



UNIVERSITY OF JAMMU
India's first ISO 9001:2000 University

THE MANAGEMENT SCHOOL,
SOUTH CAMPUS, UNIVERSITY OF JAMMU.

PROJECT REPORT

The study of business model of pahalwan's, jammu in the light of
current and future business potential



Pahalwan's

Submitted by

ESTD. 1934

REGD.

- | | |
|-----------------------|----------------------|
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TABLE OF CONTENTS

1. REASON'S FOR TAKING UP THIS PROJECT

2. OVERVIEW OF INDIAN FOOD INDUSTRY

3. INTRODUCTION OF PAHALWAN'S

4. VISION OF PAHALWAN'S

ESTD. 1934

5. PAHALWAN'S GROWTH DURING THE YEARS

REGD.

6. PAHALWAN'S QUALITY CERTIFICATION

ISO 9001:2008

7. PAHALWAN'S PROFILE

8. SURVEY'S RESULT

9. CONCLUSION

10. SUGGESTION

11. QUESTIONNAIRE



Pahalwan's

REASONS FOR TAKING UP THIS PROJECT

1) To study the business model of Indian snacks industry **REGD.**

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2) To study the business model of Pahalwan's Jammu in the light of current and future business potential.

3) To study the expansion opportunity for Pahalwan's in near future in and around jammu .

4) To study the challenges that would be faced by Pahalwan's in near future from their competitors.

5) To study the distribution anomalies of Indian namkeens and packaged food industries in Jammu region.

6) To study the behavior pattern of consumers about quality of product and services offered to them by Pahalwan's.



Indian Sweets and Snacks ISO 9001:2000

India, more than in any other country in the world, has a colorful and diverse range of food and tastes to offer. For centuries, Indian food and spices have been known far and wide for their authentic taste and rich quality. India has a variety of dishes, be it North Indian food or South Indian food, that use spices and herbs such as coriander, ginger, garlic, cinnamon, cardamoms, cloves, aniseed and asafetida - that are used in different combinations and flavors to enhance the pleasure of a meal.

Traditional Indian Sweets

While Indians are great lovers of food, their second love without a doubt, is the love for 'traditional Indian sweets' and Indian beverages. India is a country of sweets, and Indians, if they can afford, would like to have sweets with almost every meal. Each region has its own specialties.

Basically, various regional recipes are only different forms of rice puddings, milk puddings, vegetables & fruits dipped in sweet syrup. Besides, there are a variety of milk-based Barfis and pastries. These are decorated with raisins, almonds, pistachio and the like. Various combinations of all the above delicacies offer hundreds of varieties of Indian traditional sweets to choose from. Most Indian sweets are made by boiling down milk to remove the moisture. It is called khoa. Adding butter, sugar and many other flavours, these are turned into barfi, malai, kheer, rasgulla and sandesh. In North India, lassi is the most popular drink may it be sweet or salty, made from yoghurt. The south and the west offer fresh coconut. Special and typical sweets that come from Bengal are Sandesh and Rasgullas, made in different ways from cottage Cheese. One notable exception of Bengali sweets is misti doi (sweetened yogurt), in terms of the fact that Bengali cuisine is the only Indian cuisine where plain yogurt is missing. Some very popular Indian sweets are :- Kheer, Halwa (pudding), Rasgulla (spongy cheese balls, dipped in sugar syrup), Gulabjamun, Rasmalai, Sandesh and many more. 'Kulfi', a creamy preparation of frozen milk and sugar, is the Indian version of ice-cream and is extremely popular with the old as well as the new generation.

Indian Refreshments and Snacks

The variety of refreshments available in India is as diverse as the country itself. Each region has its typical and local specialty but some common features are that they are usually spicy, easily available, and inexpensive. The most popular and commonly known is 'chat' - a spicy mix of different ingredients, topped with tangy chutneys (sauce). Indians are very fond of chat and it is available across the country in one form or other. 'Bhel puri' is type of chat famous in Mumbai. Similar 'chats' such as 'Sev Puri', 'Chana Masala' are available across the country. Some other well known snacks which can be savoured are: 'Samosa' 'Pakoras' 'Alu Tikki' 'Kachori' (very common in Uttar Pradesh) 'Pao Bhaji'(very common in Maharashtra) 'Gol Gappa' 'Dhokla' (very common in Gujarat). Samosas and pakoras are mostly enjoyed with a cup of hot Indian tea in the company of friends and family. To relish these snacks, one should develop the taste for them...but once you do, you want them again...

PAHALWAN'S

INTRODUCTION

PAHALWAN'S is a premiere name in the Manufacturing, Trading & Retailing of Indian Sweets, Namkeens & other snacks etc. in the 'City Of Temples' since the Year 1934 having three Retail Outlets PAHALWAN DI HATTI at Pir Mitha, PAHALWAN DI HATTI at Gandhi Nagar and PAHALWAN'S Food Mall at Bari Brahmana and manufacturing facility at Sanjay Nagar Jammu. The PAHALWAN'S are the Pride of J&K and the Heart of Jammu's USP.

