



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

**A study on Production and Supply chain Management at
Parle Pvt Ltd: Detailed insights into operational
practices**

SUBMITTED BY

MANAS KUMAR BEHERA

MBA Batch: 2023-25

University Regn. No.: 2306258098

Faculty Guide

Er. Manoj Kumar Rout
Asst. Prof. (OM)BIITM,
Bhubaneswar

Corporate Guide

Mr. Manoj Das
Coordinator,
Parle Pvt. Ltd,
Bhubaneswar



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

CERTIFICATE OF FACULTY/INTERNAL GUIDE

This is to certify that Mr Manas Kumar Behera, bearing university registration no 2306258098 of 2023-25 batch, has completed his summer internship at Parle Pvt. Ltd (Lingaraj Biscuit factory) from 03.06.2024 to 15.07.2024 under the supervision of Mr. Manoj Kumar Das (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature of the Faculty/Internal Guide

Name: Er. Manoj Kumar Rout

Designation: Asst. Prof (Operation)

Certificate



PARLE BISCUITS PVT. LTD

C/O – LINGARAJ BISCUITS PVT.LTD

Ref. No:- BIITM/MBA/01/2024

Date:23/07/2024

EXTERNAL GUIDE CERTIFICATE

This is to Certify that **MR. MANAS KUMAR BEHERA**

Having Regd. No: 2306258098

a Student of **MBA** from “**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES**”

BHUBANESWAR

has Successfully Completed his internship Programme at

Lingaraj Biscuits Pvt.Ltd, Bhubaneswar

From 03rd JUNE, 2024 to 18th JULY, 2024

During internship Programme he has successfully completed Project

Work On “**OVERVIEW OF PRODUCTION AND SUPPLY CHAIN MANAGEMENT OF PARLE BISCUITS**”

His Performance during the internship was found Punctual, hardworking and inquisitive.

Mr.Manoj Das

Coordinator Manager

PARLE BISCUITS PVT. LTD.
C/O LINGARAJ BISCUITS PVT LTD.
31, Chandaka Industrial Estate
Patia, Bhubaneswar-751024

PLOT NO- 31,CHANDAKA INDUSTRIAL ESTATE,PATIA,BHUBANESWAR-751024,ODISHA,INDIA

DECLARATION

I, Mr Manas Kumar Behera Bearing university registration, no 2306258098 (2023-25 batch), hereby declare that the project report titled Comprehensive overview of Operation Management at Parle Pvt. Ltd: Detailed Insights into Operational Practices, is based on my internship at Parle Pvt. Ltd (Lingaraj Biscuit Unit, Bhubaneswar), during the period 03.06.2024 to 15.07.2024 and is an original work done by me under the supervision of Mr. Manoj Kumar Das (Corporate Guide) and Er. Manoj Kumar Rout (Internal Guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date: Bhubaneswar

Place:

Signature

Acknowledgement

I would like to express my sincere gratitude to Lingaraj Biscuits, A subsidiary of PARLE BISCUITS Pvt. Ltd for providing me with the opportunity to complete my summer internship at their prestigious Organization. I am grateful for the trust and confidence they placed in me, and I am honoured to have been a part of their team.

I would also like to thank my mentors and faculty advisors for their guidance and support throughout my internship. Their insights and advice were invaluable, and I am grateful for their help in shaping my learning experience.

I am especially grateful to the following individuals:

- Mr. Manoj Kumar Das, Coordinator at Lingaraj Biscuit Unit, for their guidance and support throughout my internship.
- Er. Manoj Kumar Rout my faculty advisor, for their guidance and support.
- Those Who Contributed: To anyone whose assistance, whether directly or indirectly, has aided in the completion of this report, I extend my sincere thanks.

I would like to conclude by thanking Coordinator, and my faculty advisors for their support and guidance throughout my summer internship. I am grateful for the opportunity to have learned from them and to have grown as a professional.

Table Of Content

Chapter	Content	Page Number
Chapter-I	Introduction Scope Objective Review of Literature Methodology Limitation	7 8-9 9 10-11 12 12
Chapter-II	Company Profile and Industry Analysis	14-29
Chapter-III	Competitor Analysis	31-33
Chapter-IV	Customer Analysis	35-38
Chapter-V	Actual work done, Analysis, and Findings	39-49
Chapter-VI	Conclusion and Suggestion	51-53

Chapter -I

Introduction

This summer, I undertook an internship program at Lingaraj Biscuit Factory a C.M.U (Contract Manufacturing Unit) of Parle Pvt Ltd in the field of Operation Management. The purpose of this internship was to gain practical experience and insights into the operational processes of a leading FMCG company. The program was designed to bridge the gap between theoretical knowledge and real-world application, providing me with an opportunity to contribute to the organization's operations while enhancing my skills.

The main objectives of my internship were:

- To understand and analyze the operational processes at Parle Pvt Ltd.
- To identify areas for improvement in the current operational workflow.
- To contribute to the development and implementation of strategies that enhance operational efficiency.
- To align my academic learning with the practical requirements of the industry.
- These objectives align with Parle Pvt Ltd.'s goals of maintaining high standards of operational efficiency and continuous improvement.

Parle is a renowned FMCG company known for its wide range of high-quality food products. Founded in 1929, Parle has a rich history of providing affordable and nutritious products to consumers. The company's mission is to serve quality products to its customers while adhering to the highest standards of hygiene and safety. Parle's vision is to become the most trusted and innovative FMCG brand globally. Its core activities include the production and distribution of biscuits, snacks, and confectioneries, with iconic brands such as Parle-G, Krack jack, Happy Happy, and Melody under its portfolio.

During my internship, I was a part of the whole Operations department. This team is responsible for overseeing the entire production process, ensuring efficiency, quality, and cost-effectiveness. The department focuses on optimizing production schedules, managing supply chains, and implementing continuous improvement initiatives to enhance operational performance. Working closely with this team allowed me to gain a comprehensive understanding of the operational challenges and solutions within the FMCG sector.

Scope

The scope of this internship project is to provide a comprehensive overview of the operation management practices at Parle. The primary objective is to analyze and document the operational processes, identify key performance metrics, and evaluate the effectiveness of the current practices in meeting organizational goals. This project aims to offer detailed insights into the strategies and methodologies employed by Parle. to optimize their operations and maintain high standards of productivity and efficiency.

The study will be limited to the operational management aspects within Parle, focusing on the manufacturing, supply chain, and distribution processes. External factors such as market fluctuations, regulatory changes, or economic conditions that may impact operations are beyond the scope of this study. Additionally, the research will be constrained by the availability of data and access to company resources and personnel.

The research will be conducted at Parle's main manufacturing facilities and key distribution centers, primarily located in India. The temporal scope of this study will cover the operational practices over the past five years, providing a relevant historical context for understanding current operations and trends.

Key deliverables of this project include:

- A detailed report on the operation management practices at Parle
- Case studies and examples of successful operational strategies.
- An evaluation of key performance indicators (KPIs) and their impact on operational efficiency.
- Recommendations for potential improvements and best practices based on the findings.

The primary audience for this project includes Parle Pvt Ltd.'s management team, Coordinator, operational supervisors, and decision-makers involved in strategic planning. Additionally, the findings will be useful to stakeholders such as suppliers, investors, and academic researchers interested in operational management practices in the FMCG (Fast-Moving Consumer Goods) sector.

This project aligns with Parle Pvt Ltd.'s objectives of continuously improving operational efficiency and maintaining high standards in production and distribution. By focusing on detailed insights into operational practices, the project supports the company's goals of optimizing resource utilization and enhancing overall productivity.

While the project will adhere to a defined scope, there will be flexibility to adapt the research focus based on interim findings and feedback from Parle's management. This adaptability ensures that the study remains relevant and responsive to the dynamic operational environment. The project will strictly follow ethical guidelines, ensuring confidentiality and obtaining informed consent from all participants involved in the study. Data will be handled with care to maintain privacy and integrity. Ethical oversight will be maintained to ensure that the research process upholds the highest standards of integrity and respect for all stakeholders. This scope sets clear boundaries and objectives for the internship project, providing a structured framework for a thorough and detailed insightful examination of operation management at Parle.

Objectives

- To analyze and understand the current operational practices at Parle, including production processes, supply chain management, and quality control measures.
- To identify key areas for improvement within the existing operational framework and propose actionable strategies to enhance efficiency and effectiveness.
- To gain practical experience in implementing best practices in operations management, thereby aligning academic knowledge with industry standards and contributing to Parle operational goals.

Literature Review

1.Keller (1998) posits that brands help identify the product's source and allow consumers to hold specific organizations accountable for their experiences. Through repeated interactions and marketing, consumers gather information to aid their decision-making, using brands as a shortcut to determine which products meet their needs.

2.Amine (1998) suggests that perceived brand differences are influenced by consumer familiarity with the product category, with high involvement allowing consumers to notice subtle functional and psychological differences, leading to enhanced benefits.

3.Warrington and Shim (2000) state that product involvement is linked to a person's values and self-concept, while Bristow, Schneider, and Schuler (2002) argue that perceived brand differences make the brand name central in purchase decisions.

4.O'Cass and Frost (2002) add that brands help consumers create or communicate self-image and status.

5.Kotler (2003) highlights six key packaging elements: size, form, material, color, text, and brand. Rundh (2005) emphasizes that packaging attracts attention, enhances brand image, and influences perceptions, acting as a differentiation tool and stimulating buying behavior.

6.Kuvykaite (2009) reinforces this by showing that visual and verbal packaging elements significantly impact purchase decisions.

7.Renuka Hirekenchanagoudar (2008) investigated consumer behavior for ready-to-eat foods in Hubli and Dharwad, finding high awareness and preference for brands like Parle-G and Lays, influenced by quality, taste, and price, with television being a major information source.

8.Yughasha Gupta (2010) discusses retailers' focus on GMROI, highlighting that company schemes motivate retailers alongside profit margins, impacting brand promotion.

9.Suresh Garg (2010) details the challenges of global competition, emphasizing the need for lean manufacturing to enhance efficiency, reduce lead-time, and improve quality.

10.F. Mohamed Sabura, Dr. T. Vijaya Kumar, and Abdul Hameed (2012) examine the unique characteristics of rural markets, noting the impact of social norms and the complexity of reaching rural consumers due to limited access and storage facilities. Their research aims to understand retailer attitudes toward Parle products in the Bhubaneswar market.

