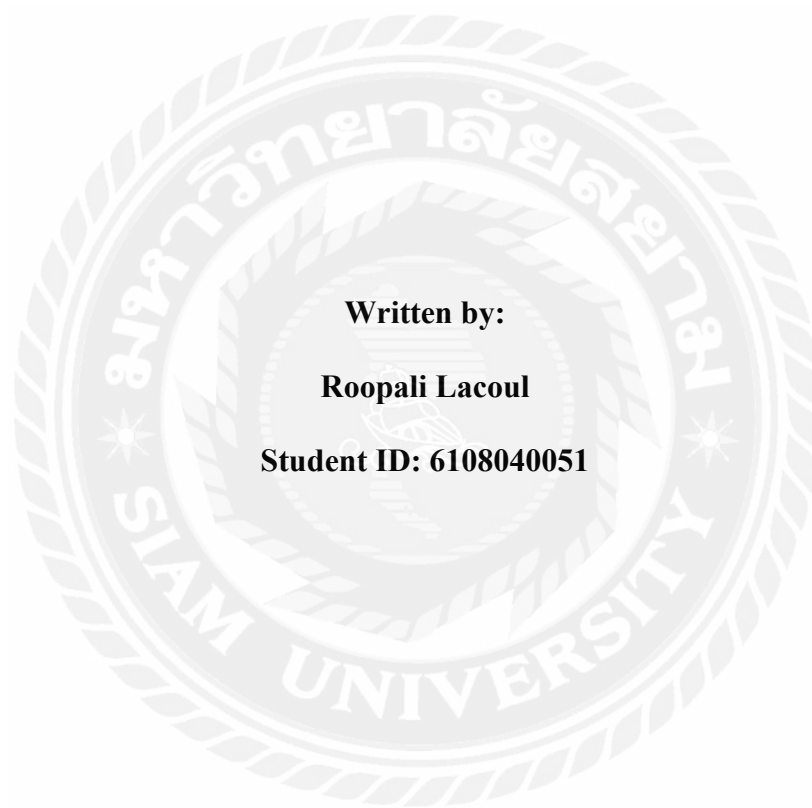




Cooperative Education Report
Market Analysis of CG Foods' Snacks



The Report is submitted in Partial Fulfillment of the Requirements for Cooperative Education, Faculty of Business Administration

Academic Semester2/2022

Title: Market Analysis of CG Foods' Snacks
Written By: Roopali Lacoul
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Department: Bachelor of Business Administration (Finance)
Academic Year: 2/2022

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2018 - 2022.

Oral presentation Committee



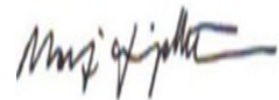
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Project Title: Market Analysis of CG Foods' Snacks
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Degree: Bachelor of Business Administration
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Semester/Academic Year: 2/2022

ABSTRACT

This report “Market analysis of CG foods’ snacks” contains information to gain a better perspective and understanding the target audience of CG foods. Chaudhary Group is one of the largest private business houses and one of the largest corporate houses in Nepal, having diversified interest across various sectors. The head office is in located in Sanepa, Lalitpur. Over the last 137 years, growing in size and strength, the CG today is a conglomerate of over 40 businesses.

The report mainly focuses towards the market research as I was put up in this department for 4 months. In these 4 months, the business has helped me to comprehend the various procedures for choosing the appropriate services or goods through direct consumer research. Additionally, it assisted me in meeting consumer wants and expectations via organization, the allocation of people and material resources, and research into the success or failure of the company's particular goods. The key goals of this report are to establish a strict work ethic, interact with industry leaders, use academic information practically, and get market knowledge.

The findings of this study indicate that Chaudhary Group has to be mindful of its customers' demands, tastes, and snack preferences. In order to know the audience's preferences while introducing new items, the company should perform a survey every six weeks. This will enable the company to produce the desired outcomes.

Keywords: Market analysis, product, work ethics, customer needs, survey

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This report on my internship at Chaudhary Group, titled “Market Research on snacks of CG foods” would not have been possible without the assist and support of a number of persons who contributed insightful remarks and other important benefaction.

I would like to express my sincere gratitude to Siam University for providing us an opportunity to gain real work experience, as well as for the ongoing support, inspiration and great learning. I would like to especially thank my academic supervisor Dr. Jeff Simcox for guiding me through my report writing. I would like to extend my sincere gratitude to Kathmandu College of Management and the faculty members for supervising us and providing the necessary guidelines to conclude this report.

I would like to thank Chaudhary Group for accepting me as an intern and giving me the opportunity to work and gain knowledge about the market place. I am extremely grateful for my supervisor, Mr. Narayan Sapkota for his constant advice and support and also like to thank marketing research team for all their support and guidance. I would never have been able to learn and prepare this report without the help of my supervisor. I would want to express my deepest thanks to everyone who assisted me and made helpful suggestions during the report writing.

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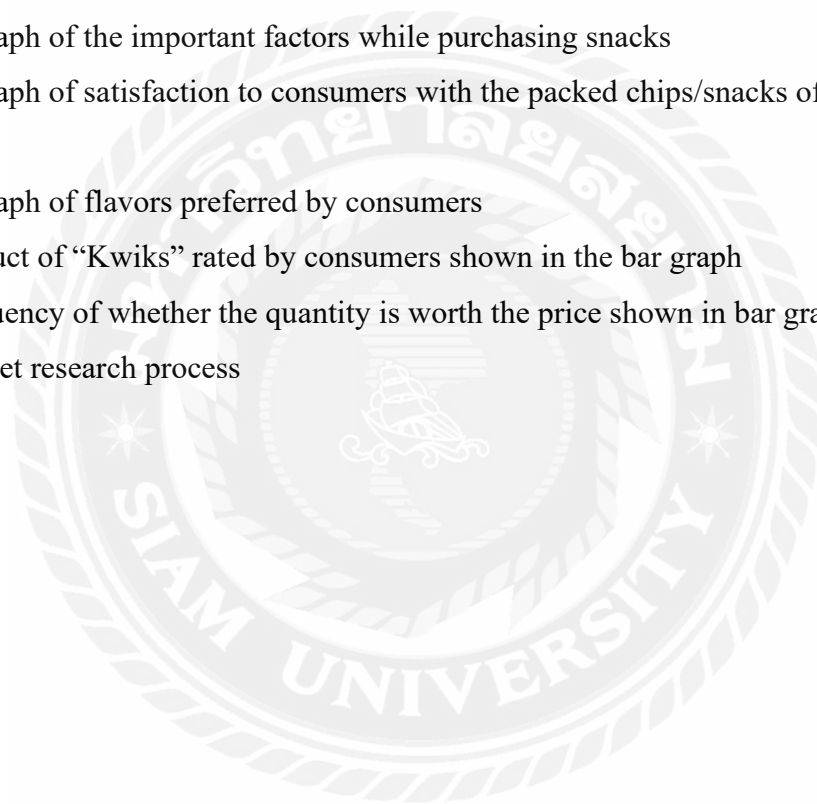
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ACRONYMS

KCM – Kathmandu College of Management

CG – Chaudhary Group



CHAPTER 1

INTRODUCTION

1. About the company

The multi-national corporation Chaudhary Group is headquartered in Nepal. It is the first Nepalese organization to have a distribution network. It was established in 1968. Mr. Binod Chaudhary is the founder of the Chaudhary Group. (Chaudhary Group, 2022)

Financial services, consumer products, education, hotels, energy, consumer electronics, real estate, biotech, and alternative medicine are among its businesses. CG Foods established by Chaudhary Group which is known as FMCG is Nepal's leading manufacturers of FMCG products. Their brand name WAI- WAI noodles are the market leader in its segment not only in Nepal, India and Bhutan but also in the fast- growing market across the world.