The Sweet and Quality Journey with Dudh, Dahi, Barfi and Rabri which started with its foundation in 1934 by Nanto Shah (popular name of our founder Sh. Anant Ram Abrol), has seen many changes and upward trends of improvements in Quality and Variety over the past more than seven decades (74 years) now. From the famous chocolate of nineties the variety has been added with new innovative products like Nutties, Dhoda, Badam Pinni, Lachhedaar Patisa, Sund Panjeeri etc. to name a few. Jammu's delicacy the Milk Chocolate & the healthy Sund Panjeeri are most relished delicacies all over the country and even abroad. From the traditional milk shop to a modern style PAHALWAN DI HATTI (sweet shop & Restaurant) at Pir Mitha, PAHALWAN DI HATTI (Eat Point & Sweets Shop) at Gandhi Nagar which came up in 1991 and PAHALWAN'S Food Mall (Fully Air Conditioned & 100% Vegetarian Food Mall having PAHALWAN DI HATTI Floor & Banquet) which became operational in 2006 are there three prestigious Retail outlets as on today.

MANAGEMENT:

The first step of this journey was put forward by Nanto shah(popular name of ther founder Sh. Anant Ram Abrol) in 1934. The business was then handed over to and successfully runned by his four sons who are the partners of this firm.

- 1) MR. SAT PAUL ABROL
- 2) MR. YASH PAUL ABROL
- 3)MR. SATISH ABROL
- 4) MRS. DIMPLE ABROL

VISION OF PAHALWAN'S

One who proceeds ahead without vision is like a ship, which has lost its direction in the high seas. To succeed and do so with aplomb, a sense of vision is needed; else it reflects a journey which is meandering ahead in an aimless pursuit devoid of any proper goal and mission in life. We are aware of the same; hence we have a vision, a vision which seeks to leverage the best of our minds and resources for the welfare of society. We seek to bring to our valued patrons the best of products in the industry. We strive to make them available at rates, which are affordable and within their budget limits.

Pahalwan's
ESTD: 1994 REGD.
ISO 9001:2000
We aim to fine-tune our operations, think into future, with the help of a well-equipped and most hygienic manufacturing facility in Jammu. We aim to reap the manifold benefits of various outlets of our establishment together. We aim to excel ourselves each time we discharge our work, take it to a higher plane and always strive for a better tomorrow. We aim to strike a chord in the hearts of our customers, every time they approach us and ensure they go back impressed and come back for more and then some more. That's our vision and mission, a trademark with which we started off with and aim to take it a notch higher, higher and still higher.

In order to get into the generation next, we have entered electronic age through introduction of online-communication (e-commerce) with customers; the same will be of immense benefit to our valued customers. The same would help us to get closer to our customers and facilitate their orders quicker and faster. The possible booking of orders online will enable our customers to place an order online, later the sweets will be door delivered to the customers thru courier.

Our ultimate vision is to keep maintaining the standards of excellence which will act as a shining light to upcoming sweets outlets and act as a worthy role model for them.



PAHALWAN'S GROWTH DURING THE

YEARS



Pahalwan's

The Pahalwan's, in their plan to grow vertically & horizontally with more innovations and professional expertise and to meet the customer's current and future requirements, started Pahalwan's Food Mall on the national highway at Kabir Nagar, Bari Brahmana Jammu on 28th April 2006. The Pahalwan Food Mall (Just 15 minutes drive from Jammu) is Fully Air-conditioned 100% **REGD.**

ISO 9001:2000
Vegetarian Food Mall --one of the Firsts of its kind in India with a Banquet Floor and Pahalwan Di Hatti Floor. The Food Mall was inaugurated by HON'BLE CHIEF MINISTER of our state JENAB GULAM NABI AZAD on 28th April'06. This started the first phase of our operations in the Pahalwan Di Hatti (Eating Joint) section with a lot of more.

The Banquet with 27000 sq. feet area (the hall and the lawn both) & the capacity to cater about 1500 guests also became operational on Sept. 1st 2006. The new experience to eat and relax in open air, the experience of the traditional Vedi in a different style, live audio & visual display, the exclusive Bride's marine hut, the exclusive dinning room for Bride-Bride Groom

is like nowhere else. The parking facility for 150 vehicles has also been made for the conveyance of our Guests.

The Ambience of sitting and tasting the tastes in the Pahalwan Di Hatti is a new experience with live music and fun on the Screen for you and your families. The Photographs DEPICTING the RICH Culture / Heritage of Our State in a miniscule manner inside the Mall is a step towards creating awareness and bringing our three regions of Jammu, Kashmir and Ladakh more closer to the rest of the COUNTRY through the variety of food from the various regions of the country. The location of the Mall on the National Highway further HELPS to attract and motivate tourists and boost Tourism of our State.



ISO 9001:2000

The Lush Green Lawn, the fun for children with games and other amusements and above all the availability of hygienic / good quality food / refreshments have made the enjoyment more enjoyable for all sorts of Get together, Conferences, Exhibitions and alike.

The Continued Patronage of our valuable Guests & customers is required at our Mall for the most hygienic, economical and above all the Consistent Quality of products to everyone's Family's Taste.



ISO 9001:2000

PAHALWAN'S AN ISO 9001: 2000

Firm became the first and only sweet shop in the state to obtain this certification for maintaining highest standards of quality & hygiene. The certificate of approval for ISO has been extended to all the three outlets located at Pir Mitha, Gandhi Nagar and Bari Brahmana and also to its factory premises at Sanjay Nagar, Jammu. They have carried the baton of quality forward consistently by establishing a most Hygienic facility at Sanjay

Nagar with emphasis on more automation and less involvement of work force in the preliminary manufacturing process. The work force is more involved in the precision work and ensuring & assuring quality of our products. With their innovations and expertise they have shown to the world that small businessman can also become entrepreneurs.

