



COOPERATIVE EDUCATION REPORT

Consumer Perception and Positioning of Dark Fantasy in the Nepali Confectionery Market.

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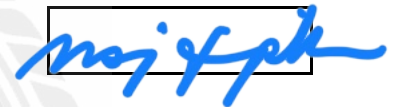
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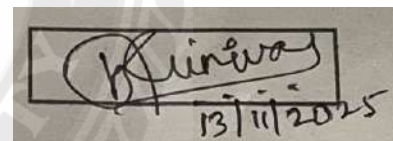
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Abstract

This report documents a 16-week cooperative education placement at Surya Nepal Pvt. Ltd. and a mixed-method market study on the consumer perception and positioning of Sunfeast Dark Fantasy in Kathmandu. The study combined field visits and retail audits with a structured consumer survey (n = 100; 70% in-person, 30% online) to assess awareness, purchase behaviour, product evaluation and retailer feedback. Findings show high brand awareness and strong taste preference for Dark Fantasy's molten chocolate centre, while purchase patterns indicate an occasional-use category (18% regular buyers; 50% occasional buyers). Key concerns included packaging fragility for Choco Rolls and price sensitivity for larger SKUs. Drawing on market overview, 4Ps analysis and retailer insights, the report recommends targeted actions such as improved packaging for Choco Rolls, introduction/promotion of trial-size NPR 10 SKUs, retailer incentive schemes, and limited-edition flavour trials to convert trial into loyalty and strengthen market penetration. The experience also reinforced practical skills in retail audit, survey design, and data interpretation, linking academic theory to FMCG practice.

Keywords: *consumer perception, market research, brand management, retail visits, promotional strategies*

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Chapter 1- Introduction

1. Company profile

Surya Nepal Private Limited (SNPL) is an Indo-Nepal-UK joint venture established in 1986. The company operates under the shareholding of ITC Limited, India, British American Tobacco (Investment) Limited, UK, and Nepali shareholders. Since its inception, Surya Nepal has grown to become one of the leading private sector enterprises in Nepal.

Initially recognized for its strong presence in the tobacco industry, the company gradually diversified into the production and marketing of fast-moving consumer goods (FMCG) such as confectionery, biscuits, and incense sticks. Over the years, Surya Nepal has maintained a reputation for quality, innovation, and ethical business practices. Its diversification efforts reflect a strategic intent to expand beyond tobacco into more sustainable and socially acceptable product categories.

According to official reports published by The Kathmandu Post and The Himalayan Times, Surya Nepal Private Limited has consistently ranked among the highest taxpayers in Nepal, contributing significantly to the nation's revenue and industrial growth.

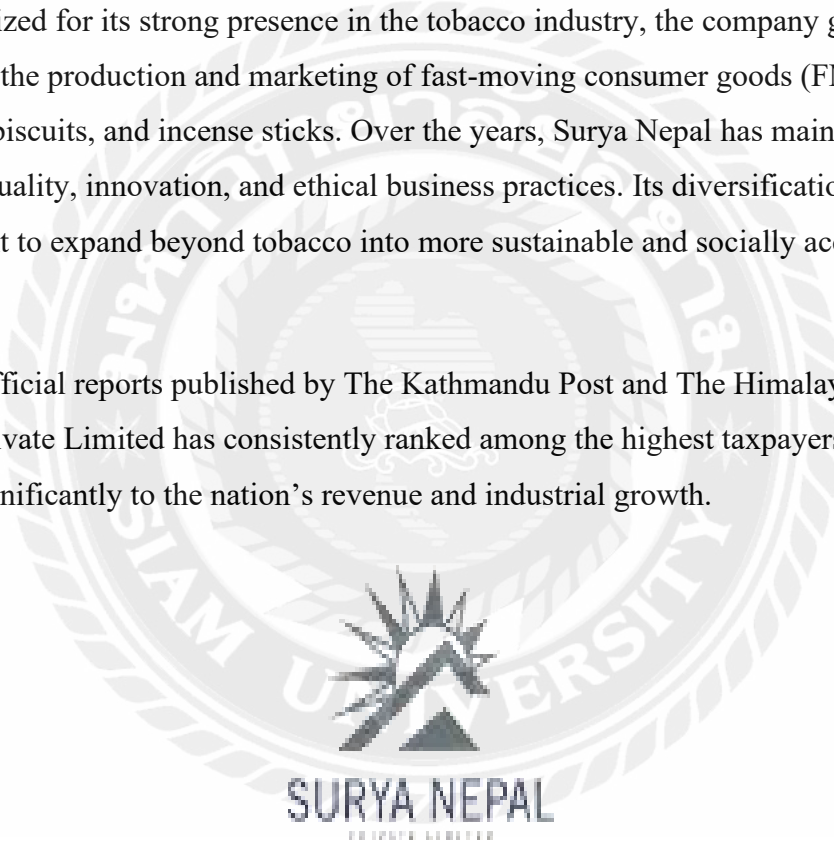


Figure 1: Surya Nepal's Logo

1.1 Vision

The company's vision is "To be an internationally benchmarked multi-business corporation in Nepal making domestic consumers proud by delivering 'Made in Nepal' products to markets

around the globe. To be a trusted partner in nation-building and in creating enduring value for all stakeholders.” (Surya Nepal Private Limited, 2025)

1.2 Mission

The company’s mission is “To create enduring value through community empowerment, environmental preservation, and economic growth, delivering world-class products and services.” (Surya Nepal Private Limited, 2025)

1.3 Core Values

Surya Nepal Private Limited upholds the following core values that guide its operations and corporate culture:

- **Nation Orientation:** The company prioritizes generating economic value for Nepal while ensuring full compliance with all applicable laws and regulations.
- **Trusteeship:** Surya Nepal operates with integrity and accountability, recognizing its responsibility to create long-term sustainable value for all stakeholders.
- **Excellence:** The organization strives for superior performance and continuous improvement in all its endeavors.
- **Customer Focus:** The company remains dedicated to exceeding customer expectations through high-quality products and service excellence.
- **Respect for People:** Surya Nepal values diversity, teamwork, and human dignity, fostering a culture of mutual respect and inclusivity.
- **Innovation:** The company emphasizes creativity and continual advancement in processes, products, and management practices.

- **Corporate Governance:** Surya Nepal maintains transparency, ethical conduct, and responsible decision-making through effective governance policies.

(Source: Surya Nepal Private Limited, 2025 - Official Company Website)

1.4 Strategic Alignment and Corporate Social Responsibility (CSR)

Surya Nepal Pvt. Ltd. (SNPL) strategically aligns its operations with the principles of sustainable development and community well-being, embedding corporate responsibility into its business philosophy. The company's CSR framework operates under six distinct platforms such as SNPL Asha, SNPL Prakriti, SNPL Suswasthya, SNPL Khelparyatan, SNPL Aadharshila, and SNPL Gatha, each addressing a different pillar of social and environmental development (Surya Nepal Pvt. Ltd., 2025).

Under SNPL Prakriti, the company focuses on environmental preservation through initiatives such as tree plantation drives, mountain cleanup campaigns, and avenue plantations notably along the Simara–Birgunj stretch and school-based greening programs. These projects reflect SNPL's long-term commitment to mitigating environmental degradation and promoting ecological balance.

The SNPL Suswasthya initiative emphasizes community health and wellness by organizing free health camps, dental and eye care programs, and awareness campaigns in underserved regions. The company has also supported the donation of ambulances and medical equipment to local health centers, ensuring accessibility to basic healthcare facilities.

Similarly, SNPL Asha and SNPL Aadharshila focus on community empowerment, infrastructure development, and educational support, helping strengthen the socio-economic foundation of rural Nepal. Through SNPL Khelparyatan, the company contributes to sports development and tourism, fostering youth engagement and national pride. Meanwhile, SNPL Gatha celebrates and

preserves Nepal's cultural heritage, promoting art and tradition as integral aspects of national identity.

Collectively, these initiatives demonstrate Surya Nepal's strategic commitment to being a socially responsible corporate entity, aligning its business growth with Nepal's broader goals of sustainability, inclusivity, and community advancement.

1.5 Product Ranges and Descriptions

Product Line:

The figure below illustrates the product line of Surya Nepal Private Limited (SNPL). While the company initially established its dominance in the tobacco industry, it has progressively diversified into the Fast-Moving Consumer Goods (FMCG) sector, encompassing a wide range of categories such as biscuits, agarbatti (incense sticks), and confectionery.

