BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR
Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

SUMMER INTERNSHIP PROJECT 2026

REPORT TITLE

INVENTORY MANAGEMENT OF SWAD KATHA

SUBMITTED BY

SUBHAM MISHRA
IMBA Batch: 2022-2027
University Regn. No.: 2213258061

Faculty guide

Prof. Sanjay Kumar Parida
Assistant Professor (Finance)BIITM

Corporate Guide

Mr. Samrat Sahoo
HEAD ACCOUNTANT OF
Swad Katha
Bhubaneswar

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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. Subham Mishra, bearing university registration no 2213250861 of 2022-2027 batch, has completed his summer internship at Swad Katha from 10st October 2025 to 10th November 2025 under the supervision of Mr. Samrat Sahoo (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Integrated 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: Mr. Sanjaya Kumar Parida

Designation: Associate Professor (Finance)

CERTIFICATE FROM EXTERNAL GUIDE

This is to certify that Mr. Subham Mishra, bearing university registration no 2213250861 of 2022-2027 batch, has completed his summer internship at Swad Katha from 10st October 2025 to 10th November 2025 under the supervision of Mr. Samrat Sahoo (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:

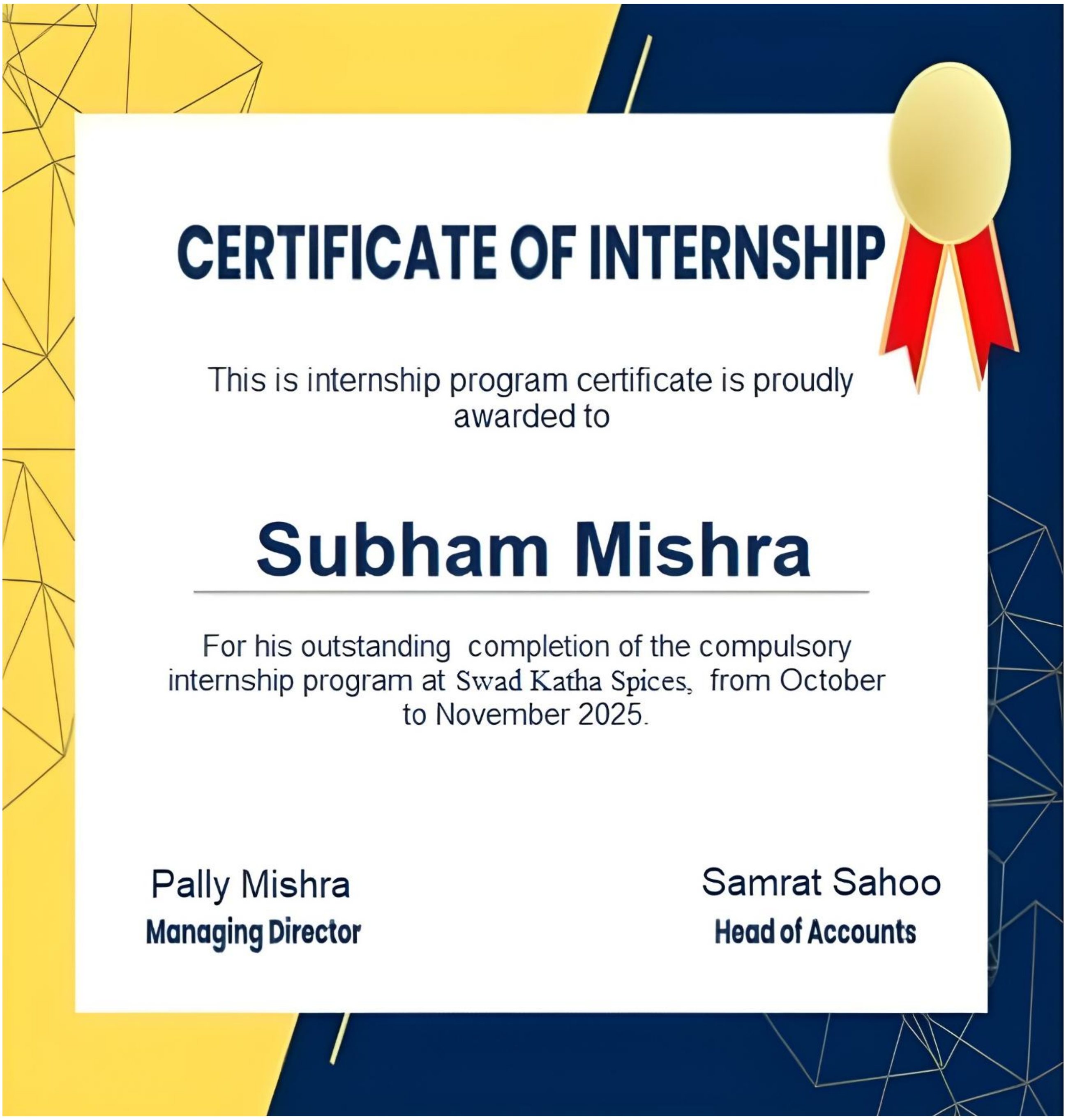
Place: Bhubaneswar

Signature of the External Guide

Name: Mr. Samrat Sahoo

Designation: Head Accountant

CERTIFICATE



CERTIFICATE OF INTERNSHIP

This is internship program certificate is proudly awarded to

Subham Mishra

For his outstanding completion of the compulsory internship program at Swad Katha Spices, from October to November 2025.

Pally Mishra
Managing Director

Samrat Sahoo
Head of Accounts

DECLARATION

I, Ms. Subham Mishra Bearing university Registration no. 2213250861 (2022-2027 batch), hereby declare that the project report titled Insights & Learnings from the field is based on my internship at Swad Katha (organization name), during the period 10st October 2025 to 10th November 2025 and is an original work done by me under the supervision of Mr. Samrat Sahoo (Corporate Guide) and Prof. Sanjay Kumar Parida (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:

Place: Bhubaneswar Signature

ACKNOWLEDGEMENT

I would like to take this opportunity to express my deepest gratitude to everyone who has supported and guided me throughout the completion of my SIP Project. First and foremost, I would like to thank my Guide Prof. Sanjay Kumar Parida, for their constant support, valuable guidance and encouragement throughout the process. I would also express my deepest gratitude to our principal, Prof. (Dr.) Mihir Ranjan Nayak and all the faculty council of BIITM, for providing all the necessary facilities required for this project. I am deeply grateful to my parents and friends, whose understanding and cooperation played a pivotal role in the seamless execution of this project and their unwavering support and encouragement during the completion of this project.

