The availability of substitutes for a product affects consumer preference and behavior. If several alternative products are available that serve the same purpose or offer similar benefits, consumers become more sensitive to price changes. This concept, known as price elasticity of demand, suggests that consumers are more likely to switch brands or products when comparable substitutes are available at different price points. However, if consumers perceive substitutes as inferior or not equally satisfying (e.g., preferring Coke over Pepsi), they may remain loyal to a specific brand despite price fluctuations.

- Cost:

Price plays a critical role in consumer purchasing decisions. Generally, consumers tend to buy more of a product when its price decreases, such as during sales or with discounted prices. Lower prices can stimulate demand and increase consumption, particularly for goods with elastic demand (sensitive to price changes). Conversely, higher prices may reduce consumer demand, especially if cheaper alternatives are available. Consumer sensitivity to price changes varies based on income levels and the perceived value of the product relative to its cost.

- Consumer Income:

Consumer income levels influence preferences for goods and services. As income rises, consumers often exhibit a preference for higher-priced goods or luxury items that signify status or quality. Conversely, during economic downturns or reduced income



periods, consumers are more likely to opt for more affordable alternatives or budget-friendly options. For businesses, understanding income demographics helps tailor marketing strategies and product offerings to cater to different consumer segments effectively.

- Value Elasticity of Demand:

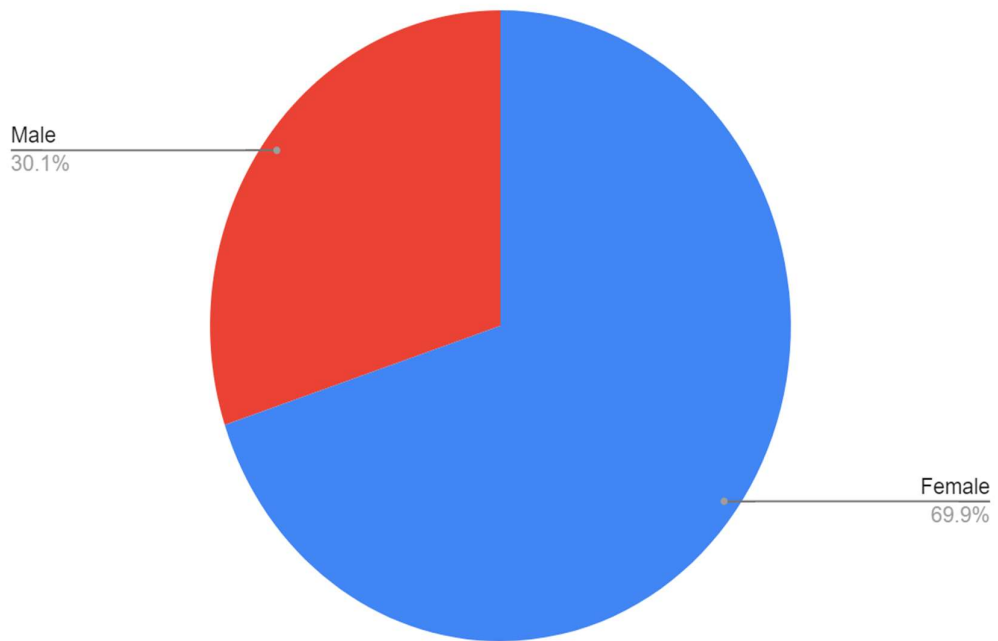
Value elasticity of demand refers to consumers' willingness to switch between products or brands based on perceived value rather than solely on price. If consumers perceive that two products offer similar benefits or satisfaction (e.g., Coke and Pepsi), they may be less inclined to switch brands solely due to price changes. Brand loyalty and perceived quality often play significant roles in determining consumer preferences, illustrating the complex interplay between price, value, and brand loyalty in consumer decision-making.

**CHAPTER III**  
**DATA ANALYSIS AND INTERPRETATION**

**TABLE: 3.1 Gender**

<b>Gender</b>	<b>No Of Respondents</b>	<b>Percentage</b>
Male	36	30.1%
Female	80	69.9%
Total	116	100

**FIGURE 3.1 Gender**



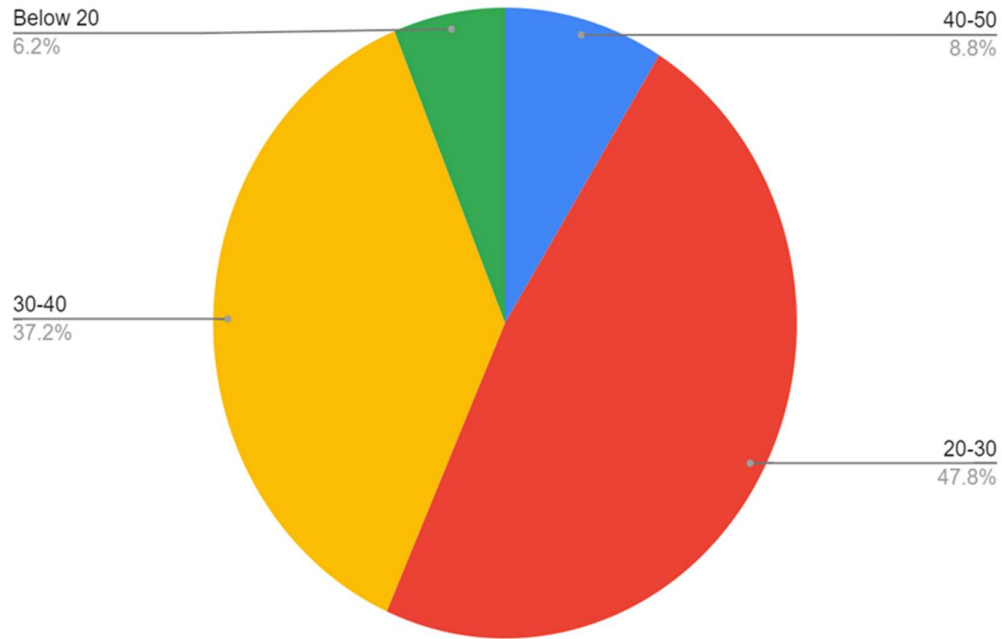
## **INTERPRETATION:**

The findings show that the majority of the 116 respondents are female, comprising 69.9% of the total respondents. In contrast, males make up 30.1% of the respondents. This significant difference suggests that the data collected is more representative of females' perspectives or experiences, as they form the larger portion of the sample. This could be due to a variety of reasons such as the nature of the survey, the population being studied, or a higher response rate among females. Understanding the gender distribution is crucial for analyzing the results accurately and for any subsequent actions or decisions based on this data.