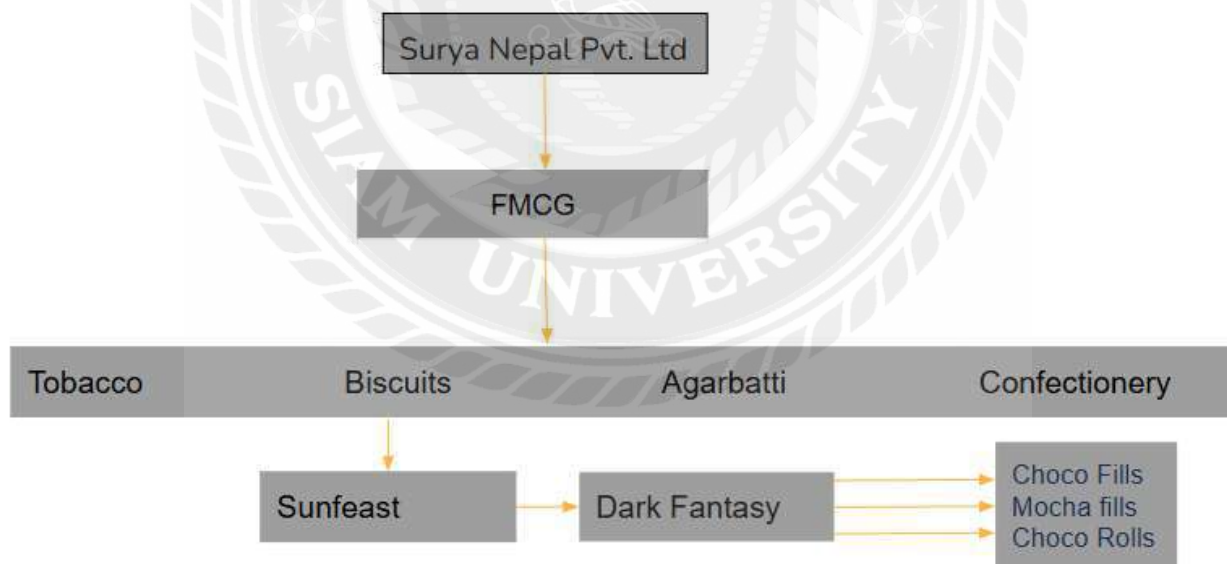


Figure 2: Surya Nepal's Product Line

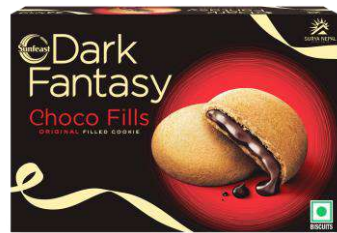
The FMCG division of Surya Nepal includes multiple product categories:

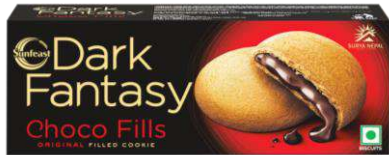
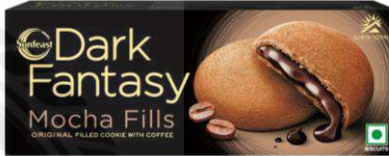

- Tobacco: The company's legacy business, contributing significantly to its revenue and brand recognition in Nepal.
- Biscuits: Marketed primarily under the Sunfeast brand, offering a variety of biscuit and cookie products tailored to consumer tastes.
- Agarbatti: A product line aligned with Nepal's cultural and spiritual traditions, emphasizing quality and fragrance diversity.
- Confectionery: A growing segment featuring indulgent and innovative snack offerings.

Under the Sunfeast umbrella, Dark Fantasy represents the premium choco-filled cookies range, known for its rich flavor and indulgent experience. The Dark Fantasy portfolio includes products such as Choco Fills, Mocha Fills, and Choco Rolls, all designed to deliver a combination of crisp biscuit texture and smooth, creamy filling.

As an intern at Surya Nepal Private Limited, my work was specifically aligned under the Sunfeast brand, particularly within the Dark Fantasy product line. Therefore, this report focuses primarily on the operations, marketing strategies, and market insights related to the Dark Fantasy range within Surya Nepal's FMCG division.

Table 1: Product Description under the brand 'Dark Fantasy'

SN	Variants(SKUs)	MRP Per Pack	Per Piece	Date of product usage	Product Image
1	Choco Fills (300 grams)	Rs.350	Rs. 15	9 months	

					<i>Figure 3: Choco Fills 300g</i>
2	Choco Fills (75 grams)	Rs.90	Rs. 15	6 months	 <i>Figure 4: Choco Fills 75g</i>
3	Mocha Fills (75 grams)	Rs.90	Rs. 15	6 months	 <i>Figure 5: Mocha Fills 75g</i>
4	Choco Rolls (60 grams)	Rs.75	Rs.12.5 (Rs. 25 for 2)	9 months	 <i>Figure 6: Choco Rolls 60g</i>

1.6 Market Overview: Chocolate-Filled Cookie Industry in Nepal

The confectionery and sweet biscuit market in Nepal has been experiencing steady growth, driven by rising urbanization, higher disposable income, and shifting consumer preferences toward indulgent snack items. As of 2025, the confectionery market in Nepal is valued at approximately USD 999.39 million, with an anticipated annual growth rate of 8.65% between 2025 and 2030. This reflects the increasing demand for premium, flavor-rich, and innovative snack products among Nepali consumers.

Within this broader category, chocolate-filled cookies represent a fast-growing and competitive sub-segment. According to 6Wresearch (2021–2031), the Nepal sweet biscuit market is segmented into categories such as chocolate-coated biscuits, sandwich biscuits, plain biscuits, and others among which the chocolate-coated and filled segment stands out as a key growth driver. These products appeal particularly to consumers seeking indulgence, texture variety, and richer taste profiles.

The market features a combination of domestic manufacturers and international imported brands. Local producers such as Surya Nepal Pvt. Ltd., Nebico, Asian Biscuits, and Goodlife offer a range of biscuits, including cream- and chocolate-filled variants tailored to Nepali taste preferences. Meanwhile, imported brands such as Unibic, Parle, Britannia, Hide & Seek, and Cadbury Choco Pie contribute significantly to the premium and semi-premium category. Import data indicates that chocolate biscuit shipments typically range between USD 6,000 and 18,000 per consignment, reflecting consistent demand for imported SKUs due to their perceived quality and flavor diversity.

1.7 Marketing Mix (4Ps) of Sunfeast Dark Fantasy

The marketing mix for Sunfeast Dark Fantasy in Nepal reflects a deliberate premium positioning supported by strategic pricing, strong distribution coverage, and consistent promotional activities. Through my experience, I gained an in-depth understanding of how the brand creates value within the Nepalese confectionery market.

1.7.1 Product

Sunfeast Dark Fantasy is positioned as a premium indulgence cookie in the Nepalese confectionery market. The brand emphasises a rich sensory experience, combining flavour, texture, and aroma to differentiate itself from regular biscuit offerings. Its signature feature is the molten chocolate centre, which creates a dessert-like feeling for consumers and has become the key driver of brand recognition and preference.

In Nepal, Surya Nepal distributes three main Dark Fantasy variants:

- Dark Fantasy Choco Fills – the flagship product with a soft centre and a crisp outer layer
- Dark Fantasy Mocha Fills – a coffee-flavoured variant appealing to consumers who prefer a slightly stronger aroma
- Dark Fantasy Choco Rolls – rolled wafer-like biscuits filled with chocolate, designed to offer a light yet indulgent bite

Across all variants, the brand maintains consistent characteristics such as:

- A premium taste profile, supported by richer ingredients and stronger flavour intensity compared to ordinary biscuits
- Distinctive and elegant packaging featuring deep brown, black, and gold tones that visually communicate richness and indulgence
- A strong brand identity built around “treating oneself” and experiencing a moment of escape through food

1.7.2 Place /Distribution Channels

The distribution system for Sunfeast Dark Fantasy in Nepal operates through a structured and efficient network managed by Surya Nepal Pvt. Ltd. (SNPL). The flow of products is designed to ensure wide availability across Modern Trade and Traditional Trade outlets, while maintaining product freshness and consistent shelf presence.