11. Parle Products has been one of the foremost pioneers of the biscuit and confectionery industry in India. Since its inception in 1929, Parle has been synonymous with quality, nutrition, taste, and affordability in India. Having more than 40 brands across different product categories in its portfolio, Parle Products has come a long way. Due to the enormous success of brand Parle-G, the mother brand Parle has been associated with values of affordability and quality. Parle has always been a strong player in the value segment and thus customers associate all brands of the company as being the affordable brand with quality.

<https://journals.sagepub.com/doi/abs/10.1177/2278533720923519>

12. Parle Products has been India's largest manufacturer of biscuits and confectionery for almost 80 years. Makers of the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition, and great taste. With a reach spanning even to the remotest villages of India, the company has definitely come a very long way since its inception. Many of the Parle products - biscuits or confectioneries, are market leaders in their category and have won acclaim at the Monde Selection, since 1971. With a 40% share of the total biscuit market and a 15% share of the total confectionary market in India, Parle has grown to become a multi-million-dollar company. While to the consumers it's a beacon of faith and trust, competitors look upon Parle as an example of marketing brilliance. Today, the great strength of Parle Products is the extremely widespread distribution network

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3835777

Research methodology

After knowing the job profile of every employee of production department in Lingaraj Biscuit unit of Parle. I choose the project on Comprehensive overview of production and Supply chain Management. I discussed the project with my instructor and coordinator Mr. Manoj Kumar Das.

He approved the project. After that a simple course of action has been followed for working on this project. All the data are gathered from the respective annual report of Parle Biscuits Pvt. Ltd.

In a lucid way I can summarize the steps of Research Methodology

- 1) Collection
- 2) Organization
- 3) Presentation
- 4) Interpretation

METHODS OF DATA COLLECTION

- 1) COMMUNICATION METHOD
- 2) OBSERVATION METHOD
- 3) QUESTIONNAIRE METOD

All the data has been collected from the two types of sources

- Primary sources
- Secondary sources

Limitation

- Data availability and accuracy.
- Time constraints.
- Geographical limitations.
- Methodological constraints.
- Access to proprietary information.
- External factors.

Chapter-II

Company Profile

INTRODUCTION

Industry-Food

Founded-1929

Founder(s)-Chauhan family

Headquarters- Vile Parle (East) Mumbai, India

Parle Products has been India's largest manufacturer of biscuits and confectionery for almost 80 years. Parle Products Private Limited comes under the FMCG industry. The Fast-Moving Consumer Goods (FMCG) sector is the key contributor of the Indian economy. Makers of the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition and great taste.

It was founded in 1929 in British India by the Vile family of Vile Parle, Bombay. Parle began manufacturing biscuits in 1939. The company launched an ad campaign, showcasing its Gluco biscuits as an Indian alternative to the British biscuits. The Parle brand became well known in India following the success of products such as the Parle-G biscuits and the Frooti cold drink. The original Parle company was split into three separate companies, owned by the different factions of the original Chauhan family, with most of it owned by Parle Agro products. All three companies continue to use the family trademark name "Parle".

The Parle name symbolizes quality, nutrition, and superior taste. Parle has a very wide market reach due to its widespread distribution network strength. It is available to customers from big metropolitan cities to the remotest and smallest of villages. However, compared to its competitors, it has more focus and penetration in rural and suburban areas than city areas. Major reason is the strategic location of its manufacturing units, which are closer to rural and suburban areas.

Selection in 1971, the brands have received consistently gold and silver Quality Awards at the World Quality Selections. The major categories of products are biscuits, cakes, rusk, snacks, confectionery, and platina range. The present research is entitled on the consumer preference towards Parle biscuits and to study the increase in sales of Parle biscuits during the pandemic. Consumer preference varies from brand to brand based on quality, price, taste, advertising and peer influence. In modern business, it's essential to know the consumer preferences and give them the satisfaction. In March 2020, there was a nationwide lockdown due to Covid-19 due

to which the biscuits were in huge demand. With a reach spanning even to the remotest villages of India, the company has definitely come a very long way since its inception. Many of the Parle products biscuits or confectioneries, are market leaders in their category and have won acclaim at the Monde Selection, since 1971.

With a 40% share of the total biscuit market and a 15% share of the total confectionary market in India, Parle has grown to become a multi-million-dollar company. While to the consumers it's a beacon of faith and trust, competitors look upon Parle as an example of marketing brilliance. Available Anywhere: Today, the great strength of Parle Products is the extremely widespread distribution network. Even at the remotest places, you can buy Parle biscuits and sweets from the local grocer. It has taken years to create this extensive network.

Parle's sales force started with one salesman in Bombay and some agents in few other cities. Gradually, Parle Products expanded. Soon sweets and biscuits were being sent by rail to Calcutta, Delhi, Karachi, Madras and other major cities. As production increased, distribution was amplified. Full time salesmen were appointed in different areas. Currently, Parle Products has over 33,00,000 distribution outlets.

Lingaraj Biscuit Manufacturing Unit (C.M.U of Parle)

This is a contract Manufacturing unit of Parle named as Lingaraj Biscuit Pvt. Ltd established in 2006. Lingaraj Biscuits Private Limited is an unlisted private company incorporated on 23 August, 2006. It is classified as a private limited company and is located in Bhubaneswar, Orissa. Its authorized share capital is INR 3.00 cr and the total paid-up capital is INR 2.98 cr. The current status of Lingaraj Biscuits Private Limited is - Active. The last reported AGM (Annual General Meeting) of Lingaraj Biscuits Private Limited, per our records, was held on 30 September, 2023. Lingaraj Biscuits Private Limited has six directors - Rohit Saraf, Krishna Kumar Agarwal, and others. The initial Investment was 50 Crore and Now a days it was 250 crores. The Director is Kunal Agarwal. The Corporate Identification Number (CIN) of Lingaraj Biscuits Private Limited is U15412OR2004PTC007735. The registered office of Lingaraj Biscuits Private Limited is at PLOT NO. - 31, CHANDAKA INDUSTRIAL ESTATE, PATIA, BHUBANESWAR, Odisha. It Provides workplace and manpower for Logistic, Financing, Marketing, materials, Machines etc. More than 480 employees are employed here, timing is classified into three shifts i.e. 6 A.M – 2 P.M, 2 P.M-10 ,10 P.M-6 A.M.

Parle a prominent Indian company known for its wide range of biscuits and confectioneries, likely has defined vision, mission, objectives, and goals that align with its business strategies and values. While the exact statements can vary over time, here are generalized examples that may reflect Parle's ethos and business direction.

Vision: -

To be the leading provider of quality food products globally, bringing joy and satisfaction to consumers with every bite. The main vision of Parle-G to Concentrate on consumer tastes and preferences, the Parle brand has grown from strength to strength ever since its inception. For fulfilling its vision, they do every batch of biscuits and confectioneries are thoroughly checked by expert staff, using the most modern equipment hence ensuring the same perfect quality across the nation and abroad.

Mission: -

To deliver high-quality, nutritious, and affordable food products, ensuring the best value for consumers while upholding our commitment to sustainability, innovation, and community development.

“Hindustan Ki Taakat.”

For over 65 years, Parle G has been a part of the lives of every Indian. From the snowcapped mountains in the north to the sultry towns in the south, from frenetic cities to laid back villages, Parle G has nourished, strengthened and delighted millions.

Various people have various reasons to consume it, some consume it for the value it offers while others consume it for sheer taste, for some it is a meal substitute for others it is a tasty healthy nourishing snack. Patronized by millions for all these qualities, it is much more than just a biscuit brand. Little wonder than why is it the largest selling Biscuit brand in the World.

Goals: -

Increase Market Share: Aim to capture a larger share of the biscuit and confectionery market within the next five years.

Revenue Growth: Achieve a significant increase in annual revenue through expanded distribution channels and product lines.

Brand Loyalty: Enhance brand loyalty and consumer trust through effective marketing and community engagement initiatives.

Operational Efficiency: Optimize production processes to improve efficiency and reduce costs.

Global Presence: Establish a stronger global presence by entering new international markets and strengthening existing ones.

Objectives: -

Quality Assurance: Maintain and enhance the quality of products to meet international standards.

Market Expansion: Expand market reach both domestically and internationally.

Product Innovation: Continuously innovate and diversify the product portfolio to meet changing consumer preferences.

Customer Satisfaction: Achieve the highest levels of customer satisfaction through consistent product excellence service.

Sustainability: Implement sustainable practices across all operations to reduce environmental impact.

Business Strategy: -

An in-depth understanding of the Indian consumer psyche has helped Parle evolve a marketing philosophy that reflects the needs of the Indian masses. With products designed keeping both health and taste in mind, Parle appeals to both health-conscious mothers and fun-loving kids. The great tradition of taste and nutrition is consistent in every pack on the store shelves, even today. The value-for-money positioning allows people from all classes and age groups to enjoy Parle products to the fullest.

Awards: -

Parle products have been shining with the golds and silvers consistently at the Monde Selection ever since they were first entered in 1971. Monde Selection is an international institute for assessing the quality of foods and is currently the oldest and most representative organization in the field of selecting quality foods worldwide.

BISCUIT MARKET

In Indian biscuit market contributing 8000 crores to the FMCG industry and provide a vast grow opportunity. Basically, biscuit treated as the "SICK MAN'S DIET" in early but now consuming biscuit as breakfast and snacks. Export bill production of biscuit it has an annual production capacity of 433000 tones.

BISCUIT SHARE MARKET

There are two types of shares in biscuit market: -

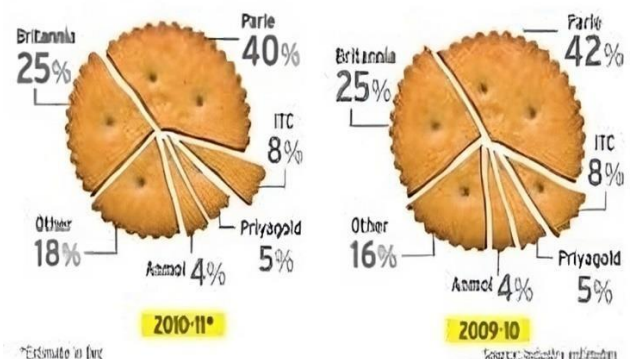
1. Organized, (70% market shares)
2. Unorganized, (30% market shares)

About 90% of Indians buy and eat biscuits. Bread and biscuits are 26% major part of the bakery industry and covers around 80 percent of the total bakery products in India. Biscuits stand at a higher value and production level than bread. This belongs to the unorganized sector of the bakery Industry and covers over 70% of the total production. India is ranked 3rd after US and China amongst the global biscuit's producers. The export of biscuits is approximately 17% of the annual production, the export of sweet biscuits for year 2007-08 was Rs145.93 Cr and for year 2008-09 (April-Dec) was Rs 280 Cr, the major exporting regions were Haiti, Angola, USA, Ghana, UAE. The imports are not significant amount as compared to the total consumption. The penetration of biscuits in urban and rural market is 85% and 55% respectively.