**TABLE 3.2 Age**

<b>Age</b>	<b>No Of Respondents</b>	<b>Percentage</b>
Below 20	0	0%
20-30	54	47.8%
30-40	44	37.2%
40-5	11	8.8%
Above 50	7	6.2%
Total	116	100%

**FIGURE 3.2 Age**



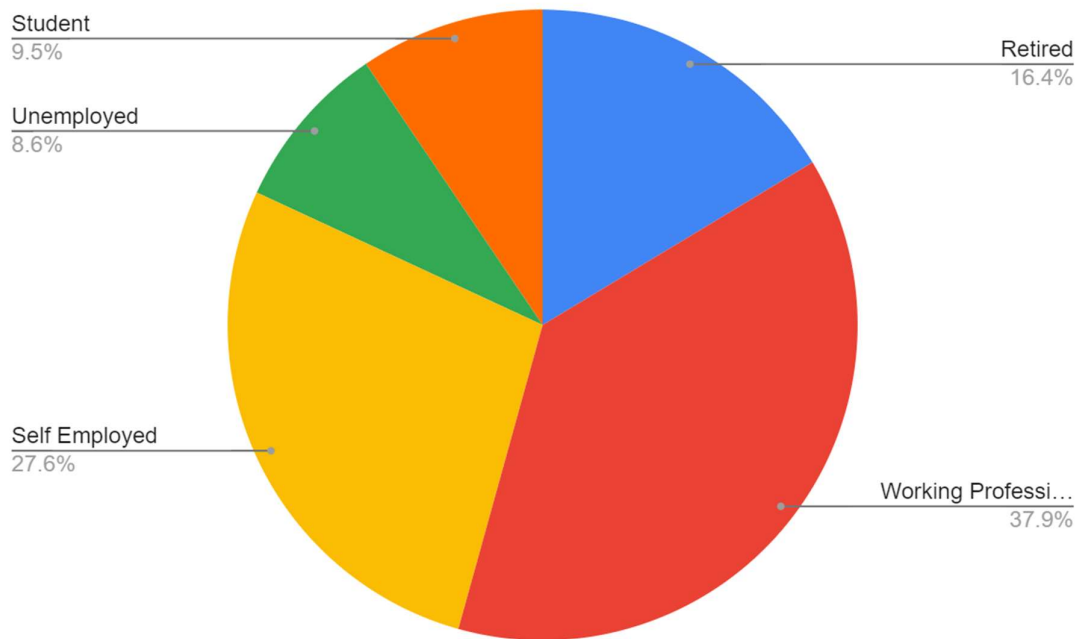
**INTERPRETATION:**

The table provides an overview of the age distribution, revealing that 47.8% are between the ages of 20 and 30, making this the largest group. This indicates that nearly half of the respondents are young adults, suggesting the survey’s content is particularly relevant to this age demographic. The second largest group, comprising 37.2% of the respondents, is between 30 and 40 years old, showing a strong representation of middle-aged adults. Together, these two groups account for 85% of the total respondents, highlighting a predominant focus on individuals aged 20 to 40. Only 8.8% of respondents are between 40 and 50 years old, indicating lower participation from this age group. Additionally, 6.0% of the respondents are Above 50 years old, showing minimal involvement from older adults. This age distribution suggests that the survey reached and resonated most with younger and middle-aged adults, while older age groups and those below 20 are underrepresented. This insight is crucial for contextualizing the survey results and can guide future efforts to achieve a more balanced age representation.

**TABLE: 3.3 Occupation**

<b>Occupation</b>	<b>No Of Respondents</b>	<b>Percentage</b>
Self Employed	32	27.6%
Unemployed	10	8.6%
Student	11	9.5%
Working Professional	44	37.9%
Retired	19	16.4%
Total	116	100%

**FIGURE 3.3 Occupation**



## **INTERPRETATION:**

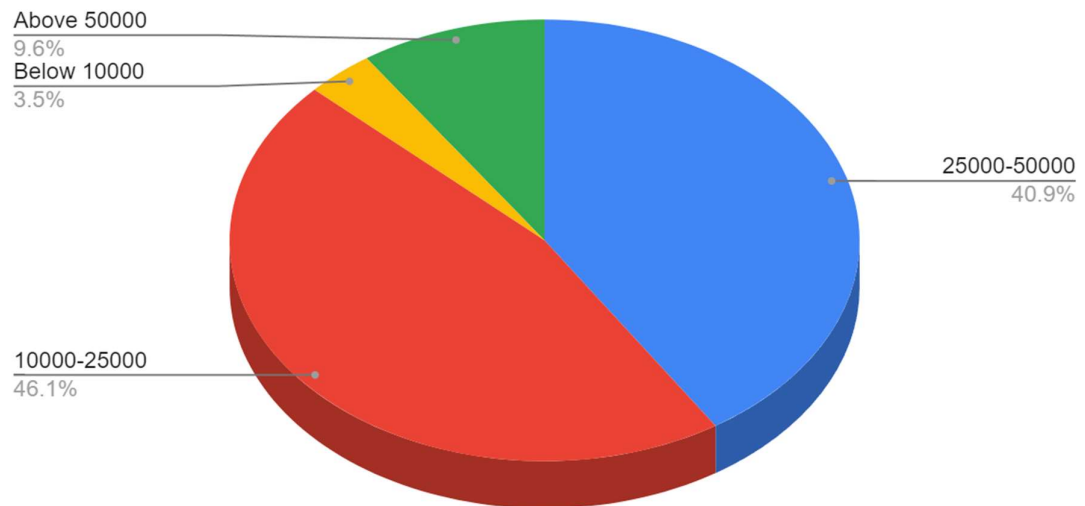
The table provides insights into the occupational status of the 116 respondents. It shows that 37.9% are working professionals, making this the largest group. This indicates that a significant portion of the respondents are currently employed in various professional roles, reflecting a strong representation of the working population. The second largest group, comprising 27.6% of respondents, is self-employed individuals, suggesting that a considerable number of respondents run their businesses or work independently.

Additionally, 16.4% of the respondents are retired, indicating a notable representation of individuals who have concluded their professional careers. This group provides valuable perspectives from those with extensive life and work experience. Students make up 9.5% of the respondents, showing that a smaller, yet significant portion of the sample is engaged in academic pursuits. Lastly, 8.6% of the respondents are unemployed, highlighting the experiences and views of those currently not in the workforce.

**TABLE:3.4 Monthly Income**

<b>Monthly Income</b>	<b>No Of Respondents</b>	<b>Percentage</b>
Below 10000	4	3.5%
10000-25000	53	46.1%
25000-50000	47	40.9%
Above 50000	12	9.6%
Total	116	100%

**FIGURE 3.4 Monthly Income**



**INTERPRETATION:**

The table illustrates the monthly salary among the 116 respondents, revealing significant insights into their income levels. The largest group, comprising 46.1% of the respondents, earns between 10,000 and 25,000. This indicates that nearly half of the respondents fall into this moderate income bracket, suggesting that a substantial portion of the participants have a mid-range income. The second largest group, making up 40.9% of the respondents, has a salary range between 25,000 and 50,000. This signifies that a significant number of respondents earn higher than the first group but still within a moderate to high-income range. Together, these two groups constitute a combined total of 87% of the respondents, highlighting a strong representation of individuals with moderate incomes.

A smaller segment, 9.6% of the respondents, earns above 50,000, indicating that a minority of the participants belong to a higher income bracket. This group provides insights from individuals with relatively high earnings. Lastly, 3.5% of the respondents

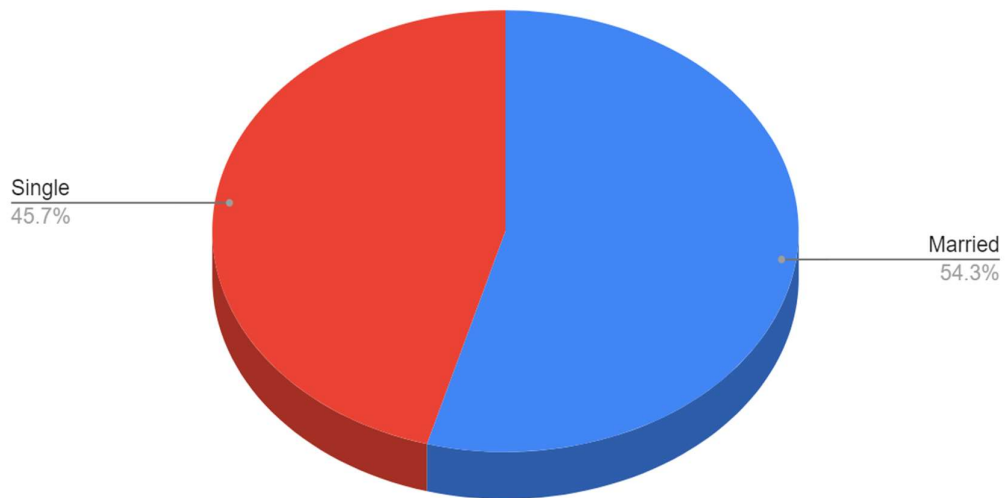


earn below 10,000, representing the lowest income group in the survey. This small percentage shows the experiences and perspectives of those with the least earnings among the respondents.