The latest developments however do not stop us from our never ending process of continuous improvement in maintaining the standards of quality which has been trusted millions of people of the state of Jammu & Kashmir, India and those living abroad. It is the endless support, continued patronage & trust of millions of our esteemed customers in the quarter.



PAHALWAN'S PROFILE

BUSSINESS NAME- **PAHALWAN'S**

TYPE OF ORGANISATION- **PARTNERSHIP FIRM**

PARTNERS-

1. MR. SAT PAUL ABROL

2. MR. YASH PAUL ABROL

3. MR. SATISH ABROL

4. MRS. DIMPLE ABROL

OUTLETS-

1) Pahalwan di hatti,
Mall

Bazar Pir mitha, jammu.
Brahmna, Jammu.

Tel.: 0191-2546365, 2576790

Email : admin@pahalwans.com

3) Pahalwan's, Food

kabir nagar, Bari

Tel.: 01923-221695

Email : admin@pahalwans.com

2) Pahalwan di hatti,

South-x-Gandhi nagar, jammu.

Tel.: 0191-2433120, 2439395

Email : admin@pahalwans.com

PRODUCTION UNIT-

ESTD 1934

185/1, Sanjay nagar, Jammu.

REGD.

Tel.: 0191-2430249, 2439807 **ISO 9001:2000**

Fax No.: 0191-2431383

Email : admin@pahalwans.com

sales@pahalwans.com



SURVEY ON CONSUMER BEHAVIOUR

(figures are % of respondents from 195 respondents and all of them are Pahalwan's customer)

✚ "Its our first visit"-one of the respondents.

82.56% of respondents were frequent visitor to Pahalwan's and 17.44% have visited first time. Still we feel that there is lot of expansion opportunity of pahalwan's in jammu . Still pahalwan's have not been able to make its product available to all the parts of iammu and all

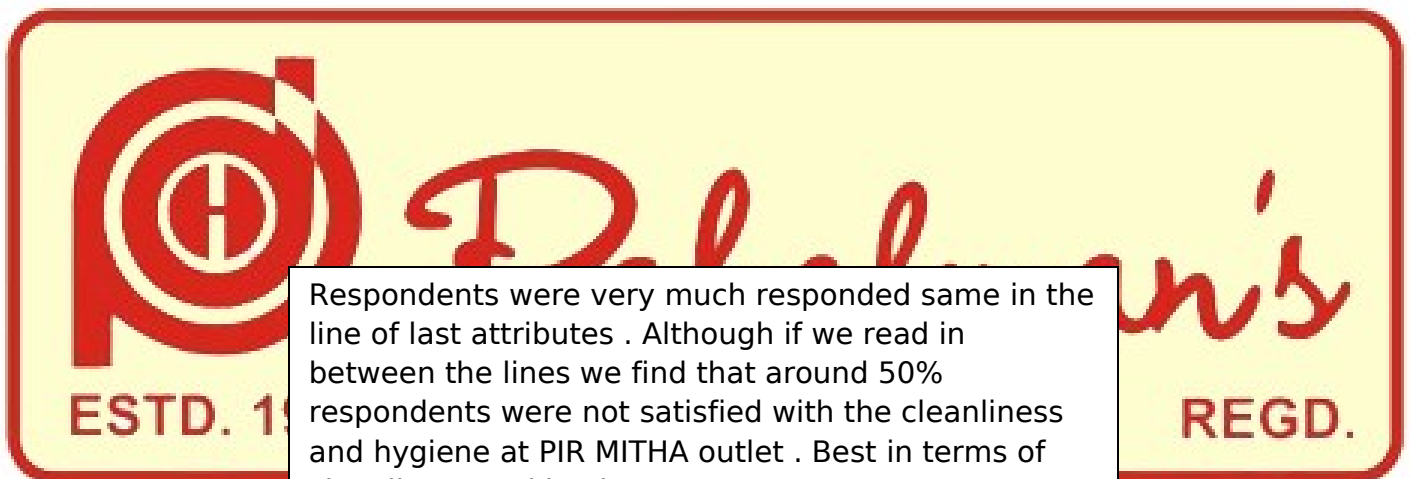
✚ Distance covered by respondents to Pahalwan's.(figures are in %)



ISO 9001:2000

All the above attributes got almost simmilar rating from most of the respondents .

CUSTOMER'S RESPONSE WITH ATTRIBUTES **(QUALITY OF SERVICE ,PAYMENT PROCEDURE** **AND HYGIENE)**



Respondents were very much responded same in the line of last attributes . Although if we read in between the lines we find that around 50% respondents were not satisfied with the cleanliness and hygiene at PIR MITHA outlet . Best in terms of cleanliness and hygiene was BARI BRAHMNA . Payment procedure was also not very satisfactory at GANDHI NAGAR outlet .

**RESPONDENT'S TAKES ON SITTING
ARRANGEMENT AT THREE OUTLETS OF
PAHALWAN'S**



CUSTOMER
DIFFERENCES

BARI BRAHMNA GOT THE MAXIMUM IN TERMS OF SITTING ARRANGEMENT THAN OTHER TWO OUTLETS . NEXT IN LINE WAS PIR MITHA AND GANDHI NAGAR WAS AT LAST . EVEN THE MOST OF THE RESPONDENTS SHOWED THEIR IGNORANCE ABOUT THE SITTING ARRANGEMENT AVAILABLE AT GANDHI NAGAR OUTLET . EVEN NO DISPLAYS WERE THERE DISPLAYING THE WAY TO NEW SITTING ARRANGEMENT . THERE SHOULD HAVE BEEN SOME STEPS TAKEN REGARDING THIS .