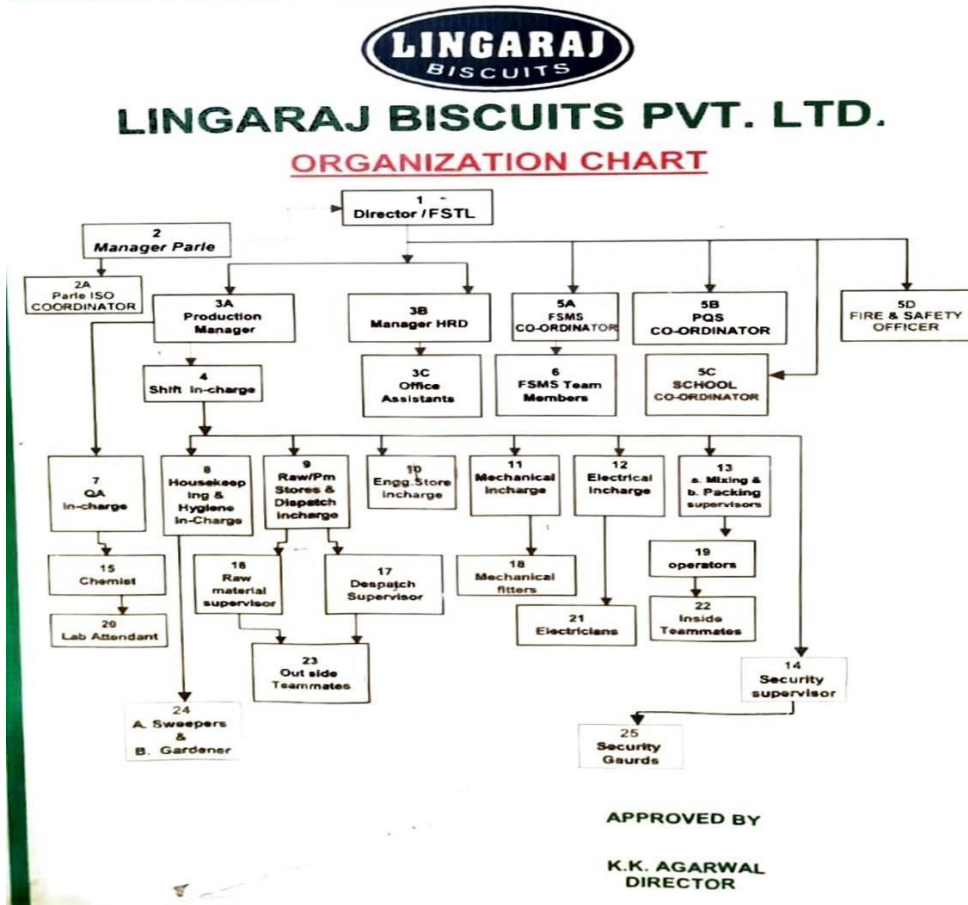


Tasty Bites

Market Share in rupees



Organization Structure: -



HR Policies of Parle Products Pvt. Ltd.

1. Recruitment Policy

- Equal Opportunity: Parle is committed to providing equal employment opportunities without any discrimination.
- Merit-Based Hiring: All hiring decisions are based on qualifications, experience, and competency.

2. Training and Development Policy

- Continuous Learning: Regular training sessions are conducted to upgrade employees' skills.
- Career Development: Opportunities for professional growth and career advancement are provided.

3. Performance Appraisal Policy

- Regular Reviews: Performance reviews are conducted periodically to assess employee performance.
- Feedback and Development: Constructive feedback is provided to help employees improve and develop their skills.

4. Compensation and Benefits Policy

- Competitive Salaries: Parle offers competitive salary packages that are reviewed periodically.
- Benefits: Comprehensive benefits including health insurance, retirement plans, and paid leave are provided.

5. Workplace Safety Policy

- Safe Environment: Ensuring a safe working environment is a top priority.
- Health Programs: Health and wellness programs are conducted to maintain employees' well-being.

6. Employee Conduct Policy

- Code of Conduct: Employees are expected to adhere to the company's code of conduct and ethical standards.
- Disciplinary Actions: Clear guidelines are provided for disciplinary actions in case of violations.

7. Leave Policy

- Paid Leave: Employees are entitled to various types of paid leave including annual leave, sick leave, and maternity/paternity leave.
- Unpaid Leave: Policies for unpaid leave are also clearly outlined.

8. Anti-Harassment Policy

- Zero Tolerance: Parle has a zero-tolerance policy towards any form of harassment.

- Complaint Mechanism: A clear mechanism is in place for employees to report any incidents of harassment.

9. Diversity and Inclusion Policy

- Inclusive Workplace: Parle promotes a diverse and inclusive workplace where all employees are treated with respect.
- Equal Opportunities: Equal opportunities for all employees, regardless of their background.

10. Grievance Redressal Policy

- Open Communication: Employees are encouraged to voice their concerns and grievances.
- Resolution Mechanism: A structured process is in place to address and resolve employee grievances.

Financial Report of Parle Industries: -

Parle Industries Ltd.

BSE- 532911

Market Cap ₹ 15.3 Cr.	Current Price ₹ 10.9	High / Low ₹ 18.4 / 6.26
Stock P/E 511 Rs	Book Value ₹ 14.6	Dividend Yield 0.00 %
ROCE 0.33 %	ROE 0.15 %	Face Value ₹ 10.0
Sales ₹ 0.00 Cr.	Profit after tax ₹ 0.03 Cr.	Mar Cap ₹ 15.3 Cr
Net profit ₹ 0.03 Cr.	Total Assets ₹ 21.8 Cr	EBITDA ₹ 0.12 Cr
Debt to equity 0.05	Debt ₹ 1.08 Cr	EBIT last year ₹ 0.07 Cr
Equity capital ₹ 14.0 Cr	Reserves ₹ 6.40 Cr	EPS ₹ 0.02
Current liabilities ₹ 0.11 Cr	Tax last year ₹ 0.02 Cr	Current assets ₹ 21.6 Cr



PRODUCT

1. Biscuits

Parle-G, 20-20, Magix, Krack Jack, Monaco, Golden Arcs, Parle Marie, Milk Shakti, Parle Hide & Seek Bourbon, Parle Hide & Seek Fab, Top, Parle Gold Star, Happy-Happy, Simply Good, Namkeen coconut, cheeselings, Parle-G Gold.

2. Sweet confectionery

Melody, Mango Bite, Londonderry, Poppins, 2 in 1 Eclairs, Mazelo, Kismi Toffee Bar, Kaccha Mango Bite.

3. Snacks

Mexitos Nachos, Parle's Wafers, Full Toss, Parle Namkeens, Parle Rusk, Parle Cake are famous products

Since they have been entered at the food competition of Monde Selection in 1971, the brands have received consistently gold and silver Quality Awards at the World Quality Selections.



PRODUCT LENGTH

BISCUITS & RUSKS	CONFECTIONERY	SNACKS	CHOCOLATES
PARLE G	POPPINS	FULL TOSS	FRIBERG
HIDE & SEEK	GOL GAPPA	PARLE NAMKEEN	KISMI BAR
MAGIX	MAZELO	PARLE'S	
20-20	LONDONDERRY	CHEESESELINGS	
KRACK JACK	MELODY	MEXITOS	
MILANO	2 IN 1 ECLAIRS		
NIMKIN	KACHA MANGO BITE		
MONACO	PARLE MINT		
DIGESTIVE SLIMZ	MANGO BITE		
MILK SHAKTI	KISMI		
PARLE RUSKS			



PRODUCT DEPTH

▪ **BISCUITS**

- HIDE AND SEEK**
Hide & Seek Bourbon, Hide & Seek Fab!, Hide & Seek Choco Rolls, Hide & Seek Premium American Style
- MAGIX**
Chocolate, orange, mango, strawberry, elaichi
- MONACO**
Monaco Cracker Sandwiches:, Cheese ,Peanut ,Butter, Chocolate Monacobites: Cheeslings ,Jeffs, Sixer
- MILANO**
Milano Minis, Chocolate Chip cookies, Centre Filled - Dark Choco Filling and Mixed Berries

▪ **CONFECTIONERY**

- KISMI**
Rosemilk, rajbhog
- FRIBERG**
Lait suisse, lait caramel, noir suisse
- MAZELO**
Apple, guava , watermelon, lichi, mango
- MANGO BITE**
Kacha mango bite, spicy mango bite, juicy mango bite



There are two types of Biscuits are Manufacture in this Manufacturing unit:

ParleG



Price & Weight of Parle G:

40gm 3/-, 140gm 10/-, 250gm 20/-

Happy Happy



Price & Weight of Parle G:

40gm-5/- ,75gm 10/-

SNACKS



The collage features several Parle's snack packets. On the left, there are three packets of Namkeen in different flavors: Masala Munch (red), Tomato (orange), and Aloo Bhujia (yellow). In the center, there are three packets of Full Toss: Classic Salted (white), Cream n' Onion (green), and Masala Masti (red). On the right, there are three packets of Parle's: Classic Salted (white), Cream n' Onion (green), and Masala Masti (red). The background is a light gray with a subtle pattern.

1. FULL TOSS
Masala Munch
Tomato flavour
2. NAMKEEN
Namkeen Moong Dal, Namkeen Hot n Spicy, Namkeen Khatta Meetha, Namkeen Aloo Bhujia, Namkeen Bhujia Sev, Namkeen Tasty Peanuts, Namkeen Salted Peanuts, Namkeen Sev Murmura, Namkeen Ratlami Sev
3. PARLE'S
Masala Masti, Classic Salted, Cream n' Onion, Parle's Aloo Chaat

PRICE

- They focus on low pricing strategy.
- It came with its smallest packets of 100gm at 3.75rs in 1993 then they increase the price at 4rs.
- Then they increase their price in 2003 but their sales started decline so they take their price back.
- To control their cost, they started to decrease the weight of the packet for the same price.