**TABLE: 3.5 Marital Status**

<b>Marital Status</b>	<b>No Of Respondents</b>	<b>Percentage</b>
Single	53	45.7%
Married	63	54.3%
Total	116	100%

**FIGURE: 3.5 Marital Status**



## **INTERPRETATION:**

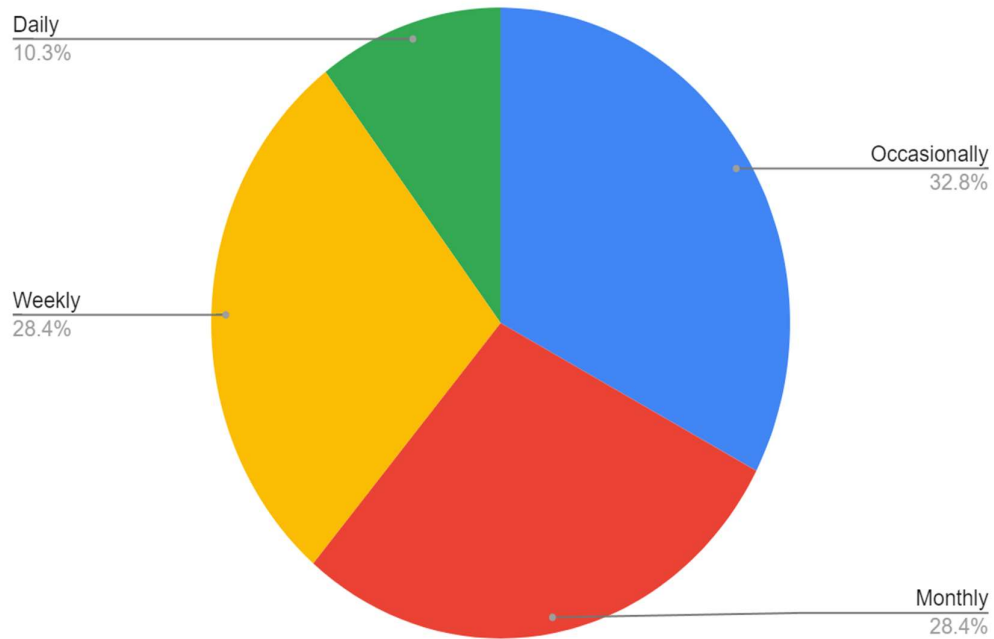
The table provides insights into the marital status of the 116 respondents. It shows that 54.3% of the respondents are married, indicating that a majority of the participants have spouses. This suggests that over half of the respondents are likely to have family responsibilities and experiences related to married life, which can influence their perspectives and responses.

On the other hand, 45.7% of the respondents are single, encompassing those who have never been married, as well as possibly those who are divorced or widowed. This nearly half portion of the sample represents individuals who may have different lifestyle dynamics and viewpoints compared to their married counterparts.

**TABLE: 3.6 Frequency Of Using Branded Curry Powder**

<b>Frequency</b>	<b>No Of Respondents</b>	<b>Percentage</b>
Daily	12	10.3%
Weekly	33	28.4%
Occasionally	38	32.8%
Monthly	33	28.4%
Total	116	100

**FIGURE: 3.6 Frequency Of Using Branded Curry Powder**



**INTERPRETATION:**

The table provides information on the purchasing frequency of branded curry powders among the 116 respondents. It shows that 32.8% of the respondents purchase branded curry powders occasionally. This indicates that nearly one-third of the participants buy these products infrequently, perhaps only when needed for specific recipes or special occasions.

Additionally, 28.4% of the respondents purchase branded curry powders either monthly or weekly. This suggests that a significant portion of the participants incorporate branded curry powders into their regular shopping routines, reflecting a consistent demand for these products.

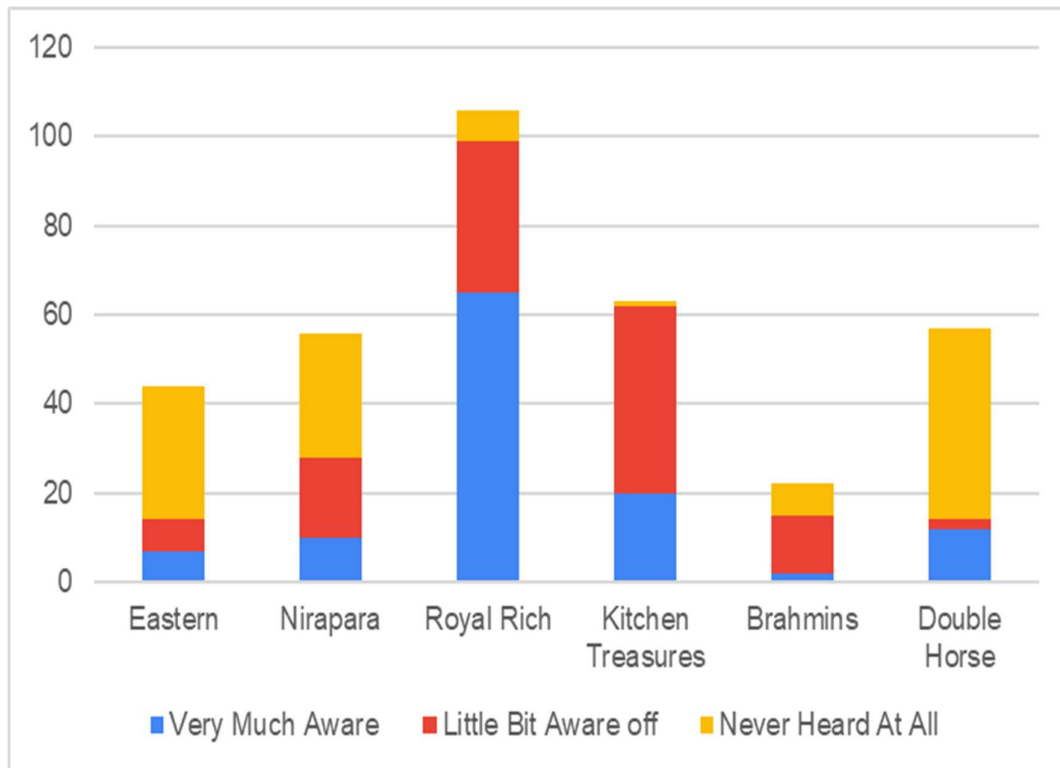
Meanwhile, 10.3% of the respondents purchase branded curry powder daily. Although this is the smallest group, it represents those who use curry powder very frequently,

possibly due to their cooking habits or dietary preferences that heavily rely on such spices.