AVAILABLE AT

IN TERMS OF PARKING PLACE PIR- MITHA GOT THE LOWEST RATING FROM MOST OF THE CUSTOMER . THEN NEXT WAS BARI BRAHMNA . HIGHEST RATING IN TERMS OF PARKING WAS GIVEN TO GANDHI NAGAR OUTLET



Although 3/4th of people visiting pahalwans usually doesn't have complaints and out of rest of respondents who are having complaints, most of them having complaints with Bari Brahmna outlet. The complaints were usually about the late delivery of order and the cleanliness and hygiene mainly at pir mitha.

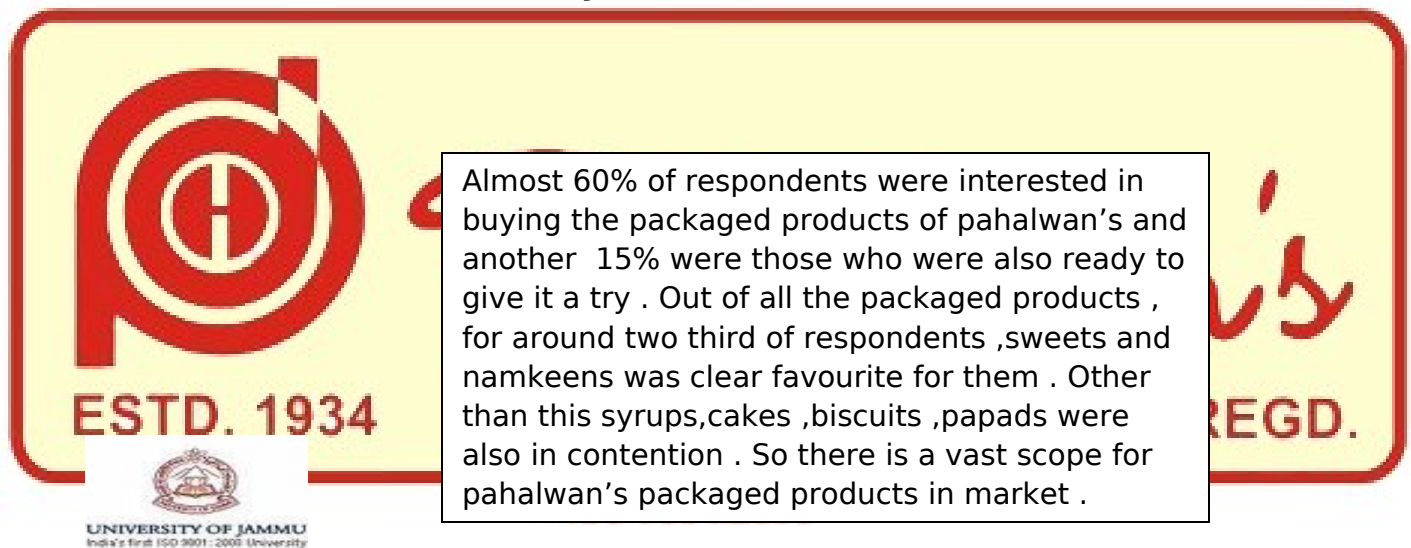
CUSTOMER'S TAKE ON NUMBER OF OUTLETS OF PAHALWAN'S



Around 55% respondents felt that there was not enough outlet pahalwan's in jammu . more than 65 % customers were covering more than 5 km to reach pahalwan's and around 38% customers were covering more than 10 km . So there is enough scope of expansion for pahalwan's in and around jammu . Most of the respondents felt that pahalwan should come up with their outlet at katra and the highways nearby lakhanpur . Even there is lots of expansion opportunity for pahalwan,s in nearby state like punjab etc . But for this they will have to work upon the brand building and accordingly they will have to position their brand in the mind of prospects . Till now they haven't use much promotions and their advertising cost is almost negligible . We think this is the right time to work upon the expansion opportunities as due to recession asset building ,manpower and machinery cost etc. will be lesser than other times and one have to get ready in advance for the time when market will start recovering . As emerging markets are source of new revenue , business model and talent and new way to enhance the profit .

CUSTOMER'S TAKE ON PACKAGED PRODUCT OF PAHALWANS.

- 58% of respondent were intersted in buying packaged products of Pahalwan's.
- 16% said they were interested in buying them but not on regular basis
- 11% said they were not interested
- 15% said they will think



AGE PROFILE OF CUSTOMER'S.

Almost 85 % of the respondent were falling in the age group of 0-35 years . So most of the customer base for pahalwan's are the young generation who will not settle for anything less for their money . Pahalwan's should chalk out some strategy on regular basis to maintain its younger customer base intact as when the competition grows then the additional value will act as a factor for any brands existence in the market .



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COMPARITIVE STUDY OF CONSUMER BEHAVIOUR BETWEEN FIRST TIMERS AND FREQUENT VISITORS

ESTD. 1934 (figures are in % of respondents)

REGD.