Snacks, potato chips, fried snacks, fruit drinks, chocolate-enrobed wafers, and broken noodles, also known as bhujija, are among the many things they provide. Wafers made by Kwik's & Zoom come in four flavors: chocolate, vanilla, orange, and pineapple. They are popular with both young and old people. (Chaudhary Group, 2022)

There are three production centers of Chaudhary Group:

D) CG Food Park (CGFP): CGFP offers a wide range of authentic international grade products made using latest food technology. It was Nepal's first noodles manufacturer to receive ISO 9002 certification, which was later upgraded to ISO 9001: 2008.

II) CG Industrial Park (CGIP): CGIP has made a significant contribution to society in the fields of education, health, sports, religion, the environment, and development work. It operates the primary health center, supports various medical campaigns, and assists natural disaster. CGIP has worked in the construction of school buildings, highways, culverts, roadside passenger waiting area, and poles of electricity extension.

III) CG Digital Park (CGDP): CGDP is the steel and electronic complex at Satungal on the outskirts of Kathmandu. It was built on March 20, 2005 in a bid to reduce the countries reliance on imported steel and electronic goods. The complex is the main production center for CG Electronics Pvt. Ltd. And it produces the following products – CG Brand, LG Brand, ONIDA Brand, TOSHIBA Brand.

CG owns 136 businesses in 15 distinct industries on five continents. The divisions of CG are CG Hospitality, CG Cement, CG Biotech & Ayurveda, CG Education, CG Electronics and White goods, CG Infra, CG Realty, CG Telecom, CG FMCG, CG Coastal Project (EPC).

1. i) Core Values of the company

- **ENTERPRENEURSHIP** - Be a part of the solution and innovate. Look at problems as opportunities. Take calculated chances after assessing risks. *[Henry Ford (1863-1947)]*
- **HUMILITY** - Listen to everyone: ask what you don't know. Let your work speak for you. *[Mahatma Gandhi (1849-1948)]*

- **LEARNING** - Learn from people, situations and experiences to improve yourself and the business. Seek feedback from your team members, superiors and other stakeholders. *[Albert Einstein (1879- 1955)]*
- **SOCIAL RESPONSIBILITY** - Strive for stretch goals. While meeting timeliness be dependable and punctual and if there is delay, keep concerned members informed. Take responsibility. *[Mother Teresa (1910-1997)]*
 - **RESPECT THE INDIVIDUAL** - Be punctual, courteous and polite to everyone. Always have a good word for your team members and other stakeholders and reward them suitably. *[Martin Luther King Jr. (1929-1968)]*
 - **DELIVER THE PROMISE** - for stretch goals. While meeting timelines be dependable and punctual and if there is delay, keep concerned members informed. Take responsibility. *[Abharam Linchon (1809-1865)]*
 - **TEAMWORK & RELATIONSHIPS** - Promote effective team participants. Try for the best solution that benefits all. Discourage protection of department/ function at the cost of business. *[Tenzing Norgay (1914-1986), Edmund Hilary (1919-2008)]*

ii) Vision of the company

To establish a corporate conglomerate with core competences in food and beverages, financial services, infrastructure, real estate and hospitality and achieve the coveted position as a Global Growth Company among the leading companies in Asia. (Chaudhary Group, 2022)

iii) Mission of the company

Understand consumer insights and meet their needs with safe, effective and world class products. Become globally competitive. Enhancing the value, we deliver to the customer.

(Chaudhary Group, 2022)

iv) Strategy of the company

The general strategies of Chaudhary Group are to find out the opportunities in different sectors and diversify in national as well as international levels. To ensure the competitiveness, they conduct the training and development program for the employees. As CG is mostly renowned for its Noodles name “Wai Wai” they always bring out the different flavors as recently they introduced the mushroom flavor wai wai where the response was fluctuating as many people like the taste of it and many did not. CG also wants to expand in education, food and beverages and hospitality sectors. They carry out the social initiatives as a part of Corporate Social Responsibility and help in nation development. They introduce new products and meet the demand of customers and facilitate the economic development. They also ensure the corporate governance. ` (Chaudhary Group, 2022)

2. Organizational Structure of the company

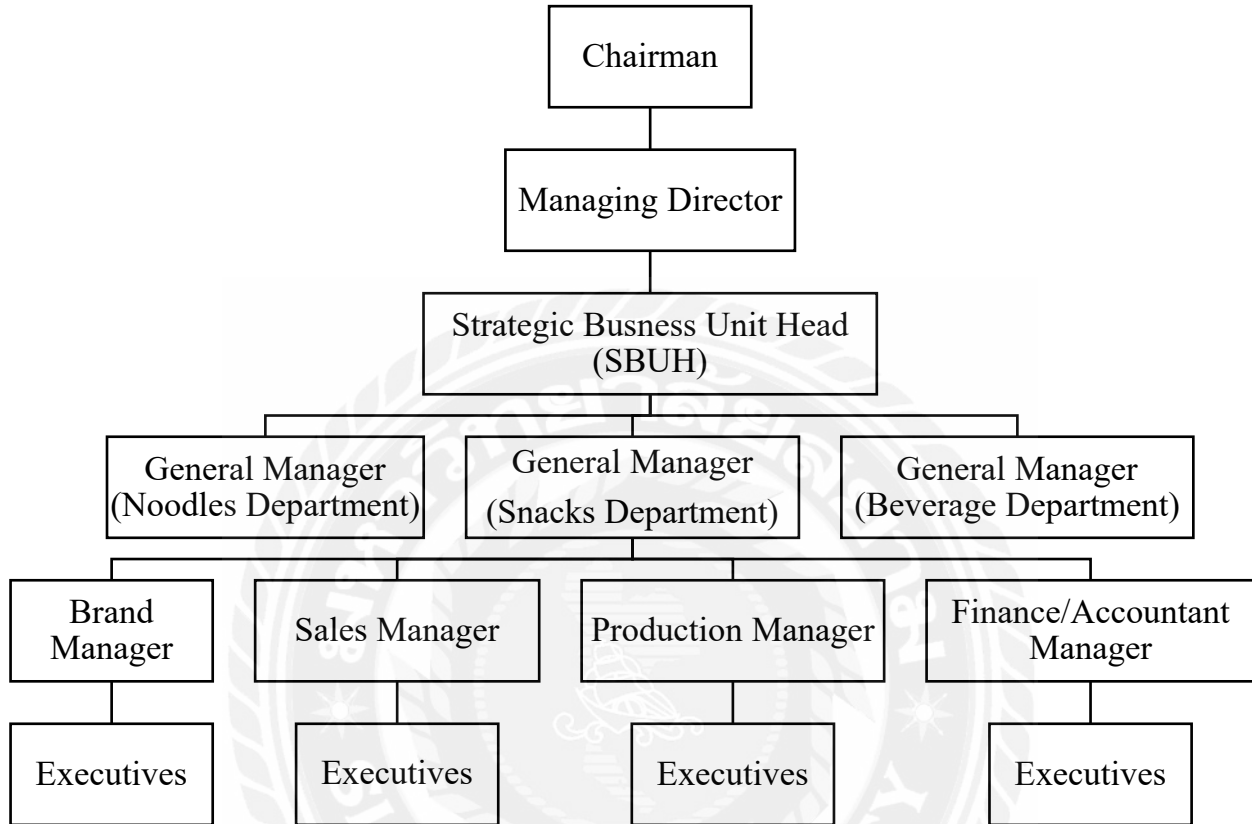


Fig 1: Organizational structure of the company

1. i) Job position

In the department of snacks, which produces cheeseballs, potato chips, potato crackers, wafer chocolate, and curly sticks, I worked as a marketing research intern. I was there to present my knowledge that may be useful for making decisions. It was my responsibility to be knowledgeable about the many brands of snacks, how they are selling in the market, and any relevant sales figures.