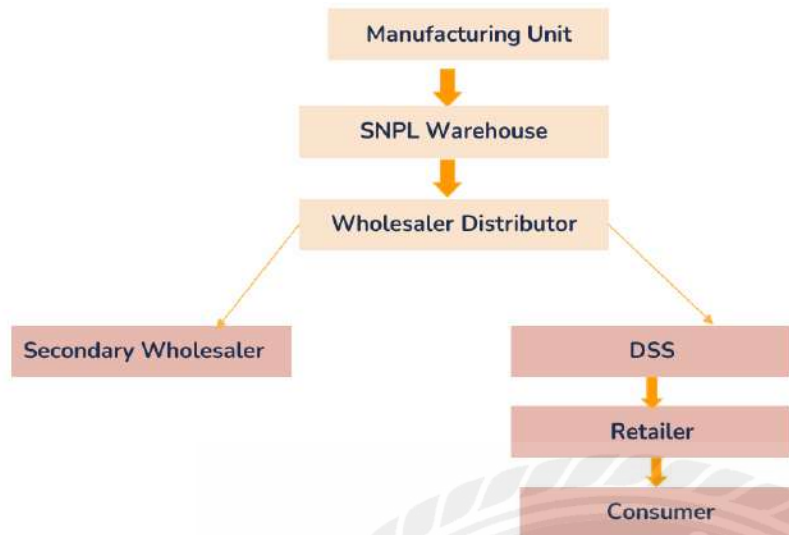


Figure 7: Distribution Channel Structure

The distribution channel follows this sequence:

1. Manufacturing Unit → Finished goods are produced and packed.
2. SNPL Warehouse → Products are stored, sorted, and dispatched according to regional demand.
3. Wholesaler Distributor → Primary distributors who receive bulk quantities directly from SNPL.

From the wholesaler level, the distribution branches into two key pathways:

a. Secondary Wholesaler Network

Secondary wholesalers purchase stock from the main distributor and supply smaller retail points and paan-pasal outlets. This channel ensures Dark Fantasy reaches semi-urban and micro-level retail shops where daily footfall is high.

b. DSS → Retailer → Consumer

DSS (Distributor Sales Supervisor) teams directly service retailers by taking orders, ensuring stock rotation, checking expiry dates and maintaining display visibility. Retailers then sell the product directly to consumers. This path strengthens product placement in Modern Trade and urban kirana stores.

Availability Across Channels:

Modern Trade (MT):

- Bhat-Bhateni, Big Mart, SalesBerry, and departmental stores
- Organized shelves, promotional racks, LED displays
- Higher visibility and premium shelf placement

Traditional Trade (TT):

- Kirana shops, paan-pasal outlets, and local groceries
- High-frequency purchase points for NPR 10 SKUs
- Important for daily impulse buying

Overall Flow Impact:

This multi-layered distribution design allows Dark Fantasy to maintain:

- High market penetration in Kathmandu's dense retail network

- Consistent visibility across both premium stores and neighbourhood outlets
- Efficient stock movement supported by DSS monitoring
- Wider consumer reach through both direct and indirect retail coverage

The structured distribution system observed during my internship ensures that Dark Fantasy remains accessible, fresh, and well-positioned across the market, contributing directly to its strong consumer recall.

1.7.3 Promotion

The promotional strategy for Sunfeast Dark Fantasy in Nepal is designed to reinforce its identity as a premium, indulgent cookie while ensuring strong visibility across multiple touchpoints. I observed the brand's promotional activities in the field, which reflected a mix of ATL, BTL, and digital efforts aligned with consumer behaviour and retail dynamics in Kathmandu.

Above-The-Line (ATL) Promotion

Dark Fantasy's ATL promotion focuses heavily on emotional branding. The brand uses high-quality television commercials and digital video content that highlight the moment of indulgence when the chocolate centre "melts" out of the cookie. This sensory-focused storytelling is central to the brand's positioning.

One of the key ATL assets is the endorsement by Upasana Singh Thakuri, one of Nepal's finest actress, model and influential persona, whose elegant and sophisticated public image matches the premium character of Dark Fantasy. Her appearance in promotional content adds aspirational value, helping the brand connect with younger urban consumers who associate premium snacks with lifestyle and reward.

Below-The-Line (BTL) Promotion in Retail Stores

During my market visits, BTL promotion emerged as one of the strongest areas of Dark Fantasy's visibility strategy. Some of the key in-store promotional tools I observed included:

- Posters, danglers, and wobblers placed near the biscuit aisle and checkout counters
- Shelf branding and display racks specifically arranged to highlight Dark Fantasy SKUs
- Promotional stands during festive seasons, especially Dashain and Tihar, where Dark Fantasy was displayed with other premium treats
- LED display screens, placed in high-footfall stores, which played rotating short ads and product visuals. Retailers received a NPR 500 skim incentive for supporting these displays, which encouraged better product placement and long-term visibility

These BTL efforts directly influenced product recall at the point of purchase. In several stores, I noticed that consumers picked Dark Fantasy after noticing the branded displays, proving that retail visibility plays a large role in influencing trial and repeat purchase.

Digital Promotions and Social Media Presence

Digital promotion is a growing part of Dark Fantasy's strategy. The brand uses:

- Influencer PR packages, where Nepali content creators receive curated Dark Fantasy boxes and post tasting videos, unboxing reels, or aesthetic photos

- Social media storytelling focused on themes like indulgence, late-night cravings, self-reward, and premium taste
- Product-based hashtags featured in campaigns to encourage user-generated content

Most of the digital content retains a luxurious, warm-toned visual style that matches the packaging and brand identity. Influencers often highlight the molten chocolate centre, which reinforces the sensory appeal that differentiates Dark Fantasy from other cookies in the market.

1.7.4 Price

Sunfeast Dark Fantasy follows a premium yet accessible pricing strategy within the Nepalese biscuit market. The brand positions itself above regular biscuits in terms of quality and experience, while still offering smaller and affordable SKUs to ensure strong market penetration among price-sensitive consumers. During my internship, I observed that Sunfeast has effectively balanced its premium positioning with strategic price points that match Nepal's mixed-income consumer base.

The pricing structure is designed to reflect:

- The premium quality of the product, especially due to its molten chocolate centre and richer ingredients
- The brand's indulgent positioning, which differentiates it from standard cream biscuits
- The need to maintain competitive accessibility, considering the high number of imported and domestic alternatives

Value Perception and Affordability

Despite being a premium product, most consumers in my study perceived Dark Fantasy as “worth the price,” especially for the taste and indulgence factor it delivers. Retailers also mentioned that the pricing is well-aligned with competing imported brands that offer similar premium-positioned cookies.

Overall, Dark Fantasy’s pricing strategy supports its brand identity while ensuring that consumers across different income levels can experience the product. The brand successfully caters to a diverse Nepalese market and maintains healthy sales volume across all retail channels.

2. Organizational Structure

2.1 Organizational Diagram of SNPL

The organizational structure of Surya Nepal Pvt. Ltd. (SNPL) outlines the hierarchical flow of authority and functional responsibilities within the company. The structure illustrates how major departments including Marketing, Finance & IT, and Corporate Affairs operate under the leadership of the Managing Director. It also shows the division of roles across brand management, sales and distribution, financial reporting, legal compliance, and communication functions. The diagram below provides a visual representation of this organizational framework.



Figure 8: SNPL'S organizational structure

2.2 My Position in the Organization

During my co-operative education at Surya Nepal Pvt. Ltd., I worked under the FMCG Division, specifically within the Sunfeast brand, focusing on Dark Fantasy. My role functioned as a bridge between marketing and field operations, allowing me to gain insights into brand performance, market positioning, and consumer behavior.

As a Marketing Co-operative Student, I worked closely with:

- The Sales and Distribution team to assist in retail market visits and understand placement, pricing, and promotional activities of Dark Fantasy products.
- External distributors, retail partners as well as consumers to collect market data and feedback for improving visibility and consumer engagement.

This position allowed me to apply classroom concepts of marketing strategy, consumer behavior, and branding to real market settings while learning how a FMCG brand functions in Nepal's competitive retail environment.

3. My Intention and Motivation to Join Surya Nepal Pvt. Ltd.

My decision to pursue cooperative education at Surya Nepal Pvt. Ltd. was driven by both professional curiosity and academic alignment. Surya Nepal's strong market presence, its reputation for operational excellence, and its ethical business standards made it an ideal platform to gain practical exposure in the FMCG sector.

Several factors shaped my motivation to join the company:

- **Brand Exposure and Market Learning:** As a marketing student, I wanted to understand how established multinational brands like Sunfeast and Dark Fantasy operate

within Nepal's FMCG landscape, balancing global standards with local consumer preferences.