ISO 9001:2000

AROUND 45% OF FIRST TIMERS WERE COVERING MORE THAN 10 KM AND 23% WERE COVERING THE DISTANCE BETWEEN 5-10 KM . WHEREAS 35% OF FREQUENT VISITORS WERE COVERING MORE THAN 10 KM AND 25 % WERE COVERING DISTANCE BETWEEN 5-10 KM . TILL NOW THERE HAS NOT BEEN MUCH OPTION TO CUSTOMERS FROM THE LOCATION THEY ARE COMING TO PAHALWAN'S . BUT SOME ONE HAS TO READ BETWEEN THE LINES AND WORK UPON THE SAME LINE SO AS NOT TO LOSE THE

- ✚ RESPONSE OF THE CUSTOMER'S WHO VISITED FIRST TIME TO PAHALWAN'S ON ATTRIBUTES- QUALITY, PRICE RANGE, PRODUCT RANGE AND TASTE AND SEASONING.
- ✚ RESPONSE OF THE FREQUENT VISITOR TO PAHALWAN'S ON ATTRIBUTES- QUALITY, PRICE RANGE, PRODUCT RANGE AND TASTE AND SEASONING



- ✚ CUSTOMERS (VISITING FIRST TIME) TAKE ON ATTRIBUTES- QUALITY OF SERVICE, PAYMENT PROCEDURE, CUSTOMER CONVENIENCES AND HYGIENE.

ISO 9001:2000

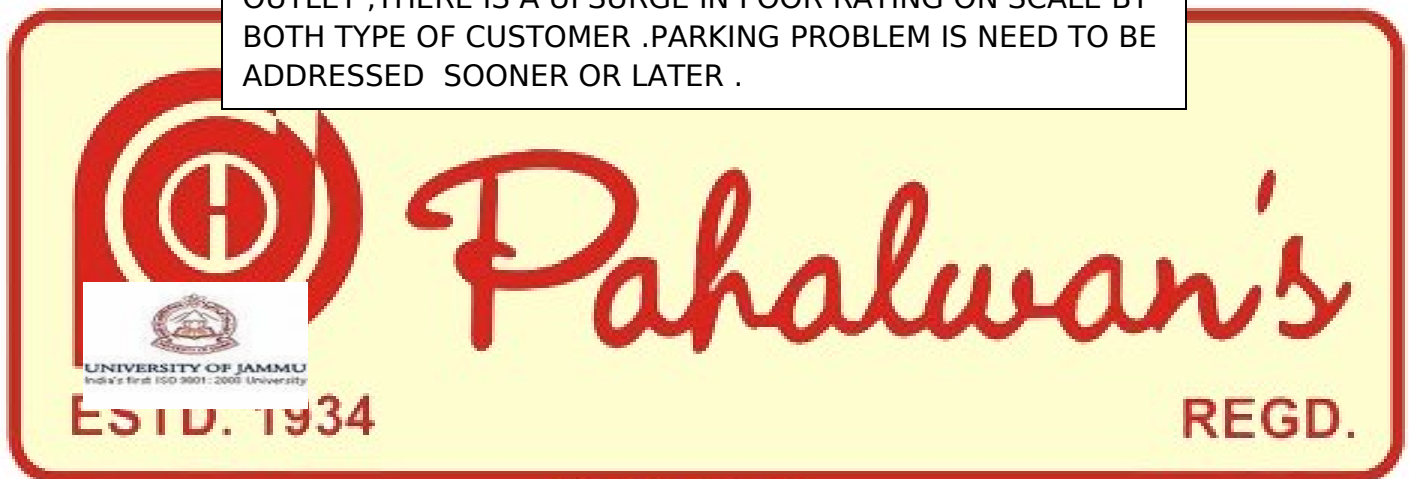
FREQUENT VISITORS TAKE ON ATTRIBUTES- QUALITY OF SERVICE, PAYMENT PROCEDURE, CUSTOMER CONVENIENCES AND HYGIENE.

ALTHOUGH MOST OF THE RESPONDENTS RATED LAVISHLY ON THE ABOVE ATTRIBUTES , BUT STILL THERE IS LOTS OF SCOPE FOR IMPROVEMENT IN QUQLITY AND PRODUCT RANGE

The results are good if we look from Pahalwan's Point of view because most of the customers are satisfied with quality of service, payment procedure of Pahalwan's, and Hvgiene in Pahalwan's outlets.

✚ CUSTOMER'S TAKE ON PARKING PLACE .

RESPONDENT'S VISITING TO PAHALWAN'S FOR FIRST TIME AND FREQUENT VISITORS , BOTH GAVE ALMOST EQUAL RATING ON SCALE . DUE TO PARKING PROBLEM AT PIR MITHA OUTLET ,THERE IS A UPSURGE IN POOR RATING ON SCALE BY BOTH TYPE OF CUSTOMER .PARKING PROBLEM IS NEED TO BE ADDRESSED SOONER OR LATER .



ISO 9001:2000

AVERAGE PURCHASE OF RESPONDENTS ON EVERY VISIT

AVERAGE PURCHASE OF 70% RESPONDENT WAS RS 225/- FOR AVERAGE OF TWO PERSONS ON EVERY VISIT . RS 150/- WAS THE A VERAGE PURCHASE FOR 35% AND RS 300/- WAS AVERAGE PURCHASE FOR 35% RESPONDENTS . 12% OF ALL RESPONDENTS WERE THOSE WHO WERE SPENDING MORE THAN RS 400/- ON EVERY VISIT .SO AVERAGE PURCHASE OF ALL THE RESPONDENTS WERE APPROX. RS 220/- .MOST OF THE RESPONDENTS WERE SATISFIED WITH THE PRICE RANGE OF PAHALWAN'S .WHAT PAHALWAN'S NEED TO WORK UPON IS PRODUCT INNOVATION AND CONTINUOUS MAINTENANCE OF QUALITY IN PRODUCT AND SERVICES . THERE IS A LOT OF SCOPE FOR IMPROVEMENT AND