2 ii) Job position in the organizational structure of company

The Chaudhary Group's organizational structure is quite extensive. The organizational framework of the food department, is shown in the figure above (*Fig.1*). First there is chairperson, then managing director, and head of a strategic business unit. There are three departments: noodles, snacks and beverages. In each department, general manager supervises the divisions for which they are responsible. As an intern, I worked in the snacks section, which is guided by the executives under the direction of the brand manager, sales manager, manufacturing manager, and finance/accountant manager

2.iii) Motivation and intention

I studied finance, therefore I was interested in learning about and comprehending environmental dynamics. The field of finance is renowned for being difficult and loaded with duties. Marketing is a field that is very open to change and that uses a lot of technology. In order to study and get experience in all areas of planning, creating, and managing a company's marketing initiatives, I pursued employment with a corporation. I thus submitted my application to CG, a multi-national conglomerate corporation in Nepal with varied business interests. Receiving a position at CG as an intern was a true honor. I was very motivated to work in marketing, to learn how to use technology for customer service and research, as well as to enhance my skills.

3. Strategic analysis of the company

SWOT Matrix	
S	W
<ul style="list-style-type: none"> • Excellent brand name • Good distribution channel • Geographic presence in different regions act as one of the major strengths of the organization • Strong online presence on different social networking sites and efficient social media management • Learning organization • Access to supplies that offer raw material at a lower cost • Workplace diversity 	<ul style="list-style-type: none"> • Low market penetration in new markets • Change inventory management • High job stress and less workers in research team • Customer dissatisfaction on the quantity of snacks • Lack of critical talent in the field of technology and digital transformation
O	T

<ul style="list-style-type: none"> • Exponential growth in the population • Customers starts preferring new and creative products as a result of changing tastes • CG can leverage the power of this trend by reducing the number of items available on the market and concentrating marketing efforts on the most profitable ones • Redefining models of collaboration and team work 	<ul style="list-style-type: none"> • Lack of skilled labor in the market • Increasing numbers of direct, indirect competitors affects the organization's ability to sustain and expand the customer • Threats of new entrants because of reducing costs and increasing efficiencies • The rise in the cost of production and affetes the business profitability • Low bargaining power with the suppliers
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S - O	W - O
<ul style="list-style-type: none"> • Geographic presence of CG in different regions can be help in the organization to get the international target market • Strong online presence on different social networking sites of CG can allow the organization to exploit opportunities 	<ul style="list-style-type: none"> • If the company provides a greater number of people in the research team, it would be very helpful to do the survey and to give knowledge to the interns • Increase the quantity of snacks as per the price • Building stratgey based on consumer – oriented product development and marketing approach

S - T	W - T
<ul style="list-style-type: none"> • CG should build on the present strengths, analyze the trend and build the processes • CG should access to the suppliers that offer raw cost 	<ul style="list-style-type: none"> • The company should increase the research and development activities to cope the competitive pressure • CG foods should focus more on the quantity and the packaging of the products

3. Co-operative study objectives

The main objective of the co-operative study is to learn and understand the practical implication of academic knowledge. Any corporate executive must keep a steady eye in the situation, challenges and solutions. They must create policies and programs that are aligned with the organization's goals. And must use the organizational structure to maintain effective control. Market research entails obtaining information on target demographics and consumers in order for a company to better market itself and as a result, prosper in the marketplace. Market research is an essential component of any business component of any business strategy, whether it is B2B or B2C, large or little, new or established. It gives business the information they need to make data-driven decisions that will push them ahead rather than backward.

This research report is divided into four chapter. The first chapter provides a better summary of the whole paper, presenting the firm and the paper purpose. The work description, as well as the accountabilities and responsibilities I had as an intern at the organization, are discussed in chapter 2. It examines the experience, job, coordination with the co-workers and my contribution to the organizations. Chapter 3 describes the challenges experiences during the internship and the solutions we obtained through those challenges and to make recommendations based on it. Chapter 4 discusses the reports limitations before drawing the conclusions about the study's objective and making recommendation to the organization about how the company may strengthen its products.

CHAPTER 2

CO-OP STUDY ACTIVITIES

2. Job description

I was a marketing research intern in the snacks department. It was my role to obtain, compile, and evaluate product information as well as market conditions in order to pinpoint new markets, products, sales, and the most effective marketing strategies for certain goods.

2. Job responsibility

The responsibility as an intern was:

a. Analyzing the company products on the market.

My initial responsibility was to become familiar with the company's products and learn how they are marketed. I was also in charge of doing market research on competing companies' products and any gaps in the market.

b. Survey

For snacks, I had to do research. The survey was carried out to learn more about client demands and their top daily snack preferences. Additionally, it was to see what people thought, how they responded, and if they were familiar with the "Kwiks" brand.

c. Conducting a survey

It was my responsibility to conduct a survey in the field when the questionnaire was finished. Both an offline and online survey were conducted. Most consumer responses were fairly similar to one another. The study's main objective was to understand consumer behavior with regard to available snacks. Our survey gathered 200 physical responses and 50 online responses.

d. Additional responsibilities

I was also in charge of supervising and organizing market research projects. to obtain and assess information on consumer product perceptions. Understanding the overall market and market competitors is also necessary. Additionally, I discovered through a survey what customers' tastes and preferences are whenever new types of snacks are introduced.

3. Coordination with co- workers

I got the opportunity to learn a lot from my coworkers as a marketing research intern. Six people made up the crew, and each of them was in charge of a different type of food. Each employee was in charge of a certain category of food. They were quite detailed in their explanations of the components and order of each snack. They taught me a lot throughout my internship. It was really challenging for me to translate a survey questionnaire from English to Nepali, but they were very encouraging of my efforts and helped me finish it. Since CG is a huge conglomerate company, my primary responsibility was to learn about the market. Because I worked in the snacks department, I had to pay particular attention to the prices of the snacks and consumer opinions. Every two weeks, I had to provide my supervisor or my coworkers a report on the completed survey. When I made judgments or ideas, the staff treated me with the greatest respect.