- **Professional Growth and Mentorship:** Surya Nepal's structured work culture and experienced supervisors offered a valuable opportunity to learn industry best practices and build practical skills in research, observation, and marketing coordination.
- **Interest in FMCG and Brand Strategy:** My academic background and previous coursework had already strengthened my interest in branding, positioning, and consumer insights. Working with Dark Fantasy provided an avenue to experience these functions firsthand in a leading FMCG environment.
- **Company Reputation and Values:** Surya Nepal's strong CSR initiatives such as SNPL Asha, Prakriti, and Suswasthya and its recognition as one of Nepal's highest taxpayers reflect its integrity and contribution to national growth. This aligned with my own values of social responsibility and ethical business.

Overall, this internship was not only a chance to observe the strategic and operational aspects of FMCG management but also an opportunity for personal and professional development in a highly reputed corporate environment.

4. SWOT Analysis of Dark Fantasy (Under Surya Nepal Pvt. Ltd.)

The following SWOT analysis presents a structured evaluation of Dark Fantasy's current market position under Surya Nepal Pvt. Ltd. It summarizes the brand's internal strengths and weaknesses, as well as the external opportunities and threats identified through my field research, retailer interviews, and consumer survey findings. This analysis helps clarify the strategic factors influencing Dark Fantasy's performance in the Nepali FMCG market.

Table 2: SWOT analysis

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none">● Premium brand image under Surya Nepal's Sunfeast portfolio ensures trust and visibility● Strong Parent Company Support● Unique product range available in Nepal, including Dark Fantasy Choco Fills, Mocha Fills and Choco Rolls● Strong distribution and retail presence across both modern trade outlets and local Kirana stores due to Surya Nepal's well- established distribution network.	<ul style="list-style-type: none">● Higher price positioning compared to local and regional choco filled cookies and biscuit brands.● Limited product variety in Nepal compared to Indian market offerings.● Perceived mainly as an indulgence product, leading to lower repurchase frequency.● Relatively limited marketing campaigns compared to competing snack brands.
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none">● Growing urban youth demographic with rising interest in premium indulgent snacks.● Launching products with balanced indulgence (low sugar, added fiber, or premium ingredients) could capture evolving consumer preferences toward "guilt-free treats."● Scope for diversification through smaller packs, festive editions, or new flavor introductions.	<ul style="list-style-type: none">● Increasing competition from imported biscuits and emerging Nepali brands Like Hide & Seek, Cadbury etc.● Price-sensitive consumer segments limiting premium product penetration.● Shift Toward Healthier Alternatives and the growing awareness of sugar intake and processed foods can gradually impact the chocolate and sweet snack segment

<ul style="list-style-type: none"> ● Expansion into café menus and gifting categories through co-branding or partnerships. 	<ul style="list-style-type: none"> ● Economic volatility and inflation impacting purchasing power.
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5. Statement of the Report

This cooperative education report documents my 16-week placement at Surya Nepal Pvt. Ltd., one of Nepal's leading manufacturing and distribution companies. I served as a Sales & Marketing Cooperative Education Student under the Sunfeast Dark Fantasy brand portfolio.

The report presents my responsibilities, contributions, and learning throughout the placement. My work centered on market research, retail visits, consumer perception analysis, and positioning evaluation of Dark Fantasy's product performance in Nepal. Through these tasks, I gained exposure to brand management activities such as market penetration assessment, pricing evaluation, product visibility tracking, and the development of promotional recommendations.

A key component of the cooperative education program was conducting a consumer survey to assess brand awareness, purchasing habits, and satisfaction with Dark Fantasy products. The findings revealed high brand recognition and strong preference for taste and packaging, alongside generally positive pricing perception. At the same time, the research highlighted moderate purchase frequency, packaging durability concerns particularly for Choco Rolls and strong consumer interest in more affordable trial-sized options. Requests for more flavor variety and wider availability in local stores further indicated areas for strategic improvement.

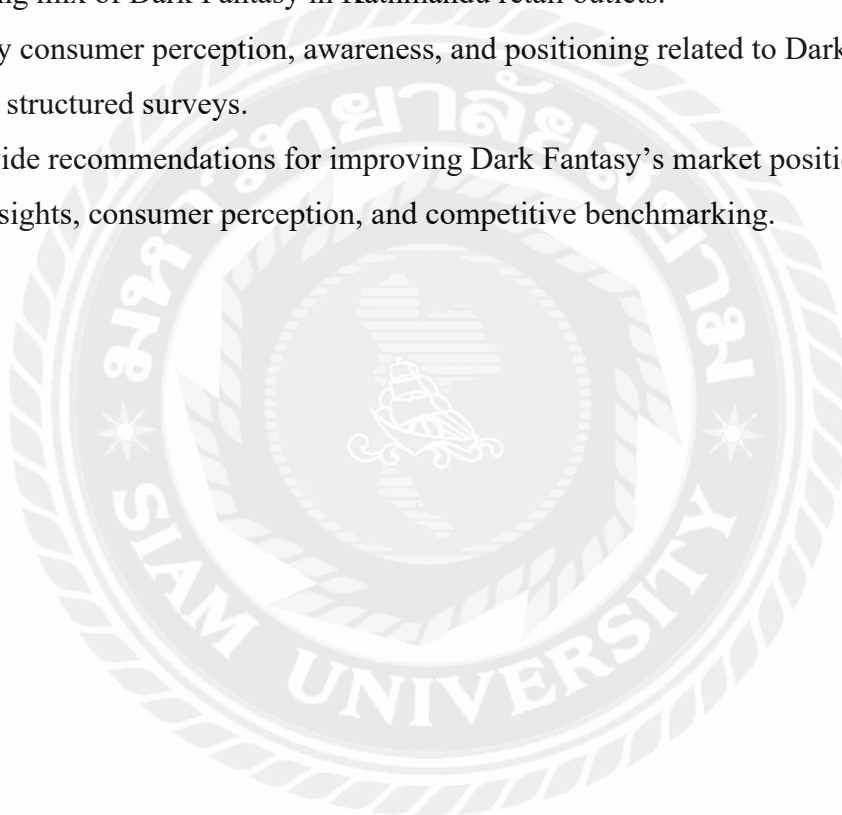
Throughout this placement, I contributed to identifying consumer preferences, retailer feedback, and promotional gaps relative to competitors in the premium choco-filled cookies segment. The experience strengthened my analytical and strategic marketing skills while giving me practical exposure to how Surya Nepal adapts global brand standards to local market conditions.

By documenting my tasks, research findings, and reflections, this report demonstrates how the cooperative education program enhanced my ability to apply academic concepts from marketing

research, brand management, and consumer behavior to real business environments, preparing me for future roles in marketing and brand development.

6. Objectives of the Co-operative Education

1. To understand and analyze the retail presence, product placement, visibility and overall marketing mix of Dark Fantasy in Kathmandu retail outlets.
2. To study consumer perception, awareness, and positioning related to Dark Fantasy through structured surveys.
3. To provide recommendations for improving Dark Fantasy's market positioning based on retail insights, consumer perception, and competitive benchmarking.



Chapter 2: Co-op Study Activities

This chapter presents a detailed overview of my cooperative education experience at Surya Nepal Pvt. Ltd., focusing on my role as a Marketing co-operative education student under the Sunfeast Dark Fantasy product line. It outlines my assigned responsibilities, daily tasks, and collaborative engagements within the organization. The section also explains how I interacted with supervisors, sales representatives, and retail partners during market visits and research activities.

Furthermore, this chapter elaborates on the practical processes I followed to conduct market analysis, data collection, and competitive evaluations, along with the methods I used to derive insights for product positioning and promotional strategies. Through this comprehensive account, the chapter reflects on the professional growth, analytical capabilities, and practical marketing skills I developed during my co-operative education, offering a clear connection between theoretical learning and real-world business practice.

2.1 Job Description

As a marketing co-operative student under the Sunfeast Dark Fantasy brand line at Surya Nepal Pvt. Ltd, I worked in close coordination with the Marketing and Trade teams to strengthen brand visibility, evaluate consumer perception, identify the positioning of Dark Fantasy products in the Nepali market as well as analyze the consistency across all marketing mixes. The job primarily required the following:

A. Market Research and Brand Analysis

- Conducted market visits across Kathmandu to evaluate retail visibility, shelf placement, and pricing of Dark Fantasy Choco Fills, Mocha fills and Choco Rolls.