1993-100gm at 4 Rs

2003-88gm at 4 Rs

2022-65gm at 5 Rs

PLACE

- As parle-g has very big distribution channel in India.
- They use their distribution channel as to reach everywhere in the country.
- They make sure that the parle Products will available at every corner of the country.
- With the help of parle-g distribution channel we will also cut the distribution cost.

PROMOTION

- As they have built a trust for so many years as a Parle-G as a brand so we need to do promotion in that point of view.
- They are running a campaign like "BISCUIT ME WAFER KA SWAD"
- For promotion we will run some ads and make a popular celebrity as a brand ambassador.

Customer Segment: -

Parle uses psychographic and demographic segmentation strategies to understand the different set customers and their respective needs.

- Geographic
- Rural.
- Urban.
- Semi Urban.
- Metro.

Demographic: - Demographic segmentation is majorly used for standard range of biscuits which have to be distributed far and wide.

Psychographic: - Psychographic segmentation is used for premium range of biscuits such as Milano, Hide & Seek, Hide & Seek Fills targeted towards the SEC A and SEC B classes.

It's customer targeting process both differentiating and undifferentiated segmentation strategies depending on the kind of product.

Like it has Parle-G which is a product for customers of all group and income while it has premium biscuits brand also meant for middle/upper-middle income customers.

Positioning Strategy: -

<u>POSITIONING STRATEGY</u>	
Point Of Parity	Point Of Differentiation
Taste	Price
Flavor	Quantity
quality	Packaging

BRANDING STRATEGY

- Parle-G launch PARLE-G GLOD.
- The variant adds the premium edge to the humble glucose biscuit, which is the USP of Parle-G and key to its success.
- The product is targeted at keeping in mind the urban markets.
- The glucose segment has not seen any action or any significant launch in last few years, thus making it a good time to launch Parle G Gold.
- With the consumer preferences and needs changing with time, we would like to offer them an option of premium glucose biscuit with richer formulation.
- This product will be placed as premium glucose biscuit in their product portfolio.
- After spending years turning kids into geniuses, Parle G has decided to go a step further.
- Parle Products, Indian biscuits, snacks and confectionery manufacturer, announced that it was expanding its portfolio with the launch of Parle-G Chakki Atta in India.
- Parle-G Chakki Atta's distribution has already started in the northern and western parts of the country under three SKUs-2 kg, 5 kg and 10 kg, with competitive pricing.
- By tapping into the flour category, the company aims to capture urban and rural markets with 100 per cent wheat atta.

- In India, the brands that make up the packaged wheat flour are national players like Aashirvaad, Pillsbury, Nature Fresh, Annapurna, Shakti Bhog, Patanjali, Fortune etc.
- In India, during the last one-and-a-half years, ever since the COVID-induced lockdown started, people prefer to buy packaged atta from a brand they trust.

Industry Analysis

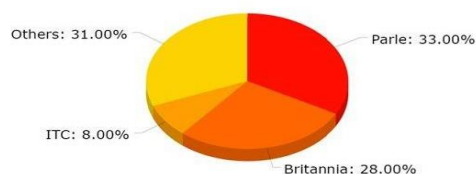
The market for biscuits is very promising in India. Biscuits market is one of the fastest growing of all sectors in the fast-moving consumer goods (FMCG) category. A biscuit is a type of flour-based baked food product. Biscuits are typically flat, hard, and unleavened. They come in both sweet and Savory varieties, with a wide range of flavours, shapes, and ingredients. Sweet biscuits may include sugar, chocolate, icing, jam, ginger, or cinnamon, while Savory biscuits can resemble crackers and have Flavors like cheese.

India Biscuits Market – Industry Trends & Forecast Report, 2029

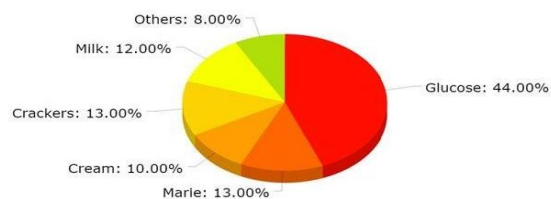
India biscuits market size was estimated at USD 3.19 billion in 2022. During the forecast period between 2023 and 2029, the India Biscuits market size is projected to grow at a CAGR of 4.13% reaching a value of USD 4.078 billion by 2029. The demand for healthy and clean-label products, such as gluten-free, low-calorie, low-fat, and high-fibre biscuits, are the main factors driving the market's growth. Introducing innovative shapes, new flavours, attractive packaging, and healthier alternatives can attract consumers and contribute to market expansion. Additionally, increasing urbanization and rising disposable incomes in India are driving the growth of the biscuits market. As people become more affluent, they are spending more on snacks and convenience foods, such as biscuits.

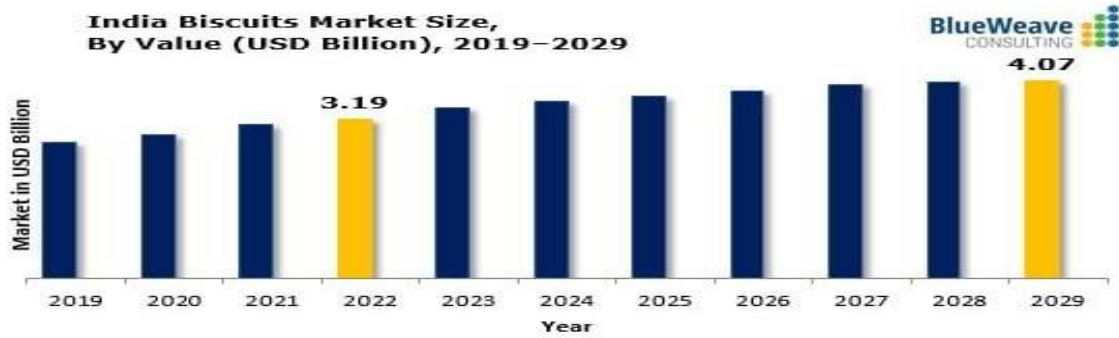
BISCUITS – MARKET SHARE

MANUFACTURERS



BISCUIT CATEGORIES





Source: BlueWeave Consulting

Nature of Competition

Oligopoly: Parle operates in an oligopolistic market, competing with major players like Britannia and ITC in the Indian biscuit and confectionery industry.

Differentiation Practiced by Various Players

- **Product Variety:** Wide range including Parle-G, Monaco, and KrackJack.
- **Brand Positioning:** Focus on affordable, high-quality products with traditional values.
- **Packaging and Promotion:** Distinct packaging and strong promotional strategies.
- **Quality and Taste:** Consistent quality and unique taste profiles.

Barriers in the Industry

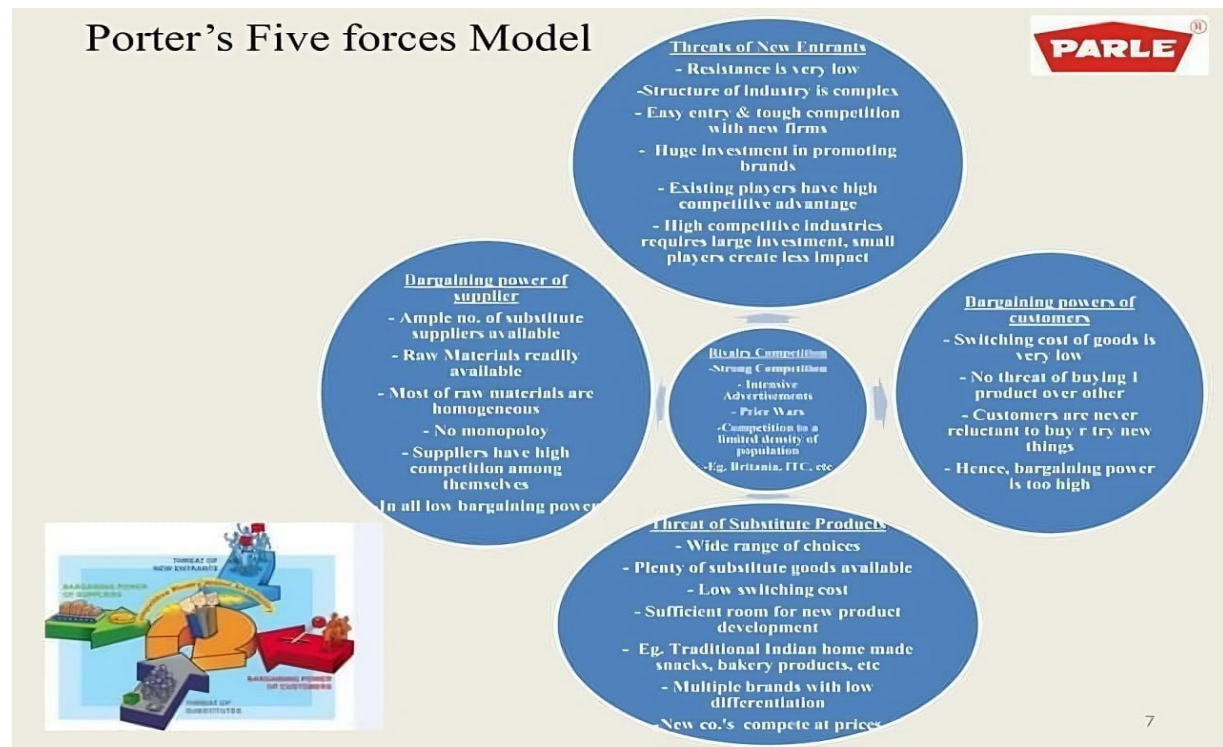
Entry Barriers:

- **Capital Requirements:** High investment in manufacturing and distribution.
- **Brand Loyalty:** Strong brand recognition of established players.
- **Regulatory Compliance:** Stringent food safety and quality regulations.
- **Economies of Scale:** Cost advantages for established companies.