4. Graphic survey results

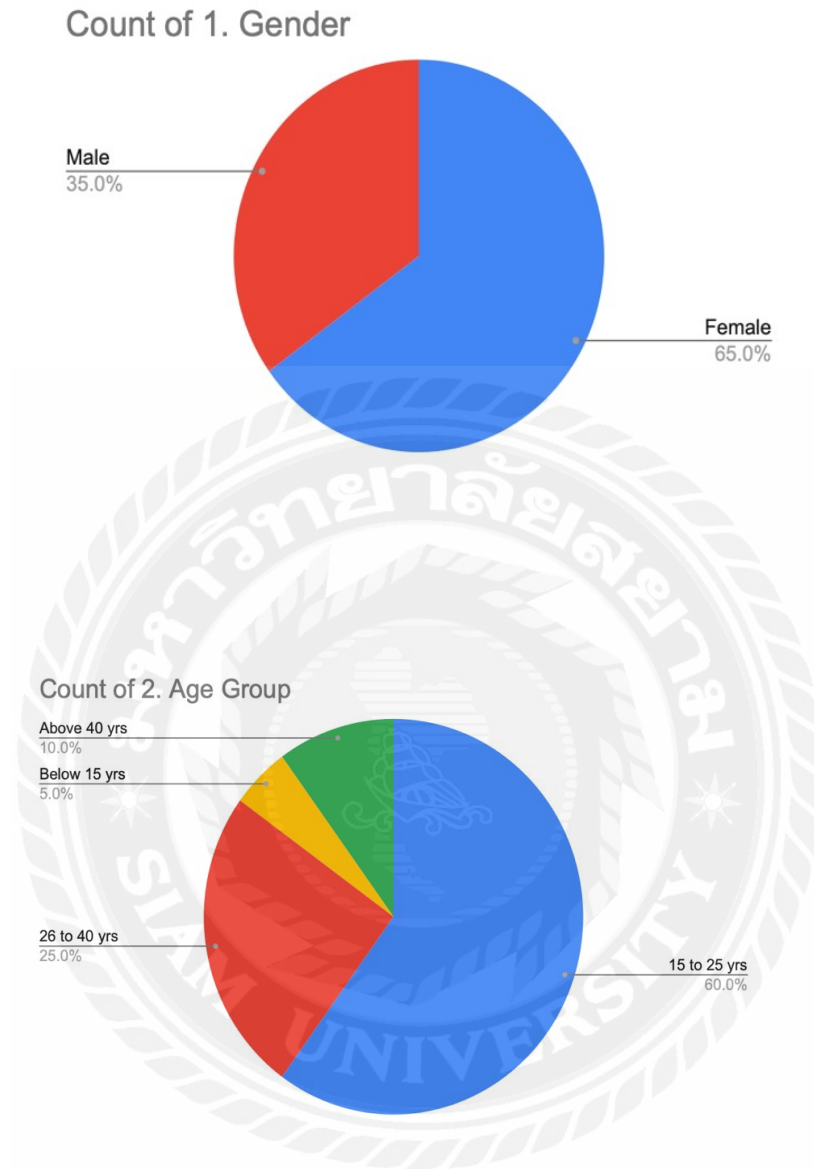


Fig 1: Pie chart of gender and age group

Fig 1. displays the survey participation rates for men and women. The larger ratio of women than men was attended and the majority of the age group ranged from 15 to 25 years.

Frequently consumed snacks/packed chips

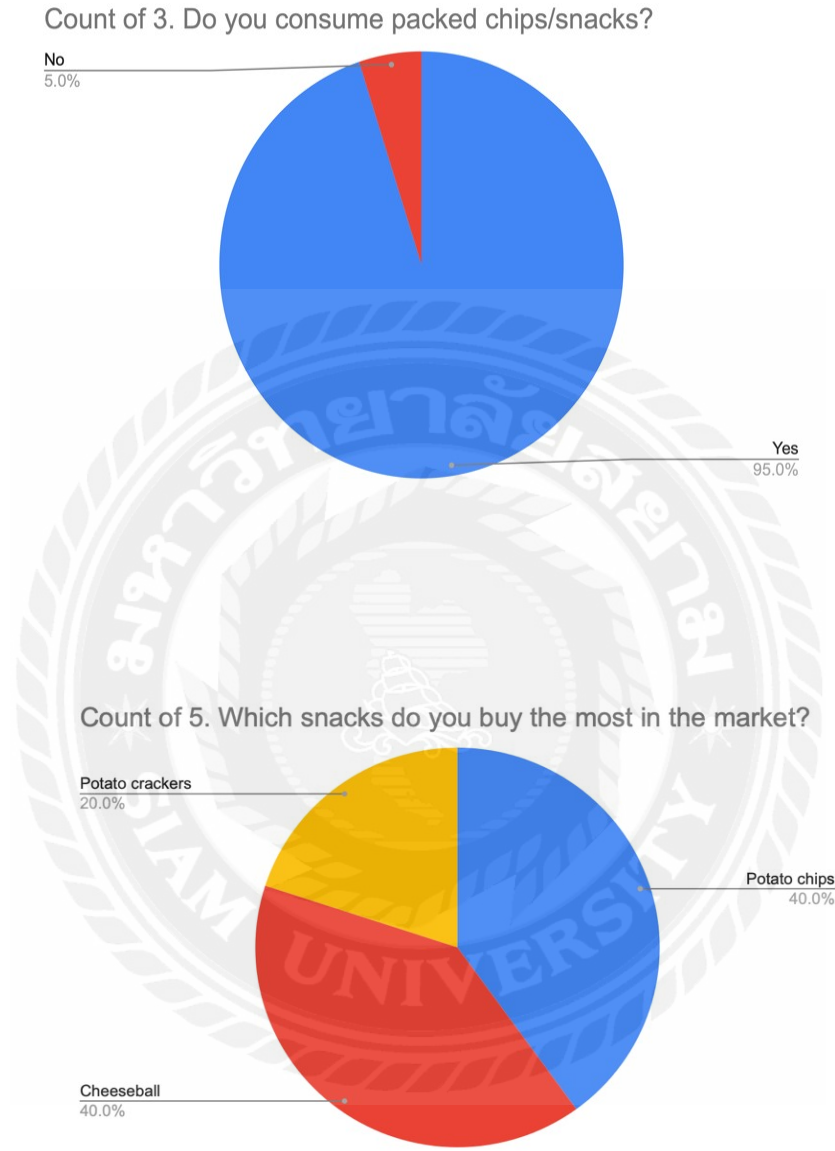


Fig 2: Pie chart of snacks consumed and mostly bought snacks by consumers

Fig 2. illustrates whether consumers eat packaged chips or not, and 95% of respondents said they do. The majority of the participants shop for cheeseballs and potato chips at the market, although some also purchase potato crackers.

Frequency of snacks/packed chips consumed

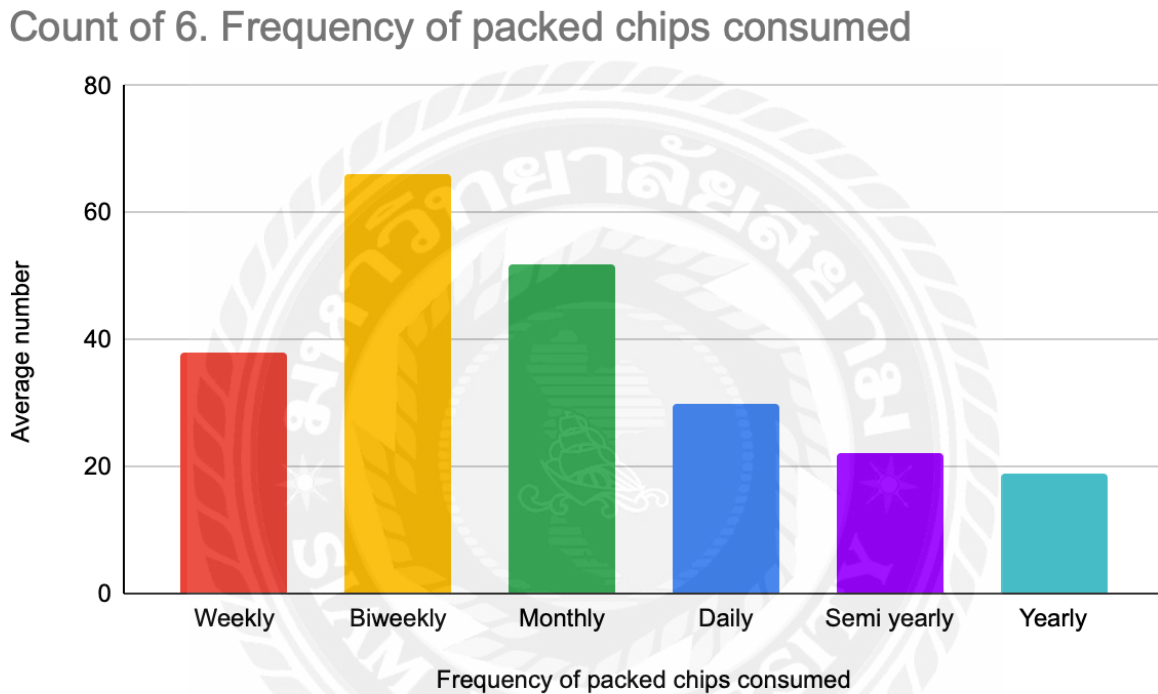


Fig 3: Bar graph of frequency of packed chips consumed

As shown in Fig 3. consumers mostly purchase and eat packaged chips on a biweekly and monthly basis. Packets of snacks are consumed by 29.1% of customers every two weeks and by 22.9% every month. As a result, consumption of packed chips is frequent on a biweekly and monthly basis.