POSITIONING OF OTHER FOOD OUTLET'S IN JAMMU



Pahalwan's

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OTHER THAN PAHALWAN NATHU'S IS CLEAR FAVOURITE AMONG OTHER FOOD OUTLETS IN JAMMU REGION .WITH 55% CUSTOMERS FREQUENTLY VISITING THEIR OUTLETS . NEXT IN LINE WAS JAI HIND BAKERY AT GANDHINAGAR WITH 16% . SO NATHU'S COULD BE A POTENTIAL COMPETITOR TO PAHALWAN'S AND FOR THIS REASON PAHALWAN'S NEEDS TO CHALK OUT CORRECTIVE ACTION IN THE PRODUCT INNOVATION AND THEY NEEDS TO BE CONSISTENT ENOUGH IN ALL THE ATTRIBUTES REGARDING PRODUCT AND SEVICES OFFERED TO THEIR CUSTOMERS .

CONCLUSIONS

UNDERSTANDING , APPRAISING AND FORECASTING THE BEHAVIOUR OF CONSUMER TOWARDS DIFFERENT ALTERNATIVES PRESENT IN THE MARKET IS VERY COMPLEX ACTIVITY , WHICH PROVIDES AN EVER CHALLENGING TASK TO AN INVESTIGATOR OR RESEARCHER . IT'S VERY DIFFICULT FOR ANY FIRM TO BE INDIFFERENCE TO THE CHANGING BEHAVIOUR AND REQUIREMENT OF CONSUMER . THOSE DON'T TAKE ENOUGH PRECAUTIONS AND TIMELY INTERVENTION TO APPEASE THE CUSTOMER , EVENTUALLY FACES THE BRUNT .

THERE ARE VARIOUS CONSUMER'S ASSOCIATED FACTORS LIKE INCOME , AGE , EXPECTATIONS ETC. WHICH EFFECTS THE CONSUMER'S PREFERENCES . NO FIRMS CAN EXPECT TO SIT UPON ITS PREVIOUS LAURELS TO CONTINUE IN THE MARKET WITH SAME VENGENCE . FIRM SHOULD AGGRESSIVELY GO FOR PRODUCT INNOVATION, MARKETING STRATEGIES AND MUST POSITION THEIR BRAND IN RIGHT WAY IN THE PROSPECT'S MIND . TODAY IS THE WORLD OF PROFESSIONALIZATION AND ONLY THOSE FIRMS EXCELS AND ABLE TO HOLD BACK THEIR CUSTOMER'S WHO ARE COMPETENT ENOUGH AND HAVE STRATEGIC AND TACTICAL SOLUTIONS TAILORMADE FOR ANY EVENTUALITY AND CHANGES IN FUTURE MARKET .

IT'S BROKEN MYTH THAT INDIAN CONSUMER WILL NOT PAY EXTRA FOR WESTERN CONCEPT OF PACKAGED FOOD AND THAT TOO OF INDIAN HOUSEHOLD KITCHEN CATEGORY . IT WILL BE PROACTIVE THINKING THAT WILL HELP IN MAKING ACCESS INTO THE TRADITIONAL FRESH HOMEMADE FOOD AND SKILLFULLY CONVERTING IT INTO A PRODUCT LINE EXTENSION .

NOW WE WILL LOOK INTO EACH FACTORS AND ATTRIBUTES CONCLUSIVELY.



CONCLUSION CONTINUED.....

1. MORE THAN 80% OF THE RESPONDENTS WERE THOSE WHO WERE FREQUENTLY VISITING PAHALWAN'S OUTLETS . REMAINING 20% WERE THE FIRST TIMERS . WE FOUND THAT MOST OF THE CUSTOMERS WHO WERE FREQUENT VISITORS WERE ALSO VISITING THE OTHER OUTLETS DEALING IN SAME PRODUCT LINE IN JAMMU .MORE THAN 55% CUSTOMERS WERE REGULAR VISITOR TO NATHU'S OUTLET . SO COMPLACENCY FACTOR COULD PROVE FATAL FOR PAHALWAN'S .
2. OF THE TOTAL RESPONDENTS ONLY 20% RESPONDENTS WERE COVERING LESS THAN 2KM TO REACH PAHALWAN'S . 18% OF THE RESPONDENTS WERE COVERING DISTANCE BETWEEN 2-5 KM .AROUND 25% CUSTOMERS WERE COVERING DISTANCE BETWEEN 5-10 KM AND REMAINING 37% WERE COVERING MORE THAN 10 KM . SO MORE THAN 60% CUSTOMERS WERE COVERING MORE THAN 7KM .MOST OF THE RESPONDENTS WHO WERE FALLING INTO THIS CATEGORY WERE THE ONE WHO WERE THE FREQUENT VISITOR TO OTHER OUTLETS IN JAMMU . CONSIDERING THE GOODWILL CARRIED BY PAHALWAN'S IN JAMMU REGION AND RESPONSES OF THE RESPONDENT'S IT SHOULD PLAN A MAJOR EXPANSION PLAN NOT ONLY IN JAMMU, BUT ALSO IN THE NEARBY REGIONS . IT WILL NOT ONLY ADD ON TO ITS REVENUE BUT IT WILL BE ABLE TO CAPTURE THE LARGE CHUNK OF UNATTENDED MARKET BY JUST BEING APPROACHABLE TO ONE AND ALL .