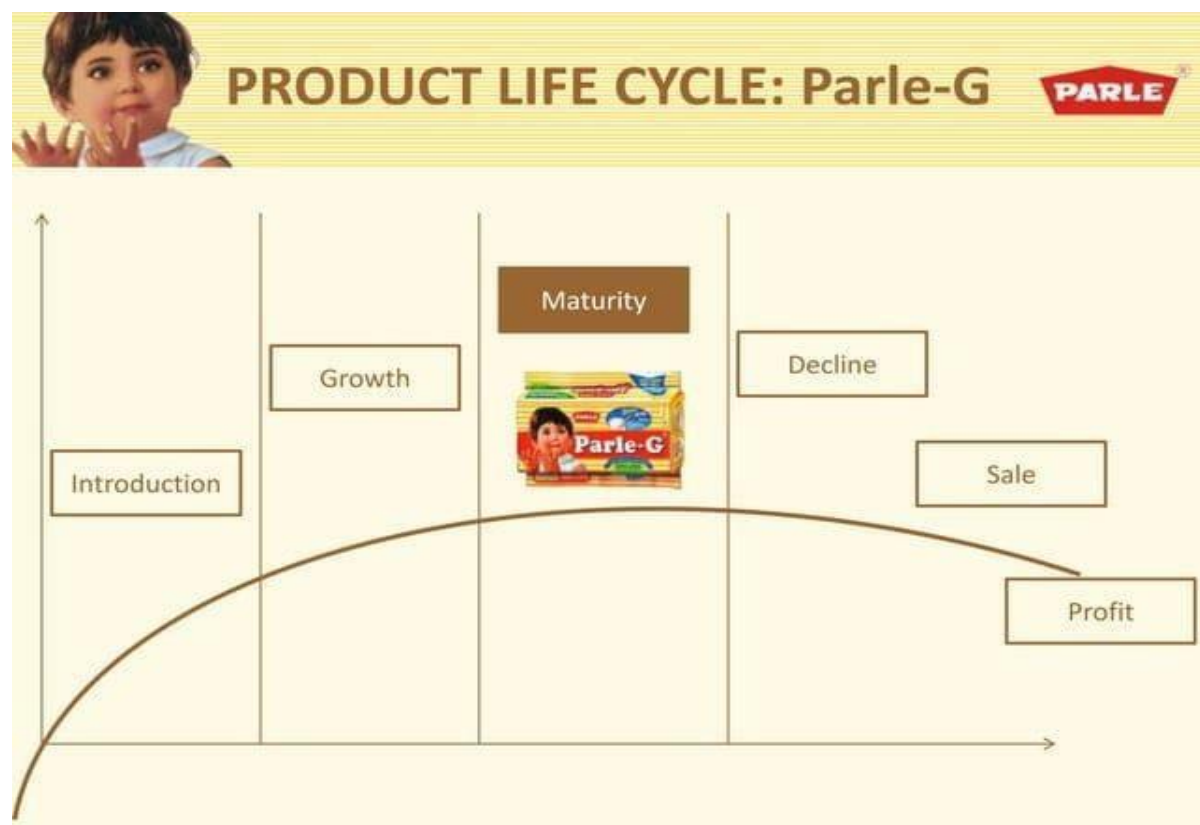
Exit Barriers:

- **Specialized Assets:** Costly to repurpose manufacturing facilities.
- **Long-term Contracts:** Binding agreements with suppliers and distributors.
- **Reputation and Brand Value:** Significant investment in brand equity.

Porters Five Force Models of Parle



PLC of Parle



Chapter-III

Competitor Analysis

1. Britannia Industries Ltd.

Market Position: Leading biscuit manufacturer in India with a significant market share.

Product Range: Offers a wide variety of biscuits such as Good Day, Marie Gold, Bourbon, and Nutri Choice, along with other bakery products.

Strengths: Strong brand recognition, diverse product portfolio, extensive distribution network, and consistent innovation.

Weaknesses: Higher price points for some premium products might limit reach among lower-income consumers.

2. ITC Limited

Market Position: Major player in the biscuit market, particularly with its Sunfeast brand.

Product Range: Includes popular products like Sunfeast Marie, Dark Fantasy, and Farmlite.

Strengths: Strong brand equity, extensive distribution network, and continuous product innovation.

Weaknesses: Relatively newer in the biscuit segment compared to Parle and Britannia, leading to less brand loyalty in certain demographics.

3. Nestlé India

Market Position: Known for its strong presence in the overall FMCG sector, with a growing share in the biscuit market.

Product Range: Primarily focuses on premium biscuits such as Nestlé Milkybar and wafer-based products.

Strengths: Strong global brand, high-quality products, and effective marketing strategies.

Weaknesses: Limited product range in the biscuit segment compared to Parle, Britannia, and ITC.

4. Anmol Biscuits


Market Position: Significant player in the Indian biscuit industry with a strong presence in the North and East Indian markets.

Product Range: Offers a variety of biscuits including Dream Lite, Butter Bake, and Marie Plus.

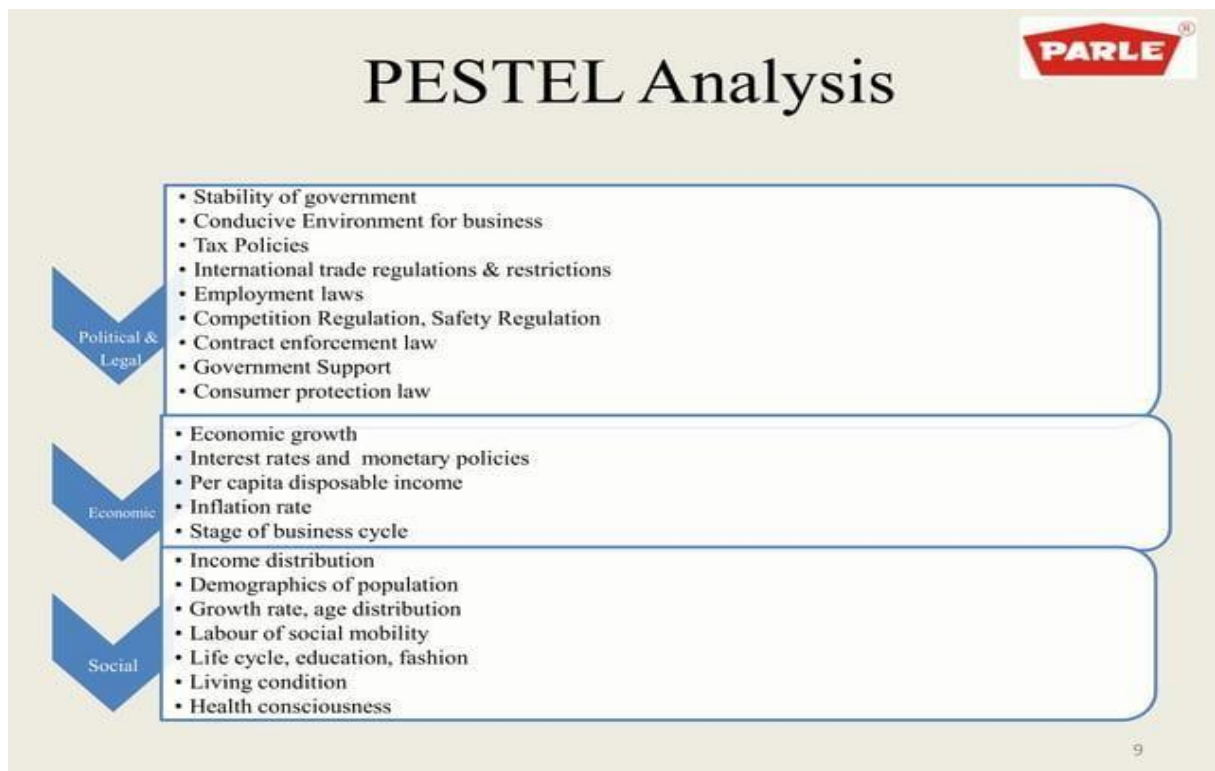
Strengths: Competitive pricing, strong regional presence, and a broad product range catering to different taste preferences.

Weaknesses: Less brand recognition on a national scale compared to Parle, Britannia, and ITC, with a weaker distribution network in certain regions

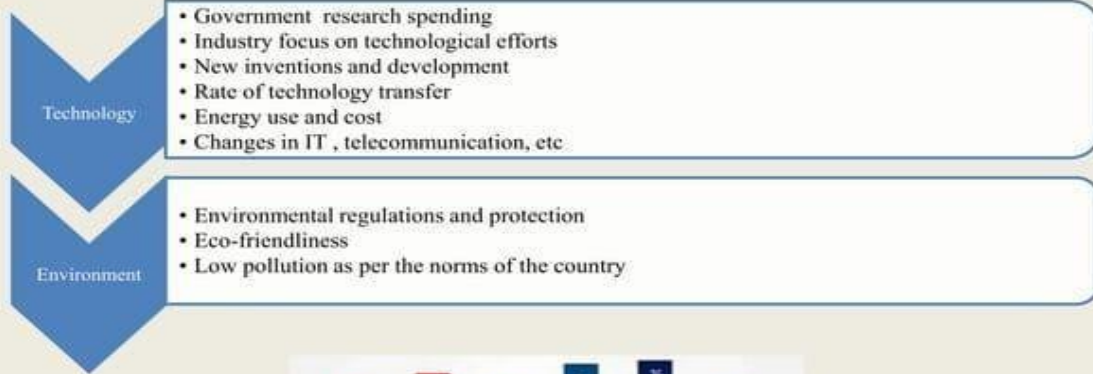
SWOT Analysis

SWOT Analysis			
			
S : Strength	W : Weakness	O : Opportunities	T : Threats
✓ Most popular brand	<ul style="list-style-type: none"> ✓ Similar products produced by many companies ✓ Eg. Marie, Glucose Biscuit, Bourbon, etc 	<ul style="list-style-type: none"> ✓ Innovative by introducing products for health conscious people 	<ul style="list-style-type: none"> ✓ Rise in the cost of Raw Materials
✓ Affordable prices	<ul style="list-style-type: none"> ✓ Dependence on Parle-G brand for most of its revenue 	<ul style="list-style-type: none"> ✓ Growth of food's industry in India 	<ul style="list-style-type: none"> ✓ Competition from other brands like Pepsico, ITC, Britannia, etc.
✓ Strong supply chain network		<ul style="list-style-type: none"> ✓ Aggressive marketing and advertising 	
<ul style="list-style-type: none"> ✓ Popular subsidiary brands Eg . Monaco, melody, poppins, etc 		<ul style="list-style-type: none"> ✓ Rise in purchasing power of consumer 	
✓ High brand recall		<ul style="list-style-type: none"> ✓ Product line extensions 	
<ul style="list-style-type: none"> ✓ Diverse product portfolio Eg. Biscuits, Sweets and Snacks 			
✓ Strong presence in rural markets			
✓ Amounts the most sold biscuits in the world			
<ul style="list-style-type: none"> ✓ Variety of CSR activities like design for change, Olympic of gold quest, etc. 			
			6

PESTEL Analysis



PESTEL Analysis (continued....)