8.4% of consumers consumed snacks annually, 13.2% consumed them daily, 9.7% semi-annually, and 16.7% consumed them weekly.

Reasons snacks/packed chips are purchased by the consumers

Count of 7. In what condition do you buy packed chips/snacks?

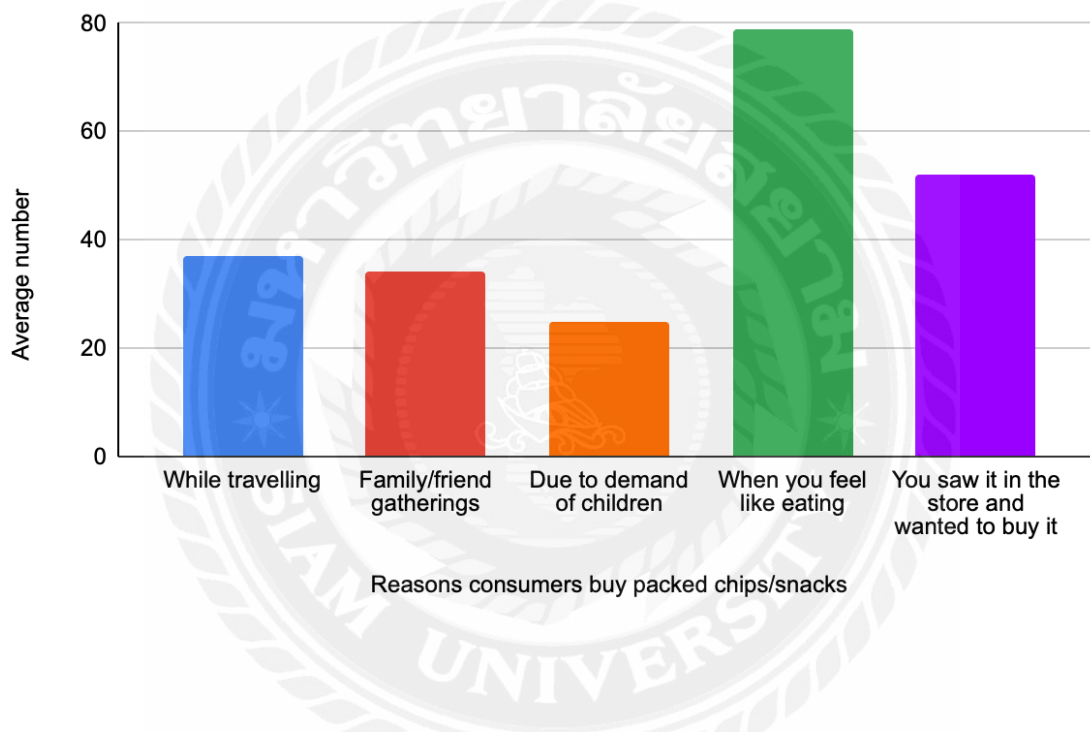
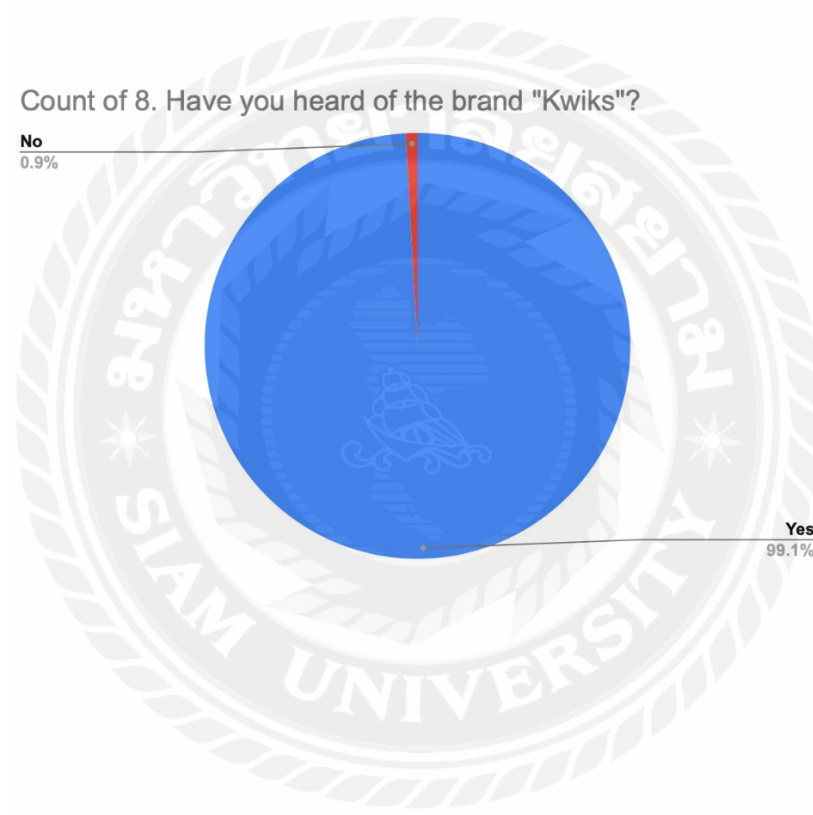


Fig 4: Bar graph of the condition to buy packed chips/snacks

Figure 4 illustrates the conditions under which customers purchase chips, with the largest percentage (34.8%) stating that they purchase when they feel like eating. 22.9% of the consumer purchase packed chips when they see it in the store, 16.3% do so while traveling, 15% of the

buyers purchase when they have family/friends gathering and 11% buy chips due to demand of their children.

Brand “Kwiks”



Count of 9. If yes, which of the following snack/s have you heard?

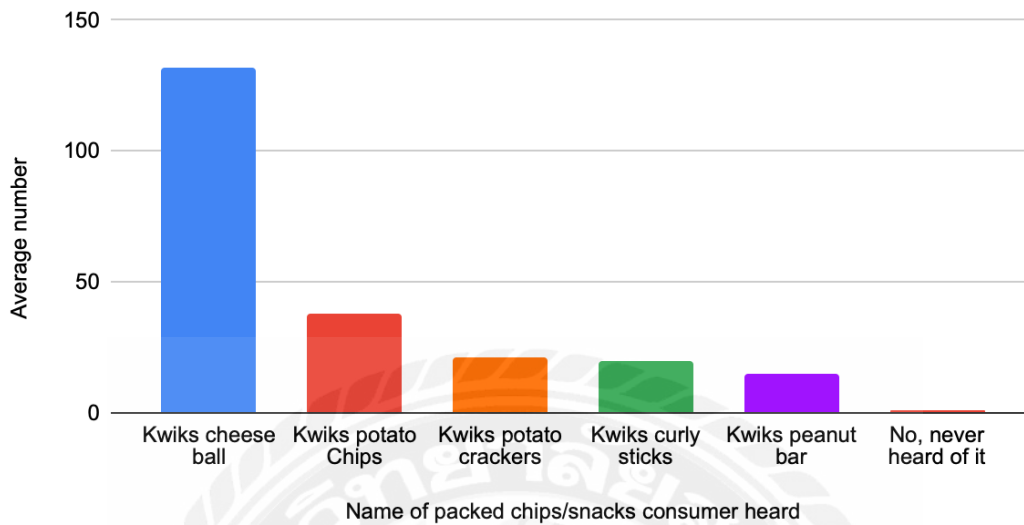


Fig 5: Bar graph of the most heard products of “Kwiks”

Everyone we surveyed was familiar with the brand “Kwiks”. According to the graph above (Fig 5), the Kwiks cheeseball has been stated the most by 58.1% of consumers. 16.1% of consumers have heard of Kwiks potato chips, 9.3% have heard of Kwiks potato crisps, 8.8% have heard of Kwiks curly sticks, and 6.6% have heard of Kwiks peanut bars.