Date:

Place: Bhubaneswar Subham Mishra

EXECUTIVE SUMMARY

This report provides a comprehensive overview of the insights and learning gained during my internship at Swad Katha. The internship offered a unique opportunity to understand the intricate workings of the spice industry, from procurement and processing to marketing and distribution.

Throughout the internship, I was exposed to various facets of the business, including supply chain management, quality control, and market analysis. Key learning areas included understanding the importance of sourcing high-quality raw materials, the impact of global market trends on spice prices, and the strategies employed to maintain product consistency and customer satisfaction.

The experience also highlighted the challenges faced by the industry, such as fluctuating demand, regulatory compliance, and the need for sustainable practices. By working closely with different departments, I gained valuable insights into how a spices company navigates these challenges while striving to maintain profitability and growth.

Overall, this internship was instrumental in bridging the gap between academic knowledge and practical application, providing a deeper understanding of the spice industry's dynamics and the skills necessary to succeed in this field.

OVERVIEW

This report encapsulates the key insights and learnings acquired during my internship at Swad Katha, a prominent player in the spice industry. The internship provided hands-on experience across various stages of the spice business, from sourcing and processing to marketing and distribution.

The experience offered a deep dive into the operational and strategic aspects of the industry. I gained an understanding of the importance of sourcing high-quality raw materials, the intricacies of supply chain management, and the critical role of quality control in maintaining product standards. Additionally, I observed how market trends and consumer preferences influence pricing and product development strategies.

Working closely with the company's teams, I learned about the challenges of operating in a competitive global market, including managing costs, ensuring regulatory compliance, and responding to fluctuating demand. I also explored the company's approach to sustainability, observing how environmental and social considerations are increasingly becoming integral to business operations.

This overview reflects not only the technical knowledge gained but also the broader understanding of how a spices company navigates the complex landscape of the global spice trade, providing a solid foundation for a future career in the industry

CONTENT

CHAPTER-1

INTRODUCTION, OBJECTIVES & LIMITATION

INTRODUCTION

Swad Katha is one of the FMCG Company which produces and markets spices.
It offers spice powders, spice mixes, masala
blends, whole seeds, and other products. The company sells its products through distributor. It exports its products to Mumbai, Delhi & other states. The company was founded in 2021 and is based in Odisha, India.

OBJECTIVES

An internship is an opportunity offered by an employer to potential employees, called interns, to work at a firm for a fixed, limited period of time. Interns are usually undergraduates or students, and most internships last for any length of time between one week and 12 months. Internships offer students a hands-on opportunity to work in their desired field. They learn how their course of study applies to the real world and build a valuable experience that makes them stronger candidates for jobs after graduation.

- To work as an intern and to get familiarized in Marketing functions of the company.
- To understand the working environment of the corporate world.
- To improve the corporate relations.
- To improve the various skills for professional life.

The primary objectives of this internship at Swad Kathawere as follows:

1. **Understanding Supply Chain Dynamics:** To gain in-depth knowledge of the supply chain process, from sourcing raw spices to the final product delivery, and to understand the challenges involved in ensuring a steady supply of high-quality materials.

2. **Quality Control and Assurance:** To learn about the quality control mechanisms employed by the company, including the standards and procedures for maintaining product consistency and safety.

3. **Market Analysis and Consumer Trends:** To analyze market trends, consumer preferences, and competitive strategies within the spice industry, and to understand their impact on product development and pricing strategies.

4. **Operational Efficiency**: To observe and understand the operational processes, including production, packaging, and logistics, with a focus on improving efficiency and reducing costs.

5. **Sustainability Practices:** To explore the company's sustainability initiatives and understand how environmental and social factors are integrated into the business model.

6. **Regulatory Compliance:** To learn about the regulatory requirements affecting the spice industry, both domestically and internationally, and how the company ensures compliance with these regulations.

7. **Professional Development**: To develop practical skills and industry knowledge that bridge the gap between academic learning and real-world application, preparing for a future career in the spice industry.

LIMITATION

While the internship at Swad Katha provided valuable insights and learning opportunities, several limitations were encountered that may have impacted the depth and breadth of the experience:

1. **Time Constraints**: The duration of the internship was limited, which restricted the ability to engage deeply with all aspects of the company's operations, particularly long-term strategic projects and outcomes.

2. **Scope of Exposure**: Due to the company's vast operations, my exposure was limited to specific departments and processes. As a result, certain areas such as international logistics or

advanced product development was not fully explored.

3. **Limited Access to Proprietary Data**: For confidentiality reasons, access to certain proprietary data and internal documents was restricted, which limited the ability to conduct comprehensive market or financial analyses.

4. **Geographical Limitations**: The internship was confined to a particular location or region, which may not fully represent the global operations and challenges faced by the company, especially in diverse markets.

5. **Covid-19 Related Restrictions**: If applicable, ongoing Covid-19 restrictions may have limited in-person interactions and access to certain facilities, thereby affecting hands-on learning experiences.

6. **Learning Curve**: As an intern, the initial learning curve was steep, which may have limited the ability to contribute effectively in the early stages of the internship.

7. **Limited Involvement in Strategic Decision-Making**: Being an intern, involvement in high-level strategic decision-making processes was limited, which could have provided deeper insights into the company's long-term planning and vision.

CHAPTER-2

COMPANY PROFILE & INDUSTRY ANALYSIS

SWAD KATHA

Name: SWAD KATHA

Type: COMPANY

Principal Place of Business:

Plot No. G/2, Chandaka Industrial Estate, Chandrasekharpur, Bhubaneswar 751024.