- Gathered and analyzed consumer and retailer feedback on product awareness, purchase behavior, and satisfaction levels.
- Designed and distributed structured questionnaires to collect data on consumer perception and purchase intent.
- Assisted in field reporting on market coverage and sales patterns across retail outlets.

B. Marketing and Promotional Support

- Observed and supported in-store promotional activities for Dark Fantasy to assess visibility effectiveness.
- Suggested ideas for small-scale marketing campaigns and promotional tie-ins during market visits.
- Collected photographic and observational data for internal brand performance presentations.

C. Cross-Departmental Coordination

- Coordinated between the marketing, sales, and distribution teams to align field findings with operational strategies.
- Engaged with trade representatives and retailers during field research.
- Reported progress, findings, and insights to the immediate supervisor, Mr. Umesh Gami, under the FMCG division.

2.2 My Duties and Responsibilities

My duties evolved across different phases of the internship, allowing me to contribute both analytically and operationally within the FMCG division.

A. Field Marketing and Research

- Conducted retail store visits to collect information on shelf visibility, product availability, and price variations across outlets.
- Carried out consumer surveys and personal interviews to gather insights into purchasing motivation, frequency, and product satisfaction.

B. Brand Evaluation

- Compared Dark Fantasy's product positioning, taste perception, and packaging appeal with market competitors briefly.
- Evaluated distribution coverage and promotional execution of Dark Fantasy in different market segments.

C. Data Analysis and Reporting

- Entered and analyzed collected data to identify key consumer trends and areas for brand improvement.
- Prepared interim reports and visuals to summarize findings for discussion with the marketing team in the authorized dealership.

D. Strategic Insights and Recommendations

- Proposed practical marketing recommendations to improve Dark Fantasy's retail visibility and consumer engagement.

- Suggested localized strategies such as smaller SKUs, attractive point-of-sale materials, and occasional promotional offers to attract price-sensitive consumers.

2.3 My Co-operative Education Plan and Processes

The table below outlines the structured plan that guided my four-month cooperative education experience at Surya Nepal Pvt. Ltd. It summarizes the weekly timeline, key responsibilities, and major activities I performed across each phase of the co-operative education from initial market exposure to consumer research, competitive analysis, and final report preparation. This structured plan reflects the organized workflow followed throughout the journey and provides a clear overview of how each stage contributed to my overall learning outcomes.

Table 3: Internship plan and process

Weeks	Month	Key Responsibilities & Activities
Week 1–4	1	Marketing & Sales Exposure • Conduct retail store visits across Kathmandu to observe and understand market presence of Dark Fantasy products. • Study product placement, visibility, and pricing compared to competitors. • Interact with retailers to gather feedback on product movement and demand. • Understand promotional activities and distribution patterns in the market.
Week 5-8	2	Consumer Questionnaire & Data Collection • Design and refine consumer survey questionnaires focusing on awareness, preference, and buying habits for Dark Fantasy. • Conduct surveys with a targeted consumer sample in Kathmandu. • Record responses accurately for later analysis. • Ensure diversity in respondents (age, gender, location) to get a balanced dataset.

Week 9-12	3	Market Research & Competitive Analysis • Study competitor products' market presence, pricing, and promotional strategies in brief. • Compare differences in consumer market regulations between Traditional Trade (TT) and Modern Trade (MT) in Nepal, with focus on Kathmandu retail environments.
Week 13–16	4	Final Analysis & Presentation Preparation • Compile findings from sales exposure, survey results, and market research. • Analyze data to identify strengths, weaknesses, opportunities, and threats for Dark Fantasy. • Develop actionable insights and recommendations for Surya Nepal. • Prepare and deliver a structured report and presentation for company and college evaluation.



Chapter 3: Learning Process and Outcomes

This chapter presents an in-depth reflection on the challenges I encountered, the problem-solving approaches adopted, the key skills developed, and the practical application of my academic knowledge to real-world marketing practices during my co-operative education journey.

3.1 Problems / Issues of the Company

As a part of my cooperative education experience, I conducted a structured consumer research study to evaluate the performance of Sunfeast Dark Fantasy products in the Nepali market. The research was carried out using a total sample size of 100 respondents, collected through 70% in-person surveys during my store visits and 30% online responses through Google Forms.

Although the questionnaire shared with respondents was presented in a concise format to avoid survey fatigue, it was internally designed to capture multiple aspects of consumer behaviour. These included awareness, product trial and purchase frequency, taste and packaging evaluation, pricing perception, usage occasions, and preferred improvements. This structure allowed me to collect both quantitative and qualitative insights without overwhelming the participants.

Refer to the appendices for my questionnaire set and the outcomes.

Based on the analysed survey data and field interactions conducted during my cooperative education period, the following issues were identified:

- A. Moderate Purchase Frequency:** The data shows that while most consumers are aware of Dark Fantasy, only 18% purchase regularly, whereas nearly 50% buy only occasionally. This indicates that repeat purchase behaviour is not strong.
- B. Packaging-Related Concerns for Choco Rolls:** From the responses to the “main concern” question, the most common issue reported was breakage of Choco Rolls inside the package, which affects product experience and satisfaction.

C. High Demand for Rs.10 Single-Roll SKU: Over 72% of respondents expressed a strong likelihood of purchasing Dark Fantasy more often if a Rs.10 single-roll pack were introduced, showing clear price sensitivity and demand for an affordable option.

D. Request for More Flavor Variety: Several respondents suggested introducing more flavors and varieties, indicating that the current range could be expanded to meet evolving consumer preferences.

3.2 Consumer Perception and Positioning Insights

The consumer survey and market observations provided a clear understanding of how Sunfeast Dark Fantasy is perceived in the Nepalese market and how the brand's positioning aligns with these perceptions.

Consumer Perception

Overall perception toward Dark Fantasy was highly positive, especially regarding taste, aroma, and overall indulgent experience. The molten chocolate centre was repeatedly mentioned as the most appealing feature, positioning the product as a “treat” rather than a regular snack.

Consumers strongly favoured the NPR 10 single-serve SKU, with 72% choosing it for its affordability and convenience, showing that while the product is liked, price influences buying frequency.

Packaging received mixed feedback: while the design was appreciated for its premium look, durability issues, especially for Choco Rolls were highlighted by both consumers and retailers. This indicates that improving physical packaging could enhance customer satisfaction and repeat purchase.

Positioning Outcomes

The research confirmed that Dark Fantasy holds a premium indulgence positioning in Nepal. Consumers associate the brand with richness, reward, and a moment of escape, which aligns with

its marketing communication and sensory-focused branding. The brand functions mainly as an occasional-use product, supported by findings that only 18% are regular buyers while 50% consume it occasionally.

Strong parent brand credibility from Surya Nepal further reinforces its trustworthiness, giving Dark Fantasy an advantage over lesser-known imported cookies. Its primary competitive strengths lie in its superior taste, premium identity, and strong shelf visibility, whereas weaknesses include price sensitivity for larger SKUs and packaging durability concerns.

Overall Insight

In summary, Dark Fantasy is perceived as a trusted, premium, and indulgent product that consumers enjoy occasionally. Its current positioning resonates well with the market, but opportunities remain in enhancing packaging, introducing flavour variety, and improving affordability to strengthen consumption frequency and long-term brand loyalty.

3.3 Challenges Encountered

A. Market Research and Field Data Challenges

The following challenges were encountered during the process of conducting retail visits, collecting consumer feedback, and gathering reliable market insights.

- **Retail Cooperation Issues:** Many retailers were initially hesitant to share accurate sales or stock information for Dark Fantasy products. Some were reluctant to disclose proper data or pricing structures due to confidentiality concerns.
- **Incomplete Consumer Responses:** Several respondents provided brief or vague answers to survey questions, making data validation and analysis more time-consuming.
- **Geographical and Logistical Barriers:** Conducting market visits across various areas of Kathmandu required extensive travel planning. Variations in outlet sizes, product

displays, and consumer traffic patterns added complexity to the research process.

- **Data Consistency:** Ensuring uniformity in responses and observations across multiple stores was difficult, particularly when conditions differed between modern trade (supermarkets) and traditional stores.

B. Operational and Coordination Challenges

- **Cross-Team Coordination:** Aligning my findings with the marketing and sales teams required multiple follow-ups to ensure that the data gathered from the field was compatible with the company's reporting standards.
- **Scheduling:** Sales representatives often had tight timelines, which sometimes limited opportunities for joint market observations or on-site discussions.