3. ALL THE FOUR ATTRIBUTES I.E PRODUCT QUALITY , PRICE RANGE ,PRODUCT RANGE AND TASTE GOT VERY ENCOURAGING RESPONSES FROM MOST OF THE RESPONDENT'S. THERE WERE FEW RESPONDENT'S WHO HAVE SHOWN RESERVATION ABOUT THE QUALITY, OTHERWISE RESPONDENT'S EXHUBERANTLY SUGGESTED SEVERAL NEW PRODUCT RANGE LIKE AMRITSARI KULCHA, MOMO'S, ETC THAT COULD BE ADDED TO THE EXISTING LINE OF PRODUCT RANGE . MOST OF THE RESPONDENT'S DEMANDED PRODUCT EXTENSION IN THE EXISTING PRODUCT RANGE . PRICE RANGE WAS VIEWED AFFORDABLE AND REASONABLE TO MOST OF THE RESPONDENT'S .



CONCLUSION CONTINUED.....

4. RESPONDENT'S RESPONSES ABOUT THE ATTRIBUTES LIKE QUALITY OF SERVICE ,PAYMENT PROCEDURE WAS ON GOOD LINE . BUT THERE WAS SERIOUS CONCERN ABOUT THE CLEANLINESS AND HYGIENE CONDITION AT PIR-MITHA OUTLET .
5. RESPONDENT'S WERE VERY MUCH SATISFIED WITH THE SITTING ARRANGEMENT AT BARI BRAHMINA , BUT THERE WERE CONCERN WITH PIR-MITHA AND GANDHI NAGAR OUTLET .THE WORST OUTLET RATED ON THE SITTING ARRANGEMENT PARAMETER WAS GANDHI NAGAR . MOST OF THE RESPONDENT,S WERE IGNORANT ABOUT ANY SITTING PLACE AT GANDHI NAGAR OUTLET .THERE WAS NO SIGNBOARD DISPLAYING THE WAY TO SITTING PLACE .
6. PARKING PLACE WAS REAL CONCERN FOR ALMOST ALL THE RESPONDENT'S AT ALL THE THREE OUTLET'S .THE WORST ON THIS PARAMETER WAS PIR MITHA OUTLET .
7. THERE WERE ONLY FEW COMPLAINT'S REGARDING CLEANLINESS AND HYGIENE AND LATE DELIVERY OF ORDER BY MOST OF THE RESPONDENT'S .

8. ALMOST 60% OF RESPONDENT'S WERE INTERESTED IN BUYING THE PACKAGED PRODUCT OF PAHALWAN'S AND ANOTHER 15% WERE READY TO GIVE IT A THOUGHT IF MADE AVAILABLE AT THE RETAIL LEVEL. OUT OF ALL THE PACKAGED PRODUCT'S , FOR MOST OF THE RESPONDENT'S DIFFERENT VARIETIES OF NAMKEENS AND SWEETS WAS CLEAR FAVOURITE. OTHER THAN THIS CAKES, BISCUITS AND SYRUPS WERE ALSO IN CONTENTION .
9. ALMOST 85% OF THE RESPONDENTS WERE FALLING IN THE AGE GROUP OF BELOW 35 YEARS . SO PAHALWAN'S HAS BEEN ABLE TO CREATE INTEREST AMONG YOUNGER GENERATION .OTHER THAN PAHALWAN'S NATHU'S IS CLEAR FAVOURITE AMONG OTHER FOOD OUTLETS IN JAMMU REGION .WITH 55% CUSTOMERS FREQUENTLY VISITING THEIR OUTLETS . NEXT IN LINE WAS JAI HIND BAKERY AT GANDHINAGAR WITH 16% . SO NATHU'S COULD BE A POTENTIAL COMPETITOR TO PAHALWAN'S CONSIDERING YOUNGER GENERATION