Consumers finding about Kwiks

Count of 10. If you answered “yes” in the previous question then from what medium did you find out about Kwiks?

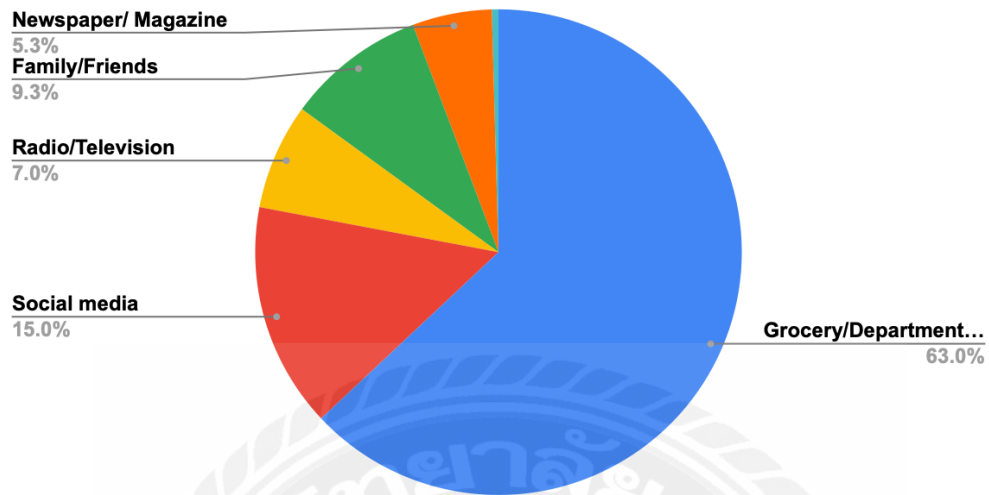


Fig 6: Pie chart of Kwiks finding

63% of consumers found about Kwiks from supermarket and grocery stores, as shown in *Fig 6*.

15% of consumers heard about Kwiks through social media, 9.3% through family/friends gathering, 7% through radio/television and newspapers/magazines, and 5.3% through other sources.

Important factors while purchasing snacks/packed chips

Count of 12. What is the important factor you look at while purchasing snacks?

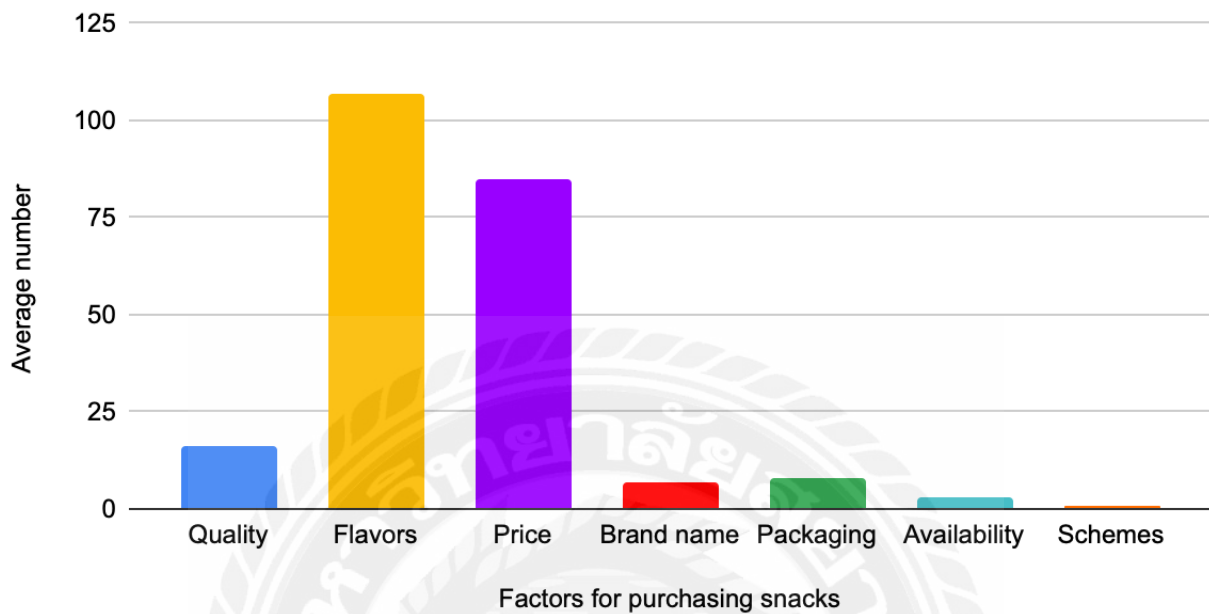


Fig 7: Bar graph of the important factors while purchasing snacks

While purchasing snacks, a lot of buyers considered flavors (47.1%) and price (37.4%) to be key considerations. 7% of the consumers preferred quality as an important factor.

Kwiks product satisfaction

13. How satisfied are you with the packed chips/snacks? Please rate the following:



Fig 8: Bar graph of satisfaction to consumers with the packed chips/snacks of Kwiks

The above graph shows how consumers evaluated Kwiks products for quality, packing, flavors, price, promotion, and quality. Consumers were overall satisfied with the product of Kwiks as we can see in *fig 8*.

Flavors preferred by buyers

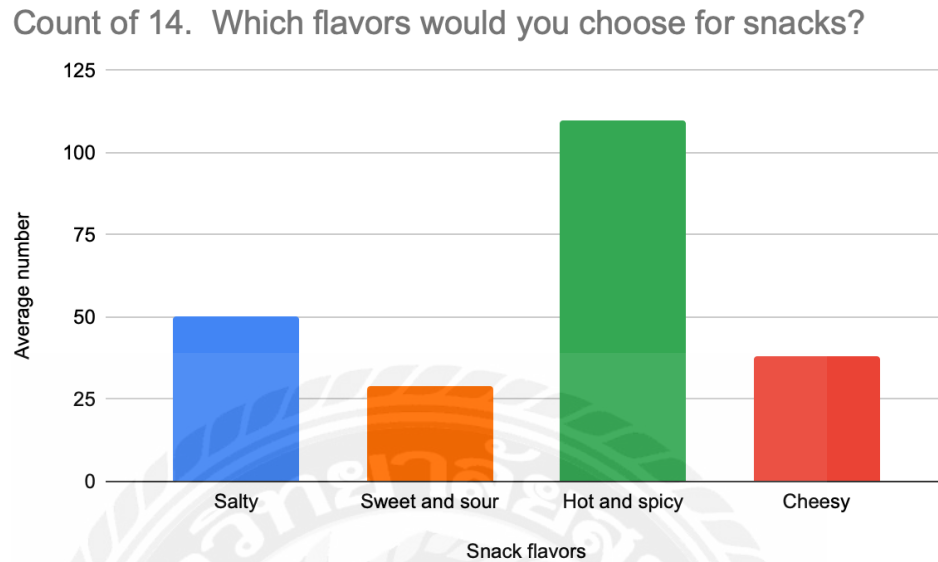


Fig 9: Bar graph of flavors preferred by consumers

48.5% of individuals preferred hot and spicy tastes, which were followed by 22%, 16.7%, and 12.8% each for salted, cheesy, and sweet & sour flavors shown in Fig 9.

Kwiks product rating

Count of 15. How would you rate a product of Kwiks?