C. Analytical and Reporting Challenges

The following were the challenges faced during the data organization and analysis phase of my internship.

- **Data Compilation Complexity:** Consolidating field notes, survey responses, and visual observations into a single dataset required careful sorting and formatting.
- **Result Interpretation:** Converting qualitative consumer feedback into measurable insights was challenging and required multiple validation rounds with my on-site supervisor.

D. Time and Resource Management Challenges

The following were the challenges I faced in managing deadlines, workload, and research consistency.

- **Project Overlap:** Balancing multiple tasks including questionnaire distribution, retailer interviews, and weekly report submissions tested my organizational skills.
- **Maintaining Data Accuracy Under Time Pressure:** Meeting submission deadlines while ensuring accurate data recording required effective time management and discipline.

3.4 Problem-Solving Approaches Used

A. Market Research and Field Data Solutions

The following approaches were implemented to overcome challenges during retail visits, data collection, and consumer interaction.

- **Building Retailer Rapport:** To address cooperation issues, I began every interaction by introducing myself as an intern conducting research for Surya Nepal, explaining that the purpose was academic and confidential. This approach built trust and made retailers more open to sharing sales and pricing information.
- **Simplifying Consumer Questionnaires:** To reduce incomplete responses, I refined survey questions to make them shorter, simpler, and more conversational. I also offered brief product explanations to help consumers recall their buying experience accurately.

B. Operational and Coordination Approaches

The following strategies were used to manage coordination and scheduling challenges effectively.

- **Weekly Communication with Teams:** I maintained weekly update sessions with my supervisor, **Mr. Umesh Gami**, to review progress and align findings with departmental expectations. This helped in ensuring that field insights matched the company's ongoing marketing goals.
- **Flexible Scheduling:** When sales representatives had limited time, I adapted by conducting independent retail visits and later cross-verifying information with them.

C. Analytical and Reporting Approaches

The following problem-solving methods were applied during data compilation, analysis, and interpretation.

- **Quantifying Qualitative Data:** To handle open-ended survey answers, I categorized responses under key themes (taste, price, availability, and packaging), converting qualitative feedback into measurable insights.
- **Continuous Review and Feedback:** Draft analyses were shared with my supervisor for validation. This iterative review process helped refine interpretations and ensure the report's accuracy.
- **Time Prioritization Framework:** I scheduled fixed time slots for fieldwork, data entry, and report writing. This system prevented work overlap and ensured timely completion of the work.

3.5 Examples of Problem Resolution

A few examples of specific instances where I resolved challenges during my internship are as follows:

A. Challenge: Retail Cooperation and Data Accuracy

During my market visits for Dark Fantasy products, several retailers were hesitant to disclose sales figures or share competitor insights due to confidentiality concerns.

Solution:

To address this, I adopted a relationship-based approach like beginning every visit by explaining that the research was being conducted under Surya Nepal for academic purposes and assuring anonymity of responses. I also used indirect questioning techniques (e.g., asking about overall sales trends rather than specific figures) to gain insights without breaching confidentiality.

Result:

This approach led to improved cooperation from retailers in subsequent visits, and I was able to gather more authentic information regarding product visibility, pricing, and consumer preferences across multiple outlets.

B. Challenge: Time Management During Field Research and Reporting

Managing simultaneous responsibilities like fieldwork, data entry, and weekly reporting became difficult, especially during peak visit schedules.

Solution:

I implemented a daily schedule that divided tasks into fixed time blocks: mornings for retail visits, afternoons for data entry, and evenings for summary report preparation.

Result:

This structured workflow significantly reduced stress, improved productivity, and ensured timely submission of accurate weekly reports while maintaining data integrity.

3.6 Recommendations to the Company

Based on my co-operative education experience and research findings during field visits, retailer interviews, and consumer surveys for Sunfeast Dark Fantasy under Surya Nepal Pvt. Ltd., the following recommendations are proposed to strengthen product performance, brand loyalty, and market competitiveness within Nepal's premium biscuit segment:

A. Packaging Enhancement for Choco Rolls (Based on Survey Feedback)

Since breakage emerged as the most common consumer concern in my survey, Dark Fantasy can evaluate packaging solutions that improve product protection. Options such as reinforced pouches or hybrid structures (like inner trays or sturdier packaging formats used by competitors) can help reduce breakage and improve consumer satisfaction.

B. Retailer Incentive and Engagement Programs

Several retailers expressed that competing brands offer higher margins and tangible incentives (e.g., mobile recharge offers, picnic trips, lighters, or branded merchandise). Implementing a non-cash incentive program for active Dark Fantasy retailers could strengthen distribution push and loyalty.

C. Strengthen Sampling and Promotional Campaigns

Since taste remains Dark Fantasy's strongest differentiator, Surya Nepal should conduct consumer sampling drives and festival-based promotional offers (e.g., limited-time price reductions or combo offers) to increase trial and repeat purchase among both urban and semi-urban consumers.

D. Introduce New Flavours with a Health-Conscious Twist

The snacking market in Nepal is seeing a growing shift toward “healthier indulgence”. Reflecting this, Dark Fantasy can explore flavour extensions that balance indulgence with perceived “better-for-you” cues, such as:

- dark chocolate with reduced sweetness,
- oats + choco combination,
- almond or hazelnut variants,
- berry-based antioxidant flavours,
- caramel-lite or coffee-lite options.

These variants align with evolving consumer preferences for premium yet lighter snacking alternatives.

E. Consumer Loyalty and Advocacy Programs

Given that loyalty levels are moderate, Surya Nepal can consider referral-based promotions, limited-edition flavor launches, or collectible packaging to convert “maybe” consumers into repeat buyers and advocates of the brand.

3.7 Technical and Soft Skills Acquired

Throughout my internship at Surya Nepal Pvt. Ltd., I developed a combination of technical, analytical, and interpersonal skills that significantly enhanced my understanding of real-world marketing operations. The experience allowed me to practically apply classroom knowledge while adapting to the structured corporate environment of one of Nepal’s leading FMCG companies.

A. Technical Skills

During my internship, I gained several technical skills related to data collection, analysis, and business reporting:

- **Market Research and Survey Design:** Learned to design consumer and retailer questionnaires, collect structured field data, and analyze behavioral insights for premium FMCG products.
- **Retail Audit Techniques:** Acquired experience in shelf-space assessment, planogram observation, and pricing documentation across different trade formats.
- **Report Writing and Visualization:** Gained proficiency in summarizing field findings through visual data representation (charts, tables) for internal reporting.
- **Competitor Benchmarking:** Developed an understanding of pricing strategies, SKU variety, and consumer perception metrics in the confectionery market segment.

B. Soft Skills

The co-operative education also helped me strengthen essential soft skills necessary for professional growth:

- **Communication and Negotiation:** Improved my communication while interacting with retailers, sales representatives, and supervisors. Learned how to approach respondents politely and extract relevant insights effectively.
- **Time Management:** Balanced multiple tasks such as market visits, data entry, and presentation preparation within strict weekly deadlines.

- **Adaptability and Problem-Solving:** Gained the ability to adjust quickly to new routes, time constraints, and unpredictable field conditions while maintaining research accuracy.
- **Team Coordination:** Collaborated with marketing and sales departments to align field insights with company objectives.
- **Professional Etiquette:** Learned to maintain structured communication and present findings confidently to supervisors.

These combined technical and soft skills enhanced both my academic learning and professional competency. They enabled me to contribute meaningfully to Surya Nepal's brand research efforts while preparing me for future roles in marketing, brand management, and consumer insight analysis.

3.8 Implementation/Application of Coursework to Real Working Situations

My academic coursework provided a strong theoretical foundation that I was able to apply throughout my internship at Surya Nepal Pvt. Ltd. under the Dark Fantasy brand. The practical environment allowed me to see how academic concepts translated into real-world business functions within Nepal's FMCG sector.

A. Application of Marketing Theories:

The principles of segmentation, targeting, and positioning (STP) from marketing courses were directly applicable while identifying Dark Fantasy's consumer base and analyzing purchase behavior. I also used consumer behavior theories to understand how product pricing, availability, and perceived luxury influenced buying decisions.

B. Utilization of Project Management Tools:

Concepts from project management courses helped me organize field visits, reporting timelines,

and coordination activities efficiently. Using Gantt charts and daily task tracking methods ensured that I met my deliverables within limited timeframes.