Authorized Signatory: DIRECTOR Services Offered

During my internship at Swad Katha, I had the opportunity to explore a wide array of services that are integral to the company's operations and customer relations. These services are designed to ensure the quality, efficiency, and satisfaction associated with their spice offerings. The key services include:

1. **Spice Sourcing and Procurement:**
   - Global Sourcing: The company specializes in procuring spices from various regions worldwide, ensuring access to a diverse range of high-quality raw materials. This involves establishing and maintaining strong relationships with farmers, cooperatives, and suppliers across different countries.
   - Supplier Management: Rigorous supplier assessment and selection processes are employed to ensure that all suppliers meet the company’s standards for quality and ethical practices.

2. **Processing and Quality Control:**
   - Processing Facilities: The company operates state-of-the-art facilities for the grinding, blending, and packaging of spices. These facilities are equipped to handle large volumes and maintain high standards of hygiene and safety.
   - Quality Assurance: Strict quality control measures are implemented throughout the processing stages. This includes testing for purity, flavor, and safety, ensuring that the final

products meet industry standards and customer expectations.

3. **Custom Blending and Packaging:**

- Custom Blending: The company offers bespoke blending services, creating unique spice blends tailored to the specific needs and preferences of clients. This includes developing custom formulations for both retail and industrial customers.
- Packaging Solutions: A variety of packaging options are provided to cater to different market segments. This includes bulk packaging for industrial use as well as retail-friendly options, ensuring that the packaging meets both functional and aesthetic requirements.

4. **Supply Chain Management**:

- Logistics and Distribution: The company manages an efficient logistics network to handle the transportation of spices from processing facilities to customers. This involves coordinating with transport providers, managing warehousing, and optimizing delivery routes to ensure timely and cost-effective distribution.
- Inventory Management: Effective inventory management systems are in place to monitor stock levels, forecast demand, and minimize wastage. This ensures that supply meets demand without overstocking.

5. **Market Research and Development:**

- Consumer Insights: The company conducts comprehensive market research to understand consumer preferences, emerging trends, and competitive dynamics. This research informs product development and marketing strategies.
- Product Innovation: Based on market insights, the company invests in the development of new spice products and formulations. This includes creating novel blends and enhancing existing offerings to align with market demands.

6. **Consulting and Support Services:**

- Expert Consultation: The company offers consulting services to assist clients with various aspects of the spice trade, including sourcing strategies, product development, and market entry.
- Technical Support: Support is provided to clients in optimizing the use of spices in their products, ensuring that they achieve the desired flavor profiles and quality.

7. **Sustainability Initiatives:**
 - Environmental Practices: The company is committed to sustainable practices, including minimizing environmental impact through energy-efficient processes and waste reduction.
 - Ethical Sourcing: Support for sustainable farming practices is provided to ensure that spice production is environmentally friendly and socially responsible.

8. **Customer Support:**
 - Pre-Sales Assistance: The company offers guidance and support to potential customers in selecting the right products and services.
 - Post-Sales Support: Ongoing customer support includes handling inquiries, resolving issues, and ensuring customer satisfaction with the products and services provided.

Corporation profile

The Swad Katha founded by Mr. Samrat Sahoo, and it was established in 2019. Mr. Samrat Sahoo started his business activities with a wholesale provision shop at Bhubaneswar and first name of the company was "PURO".

The “Swad Katha” (unit of Indoeximp) started in 2021 with a dream, making good products available to the common man at the right prices., is a pioneer in the state to produce packaged curry goods powders, Masala powders, spices. Swad Katha manufactures spices and masalas. It sells South Indian spices, such as Haldi, Cumin, Coriander powder, and other spice powders. And it was a growing company in India and also it was a largest manufacturer condiment and it is one of the leading brands among India. The company sells its products in Odisha and outside Odisha. In the early stages the company exports its products Mumbai and Delhi now the company exports its products in other states.

INDUSTRIAL ANALYSIS:

The story of Indian Spices goes back to 7000 years into the past. It is cheered history of lands discovered or destroyed, kingdoms built or brought down, wars won or lost, treaties made or flouted, favors sought or offered. Today Indian Spices hold the same spell. Within the past ten years the international trade in spices has grown by leaps and bounds. An estimated 500,000 tons of spices and herbs valued at 1500 million US dollars are now imported globally every year. An impressive one fourth of this supply comes from India. India's exports of spice extracts have shown spectacular growth attaining over 50 percent of the global market.

In recent years, export of Indian Spices has been taking giant leaps. The Indian export of spices has crossed the 4.46 billion US dollar mark during 2023-24. This remarkable achievement is born of a sea change in the industry scenario. From traditional commodity exports, Indian Spices have evolved into a state-of-the-art industry.

The Spices Board India (Ministry of Commerce, Government of India) is the apex body for the export promotion of Indian Spices. Established in 1987, the Board is the catalyst of these dramatic transitions. The Board has been with the Indian Spice industry every step of the way. The Board plays a far reaching and influential role as a developmental, regulatory and promotional agency for Indian Spices. By 3000 B.C. turmeric, cardamom, pepper and mustard were cultivated in Harappa and Mohenjo-Daro, in the Indus valley.

SPICE INDUSTRY OVERVIEW

Spice industry has been witnessing phenomenal growth rates both in the international and domestic sector. The growth in this sector can be attributed to the change in the lifestyle patterns of the consumers all over the world.

The shift in the consumption trend toward natural products has also contributed to the increased global demand of spices and culinary herbs. Spice and derivatives market is booming because these products find applications in a number of industries including pharmaceutical, medicine, beverages, food processing. personal hygiene products to name a few.

Developing countries especially in the Asian continent are the major producers of variety of spices. A large percentage of international and domestic trade takes place in the dried form.

India, Indonesia, China are few of the prime producers of a variety of high-quality spices and also, significant contributors to the global spice trade.

India is one of the prime producers and suppliers of raw herbs to USA, UAE etc. This is a labor-intensive industry; therefore, producers must have a sound knowledge of the methods and processes involved in the production of herbs and spices. USA is the major importer followed by China. Vietnam, the UAE, Malaysia, Saudi Arabia, the UK, Germany, Singapore and Sri Lanka. Exports to the US stood at around US$ 340.3 million followed by China at USS 324.57 million in 2012-13.