10

Chapter-IV

Customer Analysis

1. Who are the customers of Parle?

Parle's current customers include families, children, and individuals across various age groups and income levels. The company's competitors' customers include those who purchase biscuits from brands like Britannia, ITC, Nestlé, and Anmol. Potential customers include non-consumers of biscuits and individuals who prefer other snacks, as well as health-conscious consumers and buyers from the premium segment.

The primary buyers of Parle products are mothers and household grocery shoppers. Children, family members, and friends often influence the purchasing decision. The products are consumed by all family members, particularly children. Reference groups such as friends, family, peers, and advertisements play a significant role in influencing buying decisions.

Types of customers for the Parle product

Parle caters to various customer types: economic buyers who are price-sensitive and look for value for money; cognitive buyers who seek quality and brand reputation; passive buyers who are habitual and loyal to the brand; and impulsive buyers who are influenced by attractive packaging and promotions.

Factors influencing Consumer Behaviour

Parle's products are influenced by cultural factors, such as the preference for traditional Indian snacks and family-oriented marketing. Social factors include the influence of family, peer groups, and social status, while personal factors encompass individual tastes, health concerns, and brand loyalty.

What are the products that customer buys?

Customers buy Parle biscuits and snacks for their affordable prices, high quality, and ability to cater to taste preferences and nutritional needs.

AIDA model

The purchasing process follows the AIDA model: customers' attention is captured by attractive packaging and advertising, their interest is piqued by product quality, variety, and affordability, they develop a desire based on brand reputation, taste, and family

recommendations, and finally, they take action by purchasing the products from retail stores or online platforms.

Customer involvement ranges from moderate to high, depending on the product type (staples versus premium). Regular purchases of well-known products like Parle-G are habitual, and there is low dissonance due to consistent quality and brand trust.

Post-purchase behaviour includes high satisfaction due to consistent quality, delight from occasional new product launches and promotions, and effective customer relationship management (CRM) through feedback systems, loyalty programs, and responsive customer service.

Parle products are available in both B2C and B2B markets. Consumers buy from supermarkets, local grocery stores, and online platforms, while institutional sales are made to schools, offices, and bulk buyers. Parle follows an intensive distribution policy to ensure wide availability, but extensively Parle is known for B2B Market leader.

Customers regularly purchase Parle products as part of their grocery shopping. There is ongoing demand across all age groups, with increased sales during festivals and holidays.

Customers choose Parle products based on multi-attribute models that consider price, quality, and taste. Perceptual mapping positions Parle against competitors in terms of affordability and quality, while conjoint analysis evaluates preferences for product attributes like flavour, packaging, and price.

Customers prefer Parle products due to their competitive advantage, which includes high brand trust, affordability, and a wide range of products. Parle offers superior value for money compared to its competitors.

Customers respond positively to Parle's marketing programs, including promotions, advertisements, and new product launches, as evidenced by sensitivity tests.

High customer satisfaction leads to repeat purchases. Parle's CRM methods, such as loyalty programs, personalized promotions, and customer feedback channels, ensure ongoing customer engagement.

Emerging trends include increasing health consciousness among customers, a preference for organic and healthy snacks, rising awareness of nutrition and wellness, and a demographic shift towards a younger population with changing taste preferences.

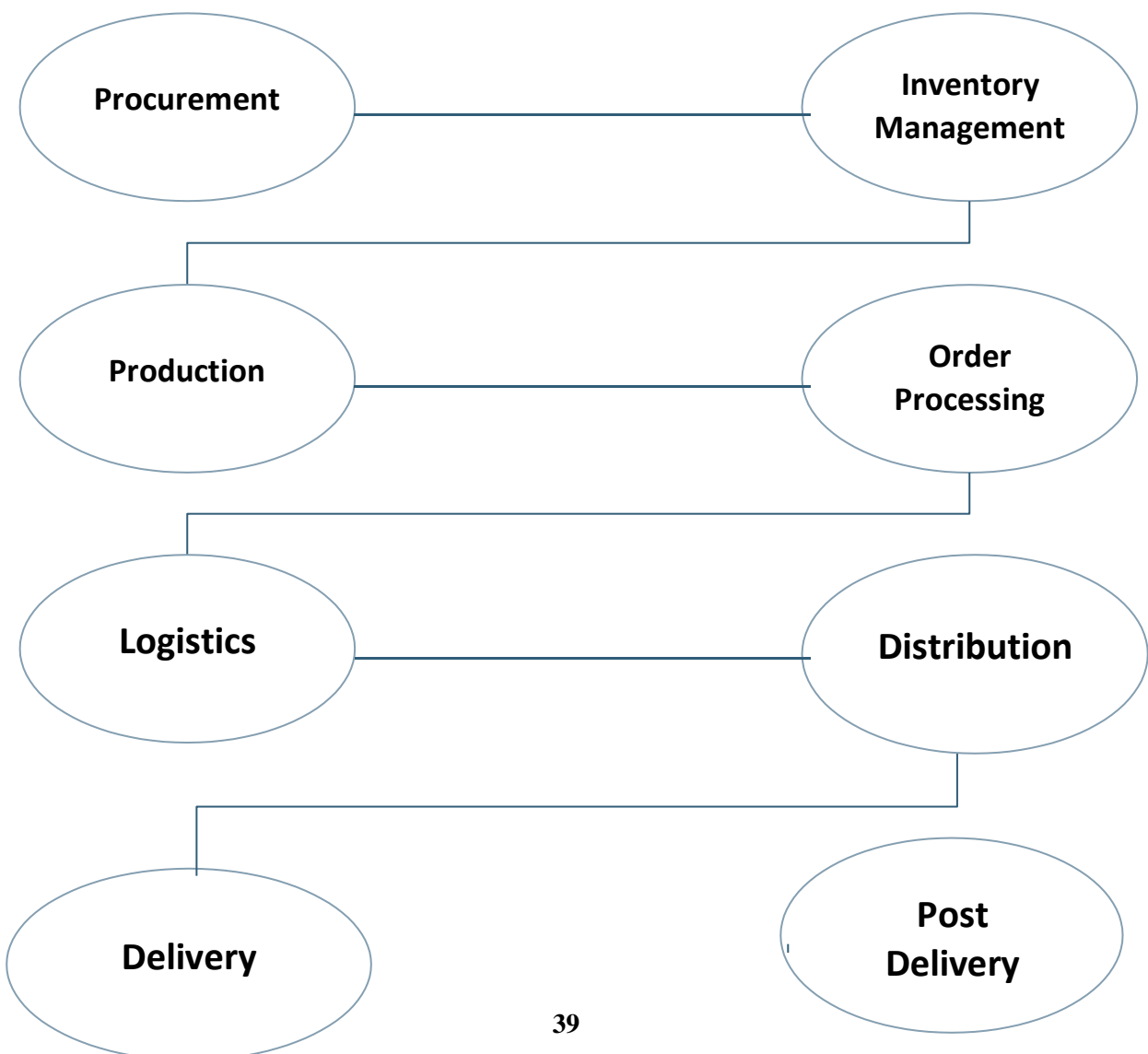
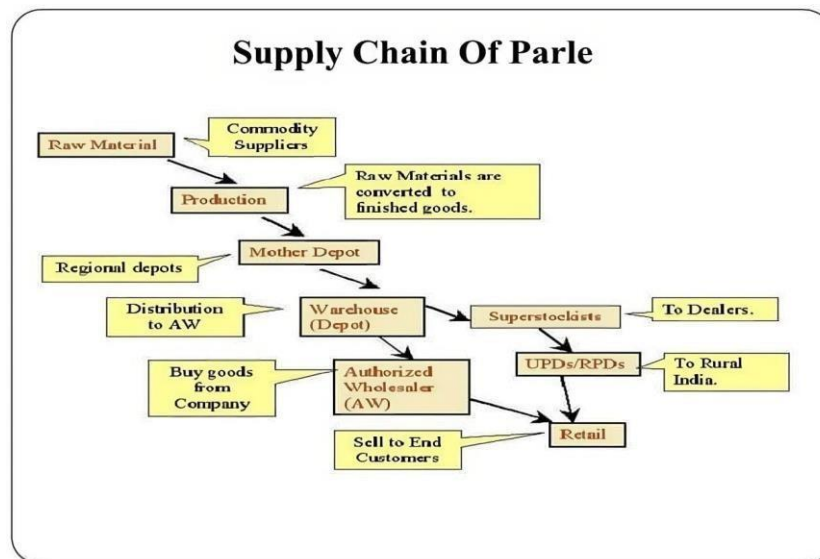
Supply Chain Flow Chart for Parle Biscuits

The manufacturing industry where the internship took place produces two types of biscuits, which are then supplied to distributor points. From these points, local distributors collect the biscuits and supply them to retailers. Finally, customers purchase the biscuits from local retailers.

Chapter-V

Actual work done, analysis and Finding

Supply Chain of Parle



Procurement of Raw material

Sources of Raw Materials

Parle sources its raw materials from a variety of trusted suppliers to ensure the highest quality and consistency in our products. They Procure raw material from different states.