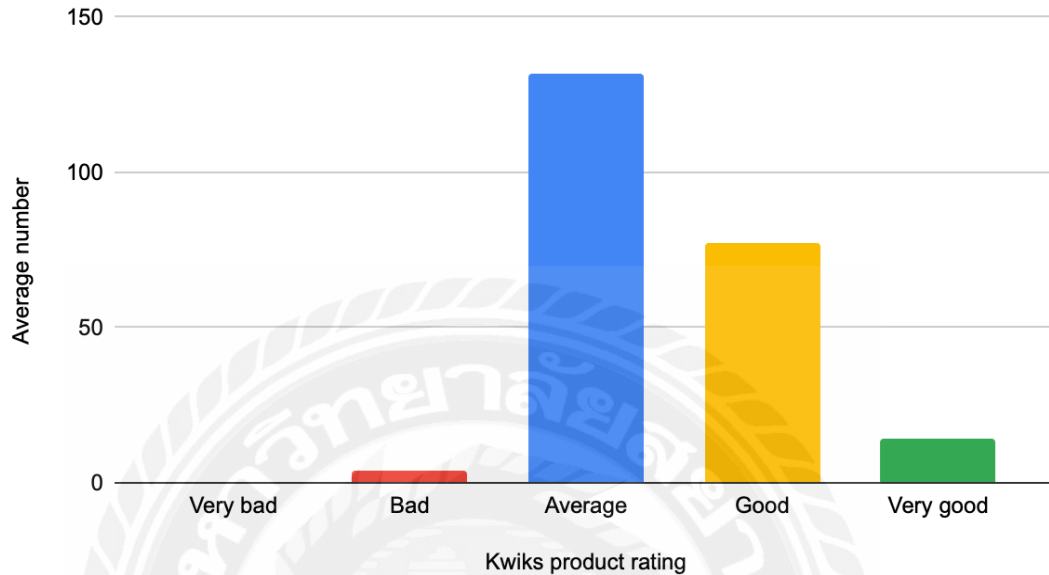


Fig 10: Product of “Kwiks” rated by consumers shown in the bar graph

Many consumers gave Kwiks products ratings from average to good as we can see in *Fig 10*.

33.9% of the participants gave a high rating, 58.1% gave an average rating. 1.8% of consumers rated as not good while 6.2% rated a very excellent one.

Quantity of snacks

Count of 16. Do you think the quantity of the snacks is worth the price?

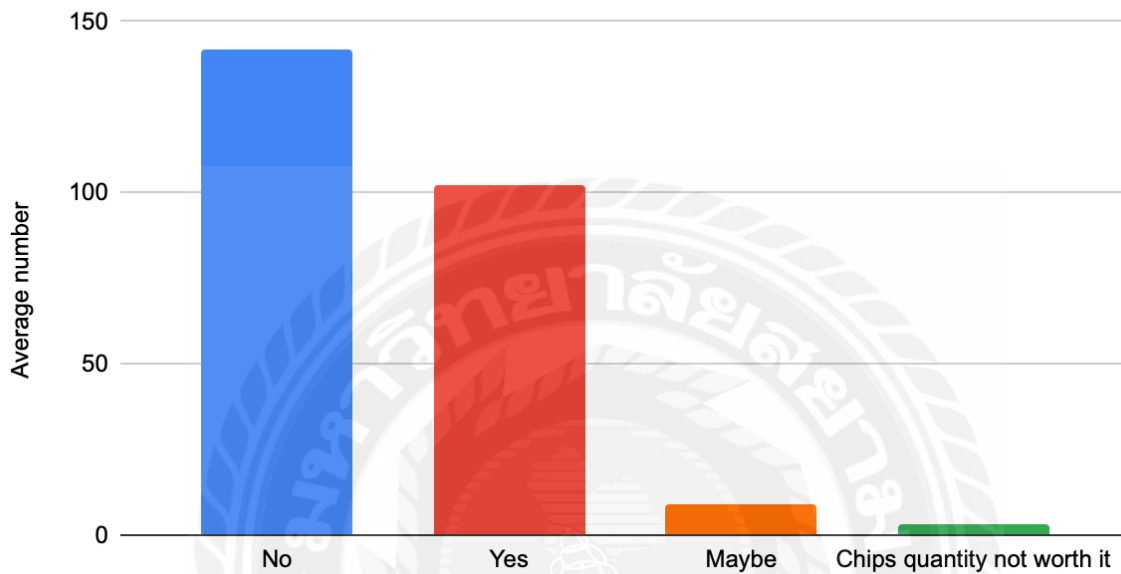


Fig 11: Frequency of whether the quantity is worth the price shown in bar graph

As shown in *Fig. 11*, 55.5% of participants said the amount of the product is not worth the price, while 39.2% of participants agreed that the quantity of snacks is worth the price. A few people were uncertain, and some respondents claimed that the amount of chips was less than that of cheeseballs.

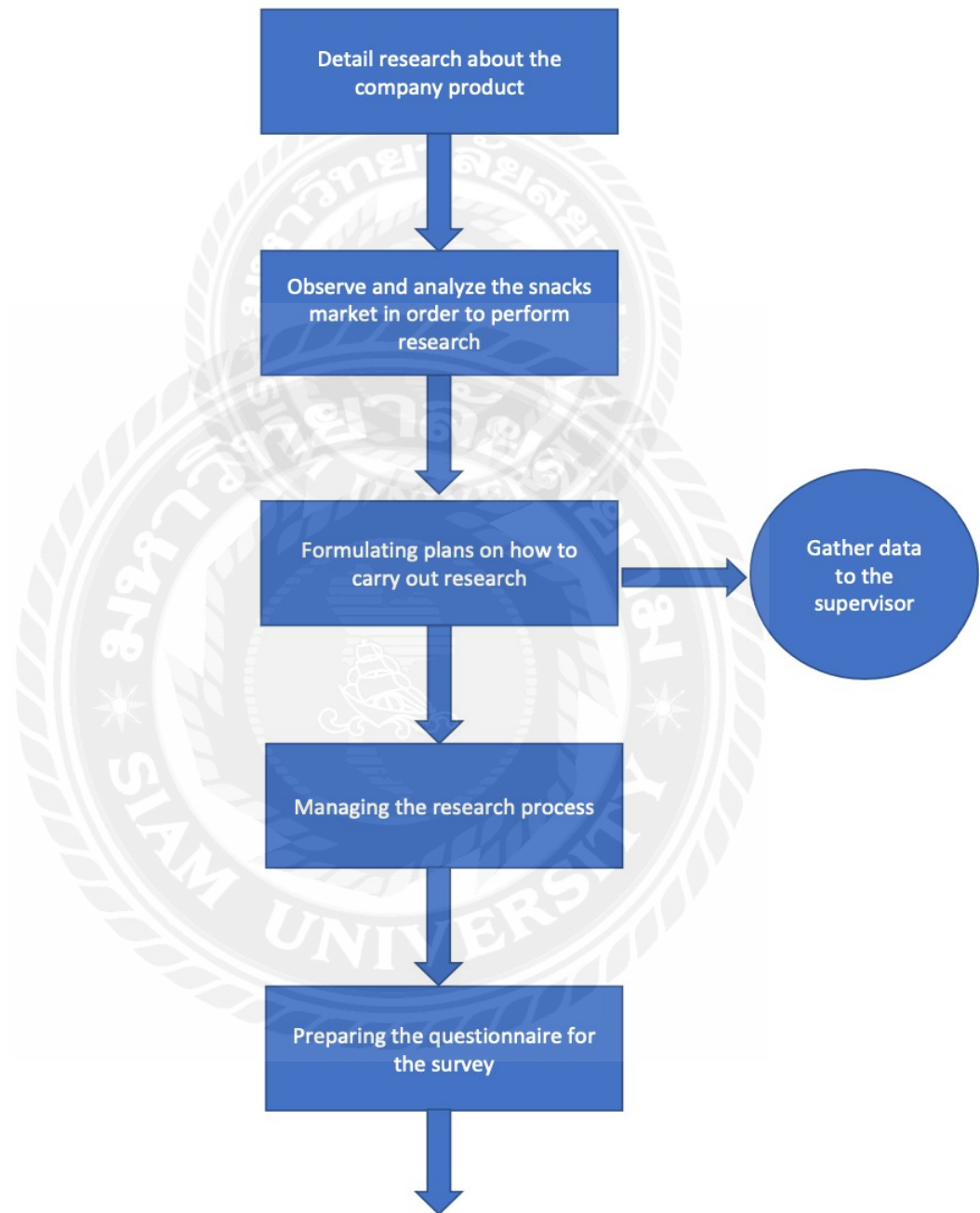
Several respondents said that the quantity of chips is not worth the price and need to raise the volume of snacks.