GLOBAL INDUSTRY OVERVIEW

The global spice and culinary herb industry comprises of many plants having diverse end uses including culinary, medicinal etc. The industry also consists of spice derivatives like essential oils, oleoresin, spice oils etc. According to international trade estimates about 85% of spices and culinary herbs are traded in dried form. These spices are cleaned and used in a crude form without any further processing. The world production and processing centers of spices and culinary herbs remain concentrated in Europe and in a number of Asian countries. Canada is fast emerging as one of the leading players in the international spice and herb industry. There are certain countries acting as leading producers and traders of some particular spices and culinary herbs. For example India is popularly known for being a source of cloves, Indonesia has supplied the global market with cinnamon and nutmeg and China is the leading producer of ginger.

The global demand for a variety of spices has continued to rise in the past few years owing to the vast rise in the consumption of convenience foods, snacks, and confectionary. The widened market for processed and ready-to-eat food products has also had a vast positive impact on the overall global consumption of a variety of spice.

This report on the global spice market presents an extensive account of the present state of the market and forecasts the way the markets will evolve in response to present circumstances over the period between 2016 and 2024. The report includes vast details regarding the present and past sales across key product segments and regional markets, the various growth factors expected to drive the market in the future years, and the challenges capable of arresting the

One of the key drivers of the global spice market is the increased usage of spices as natural preservatives in variety of poultry and meat products. Additionally, the significant rise in demand for healthy and nutrition-rich foods from the health-conscious young population globally has widened the consumer base of this segment of food products. Strengthening economies of countries in Asia Pacific have led to increased disposable incomes and have increased the demand for processed and ready-to-eat foods, which is anticipated to be a key growth driver of the spice market in the region.

However, the market is expected to be restrained due to the stringent government regulations related to food additives across different countries such as Canada. U.K., France, Italy and the U.S. Several food safety organizations, such as the FDA, have set high standards regarding the safety of a spice for its intended use for the consumer.
[7:48 PM, 11/04/2025] s Mishra: Global Spice Market: Segmentation

On the basis of product type, the global spice market can be segmented into cardamom, pepper, cumin, clove, and ginger.

On the basis of application, the market can be segmented into sauces, soups, frozen food. meat, convenience foods, poultry food, and bakery.

On the basis of geography, the report segments the global spice market into Europe, North America, Asia Pacific, and Rest of the World (RoW). Of these, North America is presently the most attractive regional market for spices, followed by Europe, Asia Pacific, and the RoW. Rising awareness regarding the medicinal properties of spices will continue to keep the demand for spices high in North America over the forecast period as well. The region is expected to gain traction and witness high growth in terms of revenue over the report's forecast period.

The Asia Pacific market also holds immense promise for spices owing to the flourishing food and beverages industry in the region. A vast surge in the consumption of fast foods across countries such as India and China will also drive the market for spices in the region. China is the leading country-wise market for spices in Asia Pacific, followed by India. Owing to the presence of vast growth opportunities, several international spice companies are focusing on expansion strategies in the region, expected to make the Asia Pacific spice market much more mature and increasingly competitive in the near future.
[7:49 PM, 8/26/2024] P Mishra: Global Spice Market: Competitive Dynamics

The global spice market features a fragmented competitive landscape owing to the presence of a large number of small-scale companies. The market also features some large companies holding prominent positions, making the market intensely competitive. Some of the most notable companies operating in the global spice market are Everest Spices, SHS Group, Ajinomoto Co., Inc., Associated British Foods, Mccormick & Company, Kerry Group Plc, Ariake Japan Company Ltd., Sensient Technologies, MTR Foods Private Limited, Ariake Japan Company Ltd., Olam International, Worlee Gruppe, DS Group, and Dohler Group.
[7:50 PM, 8/26/2024] P Mishra: INDIA'S SHARE IN THE GLOBAL SPICE MARKET

Spice derivatives can be categorized into spice oil, oleoresins and essential oils. The demand for spice derivatives is also increasing due to the hygiene, standardization and consistency factor. India contributes nearly 70% to the world spice derivative market. It exports largely to the US, UAE etc. Indian southern states including Kerala, Karnataka and Tamil Nadu provide concentrated oils and oleoresins for use in perfumery, pharmaceuticals, foods processing and industrial chemical industry.

The Indian spice industry is booming with a substantial increase in exports over the past few years. India accounts for nearly 45% and 30% in terms of volume and value in the world spice trade.

India is known as the home of spices and boasts of a long history of trading with the ancient civilizations of Rome and China. Today, Indian spices are the most sought- after globally, given their exquisite aroma, texture and taste. India has the largest domestic market for spices in the world. India is the world's largest producer and exporter of spices of the 109 varieties listed by the International Organization for Standardization (ISO), as the country produces and exports about 75 varieties of spices. India primarily exports pepper, Chili, turmeric, ginger, cardamom, coriander, cumin, fennel, fenugreek, celery, nutmeg and mace garlic, tamarind and vanilla. Processed spices such as spice oils and oleoresins, mint products, curry powder, spice powders, blends and seasonings are also exported.

In order to make available sufficient quantity of quality spices for export, the Government is implementing programmers for post-harvest improvement and organic cultivation of spices. It undertakes export promotion activities for all 52 spices which include marketing as well as removing hindrance and barricades to export. The Indian spice industry is booming with a substantial increase in exports over the past few years. India accounts for nearly 45% and 30% in terms of volume and value in the world spice trade: The booming global spice market also poses good opportunities for the Indian spice industry to provide quality spices at competitive prices. India faces stiff competition from China, Malaysia and Pakistan in terms of pricing of the products. Manufacturers should therefore ensure consistency in supply, product quality, pricing and marketing strategy to increase the share in exports.

Producers are incorporating latest methods and technologies to ensure higher quality of spices and herbs. India is one of the prime exporters of pepper, chilies", turmeric, seed spices and spice derivatives to the rest of the world. USA, EU, Japan and Srilanka import these Indian spices in large volumes.