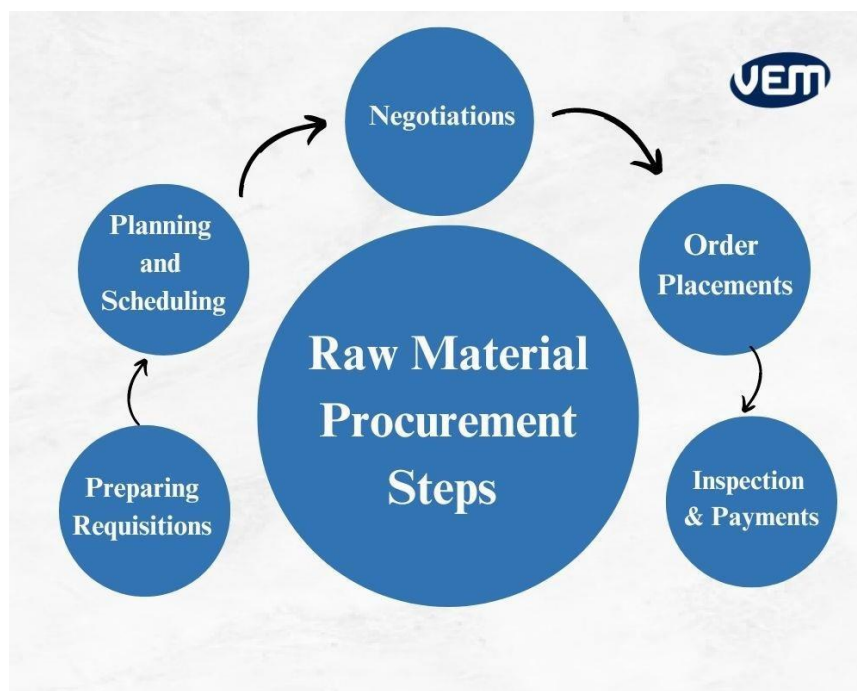
Raw materials include

- Wheat flour
- Sugar
- R.B.D (Refined bleached and deodorized)
- Invert Syrup
- Choco Chips
- Coco Powder
- Baking Powder
- Parle Flavor
- Salt (Nirma)
- R.O. Water
- Papain (Preservatives)
- Chemicals such as (NH_4HCO_3 , NaHCO_3 , $\text{Na}_2\text{S}_2\text{O}_3$, Citric acid, tartaric flavor)
- Skimmed Milk Powder (SMP)



These raw materials procure from different suppliers of different state such as,

- Wheat flour- Cuttack, Bhubaneswar, Hyderabad
- Sugar- Rajasthan, Hyderabad
- R.B.D- Hyderabad, Paradeep, Kolkata
- Choco Chips- Mumbai
- Coco Powder- Pune
- Parle Flavor- Mumbai
- Salt (Nirma)- Kolkata
- Chemicals- Cuttack, Kolkata
- Cartoon Box- Cuttack, Bhubaneswar
- Wrapper- Kanpur
- Propane and butane- Kanpur



This structured approach ensures that Parle consistently procures high-quality raw materials that meet our standards, allowing us to produce the best products for our customers.

Inventory Management

INTRODUCTION

Inventories constitute the principal item in the working capital of the majority of trading and industrial companies. In inventory we include raw materials, finished goods, work-in-progress, supplies and other accessories. To maintain the continuity in the operations of business enterprises, a minimum stock of inventory is required.

Management of inventory is designed to regulate the volume of investment in goods on hand and the types of goods carried in stock to meet the needs of production and sales while at the same time, the investment in them is to be kept at a reasonable level.

CONCEPT

The term "inventory management is used in two ways- Unit Control and Value Control. Production and purchase officials use this word in term of unit control whereas in accounting this word is used in term of value control. Investment in inventory is one the largest asset item of business enterprises particularly those engaged in manufacturing.

The proper management and control of the capital invested in the inventory should be the prime responsibility of accounting department because resources invested in inventory aren't earning a return for the company. Rather, on the other hand, they are costing the firm money both in terms of capital costs being incurred and loss of opportunity income that is being foregone.

OBJECTIVES

The basic managerial objectives of inventory control are two-

- 1) The avoidance of over-investment or under-investment in inventories.
- 2) To provide the right quantity of standard raw material to the production department at the right time.

TECHNIQUES OF INVENTORY CONTROL

- 1) The Selective Inventory Control or ABC System of Control
- 2) Maximum Stock Limit
- 3) Minimum Stock Limit
- 4) Re-ordering Level
- 5) Economic Order Quantity

ABC System of Control: -

The various inventory items are, according to this system, categorized into three classes-

- I. A
- II. B
- III. C

The item included in-group involve the largest investment. Therefore, inventory control should be the most rigorous and intensive and the most sophisticated inventory control techniques should be applied to these items. The C group consists of items of inventory which involve relatively small investments although the numbers of items is fairly large. These items deserve minimum attention. The B group stands midway. It deserves less attention than A but more than C. It can be controlled by employing less sophisticated techniques.

Maximum Stock Limit: -

This represents the quantity of inventory above which it should not be allowed to be kept. The following formula may be applied to calculate the maximum stock-

$$\text{Maximum Stock} = \text{Reorder Level} - \text{Minimum Consumption during Minimum Lead Time} + \text{Lot Size}$$

Minimum Stock Limit: -

This represents the quantity below which stock should not be allowed to fall. The main purpose of this level is to ensure that production isn't held up due to shortage of any material.

$$\text{Minimum Stock Limit} = \text{Re-order Level} - \text{Normal storage during Lead Time}$$

Re-Ordering Level: -

It is the point at which if stock of the material in store reaches, the storekeeper should initiate the purchase requisition for fresh supplies of the material. This level is fixed somewhere between the maximum and minimum levels in such a way that the difference of quantity of the material between the reordering level and the minimum level will be sufficient to meet requirements of production up to the time of fresh supply of the material.

$$\text{The reorder point} = \text{Lead time in days} \times \text{Average daily usage of inventory}$$

Economic Order Quantity: -

It is the quantity of inventory, which can be reasonably ordered at a time and purchased economically. It is also known as Standard Order Quantity or Economic Lot Size. By definition "Economic Order Quantity is that size or order at which the total cost of ordering and holding are the minimum.

In determining the economic order quantity, the problem is one to set a balance between two opposing costs, namely, ordering costs and carrying costs. The ordering costs are basically the costs of getting an item into the firm's inventory.

Carrying costs, sometimes also known as holding costs are the costs of possessing the materials. These costs are combinedly known as. "Associated Costs".

Hence, the management tries to reconcile them and this reconciliation point is economic order quantity.

For inventory management in Lingaraj Biscuit Unit a CMU of Parle certain things are considered which are completely practical. As market generally fluctuates so if there is any perception of the increment in the price level of any commodity in future then that particular commodity is stored. All the materials of the mixture, which is used in making biscuits, can be stored maximum only for 3 days. Because store of plant is designed like this that more than 3 days storage can't be maintained in it. Minimum levels of inventories are maintained in plant in wake of lead-time, govt. policies, and one-day safety stock for transportation problem.

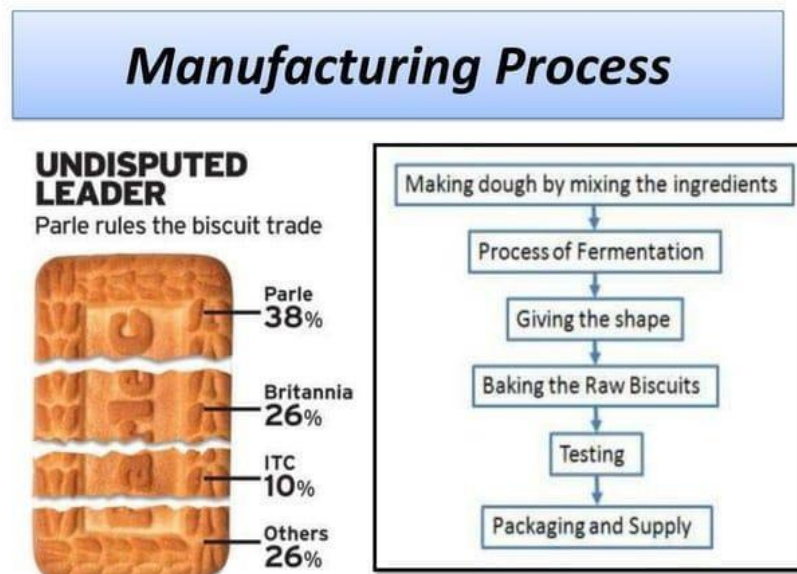
Re-order levels of inventories are maintained in the plant in wake of per day consumption level of inventories and lead-time in days.

The position of inventory at the end of last two years is as follows-

NAME OF THE COMMODITY	YEAR	AMOUNT (In Rs/-)
Stores and spares	2023-04	82, 91,000
	2024-04	57, 29,000
Raw Materials	2023-04	10, 21,52,000
	2024-04	8,11,54,000
Packing Material	2023-04	5,82,08,000
	2024-04	7,08,06,000
Finished Goods	2023-04	11,61,33,000
	2024-04	9,46,87,000

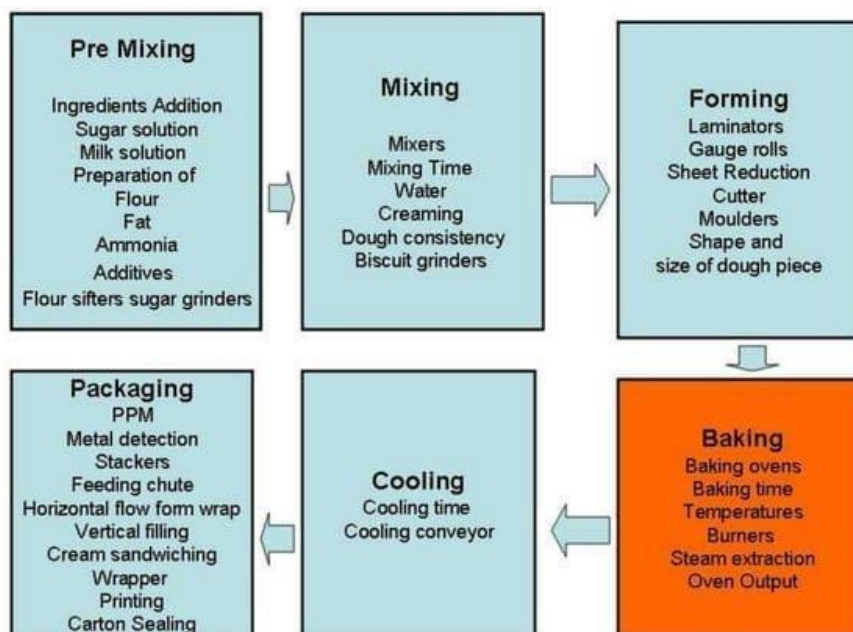
Production

Biscuits are a popular snack enjoyed worldwide, and their production involves a series of carefully controlled steps to ensure consistent quality and taste. In the highly competitive biscuit market, companies like Parle, Britannia, and ITC dominate due to their precise manufacturing processes and product innovation. Below is an overview of the typical manufacturing process of biscuits:



Flow Chart

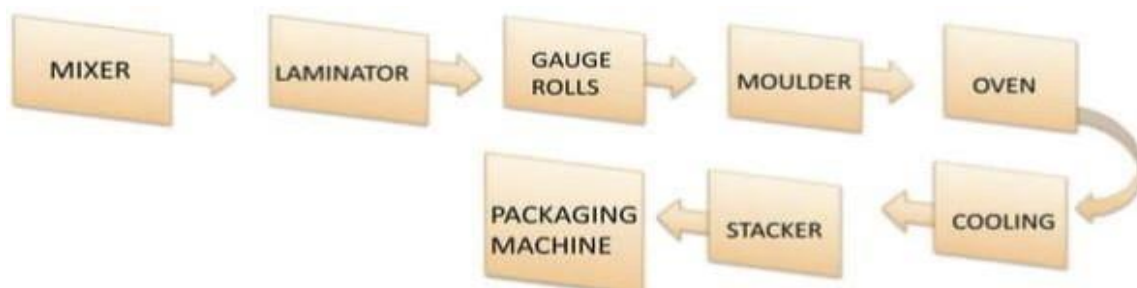
Biscuit manufacturing flow chart



Stephan Mixer Process



Layout



Order Processing:

At Parle, order processing begins with the receipt of orders through various channels, including online platforms and direct sales. Once received, orders are verified for accuracy and stock availability, and then allocated from our inventory. Customers receive confirmations with detailed information and estimated delivery times. In the warehouse, items are picked efficiently, undergo a quality check, and are packaged securely to ensure they reach customers in perfect condition.