**TABLE: 3.7 When You Think About Masala Powders, which all brand names comes to your mind**

BRANDS	EASTERN	NIRAPARA	ROYAL RICH	KITCHEN TREASURES	BHRAMINS	DOUBLE HORSE
Very Much Aware	7	10	65	20	2	12
Little bit aware off	7	18	34	42	13	2
Never heard at all	30	28	7	1	7	43

**FIGURE: 3.7 When You Think About Masala Powders, which all Brand Names Comes to your mind**



**INTERPRETATION:**

The table indicates a notable difference in brand awareness among respondents for Royal Rich and Kitchen Treasures, compared to other brands. In the category of "very much aware," 56% of respondents are highly aware of Royal Rich, making it the most recognized brand. In contrast, only 17% of respondents are very much aware of Kitchen Treasures, indicating a significantly lower level of strong brand recognition.

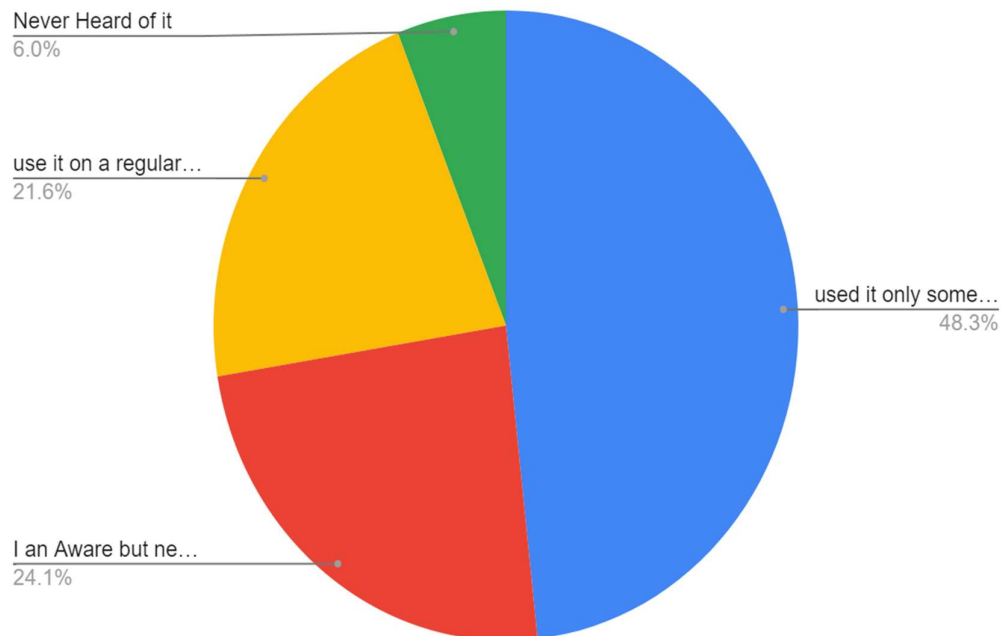
When it comes to being "a little bit aware," the awareness level for Kitchen Treasures increases to 36%, suggesting that while it may not be the top brand in terms of strong awareness, it does have a moderate level of recognition among a larger portion of respondents. Additionally, 29% of respondents are a little bit aware of an unspecified brand, and 16% are a little bit aware of another unnamed brand.

The remaining brands do not have a significant level of awareness among respondents, either in the "very much aware" or "a little bit aware" categories. This suggests that Royal Rich and Kitchen Treasures are the more prominent brands in the market, with Royal Rich having the highest strong awareness and Kitchen Treasures having moderate overall recognition. Other brands lag significantly behind in terms of consumer awareness.

**TABLE: 3.8 The Respondent's Familiarity with Royal Rich**

<b>OPTIONS</b>	<b>No Of Respondents</b>	<b>Percentage</b>
Never heard of it	7	6.0%
I am aware but never used it	28	24.1%
Use it only sometimes	56	48.3%
Use it only a regular basis	25	21.6%
Total	116	100

**FIGURE: 3.8 The Respondent's Familiarity with Royal Rich**



## **INTERPRETATION:**

The study reveals various levels of awareness and usage of the product among the 116 respondents. Nearly 48.3% of the respondents use the product sometimes, indicating that almost half of the participants have occasional engagement with the product. This suggests a moderate level of familiarity and comfort with the product, likely using it as needed rather than as a staple. Furthermore, 24.1% of the respondents are aware of the product but have not used it. This group represents a significant portion of potential users who know about the product but have yet to try it. This awareness without usage could be due to various factors such as personal preferences, lack of need, or other barriers to trying the product.

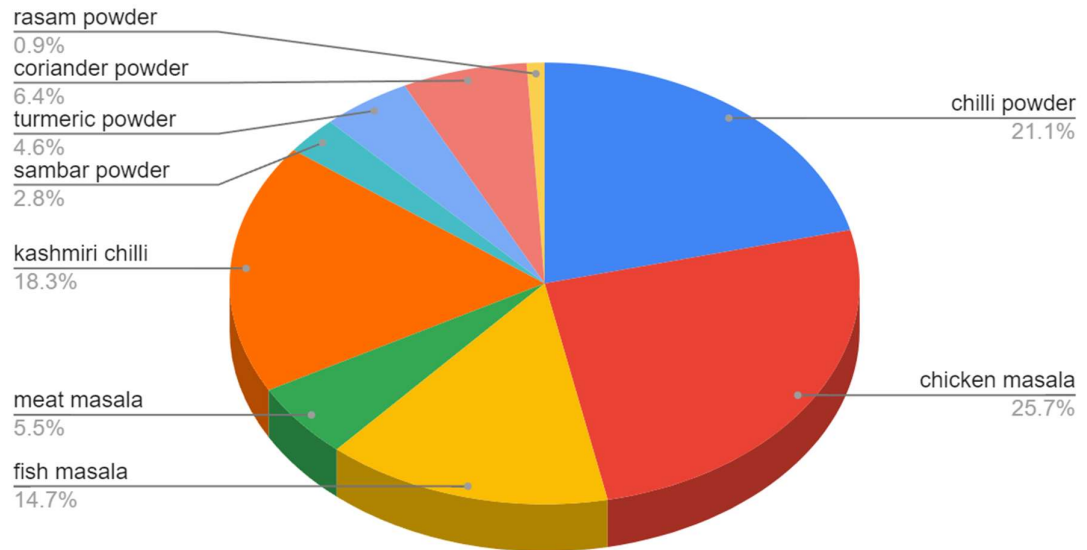
Another 21.6% of the respondents use the product on a regular basis, reflecting a committed group of regular users who have integrated the product into their routine. This consistent usage indicates a strong preference and likely satisfaction with the product among this subset. Finally, 6.0% of the respondents are not aware of the product at all. This small percentage highlights a segment of the population that does not know of the product's existence, representing an opportunity for increased marketing and outreach efforts to boost awareness.

**TABLE: 3.9 Customers awareness about Royal Rich products**

<b>PARTICULAR</b>	<b>No Of Respondents</b>	<b>Percentage</b>
Chilli Powder	<b>23</b>	<b>21.1</b>
Kashmiri Chilli	<b>20</b>	<b>18.3</b>
Turmeric Powder	<b>5</b>	<b>4.6</b>
Coriander Powder	<b>7</b>	<b>6.4</b>
Sambar Powder	<b>3</b>	<b>2.8</b>
Chicken Masala	<b>28</b>	<b>25.7</b>
Meat Masala	<b>6</b>	<b>5.5</b>
Fish Masala	<b>16</b>	<b>14.7</b>
Rasam Powder	<b>1</b>	<b>0.9</b>
Garam Masala	<b>0</b>	<b>0</b>

Mustard Seeds	0	0
Total	109	100

**FIGURE:3.9 Customers Awareness about Royal Rich Products**



**INTERPRETATION:**

The table provides insights into the awareness levels of various spice products among the 109 respondents. It shows that 21.1% of the respondents are aware of chili powders, making it the most recognized product in the survey. This high level of awareness suggests that chilli powders are a commonly known and perhaps frequently used spice among the participants.