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Government Initiative Indian Government is providing financial assistance to farmers, growers and spice producers and has also taken certain steps to ensure the availability of better quality spices, more hygienically processed spices in order to boost exports. Indian spice board also provides financial and technical assistance to farmers.

India produces 2.5 million tons to 3 million tons of spices annually. India produces spices of different categories worth around US$ 3 billion. In terms of volume and value,India accounted for 46% and 23% in value of global spice trade. (Source: Spices Board India) India accounts for 25-30% of world's pepper production. 35% of ginger and about 90% of turmeric production.

At present India produces around 2.5 million tons of different spice valued ar approximately 3 million US dollar, and hold the premier position in the world. Because of the varying climate suitable for the spice cultivation almost all spices are grown in this country.

In almost all the 28 states and six union territories of India, at least one spice is grown in abundance. No country in the world produces as much variety of spices as India.

During 2013-14, spices and spice products valued at US$ 2,267.67 million has been exported from the country as against USS 2,212.13 million in 2012-13, which is an increase of 3 per cent.

During the period April-September 2014, India exported spices worth USS 1,152.08 million as compared to USS 1,073.85 in the same period in 2013.In the same period; cardamom registered a growth in value of 68 per cent from the exports. Other spices with notable growth include coriander, cumin, pepper and curry powders with rates of 52 per cent, 35 per cent, 30 per cent and 29 per cent respectively.

The Spices Board of India works towards the development and worldwide promotion of Indian spices. It provides quality control and certification, registers exporters, documents trade information and provides inputs to the Central Government on policy matters. It participates in major international fairs and food exhibitions to promote Indian spices, apart from organizing various domestic events.

Indian spices exports in 2016-17 have been able to record strident gains in volume and value. Spices exports have registered substantial growth during last five years, registering a compound annual average growth rate of 10% in rupee terms and 5% dollar terms of value and India commands a formidable position in the world spice trade.

During 2016-17 a total of 9, 47,790 tons of spices and spices products valued Rs.17664.61 crore (us$ 2633.30 million) has been exported from the country as against 8,43,225 tons valued Rs. 16238.23 crore (us $ 2482.83 million)in 2015-16 registering an increase of 12% in volume,9% in rupee terms and 6%in dollar terms of value. As compared to the total export target of spices fixed for the period, the total exports of spices have exceeded the target in terms of both volume and value. Compared to the target of tons valued Rs. 15725.12 crore (us$2419.25 million) for the financial year 2016- 17 the achievement is 109% in terms of value and 112% in rupee and 109%-dollar terms of value. The following are the various statistics which shows the estimated exports of spices from India during April March 2016-17, item wise export of spices and spice wise area and production. Market over the forecast period.

ITEM-WISE EXPORT OF SPICES FROM INDIA (QTY. IN TONNES & VALUE IN Rs. LAKHS)										
	2012-13		2013-14(*)		2014-15(*)		2015-16(*)		2016-17(EST)	
ITEM	QTY	VALUE	QTY	VALUE	QTY	VALUE	QTY	VALUE	QTY	VALUE
PEPPER	15,363	63,810.29	21,250	94,002.34	21,450	120,842.16	28,100	173,041.50	17,600	114,312.50
CARDAMOM(S)	2,372	21,215.04	3,600	28,380.88	3,795	32,346.75	5,500	44,982.75	3,850	42,150.00
CARDAMOM(L)	1,217	6,254.59	1,110	7,961.15	665	8,403.90	600	7,550.70	780	8,265.50
CHILLI	301,000	238,060.90	312,500	272,227.20	347,000	351,710.00	347,500	399,743.97	400,250	507,075.00
GINGER	22,207	18,725.14	23,300	25,614.27	40,400	33,133.00	24,800	27,595.56	24,950	25,705.00
TURMERIC	88,513	55,487.70	77,500	66,575.65	86,000	74,435.00	88,500	92,165.00	116,500	124,189.00
CORIANDER	35,902	20,182.59	45,750	37,185.65	46,000	49,812.50	40,100	42,680.50	30,300	29,207.50
CUMIN	85,602	115,306.61	121,500	160,006.00	155,500	183,820.00	97,790	153,113.00	119,000	196,320.00
CELERY	5,171	2,977.26	5,500	3,561.48	5,650	4,302.10	5,310	5,328.24	6,250	6,246.00
FENNEL	13,811	10,466.12	17,300	16,001.42	11,650	13,165.50	15,320	17,239.60	35,150	30,875.50
FENUGREEK	29,622	10,488.12	35,575	13,378.37	23,100	13,947.63	33,330	23,380.70	34,680	18,276.50
OTHER SEEDS (1)	18,442	11,178.60	27,800	15,425.65	28,250	16,512.50	23,880	16,205.75	18,100	15,455.00
GARLIC	22,872	6,868.14	25,650	8,387.05	21,610	8,183.00	23,085	15,959.00	32,200	30,711.50
NUTMEG & MACE	3,231	22,591.87	4,450	26,285.62	4,475	26,797.50	4,050	20,928.25	5,070	23,641.65
OTHER SPICES (2)	34,298	30,209.03	34,700	41,846.80	36,500	44,915.00	43,955	58,348.50	40,210	50,595.00
CURRY POWDER/PASTE	17,436	27,515.66	23,750	40,132.03	24,650	47,626.00	25,550	53,174.50	28,500	59,910.00
MINT PRODUCTS (3)	20,039	394,049.95	24,500	343,042.20	25,750	268,925.00	23,250	258,130.47	22,300	262,750.00
SPICE OILS & OLEORES	9,515	155,888.19	11,415	173,324.85	11,475	191,090.00	11,635	214,255.00	12,100	230,775.00
TOTAL	726,613	1,211,275.80	817,250	1,373,539.26	893,920	1,489,957.53	843,255	1623822.99	947,790	1,766,460.65
VALUE IN MILLION US $		2,212.13		2,267.67		2432.85		2482.83		2,633.30

(*) Provisional (Est) Estimate

(1) INCLUDE BISHOPS WEED(AJWANSEED), DILL SEED, POPPY SEED, ANISEED, MUSTARD ETC.