There were many responses in the combination offer pack, and most of them indicated that they would not purchase it and also were unsure about it.

Users were also asked what kind of promotional offers they would like to see for the “Kwiks” brand, and the majority of them said that they would like to see buy one, get one free deal with the option to add extra chocolates or small toys so that children would enjoy the product and may also ask their parents to buy it just for toys.

To enhance the product, most people seem to agree that since the amount of the product is less than the price, the quantity should be increased and the quality of the product should also improve. Additionally, the corporation should also provide new tastes to increase consumers interest in purchasing the product.

5. Job Process diagram



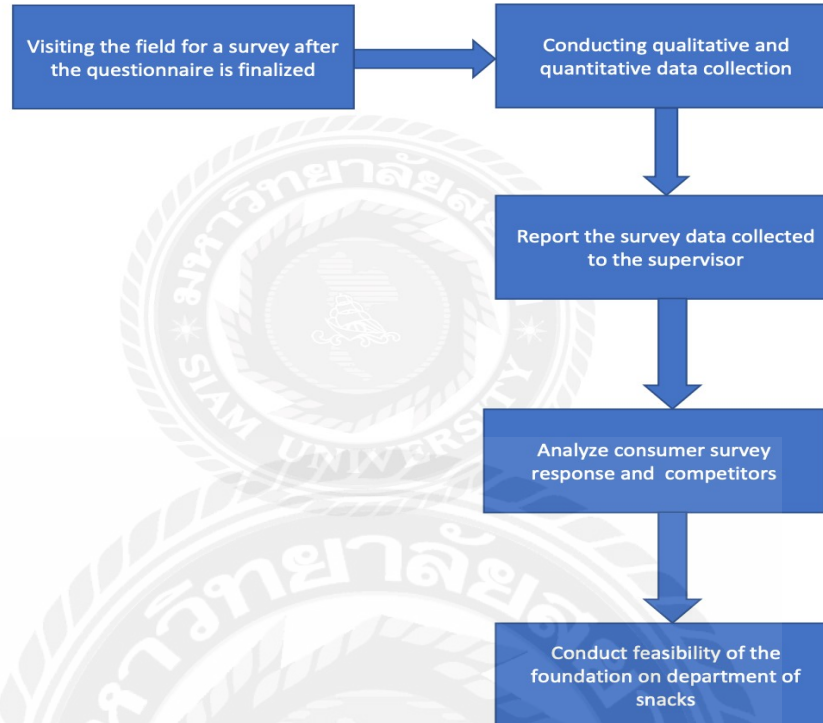


Fig 12: Market research process

5. Contribution as a co-op student in a company

I've created offline and online survey questionnaires as a marketing research intern so that we may learn about the opinions of consumers of all ages. Many individuals have never tried or heard of the various types of snacks. They understand more about the product as a result of the survey. I've also helped the organization out by giving them information about the market. The organization has benefited greatly from survey results that show how customers feel about its goods and operations. More reviews on snacks are emerging in the market.

CHAPTER 3

LEARNING PROCESS

1. Company problems

Since the business is a conglomerate, the experts were very careful with their job. Among the issues encountered throughout the internship were:

- Customer dissatisfaction: Many respondents to the survey expressed dissatisfaction with the snack food, with the amount being the major cause. Even while there is still a strong demand for items, there is persistent sense of disappointment among the buyers.
- Implementation of technology in processes: Although CG has incorporated technology into the backend processes, it has yet to be able to fully realize its potential in the front-end operations.
- Planning: We had to report to the marketing research head while the survey was being conducted, although occasionally the reporting period was postponed for different reasons.

2. Problem solving

Every business must prioritize customer satisfaction. Businesses can only affect how these expectations are formed by consistent communication and delivery; they are unable to effectively control customer expectations and satisfaction. There was an inverse link between the product's supply and demand. Making supply and demand equal is the primary way to address this and ensure that consumers are happy with the final product. To optimize value for money and overcome obstacles, the price approach can be adjusted.

The use of technology should have a strong online presence across various social media and networking platforms so that clients are aware of the many CG goods that have been utilized in the market.

Many respondents to the survey reported only hearing Cheeseballs and Kwiks chips. Therefore, they should advertise and use social media to market their other items, such as chocolates, crackers, and curly sticks.

The importance of ongoing discussion and frequent gatherings to discuss current issues and the state of various departments. This is essential to establish trust amongst various items since it will encourage good member growth and confidence as they collaborate equally to achieve a common objective.

3. Learnings

A learning process, in basic form, is something we could discover after putting what we have learned into practice in our everyday lives. We cannot claim to have learned anything without a practical use, whether it is relevant to our schooling or our career in an organization. I had the opportunity to discover how the real-world functions throughout my internship.

In market research, I first identify a problem before trying to solve it. The challenge in this case was getting the necessary data and information from the consumers. Setting the project's objective and creating the research questions were additional steps in the learning process for market research.

I planned my study and anticipated all the information I would need in order to comprehend and develop a concept of what needed to be done. While carrying out the actual study, I also learned how to evaluate secondary data and collect primary data.

I believe that through conducting this research, I was able to learn important new facts that theoretical study would not have allowed me to learn. I gained experience in managing research projects and developing a professional working style. assuming accountability for your own development and learning.

4. Theoretical Learning vs Practical Learning Comparison

The work description for my internship focused on market research. Since my subject instructor at college had explained it. For me, it was nothing new in our industry. To start, we need the skills and bravery to venture out into the world and collaborate with people from diverse walks of life and cultural backgrounds. Additionally, classroom learning, which is never perfect or comprehensive, exposes bookish information. However, practical knowledge comes from our own first- hand engagement with the problem, which gives us a thorough comprehension of the reality.

CHAPTER 4

CONCLUSION

1. Summary

In conclusion, the purpose of this report is to give students educational and professional opportunities that are highly relevant to our curriculum and career goals. As an intern with Chaudhary Group, I was responsible for doing marketing research, and I have developed this report based in those responsibilities. I also acquired new abilities:

- Learned to adapt to working in a genuine environment
- Handling complicated, uncertain problems by making well – informed choices based on the previous decision
- In – depth understanding of marketing research

This report primarily discusses the work experience and results we have gotten through our internships, as well as company information, our work as interns, their products, how the firm responds to problems, and my contribution to the business.

2. Work experience evaluation

Overall, I learned a lot during my internship and was able to perceive myself as a possible employee. I believe I had a major impact on the company since some of my suggestions were really beneficial to both my employees and my boss in carrying out his responsibilities. I learned a lot from the survey about communication and how to manage a situation when things get difficult. In

my workplace, I've learnt how to build relationships that will be useful while networking in the future.

3. Limitation

This study has a few limitations, but there aren't many. My internship lasted for the first 14 to 16 weeks. This report does not fully cover every business line and management control aspect of the corporation. Since CG is a conglomerate, it has a variety of industries and enterprises. In this study, several aspects of the Chaudhary groups are not included. If all the components of CG were considered, the issues and suggestions would be different. Due of the market's volatility, tracking competitors was challenging. This study primarily focuses on the snacks division of CG Foods. Business to Business relationships are taken into account.

4. Recommendations for the company

I would want to advise CG to stay adaptable to consumers, provide services in the most efficient manner possible, and assume responsibility for their needs in light of the fast changes occurring in production and the significant differences between industries.

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