C. Integration of Marketing Research Principles:

From the Marketing Research course, I applied techniques like questionnaire design, sampling methods, and coding qualitative responses. These tools were crucial for structuring consumer and retailer surveys during my market research for Dark Fantasy products.

D. Application of Supply Chain and Distribution Concepts:

Knowledge gained from Supply Chain Management was applied to understand product flow from factory distribution to retail shelves. I analyzed the distribution efficiency, margin structures, and retail push strategies, helping to identify logistical gaps that affected availability.

E. Implementation of Digital and Brand Strategy Concepts:

Concepts from Digital Marketing guided me in observing how Dark Fantasy could improve its digital presence and online consumer engagement through targeted campaigns, influencer collaborations, and content optimization.

F. Use of Strategic and Competitive Analysis Tools:

Theories learned from Strategic Management including SWOT, PESTEL, and competitive mapping were applied to analyze Dark Fantasy's market standing against rivals like Britannia Treat, Good Day, and Funtoo.

G. Integration of Economic Principles:

The principle of demand and supply, as taught in Managerial Economics, helped me interpret

consumer purchase frequency and retailer restock behavior in varying economic contexts, particularly during promotional and non-promotional periods.

The integration of academic learning with hands-on practice enabled me to approach every challenge analytically. This synergy between theoretical understanding and field execution gave me a holistic perspective on marketing operations within the FMCG landscape.

3.9 Co-op Learning Experience and Outcomes

My learning journey at Surya Nepal Pvt. Ltd. was a very meaningful experience where I got to apply what I had learned in class to real business situations. Working under the Sunfeast Dark Fantasy brand helped me understand how marketing and sales activities work in Nepal's FMCG sector. I learned how to conduct retail visits, interact with store owners, and gather information about product visibility, pricing, and customer behavior. This taught me how important it is to maintain good relationships with retailers and understand market trends before making marketing decisions. I also improved my ability to analyze data, prepare reports, and turn observations into useful insights for the company.

Through regular feedback and presentations, I learned to communicate more confidently and express my ideas clearly. The internship also helped me develop time management, teamwork, and problem-solving skills while balancing multiple tasks. Overall, this experience gave me a clear understanding of how marketing strategies are planned and executed in real business settings. It also strengthened my interest in brand management and consumer research, preparing me for future professional challenges in the marketing field.

Chapter 4: Conclusion

This chapter summarizes my overall co-operative education experience at Surya Nepal Private Limited. It highlights the key achievements and learning outcomes, reflects on professional growth, discusses challenges and limitations faced during the internship, and offers recommendations for improving future co-op programs. The chapter concludes with my personal reflections on how this experience has shaped my career aspirations and preparedness for the professional world.

4.1 Summary of Highlights from my Co-op Experience

During my learning journey at Surya Nepal Private Limited, I was exposed to the practical workings of marketing, sales, and distribution in the fast-moving consumer goods sector, specifically focusing on Sunfeast Dark Fantasy products. My main responsibilities included conducting market visits, gathering and analyzing consumer feedback, observing product placement strategies, and studying offerings in retail stores. One of the most valuable experiences was visiting different retail points, where I could directly interact with store managers and staff to understand customer preferences and promotional effectiveness.

In addition, I contributed to preparing reports on product performance and promotional activities, which helped the team make informed marketing decisions. Observing the coordination between marketing and distribution teams highlighted the operational challenges of FMCG products in Nepal and the importance of timely execution. These experiences allowed me to apply theoretical knowledge from my BBA coursework into real-world business situations, particularly in brand management, market research, and sales strategy.

4.2 Self-assessment of Professional Development

A significant part of my learning journey was personal and professional growth. I identified several strengths that I either developed or refined during this period:

- **Adaptability:** The dynamic nature of retail operations and market research required me to adjust quickly to changing schedules, priorities, and unexpected challenges. I became more flexible and solution-focused when handling issues during market visits.
- **Communication Skills:** Interacting with team members, retailers, and supervisors enhanced my ability to communicate effectively across diverse audiences. I learned to present my findings clearly and professionally, whether in informal discussions or formal reporting.
- **Analytical and Research Skills:** Collecting and analyzing consumer and competitor data strengthened my capacity for research-based decision-making. I developed a systematic approach to identifying trends and deriving actionable insights for marketing strategies.
- **Initiative:** I consistently sought opportunities to contribute beyond my core responsibilities, including suggesting improvements in product promotion strategies and supporting the preparation of reports for internal use.

However, the journey also revealed areas for further development:

- **Advanced Data Analysis:** While I analyzed sales and market data effectively, learning advanced statistical and analytical tools would enhance my ability to make deeper insights.
- **Strategic Thinking:** My focus was primarily on operational and tactical tasks; developing stronger strategic thinking skills would allow me to link daily activities with long-term business goals.
- **Negotiation and Influencing Skills:** While I observed various promotional and distribution discussions, I realized that enhancing negotiation capabilities would be valuable for future business interactions.

- **Industry-Specific Knowledge:** Although I gained practical exposure, a deeper understanding of FMCG trends and consumer psychology in Nepal would allow for more proactive contribution.

This self-assessment has provided a clear roadmap for my continued professional development and learning.

4.3 Benefits from the Co-operative education journey for Future Career

My learning journey at Surya Nepal offered numerous benefits that will positively influence my future career.

First, it provided practical experience in FMCG marketing and distribution, which is invaluable for understanding how theoretical concepts translate into operational practices. Conducting market visits and analyzing promotional strategies allowed me to witness firsthand the challenges and dynamics of retail operations in Nepal.

Second, it helped me develop a versatile skill set. From market research to preparing reports and observing brand positioning, I gained experience applicable across various marketing roles. These skills will make me adaptable in future positions and capable of contributing meaningfully to different aspects of a business.

Third, I strengthened my problem-solving and decision-making abilities by tackling real-world marketing challenges. Identifying gaps in product visibility or promotion, analyzing consumer behavior, and suggesting improvements improved my analytical thinking and creative approach to problem-solving.

Finally, the experience expanded my professional network, allowing me to interact with supervisors, team members, and retail professionals. These relationships may provide guidance, mentorship, or future opportunities, helping me navigate my career path effectively.

4.4 Limitations of the Co-op Studies

Despite the rich learning experience, certain limitations were present. The duration of the internship restricted my exposure to long-term marketing campaigns, such as evaluating the sustained impact of promotional strategies on sales and competitor's analysis not just briefly but in a detailed relationship oriented manner. Additionally, some data and operational processes were confidential, which limited the extent of documentation and analysis I could include in this report. Working in a structured corporate environment also meant that my access to strategic decision-making processes was somewhat limited, which could have provided deeper insight into organizational strategy.

4.5 Recommendations for the Co-op Studies

Based on my co-operative education experience at Surya Nepal, I believe future co-op programs could be made more impactful by incorporating a few improvements. For instance, offering a short preparatory module before the internship could help students familiarize themselves with industry-specific tools, such as sales tracking software, basic market research techniques, and report documentation processes. This would allow interns to contribute more effectively from the beginning of the co-operative learning and working journey.