Chicken masala follows closely, with 25.7% of respondents being aware of it. This indicates a significant familiarity with this spice blend, commonly used in various chicken dishes, reflecting its popularity and potential market presence. Kashmiri chili powder is known to 18.3% of the respondents, suggesting a moderate level of awareness. This specific type of chili powder, known for its mild heat and vibrant colour, has a notable but smaller recognition compared to general chili powders. Fish



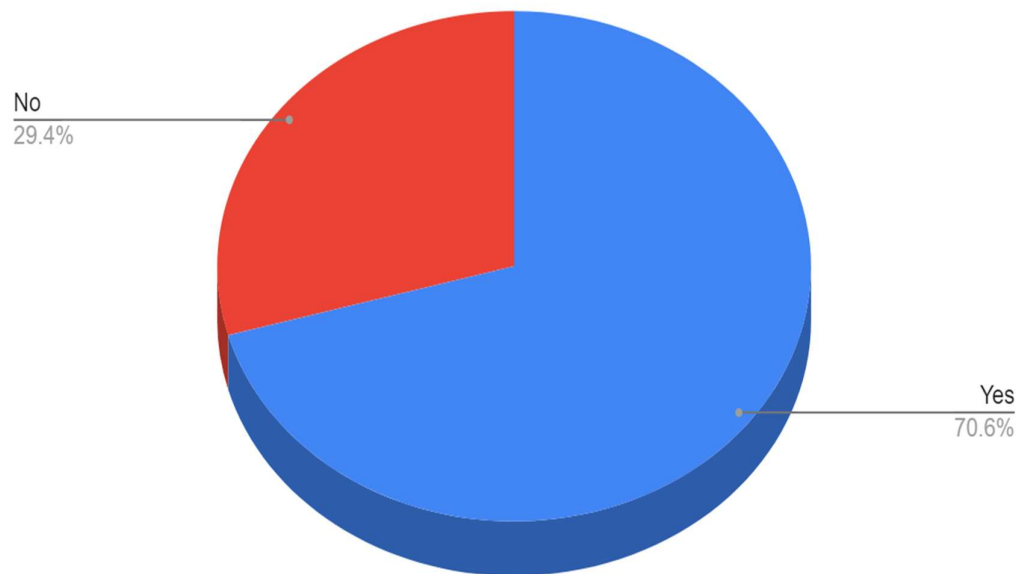
masala is recognized by 14.7% of the respondents, showing a specialized awareness among those who may frequently prepare fish dishes. This level of awareness indicates that fish masala is less common but still holds a significant niche presence. Coriander powder is known to 6.4% of the respondents, reflecting a lower level of awareness. Despite being a common spice in many cuisines, its recognition among the participants is relatively limited.

Meat masala has an awareness level of 5.5% among the respondents. This indicates that only a small portion of the participants are familiar with this spice blend, which is used for flavoring meat dishes. Turmeric powder is the least recognized among the listed spices, with 4.6% of respondents aware of it. Given turmeric's widespread use in cooking and health practices, this low awareness is somewhat surprising and may suggest a need for better marketing or education about its benefits and uses.

**TABLE: 3.10 The Respondents who have used Royal Rich Products**

<b>OPTIONS</b>	<b>No Of Respondents</b>	<b>Percentage</b>
YES	<b>77</b>	<b>70.6</b>
NO	<b>32</b>	<b>29.4</b>
Total	<b>109</b>	<b>100</b>

**FIGURE: 3.10 The Respondents who have used Royal Rich Products**



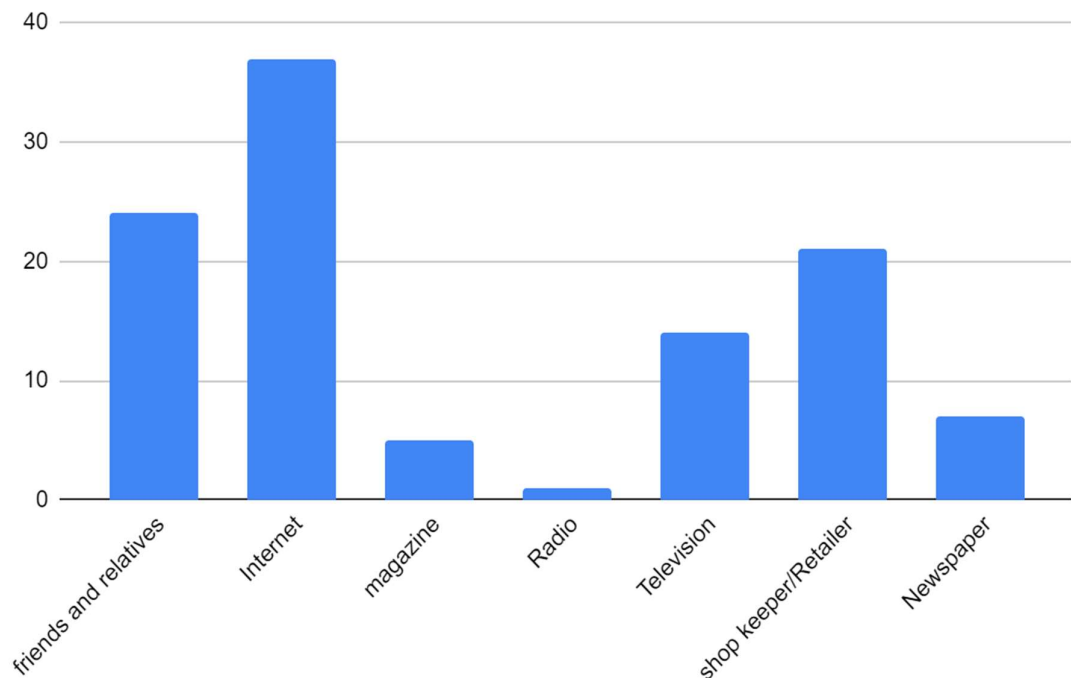
### **INTERPRETATION:**

The table reveals that 70.6% of the respondents are using Royal Rich products, indicating that a significant majority of the participants have integrated these products into their regular use. This high percentage suggests a strong market presence and customer acceptance of Royal Rich products, reflecting their popularity and possibly the effectiveness of their marketing and distribution strategies. Conversely, 29.4% of the respondents are not using Royal Rich products. This indicates that nearly a third of the participants either prefer other brands, have not encountered Royal Rich products, or have chosen not to use them for various reasons. This segment represents a potential market opportunity for Royal Rich to expand its customer base by addressing the needs and preferences of these non-users.

**TABLE: 3.11 The Sources of Information about Royal Rich Products**

Source	No Of Respondents	Percentage
Television	14	12.8
Newspapers	7	6.4
Radio	1	0.9
Magazine	5	4.6
Internet	37	33.9
Friends, Relatives& Associates	24	22.0
Shop Keeper/Retailers	21	19.3
Total	109	100

**FIGURE: 3.11 The Sources of Information about Royal Rich Products**



## INTERPRETATION:

The study reveals different sources through which consumers become aware of the product, providing insights into their information channels. According to the findings, 33.9% of consumers learn about the product through the internet. This indicates that a significant portion of consumers rely on online platforms, websites, and possibly social media to discover information about the product, reflecting the growing influence of digital channels on consumer awareness. Additionally, 22% of consumers acquire knowledge about the product through friends, relatives, and associates. This highlights the role of personal recommendations and word-of-mouth in spreading awareness, suggesting that interpersonal communication plays a significant role in influencing consumer decisions.