(2) INCLUDE ASAFOETIDA, CINNAMON, CASSIA, CAMBODGE, SAFFRON, SPICES (NES) ETC.

(3) INCLUDE MENTHOL, MENTHOL CRYSTALS AND MINT OILS.

SOURCE : DGCI&S., CALCUTTA/SHIPPING BILLS/EXPORTERS' RETURNS.

ITEM-WISE EXPORT OF SPICES FROM INDIA (QTY. IN TONNES & VALUE IN Rs. LAKHS)										
	2012-13		2013-14(*)		2014-15(*)		2015-16(*)		2016-17(EST)	
ITEM	QTY	VALUE	QTY	VALUE	QTY	VALUE	QTY	VALUE	QTY	VALUE
PEPPER	15,363	63,810.29	21,250	94,002.34	21,450	120,842.16	28,100	173,041.50	17,600	114,312.50
CARDAMOM(S)	2,372	21,215.04	3,600	28,380.88	3,795	32,346.75	5,500	44,982.75	3,850	42,150.00
CARDAMOM(L)	1,217	6,254.59	1,110	7,961.15	665	8,403.90	600	7,550.70	780	8,265.50
CHILLI	301,000	238,060.90	312,500	272,227.20	347,000	351,710.00	347,500	399,743.97	400,250	507,075.00
GINGER	22,207	18,725.14	23,300	25,614.27	40,400	33,133.00	24,800	27,595.56	24,950	25,705.00
TURMERIC	88,513	55,487.70	77,500	66,575.85	86,000	74,435.00	88,500	92,165.00	116,500	124,189.00
CORIANDER	35,902	20,182.59	45,750	37,185.65	46,000	49,812.50	40,100	42,680.50	30,300	29,207.50
CUMIN	85,602	115,306.61	121,500	160,006.00	155,500	183,820.00	97,790	153,113.00	119,000	196,320.00
CELERY	5,171	2,977.26	5,500	3,561.48	5,650	4,302.10	5,310	5,328.24	6,250	6,246.00
FENNEL	13,811	10,466.12	17,300	16,001.42	11,650	13,165.50	15,320	17,239.60	35,150	30,875.50
FENUGREEK	29,622	10,488.12	35,575	13,378.37	23,100	13,947.63	33,330	23,380.70	34,680	18,276.50
OTHER SEEDS (1)	18,442	11,178.60	27,800	15,425.65	28,250	16,512.50	23,880	16,205.75	18,100	15,455.00
GARLIC	22,872	6,868.14	25,650	8,387.05	21,610	8,183.00	23,085	15,959.00	32,200	30,711.50
NUTMEG & MACE	3,231	22,591.87	4,450	25,285.62	4,475	26,797.50	4,050	20,928.25	5,070	23,641.65
OTHER SPICES (2)	34,298	30,209.03	34,700	41,846.80	36,500	44,915.00	43,955	58,348.50	40,210	50,595.00
CURRY POWDER/PASTE	17,436	27,515.66	23,750	40,132.03	24,650	47,625.00	25,550	53,174.50	28,500	59,910.00
MINT PRODUCTS (3)	20,039	394,049.95	24,500	343,042.20	25,750	268,925.00	23,250	258,130.47	22,300	262,750.00
SPICE OILS & OLEORES	9,515	155,888.19	11,415	173,324.85	11,475	191,090.00	11,635	214,255.00	12,100	230,775.00
TOTAL	726,613	1,211,275.80	817,250	1,373,539.26	893,920	1,489,957.53	843,255	1623822.99	947,790	1,766,460.65
VALUE IN MILLION US $		2,212.13		2,267.67		2432.85		2482.83		2,633.30

(*) Provisional (Est) Estimate

(1) INCLUDE BISHOPS WEED(AJWANSEED), DILL SEED, POPPY SEED, ANISEED, MUSTARD ETC.

(2) INCLUDE ASAFOETIDA, CINNAMON, CASSIA, CAMBODGE, SAFFRON, SPICES (NES) ETC.

(3) INCLUDE MENTHOL, MENTHOL CRYSTALS AND MINT OILS.

SOURCE : DGCI&S., CALCUTTA/SHIPPING BILLS/EXPORTERS' RETURNS.

CHAPTER-3

COMPETITOR ANALYSIS

COMPETITOR ANALYSIS

1. **Identify Key Competitors**

- Direct Competitors: Companies that offer similar products, like spices and seasonings. Examples include national brands (MDH, Everest, Catch, Badshah) and local/regional brands.
- Indirect Competitors: Companies offering alternative products like spice blends, instant mixes, or related food items that could appeal to your target market.

2. **Analyze Competitor Profiles**

- Product Range: Evaluate the variety of spices and blends they offer, their packaging sizes, and quality.
- Pricing Strategy: Compare the pricing of similar products. Check for discounts, bulk pricing, and premium product lines.
- Market Positioning: Assess how competitors position themselves in the market (e.g., premium, budget-friendly, organic).
- Distribution Channels: Look at how and where they sell their products—retail stores, supermarkets, online platforms, exports, etc.
- Marketing and Branding: Analyze their marketing campaigns, branding strategy, online presence, social media activity, and customer engagement.
- Customer Base and Loyalty: Evaluate customer reviews, feedback, and loyalty programs.

3. **SWOT Analysis of Competitors**

- Strengths: Strong brand recognition, extensive distribution network, premium quality, or wide product range.
- Weaknesses: High prices, limited online presence, inconsistent quality, or negative reviews.
- Opportunities: Market expansion, introducing new product lines, or tapping into health-conscious trends (organic or low-sodium spices).
- Threats: New entrants, changing consumer preferences, price wars, or regulatory changes.

4. **Key Performance Metrics**

- Market Share: Estimate competitors' market share based on sales data, brand visibility, and retail presence.
- Growth Rate: Assess their growth over recent years, expansion plans, and new product launches.
- Customer Satisfaction: Review ratings, feedback on platforms like Amazon, Flipkart, and social media.