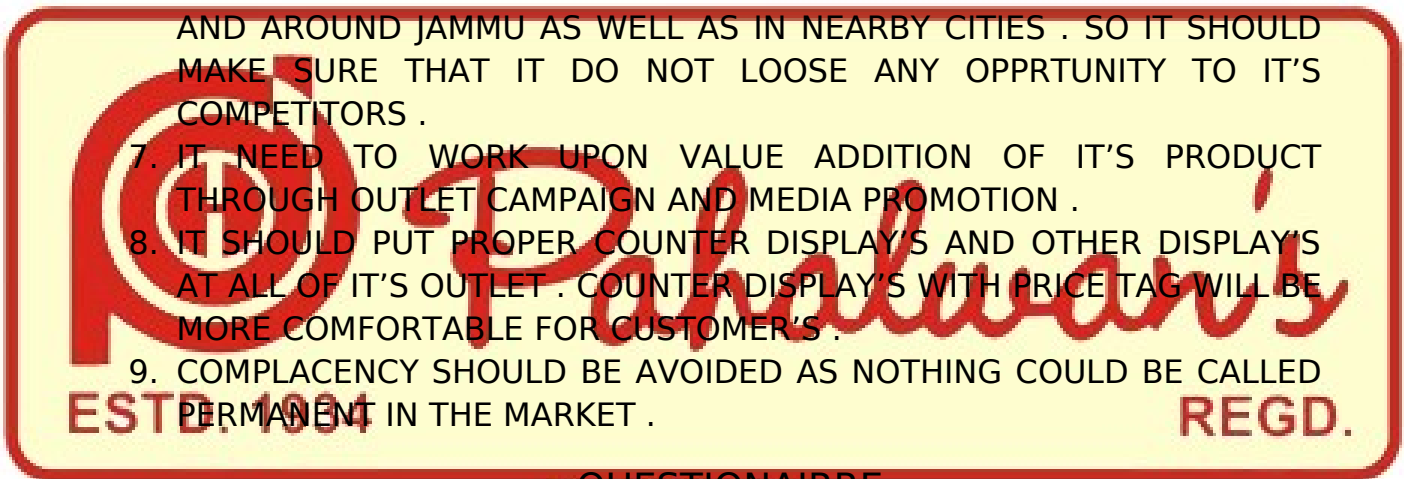
Pahalwan's
SUGGESTIONS

AS WE ALL KNOW FOOD IS A WAY OF LIFE FOR INDIANS , NO MATTER WHICH COUNTRY THEY LIVE IN AND TO POSITION ITSELF IN THIS SEGMENT OF MARKET ,A FIRM ~~NEEDS TO~~ BE PROACTIVE IN APPROACH THINKING OF MAKING ACCESS INTO THE TRADITIONAL FRESH HOME MADE FOOD .

SOME SUGGESTION BASED ON OVERALL INTENSIVE STUDY DONE BY US FOR PAHALWAN'S ARE

1. A PROACTIVE OUTLOOK AND PROFESSIONAL APPROACH WOULD DO WONDERS TO ALREADY ESTABLISHED CUSTOMER BASE .
2. STRINGENT QUALITY CONTROL MEASURES SHOULD BE IN PLACE WITH EFFORT SHOULD BE UPON BEING MORE CONSISTENT IN QUALITY AND TASTE .

3. CLEANLINESS AND HYGIENE MUST BE THEIR PRIME CONCERN AT ALL OUTLET'S .
4. PACKAGING PROCESSES COULD BE MORE MODERNIZED WITH THE INTRODUCTION OF NEW TECHNOLOGY TO INCREASE THE SHELF-LIFE OF PRODUCT AND TO KEEP INTACT QUALITY FOR LONGER PERIOD .
5. IT IS HIGH TIME THAT THEY MUST WORK UPON CREATING A COMPATIBLE SUPPLY CHAIN AND DISTRIBUTION CHANNEL TO ENCASH THE GROWING POPULARITY OF ITS PACKAGED PRODUCTS WITH THE CUSTOMERS . NOT ONLY IT WILL ADD TO IT'S REVENUE GENERATION ,BUT ALSO IT WILL WIDEN IT'S EXISTING CUSTOMER BASE .
6. A GREAT EXPANSION OPPORTUNITY IS THERE FOR PAHALWAN'S IN AND AROUND JAMMU AS WELL AS IN NEARBY CITIES . SO IT SHOULD MAKE SURE THAT IT DO NOT LOOSE ANY OPPRTUNITY TO IT'S COMPETITORS .
7. IT NEED TO WORK UPON VALUE ADDITION OF IT'S PRODUCT THROUGH OUTLET CAMPAIGN AND MEDIA PROMOTION .
8. IT SHOULD PUT PROPER COUNTER DISPLAYS AND OTHER DISPLAYS AT ALL OF IT'S OUTLET . COUNTER DISPLAYS WITH PRICE TAG WILL BE MORE COMFORTABLE FOR CUSTOMER'S .
9. COMPLACENCY SHOULD BE AVOIDED AS NOTHING COULD BE CALLED PERMANENT IN THE MARKET .



QUESTIONAIRRE
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1. Is this your first visit to Pehelwan's ?
Yes No
2. How much distance you covered to reach Pehelwan's outlet ?
a) 0-2km c) 5-10km
b) 2-5km d) More than 10 km

3. Food and beverages
4. Services

	Excellen	Very	Satisfact	Poor
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	t	Good	ory	
Quality of Service				
Payment Procedure				
Customer Conveniences				
Cleanliness & Hygiene				

	Excellent	Very Good	Satisfactory	Poor
Product Quality				
Price Range				
Product Range				
Taste & Seasoning				

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5. What you think about the following ?

	Excellent	Very Good	Satisfactory	Poor
Drinking Water				
Sitting Arrangement				
Tangibles associated				
Counter displays				
Parking place				

6. Which item from menu you liked most ?

.....

7. If there was any complaint about the product of Pehelwan's?

- a) Often
- b) Not Often
- c) Some times
- d) Always

8. How much is your average purchase on each visit ?

- a) 50-100
- b) 100-200
- c) 200-400
- d) More than 400

9. Do you think there is enough outlet of Pehelwan's in Jammu?

- a) Yes
- b) No

10. If No then suggest the location where Pehelwan should open their outlets?

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11. If Pehelwan's would start packaged product (namkeens, sweets, syrups, papads, biscuits) will you purchase them? Specify the products !

- a) Always
- b) Occassionly
- c) No
- d) Will think

.....

12. If any specific product you wish to make available at Pehelwan's Outlet which you don't find at present.

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13. Which are the other food joints and outlet frequently visited by you ?

- a) Nathu's
- b) Jai Hind

c) Bikanos ' obero

d) Other

PERSONAL DETAILS

Name :

Address :
.....
...

Contact no : Email id

Age :

Male

Female

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Pahalwan's

ESTD. 1934

REGD.

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