The packaged orders are then shipped using reliable logistics partners. Customers are kept informed with tracking information and regular updates. Delivery is executed within the promised timeframe, and post-delivery follow-ups are conducted to ensure customer satisfaction. This streamlined process ensures that customer demands are met promptly and accurately, maintaining the high standards of Parle's supply chain operations.

Logistics:

Parle's logistics system ensures the efficient movement of biscuits from our manufacturing units to distributor points. We utilize a mix of logistics modes, including lorries, trucks, and vans, to transport products. Our logistics operations involve strategic route planning and coordination with reliable transportation partners to optimize efficiency and minimize delivery times. Advanced tracking systems are employed to monitor the real-time location of shipments, ensuring transparency and timely updates for our customers.

In our warehousing facilities, state-of-the-art technology manages inventory effectively, allowing for quick retrieval and dispatch of products. Biscuits are carefully packed and loaded onto vehicles designed to maintain product integrity during transit. From the manufacturing unit, biscuits are transported to regional distribution centers and then to various distributor points across the country. This robust logistics network ensures that Parle biscuits reach our distributors swiftly and in perfect condition, ultimately enhancing customer satisfaction and maintaining our reputation for quality.



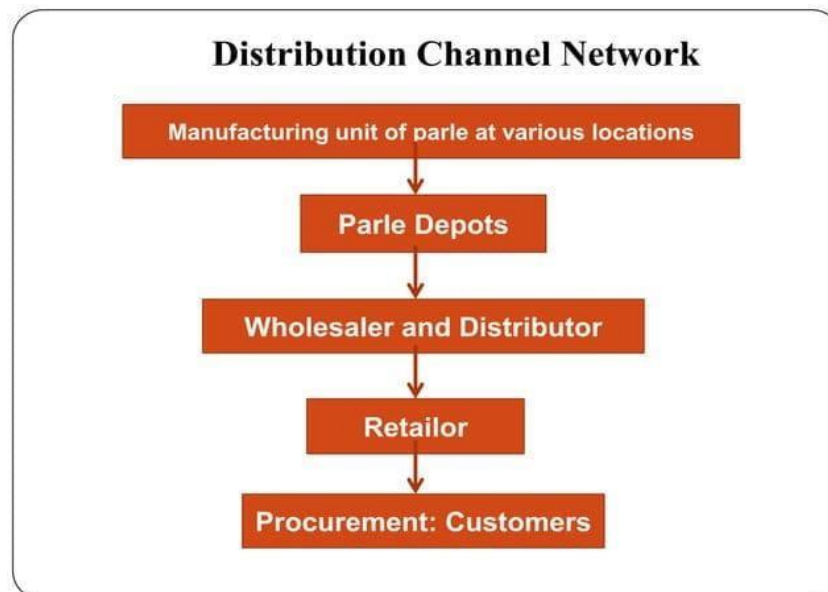
Distribution:

Parle's distribution network is designed to efficiently channel products from our manufacturing units to the end consumers. Our distribution process begins at the various manufacturing units located across the country. Once the biscuits are produced, they are transported to Parle depots strategically located to serve different regions effectively.

From these depots, products are then dispatched to wholesalers and distributors who play a crucial role in managing large volumes and ensuring that our products are widely available. Wholesalers and distributors are responsible for supplying products to a vast network of retailers, including supermarkets, convenience stores, and local shops. Our distribution strategy leverages direct store delivery and third-party logistics providers to maximize reach and flexibility.

Parle has nearly 1500 wholesalers, catering to 4,25,000 retail outlets directly or indirectly. A two hundred strong dedicated field force service these wholesalers and retailers. Additionally, there are 31 depots and carry and Forward agents supplying goods to the wide distribution network. Parle has level 1, level 2, level 3 distribution channel levels at retail points. Our distribution centers are strategically located to minimize transit times and costs, enabling quick responses to market needs.

By maintaining close relationships with our retail partners and continuously monitoring and adjusting our distribution processes.



- ❖ Per day 5 to 6 metric ton of Production and Approximately 25 to 30 Trucks are Dispatched from here all over India, including Calcutta, Ranchi, Bihar, Jharkhand, Jordan, Siliguri, U.P, Odisha, Nagaland etc.

Delivery:

Parle's delivery process is designed to ensure that our products reach retailers and customers promptly and in perfect condition. After the products are picked, packed, and dispatched from our distribution centres, they are transported using a fleet of well-maintained vehicles. These vehicles are equipped to handle large volumes and include climate-controlled options for sensitive products, ensuring quality is maintained during transit. Our logistics team uses advanced route optimization software to plan the most efficient delivery routes, minimizing transit times and costs. Real-time tracking systems provide transparency and allow us to monitor the progress of deliveries, ensuring timely arrival at retail locations. By partnering with reliable transportation providers, Parle ensures a seamless delivery process that meets the high expectations of our customers and retail partners.

Post-Delivery:

Post-delivery, Parle focuses on maintaining high levels of customer satisfaction through proactive engagement and support. Once the products are delivered, we conduct follow-up checks with retailers to ensure that the products have been received in good condition and meet their expectations. We gather feedback on the delivery process and product quality to identify any areas for improvement. Our customer service team is readily available to address any issues or concerns that may arise, providing prompt resolutions to maintain trust and satisfaction. Additionally, we analyse sales and inventory data from our retail partners to ensure optimal stock levels and prevent any potential shortages. This ongoing communication and support help us to adapt quickly to market demands and continuously improve our delivery and post-delivery processes, reinforcing Parle's commitment to quality and customer satisfaction.

Chapter-VI

Conclusions:

In this study, we have examined the intricate processes involved in the production and supply chain management at Parle Pvt Ltd. Our comprehensive analysis reveals several key insights into their operational practices:

1.Efficient Production Processes:

Parle's production processes are highly efficient, leveraging advanced machinery and technology to maximize output while maintaining high-quality standards. The integration of automation has significantly reduced production times and minimized human errors.

2.Robust Supply Chain Network:

The supply chain network at Parle is robust and well-coordinated, ensuring seamless movement of goods from manufacturing units to end customers. This network includes strategically located depots, effective inventory management, and reliable logistics partners.

3.Advanced Inventory Management:

Parle utilizes sophisticated inventory management systems that enable real-time tracking and management of stock levels. This system helps in maintaining optimal inventory levels, reducing wastage, and ensuring product availability.

4.Strategic Distribution Channels:

The distribution channels are well-organized, involving a mix of direct store deliveries and third-party logistics providers. This strategy enhances the reach and flexibility of Parle's distribution efforts.

5.Customer-Centric Delivery and Post-Delivery Services:

The delivery process is designed to ensure timely and safe delivery of products. Post-delivery, Parle focuses on customer satisfaction through proactive engagement and support, gathering feedback, and addressing any issues promptly.

6.Sustainability Practices:

Parle is committed to sustainability, implementing environmentally friendly practices in its production and supply chain operations. This includes the use of eco-friendly packaging materials and efforts to reduce carbon footprints.

Suggestions:

Based on the findings and conclusions of this research, the following suggestions are made to enhance the operational practices at Parle Pvt Ltd:

1.Further Automation:

While automation has already improved efficiency, further investment in advanced robotics and AI-driven technologies could enhance productivity and reduce operational costs even more.

2.Enhanced Data Analytics:

Implementing advanced data analytics tools can provide deeper insights into production and supply chain operations. Predictive analytics can forecast demand more accurately, allowing for better planning and inventory management.

3.Strengthening Supplier Relationships:

Building stronger relationships with suppliers can ensure a more reliable supply of raw materials and components. This can include long-term contracts and collaborative planning to mitigate risks of supply chain disruptions.

4.Expanding Sustainable Practices:

Expanding sustainable practices, such as using renewable energy sources in production and optimizing transportation routes to reduce emissions, can enhance Parle's reputation as a socially responsible company.

5.Leveraging Technology for Customer Engagement:

Utilizing technologies such as mobile apps and online platforms can improve customer engagement and satisfaction. Providing real-time updates on order status and facilitating easy communication channels for feedback can strengthen customer loyalty.

6.Training and Development:

Continuous training and development programs for employees can keep them updated with the latest industry trends and technologies, improving overall operational efficiency and innovation.

7.Exploring New Markets:

Exploring and expanding into new markets can increase Parle's market share and drive growth. Tailoring products to meet the specific needs of new markets can enhance customer acceptance and brand presence.

8.Investment in R&D:

Increased investment in research and development can lead to innovation in product offerings and production processes, keeping Parle competitive in a rapidly changing market.

Chapter-VII: Bibliography

<https://www.slideshare.net/slideshow/parle-g-operations-management/30153224>

<https://www.slideshare.net/slideshow/parle-productppt/26740931>

<https://www.scribd.com/doc/62005834/Parle-Company-Presentation-By-Raj>

<https://www.slideshare.net/slideshow/parle-products-presentation/24914191>

<https://www.scribd.com/presentation/430016990/parle-ppt>

<https://www.parleproducts.com/>

[https://en.m.wikipedia.org/wiki/Parle Products](https://en.m.wikipedia.org/wiki/Parle_Products)