5. **Digital Presence and E-commerce Strategy**
   - Website Analysis: Check website usability, content quality, SEO, and online ordering options.
   - Social Media Analysis: Assess their social media strategies, engagement rates, follower count, and content types.
   - Online Marketplaces: Compare how they perform on online marketplaces like Amazon, BigBasket, etc.

6. **Unique Selling Proposition (USP) Comparison**
   - Determine what makes each competitor stand out, such as organic certification, traditional recipes, unique packaging, or sustainability practices.

7. **Innovation and Product Development**
   - Examine new product launches, R&D investments, or innovations like ready-to-cook spice mixes, organic products, etc.

Conclusion:

Once the data is gathered, create a comparative analysis to identify gaps and opportunities for your spices company. Highlight areas where your company can differentiate itself, improve, or capitalize on competitor weaknesses.

Would you like a more detailed analysis or insights on any specific competitor?

CHAPTER-4

CUSTOMER ANALYSIS

CUSTOMER ANALYSIS OF SWAD KATHA

1. **Identify Target Customer Segments**

- Households: Home cooks, families, and individuals who use spices regularly in their cooking.
- Restaurants and Food Service: Chefs, restaurants, hotels, catering services, and street food vendors that purchase spices in bulk.
- Health-Conscious Consumers: Those looking for organic, preservative-free, or low-sodium spices.
- Ethnic and Specialty Markets: Customers seeking authentic, traditional, or regional spice blends.
- Retail and Grocery Chains: Buyers from retail stores stocking up on popular spice brands for resale.

2. **Customer Demographics**

- Age: Typically ranges from 25-65 years; includes young professionals, homemakers, and older adults who cook frequently.
- Gender: Primarily females, but a growing segment of male home cooks and chefs.
- Income Level: Middle to upper-middle-class households with discretionary spending power.
- Location: Urban and semi-urban areas where demand for packaged spices is high.

3. **Psychographics**

- Lifestyle: Busy lifestyles driving demand for convenience products like ready-to-use spice blends.

- Cooking Habits: Regular cooking at home, interest in experimenting with new cuisines, and emphasis on flavor enhancement.
- Health Awareness: Preference for natural, organic, or health-boosting spices like turmeric and cinnamon due to their health benefits.
- Cultural Influence: Consumers influenced by regional cuisines, traditional cooking methods, and family recipes.

4. **Buying Behavior and Preferences**

- Quality and Brand Loyalty: Customers prefer well-known, trusted brands with consistent quality.
- Price Sensitivity: Some consumers are price-sensitive, opting for economical brands, while others prioritize quality over cost.
- Packaging Preferences: Preference for easy-to-use, resealable, and hygienic packaging.
- Shopping Channels: Purchase from supermarkets, local grocery stores, online platforms like Amazon, and e-commerce grocery sites like BigBasket or Grofers.
- Frequency of Purchase: Spices are regularly purchased, with increased frequency during festive seasons or special occasions.

5. **Factors Influencing Purchase Decisions**

- Taste and Quality: Key drivers of repeat purchases; spices must deliver consistent flavor and aroma.
- Health Benefits: Increasing demand for organic, low-sodium, or preservative-free options.
- Convenience: Pre-ground spices and blends save time and effort compared to

whole spices.

- Brand Trust: Well-established brands with good market reputation often enjoy customer loyalty.
- Promotions and Discounts: Special offers, discounts, and combo packs can sway price-sensitive buyers.

6. **Customer Feedback and Pain Points**
   - Common Complaints: Issues like inconsistent quality, adulteration, poor packaging, and lack of freshness.
   - Desired Improvements: More variety, availability of premium or exotic spices, better packaging, and information on spice origins.

7. **Customer Journey Mapping**
   - Awareness: Customers discover spices through word of mouth, social media, advertisements, or while shopping in stores.
   - Consideration: They compare brands based on price, quality, packaging, and online reviews.
   - Purchase: Decide based on convenience, availability, and previous experiences.
   - Post-Purchase: Focus on satisfaction, repeat purchase, and sharing feedback.

8. **Trends and Insights**
   - Rising Demand for Exotic Blends: Growing interest in international cuisines like Mexican, Italian, and Thai, driving demand for new spice blends.
   - Sustainability Concerns: Preference for brands with eco-friendly packaging and sustainable sourcing practices.

- DIY Blends: Some consumers prefer to make their own blends, indicating potential for DIY kits.

Conclusion:

Understanding your customers helps in tailoring products, marketing strategies, and improving overall customer satisfaction. Focusing on quality, convenience, and health benefits can help a spice company stand out in a competitive market.

CHAPTER-5

INVENTORY MANAGEMENT OF SWAD KATHA

1. **Consumer Insights**

- Demand for Authenticity: Consumers are increasingly seeking authentic, natural, and non-adulterated spices. There is a growing preference for regional and traditional spices that offer a sense of cultural connection.
- Health-Conscious Choices: A noticeable shift towards health-centric products, such as low-sodium, sugar-free, or organic spices, has been observed. Consumers are also drawn to spices known for their health benefits, like turmeric for anti-inflammatory properties.
- Convenience and Blends: There is a high demand for convenient spice blends that simplify cooking, such as ready-to-use masalas, as well as single-serve sachets designed for busy lifestyles.

2. **Market Trends and Preferences**

- Premiumization: There is a trend towards premium spices, including rare and high-quality varieties like saffron, black cardamom, and organic black pepper. Consumers are willing to pay more for premium packaging and better flavor profiles.
- Regional and Ethnic Flavors: A growing interest in regional and ethnic flavors is driving demand for niche spices and unique blends that cater to local tastes.
- E-commerce Growth: Online sales of spices have surged, with consumers favoring the convenience of digital shopping. Insights show that detailed product descriptions, reviews, and transparent sourcing information significantly influence online purchasing decisions.

3. **Supply Chain Learnings**

- Sustainability and Traceability: Farmers and suppliers are increasingly adopting sustainable practices, such as organic farming and fair trade, which enhance product appeal and marketability.
- Quality Fluctuations: Variations in climatic conditions and farming practices directly impact the quality and yield of spices, leading to challenges in maintaining consistency.
- Supplier Relationships: Strong partnerships with suppliers ensure better quality control and help manage fluctuations in supply due to factors like seasonality or geopolitical issues.