Furthermore, 19.3% of consumers learn about the product through shopkeepers and retailers. This underscores the importance of retail outlets as key points of contact where consumers gather information and make purchase decisions based on recommendations and displays from store personnel.

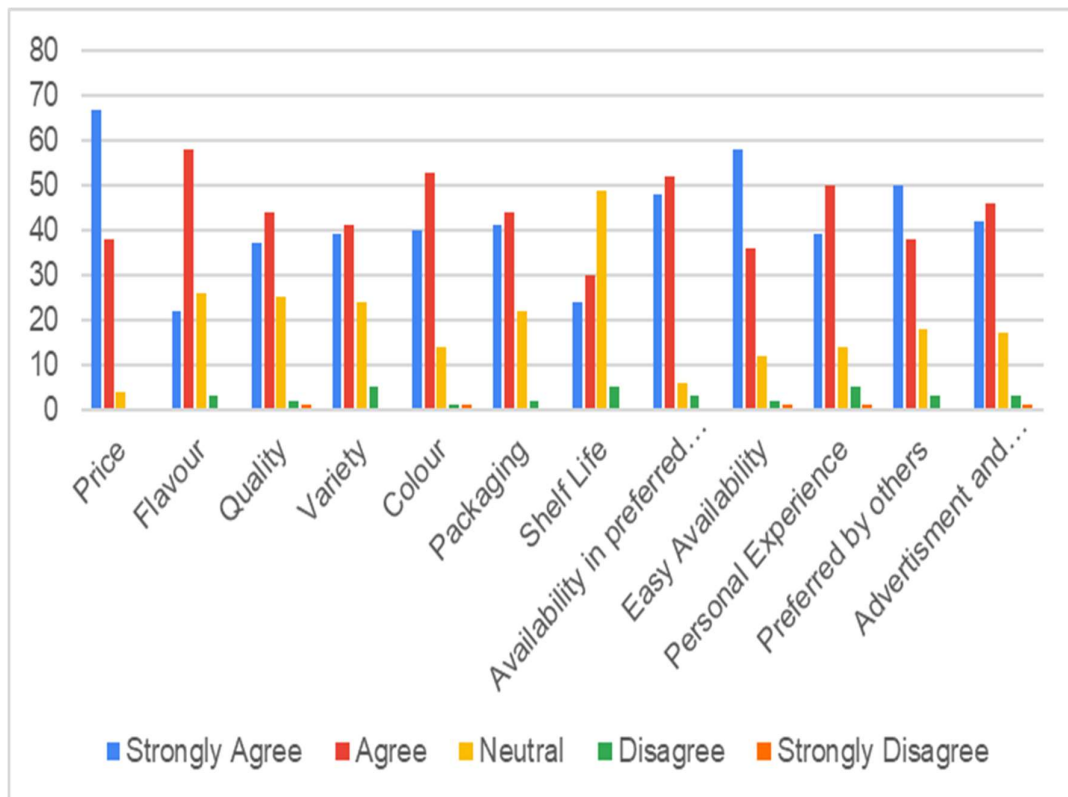
Television plays a role in informing 12.8% of consumers about the product, indicating that traditional media still holds sway in reaching a portion of the audience. This medium likely includes advertisements and promotional content that reach a broad audience through television broadcasts.

**TABLE: 3.12 Attributes For Preferring Royal Rich**

<b>ATTRIBUTES</b>	<b>Strongly agree</b>	<b>agree</b>	<b>neutral</b>	<b>disagree</b>	<b>Strongly disagree</b>
Price	<b>67</b>	<b>38</b>	<b>4</b>		
Flavour	<b>22</b>	<b>58</b>	<b>26</b>	<b>3</b>	
Quality	<b>37</b>	<b>44</b>	<b>25</b>	<b>2</b>	<b>1</b>
Variety	<b>39</b>	<b>41</b>	<b>24</b>	<b>5</b>	
Colour	<b>40</b>	<b>53</b>	<b>14</b>	<b>1</b>	<b>1</b>
Packaging	<b>41</b>	<b>44</b>	<b>22</b>	<b>2</b>	

Shelf Life	24	30	49	5	1
Availability in Preferred Quantity	48	52	6	3	
Easy Availability	58	36	12	2	1
Personal Experience	39	50	14	5	1
Preferred by others	50	38	18	3	
Advertisement and promotional offers	42	46	17	3	1

**FIGURE: 3.12 Attributes For Preferring Royal Rich**



**INTERPRETATION:**

The data in the table reveals that the majority of respondents are satisfied with various aspects of the Royal Rich product. Specifically, 53.2% agree that the flavour is

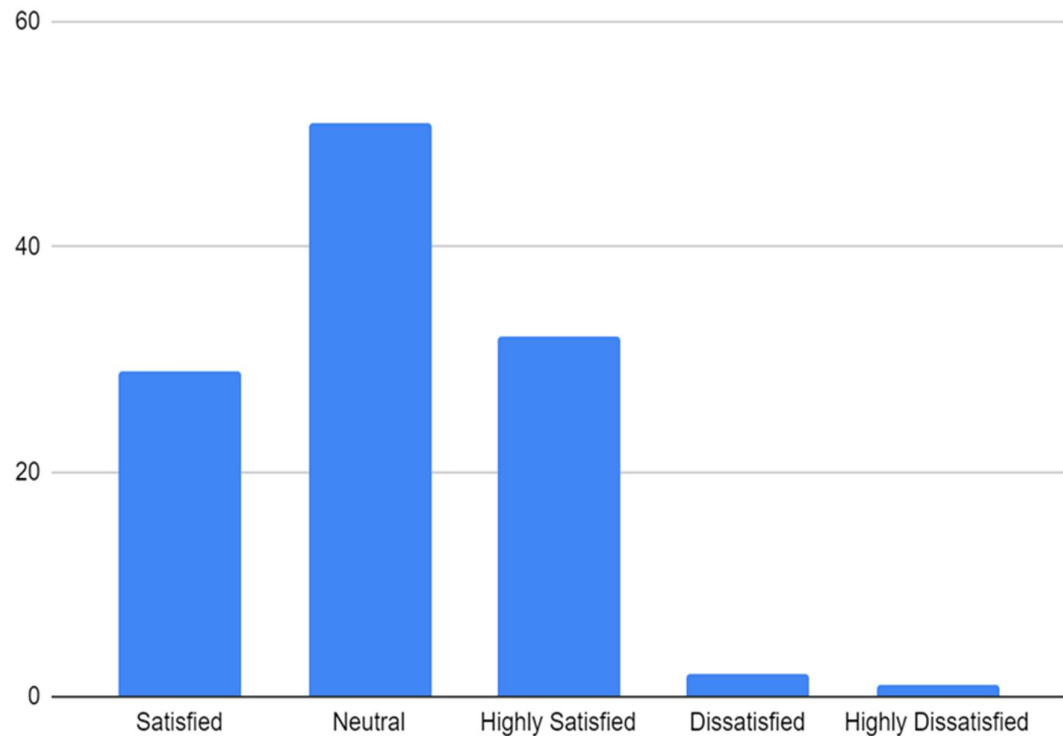
satisfactory, while 48.6% find the colour appealing. Additionally, 40.4% are pleased with the quality, and 37.6% are content with the variety offered. The availability of the preferred quantity is satisfactory for 47.7%, and 45.9% have had a positive personal experience with the product. The product is also well-received in terms of being preferred by others (34.9%) and the impact of advertisements and promotional offers (42.2%). On the other hand, strong agreement is particularly high for the price, with 61.5% of respondents strongly agreeing that it is reasonable. Similarly, easy availability is strongly agreed upon by 53.7% of respondents. The packaging (37.6%), colour (36.7%), variety (35.8%), and quality (33.9%) also received significant strong agreement. Moreover, 44.0% strongly agree with the availability of the preferred quantity, while personal experience (35.8%) and preference by others (45.9%) also garnered strong positive feedback.