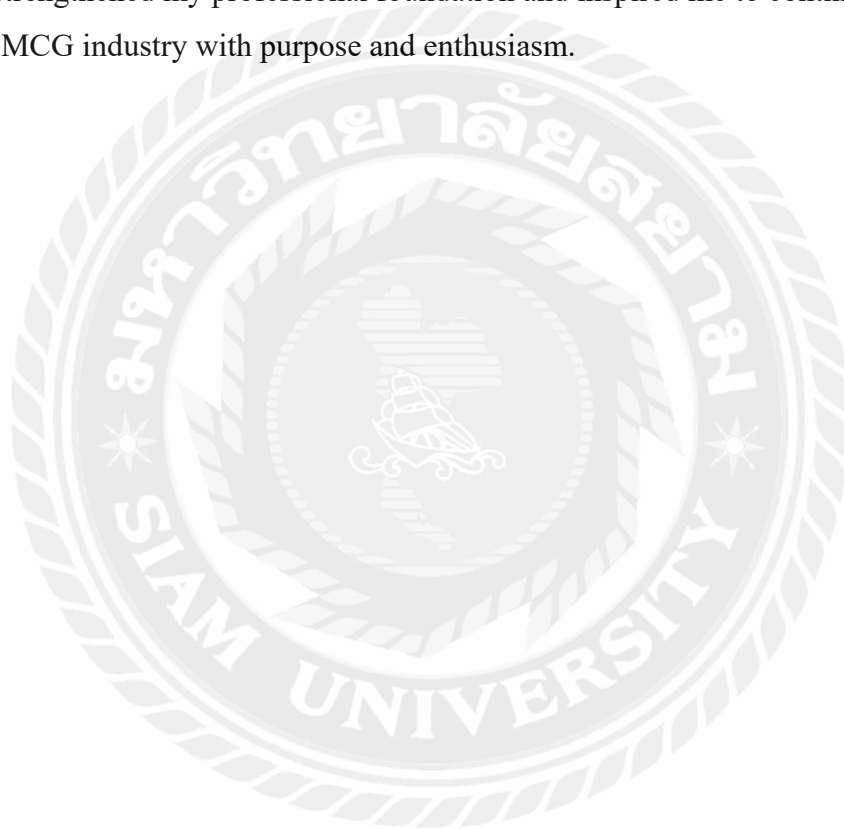
4.6 Final Reflections

Looking back at my journey in Surya Nepal Private Limited, I can confidently say that this experience was both enriching and transformative. It allowed me to bridge the gap between theoretical knowledge from my BBA studies and practical applications in the fast-moving consumer goods sector. Conducting market visits, analyzing consumer behavior, and observing promotional strategies gave me a clear understanding of how marketing and distribution operate in real-world contexts.

Through this experience, I discovered a genuine interest in brand management, consumer insights, and strategic marketing, areas where I found myself most engaged and motivated.

Beyond technical skills, I grew in confidence, adaptability, and initiative, learning to navigate challenges independently while collaborating effectively with supervisors, colleagues, and retail staff.

The mentorship and guidance I received at Surya Nepal made the experience more than a mere academic requirement; it became a defining step in my professional development. I now feel better prepared to take on roles in marketing and brand strategy, equipped with practical knowledge, problem-solving abilities, and a clearer sense of my career direction. Overall, this internship has strengthened my professional foundation and inspired me to continue pursuing growth in the FMCG industry with purpose and enthusiasm.



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Appendices

Appendix A: Survey Questionnaire and Results

Section A: Demographic Information

1. Name: _____

2. Age:

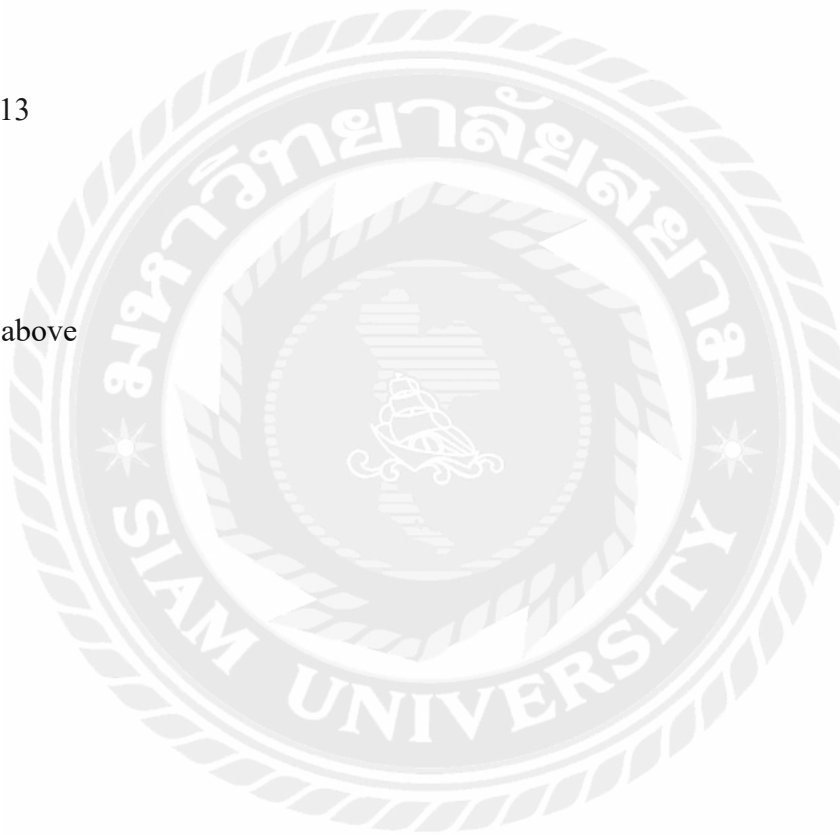
- Below 13
- 13–18
- 19–25
- 26–35
- 36 and above

3. Gender:

- Male
- Female
- Other

4. Occupation:

- Student
- Working Professional
- Homemaker
- Other: _____



Section B: Awareness and Overall Brand Experience

5. Have you heard of the brand Sunfeast Dark Fantasy by Surya Nepal?

- Yes
- No

6. How did you first come to know about these products?

- Social media
- Friends or family
- In-store display
- Advertisements
- Others: _____

Section C: Product-Specific Perceptions

C1. For Choco Fills Cookies

7. How often do you purchase Choco Fills Cookies?

- Regularly
- Occasionally
- Tried once
- Never tried

8. What do you like/dislike most about Choco Fills Cookies?

- Taste
- Packaging
- Price
- Availability

- Others: _____

9. Is the pricing (Rs. 90 for 75 grams pack) reasonable for Choco Fills Cookies?

- Yes
- No
- Somewhat

10. On a scale of 1 to 5, rate your satisfaction with Choco Fills Cookies:

- 1 (Not satisfied) to 5 (Very satisfied)

11. Do you usually buy Choco Fills Cookies to satisfy chocolate cravings?

- Yes
- No
- Sometimes

C2. For Mocha Fills Cookies

12. Have you tried Mocha Fills Cookies?

- Yes
- No

13. If yes, how would you describe the taste of Mocha Fills Cookies?

- Excellent
- Good
- Average

- Didn't like it

14. How often do you buy Mocha Fills Cookies?

- Regularly
- Occasionally
- Tried
- Never buy again

15. What attracted you to Mocha Fills Cookies?

- Flavor uniqueness (mocha)
- Brand trust
- Packaging
- Others: _____

16. Do you feel Mocha Fills Cookies are priced fairly at Rs. 90 per 75 grams pack?

- Yes
- No
- Could be cheaper

C3. For Choco Rolls

17. Have you purchased Choco Rolls in general?

- Yes
- No

18. If yes, how do you usually buy them?

- As a snack

- For kids
- To gift
- During travel
- Others: _____

19. Is the price point of Dark Fantasy Choco Rolls(Rs. 75 for 60 grams pack) suitable for your needs?

- Yes
- No

20. Do you think a Rs. 10 version of one roll would increase your likelihood of buying it?

- Yes
- No
- Not sure

21. What's your main concern with Choco Rolls?

- Price
- Breakage or packaging
- Availability
- Others: _____

22. Who mostly consumes Choco Rolls in your household?

- Children
- Teenagers
- Adults

- Everyone

23. On a scale of 1 to 5, how satisfied are you with Dark Fantasy Choco Rolls?

- 1 (Not satisfied) to 5 (Very satisfied)

Section D: Consumption & Occasion

24. When do you usually consume these products? (Select all that apply)

- School/office tiffin
- Evening snack with tea/coffee
- Travel
- Festivals or occasions
- Just for cravings
- Others: _____

25. Where do you usually purchase these products?

- Supermarkets (e.g., Bhat-Bhateni)
- Local retail/kirana stores
- Departmental stores
- Online platforms

26. Would you recommend these products to others?

- Yes
- No
- Maybe.

27. How often do you purchase any Dark Fantasy product (Choco Fills, Mocha Fills, or Choco Rolls)?

- Once a week or more
- 2–3 times a month
- Once a month
- Rarely
- Tried only once

Section E: Suggestions

28. What improvements would you like to see in any of the Dark Fantasy products?

(Write your suggestion) _____

Refer to this link for results.

<https://docs.google.com/spreadsheets/d/1u0ay0nIkrjnLHPG10PcTIDABXbHyG9Q-668jipSSYzc/edit?usp=sharing>

Appendix B: Market Visit Gallery



Figure 9: Dark Fantasy Choco Rolls Poster



Figure 10: Dark Fantasy Store Display



Figure 11: Dark Fantasy branded Danglers and Posters



Figure 12: Dark Fantasy Choco-Rolls Posters