4. **Operational Challenges**

- Maintaining Freshness: Preserving the freshness and potency of spices during storage and transportation remains a critical challenge. Improper handling can lead to moisture retention, loss of aroma, or contamination.

- Innovation in Processing: Advances in processing, such as cryogenic grinding, have shown significant improvements in preserving spice quality and extending shelf life.

5. **Product Quality and Safety**

- Adulteration Concerns: A major issue identified is the adulteration of spices, which affects brand trust and market standing. Companies are investing in robust testing and verification methods to address these concerns.
- Packaging Innovations: Field insights suggest that innovative packaging, such as vacuum-sealed and UV-protective materials, greatly enhances product preservation and consumer satisfaction.

6. **Regulatory and Compliance Findings**

- Compliance with Food Safety Standards: Adhering to international and local food safety standards is crucial. Companies have learned the importance of rigorous quality checks and certifications (ISO, FSSAI, etc.) to maintain market access.
- Label Transparency: Consumers demand transparency regarding ingredients, origin, and nutritional information, prompting companies to adopt more informative and clear labeling practices.

7. **Consumer Feedback and Brand Perception**

- Trust and Quality Perception: Brand trust is heavily influenced by perceived quality and consistency. Regular feedback loops with customers help in adjusting product attributes to better align with expectations.
- Customer Service: Efficient handling of complaints, queries, and ensuring product traceability enhances customer loyalty.

8. **Innovation and Product Development Opportunities**

- New Product Lines: Insights indicate opportunities in creating niche products like spice infusions, gourmet blends, and health-focused spice mixes tailored to specific dietary needs.
- Technology Adoption: Integration of AI and IoT for predictive quality management and inventory optimization is becoming increasingly valuable for maintaining supply chain efficiency.

CHAPTER-6

DETAILED DESCRIPTION OF WORK EXECUTED

DETAILED DESCRIPTION OF WORK DONE IN SWAD KATHAAS A FINANCE INTERN

1. **Financial Data Analysis:** Analyzing sales, costs, and profit margins of different spices. You may work on identifying trends in revenue and suggesting improvements.

2. **Budgeting and Forecasting:** Assisting in preparing budgets, financial forecasts, and variance analysis. This helps in planning future financial performance based on current and past data.

3. **Accounts Payable and Receivable:** Managing invoices, payments to suppliers, and collections from customers. You might also help with tracking overdue accounts.

4. **Cost Analysis:** Calculating the cost of raw materials, production, and packaging to ensure that the company's pricing strategy covers costs and generates profit.

5. **Inventory Management:** Assisting in managing inventory levels, analyzing stock turnover rates, and ensuring that the costs associated with maintaining inventory are minimized.

6. **Financial Reporting:** Preparing reports that summarize financial performance, such as balance sheets, profit and loss statements, and cash flow statements.

7. **Compliance and Documentation:** Ensuring financial records are maintained in compliance with regulations and assisting with internal or external audits.

8. **Assisting with Financial Modelling:** Developing financial models to project the financial performance of the company under different scenarios.

9. **Market Analysis:** Analyzing market trends to understand how fluctuations in spice prices impact the company's profitability.

10. **Support in Pricing Strategy:** Assisting in setting prices for different products by analyzing cost data and market conditions.

CHAPTER-7

CONCLUSION AND SUGGESTIONS

CONCLUSION AND SUGGESTIONS

CONCLUION:

The spice industry presents significant opportunities for growth, driven by evolving consumer preferences, rising demand for quality products, and the shift towards healthier, sustainable options. To capitalize on these trends, a spice company must optimize its supply chain, enhance product quality, and embrace innovation in product development. Effective financial management and risk mitigation strategies are essential to safeguard profitability in a volatile market. Expanding digital presence and direct-to-consumer sales will further boost market reach and brand loyalty.

By implementing these strategies, the spice company can strengthen its market position, improve operational efficiency, and achieve sustainable growth, ultimately delivering value to customers and stakeholders alike.

Suggestions for Improvement:

1. Optimize Supply Chain and Sourcing:
   - Diversify Suppliers: Engage with multiple suppliers and consider direct sourcing from farmers to reduce dependency and ensure quality control.
   - Invest in Sustainable Sourcing: Promote sustainable farming practices and fair-trade certifications to appeal to eco-conscious consumers.

2. Enhance Product Quality and Compliance:
   - Implement Advanced Quality Control: Utilize modern technologies such as AI-based sorting and automated grading to maintain product consistency.
   - Focus on Compliance: Ensure adherence to global food safety standards (ISO, HACCP) and maintain robust traceability systems.

3. Improve Operational Efficiency:
   - Automate Processes: Invest in automation for blending, grinding, and packaging to reduce

manual errors and improve efficiency.

- Reduce Waste: Optimize production processes to minimize waste, especially during spice sorting and grinding.

4. Strengthen Financial Management:

- Cost Control Measures: Regularly review operational costs and explore bulk buying or contract pricing to mitigate raw material price fluctuations.
- Risk Management: Utilize hedging and other financial instruments to manage commodity price risks effectively.

5. Expand Marketing and Distribution Channels:

- Leverage Digital Marketing: Invest in SEO, social media marketing, and influencer collaborations to increase brand awareness and reach new customers.
- E-commerce and D2C (Direct-to-Consumer) Models: Expand online sales channels, including your website and popular e-commerce platforms, to reach a wider audience.

6. Focus on Innovation and Product Differentiation:

- Develop New Blends and Value-Added Products: Introduce innovative spice blends, ready-to-use seasonings, and spice kits tailored to emerging food trends.
- Highlight Unique Selling Points: Emphasize features such as organic, non-GMO, or sustainably sourced spices to appeal to health-conscious consumers.

7. Strengthen Branding and Packaging:

- Invest in Attractive, Informative Packaging: Use eco-friendly materials and ensure packaging clearly communicates quality, origin, and health benefits.
- Build a Strong Brand Identity: Develop a cohesive brand story that resonates with consumers, focusing on heritage, quality, and sustainability.

THANK YOU