However, the shelf life of the product stands out, with 45.5% of respondents feeling neutral about it, indicating it may not meet their expectations as well as other attributes. While many respondents are neutral or dissatisfied with some aspects of the Royal Rich product, the overall feedback suggests that the product is generally well-received, particularly in terms of flavour, colour, price, and easy availability. This highlights areas of strength and points to the shelf life as a potential area for improvement.

**TABLE: 3.13 Customer Satisfaction Level on Royal Rich**

<b>Particular</b>	<b>No of Respondents</b>	<b>Percentage</b>
Highly Satisfied	43	39.4
Satisfied	30	27.5
Neutral	29	26.6
Dissatisfied	4	3.7
Highly Dissatisfied	3	2.8
Total	109	100

**FIGURE: 3.13 Customer Satisfaction Level on Royal Rich**



**INTERPRETATION:**

The findings highlight varying levels of satisfaction among respondents regarding Royal Rich products. A substantial portion, 39.4% of the respondents, expressed a Highly Satisfied stance. This reflects a strong endorsement from a notable segment of consumers who have a particularly positive experience and a high level of satisfaction with the brand's offerings.

Meanwhile, 27.5% of the respondents reported being satisfied with Royal Rich products. This indicates a positive sentiment among this group, suggesting that they find the products satisfactory in meeting their expectations or needs. Furthermore, 26.6% of respondents indicated being Neutral with Royal Rich. This suggests a

significant number of consumers who neither lean towards satisfaction nor dissatisfaction with Royal Rich products, possibly indicating a lack of strong opinion or experience with the brand

On the other hand, a small percentage, 3.7% of respondents, expressed dissatisfaction with Royal Rich products. This group represents consumers who have experienced issues or shortcomings with the products, leading to a negative perception. Additionally, 2.8% of respondents reported being highly dissatisfied with Royal Rich. This represents another small but vocal group of consumers who have strong negative sentiments about their experience with the brand, indicating significant dissatisfaction.



**CHAPTER IV**  
**FINDINGS, RECOMMENDATIONS AND SUMMARY**

## 4.1 FINDINGS

- The Study indicates that a majority of people are aware of the Royal Rich brand, and most of them also prefer it over other brands. This suggests that Royal Rich has successfully established strong brand recognition and a loyal customer base. The brand's marketing efforts and product quality are likely key factors contributing to this high level of awareness and preference among consumers.
- The Study reveals that 48.3% of respondents use Royal Rich products occasionally, while 21.6% use them regularly. This indicates that nearly half of the consumers engage with the brand on a sporadic basis, and a significant portion are consistent, loyal users. These insights highlight a substantial customer base with potential for growth in regular usage.
- The Study shows that among the various products offered by Royal Rich, chicken masala powder has the highest awareness among respondents, with 25.7% recognizing it. Following this, 21.1% of the respondents are aware of the brand's chilli powder, and 18.3% are familiar with its Kashmiri chilli powder. This suggests that while chicken masala powder is the most recognized product, there is also significant awareness of other spice products in the Royal Rich lineup. The varying levels of awareness could be attributed to differences in marketing efforts, consumer preferences, or usage patterns for these specific spices.
- The Study indicates that a substantial 70.6% of respondents are using Royal Rich products. This high usage rate suggests that the brand has successfully penetrated the market and enjoys a strong customer base. The widespread use of Royal Rich products reflects their popularity and acceptance among consumers, likely due to their quality, effectiveness, and the brand's positive reputation. This significant market presence also positions Royal Rich favourably against competitors, highlighting its dominance and the trust it has built with its customers.
- The Study reveals that the majority of respondents became aware of Royal Rich through the Internet (33.9%), followed by recommendations from friends, relatives, and associates (22.0%), and information provided by shopkeepers or retailers (19.3%). This indicates that online marketing and digital presence are the most effective channels for the brand's visibility. Word-of-mouth from

personal connections also plays a significant role in spreading awareness, highlighting the importance of customer satisfaction and reputation. Additionally, the influence of shopkeepers and retailers shows that in-store promotion and retailer endorsements are crucial in reaching consumers. This diverse mix of awareness channels underscores the importance of a multifaceted marketing approach for Royal Rich.

- The Study indicates varying levels of satisfaction among respondents regarding Royal Rich products. Specifically, 39.4% of respondents are neutral about their satisfaction, suggesting that while they don't have strong negative feelings, the products have not fully impressed them either. Meanwhile, 27.5% of respondents are satisfied with Royal Rich products, indicating a positive reception and a general approval of the brand. Additionally, 26.6% of respondents are highly satisfied, showing a strong endorsement and likely brand loyalty. These findings highlight that while a significant portion of consumers are content or very pleased with Royal Rich, there is room for improvement to convert the neutral respondents into satisfied or highly satisfied customers.
- The Study shows that when customers think about masala products, Royal Rich is the brand that most often comes to mind. This indicates that Royal Rich has achieved strong brand association and top-of-mind awareness in the masala product category. This dominance suggests that the brand has effectively differentiated itself from competitors and has established a prominent presence in the minds of consumers. Factors contributing to this could include consistent marketing efforts, high product quality, and positive customer experiences, all of which reinforce Royal Rich as the go-to brand for masala products.
- The Study indicates that 61.5% of respondents strongly agree with the price of Royal Rich products, and an additional 34.9% agree with the pricing. This high level of agreement suggests that the vast majority of consumers find the pricing of Royal Rich products to be reasonable and acceptable. The favorable perception of the price indicates that consumers believe they are getting good value for their money. This positive feedback on pricing is a strong indicator of Royal Rich's successful pricing strategy, contributing to overall customer satisfaction and loyalty.

- The Study reveals that 53.2% of respondents agree that they like the flavor of Royal Rich curry products, indicating a majority of customers appreciate the taste and quality of these products. Meanwhile, 23.9% of respondents are neutral about the flavor, suggesting that while they do not have any strong objections, the flavor has not significantly impressed them either. This feedback highlights that while the majority find the flavor appealing, there is a notable portion of the customer base that remains indifferent, presenting an opportunity for Royal Rich to further refine and enhance the flavor profile of their curry products to better satisfy and delight more customers.
- The Study indicates that 40.4% of respondents agree with the quality of Royal Rich products, while a notable 33.9% strongly agree with the product quality. This suggests that a majority of consumers perceive Royal Rich products to be of high quality. The high agreement levels reflect positively on factors such as ingredient sourcing, manufacturing standards, and overall product performance. The significant proportion of respondents who strongly agree underscores a strong endorsement of Royal Rich's commitment to delivering consistent quality across its product range. This positive perception of quality is crucial for maintaining customer satisfaction and loyalty, as it reinforces trust and confidence in the brand.
- The research reveals that a majority of respondents find Royal Rich products to offer a good variety. Specifically, 37.6% of respondents agree and 35.8% strongly agree with the variety of products offered by Royal Rich. This indicates that many consumers appreciate the diverse range of options available from the brand, which likely includes different Flavors, types, or formats of products. The high levels of agreement suggest that Royal Rich effectively caters to a broad spectrum of consumer preferences, enhancing its appeal and accommodating various culinary needs. This positive feedback on variety is crucial for attracting and retaining customers, as it provides them with choices and ensures that Royal Rich remains competitive in the marketplace for spice and seasoning products.
- The Study findings indicate that a significant number of respondents have positive perceptions regarding the colour of Royal Rich products. Specifically, 48.6% of respondents agree and 36.7% strongly agree with the colour of the

products. This suggests that a large portion of consumers find the appearance of Royal Rich products appealing and satisfactory. The high levels of agreement likely reflect the brand's attention to visual appeal and product presentation, which can influence consumer purchasing decisions and overall satisfaction. A positive perception of product color enhances the brand's image and reinforces trust among consumers, indicating that Royal Rich effectively meets aesthetic expectations in addition to functional quality. This aspect of consumer perception is crucial for maintaining competitive advantage and fostering continued loyalty among customers.

- The Study shows that a significant number of respondents, with 40.4% agreeing and 37.6% strongly agreeing, appreciate the packaging of Royal Rich products. This indicates widespread satisfaction with the design, functionality, and overall appeal of how the products are packaged. Effective packaging plays a crucial role in enhancing consumer perception, ensuring product integrity, and influencing purchase decisions. The strong agreement levels underscore Royal Rich's success in meeting consumer expectations and maintaining a positive brand image through thoughtful packaging design.
- The Study indicates that a significant number of respondents, 45.5%, feel neutral about the shelf life of Royal Rich products, suggesting they neither strongly approve nor disapprove of it. In contrast, 27.5% of respondents agree with the shelf life, indicating satisfaction with how long the products remain usable. This feedback highlights varying levels of consumer perception regarding the durability and longevity of Royal Rich products, signaling an opportunity for the brand to potentially clarify or enhance communication about product shelf life to better meet consumer expectations.
- The Study shows that a significant number of respondents, with 47.7% agreeing and 44.0% strongly agreeing, find that Royal Rich products are available in their preferred quantity. This indicates that most consumers are satisfied with the availability of Royal Rich products in terms of meeting their quantity preferences. This positive response suggests that the brand effectively meets consumer demand for various product quantities, enhancing convenience and satisfaction among its customer base. This feedback underscores Royal Rich's

success in ensuring availability that aligns closely with consumer needs and preferences.

## 4.2 RECOMMENDATION

- To maintain and expand its market reach, Royal Rich should continue to leverage digital platforms effectively. Investing in targeted online campaigns, including social media ads and SEO optimization, can help attract new customers and engage existing ones. Additionally, maintaining strong word-of-mouth strategies, such as influencer partnerships and customer testimonials, can enhance brand visibility and loyalty.
- To convert occasional users into regular users, Royal Rich can implement strategies such as loyalty programs, special discounts for repeat purchases, and enhanced product information. Emphasizing the benefits of regular use can create a deeper connection with the brand and encourage consistent usage.
- With a strong base of chicken masala powder users, Royal Rich can expand its product range to include different types and flavors of spices. Introducing variations in popular categories like chilli powders can cater to a broader audience, capturing new market segments and increasing overall sales.
- Maintaining high product quality is crucial for customer satisfaction and brand reputation. Royal Rich should continue to invest in quality control processes and communicate these efforts clearly to consumers. Highlighting aspects such as the sourcing of ingredients and manufacturing standards can build trust and differentiate Royal Rich in the market.
- Engaging with customers actively is key to understanding and improving their satisfaction levels. Gathering feedback through surveys and social media interactions can provide insights into areas of improvement. Royal Rich can then use this information to enhance product offerings, flavors, and overall customer experience.
- Royal Rich should continue to monitor market trends to ensure their pricing strategy aligns with consumer expectations. Regular reviews of pricing can

help maintain competitiveness and ensure customers perceive the products as good value for money.

- To address consumer feedback on neutral satisfaction levels, Royal Rich should focus on optimizing packaging designs for better functionality and appeal. Clear communication about product shelf life can mitigate consumer concerns and enhance satisfaction.
- Effective inventory management is essential for ensuring that Royal Rich products are available in the preferred quantities when customers need them. Maintaining robust systems can prevent stockouts and enhance customer satisfaction by ensuring timely product availability.

### **4.3 SUMMARY**

The project entitled "A Study on Brand Awareness and Brand Preference of Royal Rich at Royal Rich Condiments Pvt. Ltd." was conducted to assess customers' awareness and preference for the Royal Rich brand. The study concluded that the majority of customers are aware of the Royal Rich brand and exhibit high brand loyalty towards its products. Several factors contribute to customers' preference for Royal Rich, including its strong brand image, product quality, durability, availability, and effective advertising.

In contrast, the market situation for Royal Rich, another player in the same market, is currently positive but requires efforts for brand rejuvenation. Brand rejuvenation involves adding value to an existing brand by enhancing product quality and improving overall attributes and appeal to stay competitive and relevant in the market.

In essence, "Brands live in the minds of consumers." This statement underscores the idea that a brand is more than just a name or a logo; it is the cumulative experience and perception that consumers have about a product. A brand represents a living memory, a repository of the experiences, emotions, and associations that consumers attach to a product over time. This memory influences their purchasing decisions and loyalty.

A strong brand effectively bridges the gap between consumers and marketers. For consumers, a brand simplifies decision-making by providing a sense of trust and reliability based on their past experiences. For marketers, a brand serves as a strategic

asset that can drive customer engagement, foster loyalty, and differentiate products in a crowded marketplace. By consistently delivering on its promises and continuously engaging with its customers, a brand can strengthen its position and ensure long-term success.

In summary, the study highlights the importance of brand awareness and loyalty, the role of brand image and product quality in consumer preference, and the ongoing need for brands to evolve and improve to maintain their relevance and appeal in the market.



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**Website:**

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## **APPENDIX**

## QUESTIONNAIRE

1. Gender:

a) Male

b) Female

2. Age:

a) Below 20

b) 20-30

c) 30-40

d) 40-50

e) Above 50

3. Occupation:

a) Self Employed

b) Unemployed

c) Student

d) Working Professional

e) Retired

4. Monthly Income:

a) Below 10000

b) 10000-25000

c) 25000-50000

d) Above 50000

5. Marital Status:

a) Single

b) Married

6. Frequency of using Branded Curry Powders

a) Daily

b) Weekly

c) Occasionally

d) Monthly

7. When you think about masala powders, which all brand names are comes in your mind?

	Eastern	Nirapara	Royal Rich	Kitchen Treasures	Brahmins	Double Horse
Very much aware off						
Little Bit Aware off						
Never heard at all						

8. How familiar are you with Royal Rich products?

a) Never heard of it

b) I am aware but never used it

c) used it only sometimes

d) use it on a regular basis

9. which product of Royal Rich product are you aware of?

a) Chilli powder

b) Kashmiri Chilli

c) Turmeric powder

d) Coriander powder

e) Sambar powder

f) Chicken Masala

g) Meat Masala

h) Fish Masala

i) Rasam powder

j) Garam masala

k) Mustard Seeds

10. Have you used Royal Rich products?

a) Yes

b) No

11. From where did you hear about the royal rich products?

a) Television

b) Newspapers

c) Radio Magazine

d) Internet

e) Friends, Relatives & Associates

f) Shop keeper/ Retailers

12. Attributes for preferring Royal Rich?

Attributes	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Price					
Flavour					
Quality					

Variety					
Colour					
Packaging					
Shelf life					
Availability in preferred quantity					
Easy availability					
Personal experience					
Preferred by others					
Advertisement and promotional offers					

13. Are you Satisfied with Royal Rich Condiments Pvt Ltd?

- a) Highly Satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly Dissatisfied